



Grand Rapids Market Overview and Media Kit

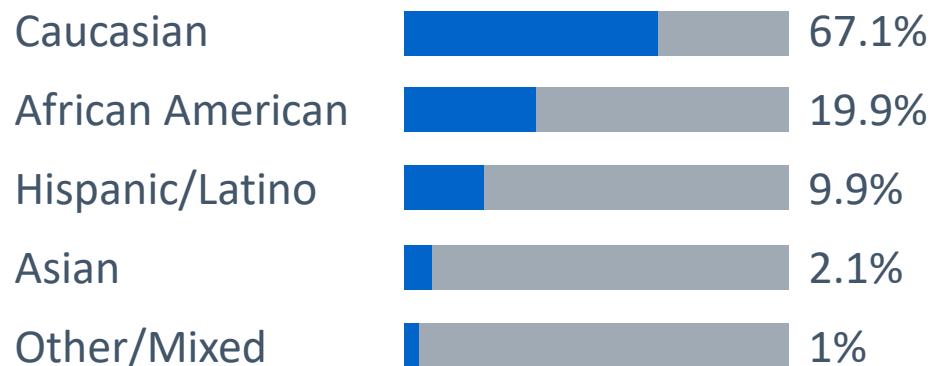
Grand Rapids Profile

POPULATION BREAKDOWN

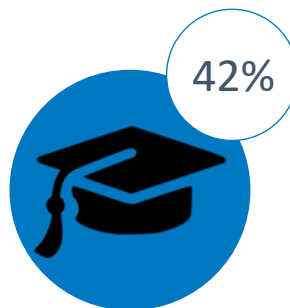
200,217

51% Female / 49% Male

Median Age: 31



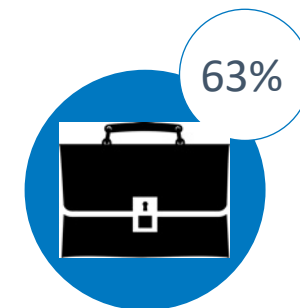
KEY STATISTICS



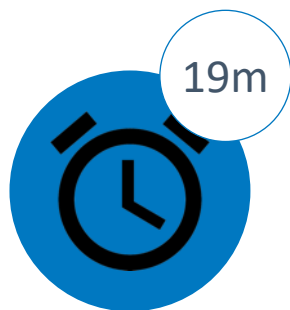
College Graduate



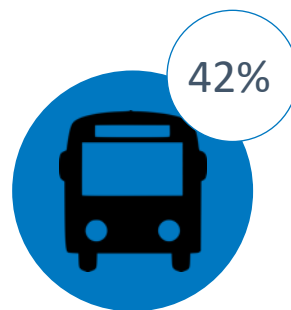
Median HHI



Employed



Time Spent
Traveling to Work



Take Public
Transportation



Total Miles Traveled
Per Week

Grand Rapids Profile

THINGS TO DO AND SEE

Events and Attractions

Gerald R. Ford Presidential Library, John Ball Zoo, Grand Rapids Art Museum, Grand Rapids Public Museum, Grand Rapids Civic Theatre, TreeRunner Adventure Park, DeVos Performance Hall, Van Andel Arena

SportsOk

Grand Rapids Gold (NBA D League), Grand Rapids Griffins (NHL Affiliate), West Michigan Whitecaps (MiLB)

Higher Education

Grand Valley State, Calvin College, Aquinas College, Cornerstone University, Davenport University, Hope College



With over 80 breweries in the city, Grand Rapids was named the Best Beer Town by USA Today!



Ranked the #1 Minor League Sports Market in the US by Sports Business Journal!

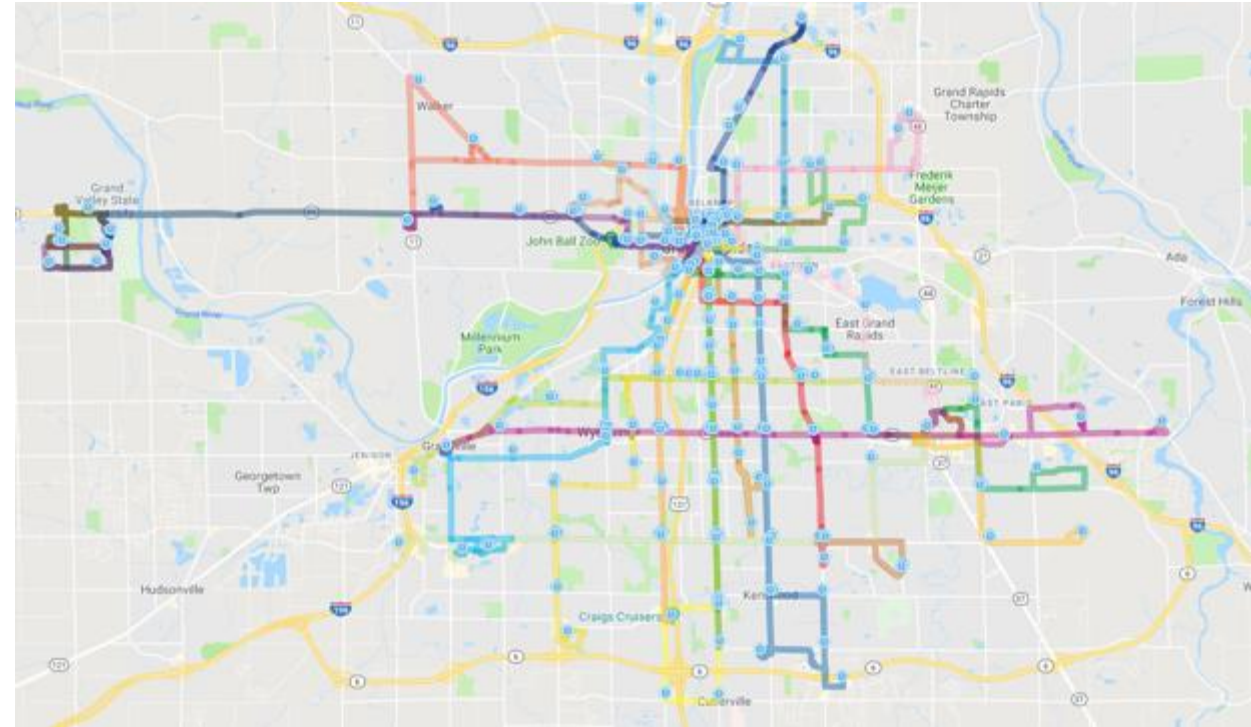
The Rapid Overview

As the second largest city in Michigan, The Rapid public transportation currently services East Grand Rapids, Grand Rapids, Grandville, Kentwood, Walker, Wyoming, and a portion of townships including Alpine, Byron, Gaines, and Cascade!

Buses travel over 6 million miles annually throughout the region and reach over 1MM people, providing the opportunity for advertisers to deliver their message directly to consumers daily where no other outdoor advertising exists.

Fast Transit Facts:

- 2019 Ridership: **10.4 million riders per year**
- Routes: **28 fixed routes** across the six-city area focusing on Downtown Grand Rapids and the surrounding towns
- Free transportation shuttle available within the core downtown area of Grand Rapids



Why Transit?



HIGHLY EFFECTIVE

Transit provides a variety of unmissable advertising sizes and opportunities either on the interior or exterior of the buses that present 'billboards-on-wheels' right at consumer eye-level

COMPLETE COVERAGE

Transit captures attention where people live, shop, work and play. Visible in both downtown business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage to other OOH formats

REACH

With fragmented media sources competing for smaller and smaller audiences, transit advertising delivers some of the strongest CPM's in advertising and reaches consumers far more effectively than other media.

FREQUENCY

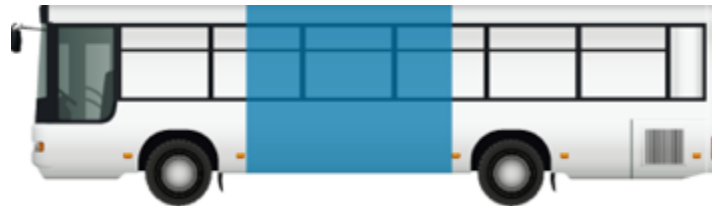
Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Repeated viewing creates top-of-mind awareness and brand recognition in any media campaign.

Grand Rapids

Available Formats – Impact Media

*Sold in 4-week increments

**Reach out for media and production rates

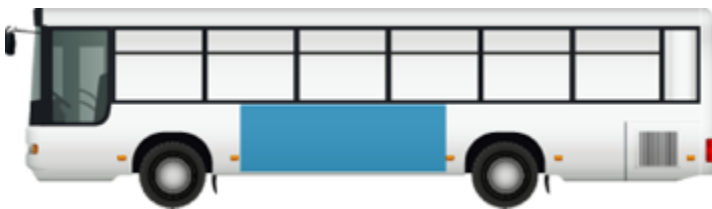


Grand Rapids

Available Formats – Frequency Media

*Sold in 4-week increments

**Reach out for media and production rates



Grand Rapids

Available Formats – Interior Signage

**One period = 4 weeks*

*** Costs do not include production/installation*

THE RAPID



New Advertising Opportunity

Laker Line

Exclusive, first-ever opportunity to place advertising on 60' articulated buses with dedicated routes between downtown Grand Rapids and the GVSU campus in Allendale, fostering enhanced connections along the Lake Michigan Drive and Fulton Street corridors!

With only (16) buses, this opportunity to guarantee coverage on the newest, largest buses in market will guarantee your ad has the best possible chance to be seen!

- Buses only run on the Laker Line route, guaranteeing strong coverage throughout Grand Rapids and Allendale
- Advertisers can run bus kings and queens
- Potential to dominate one bus or spread your ads out across the fleet



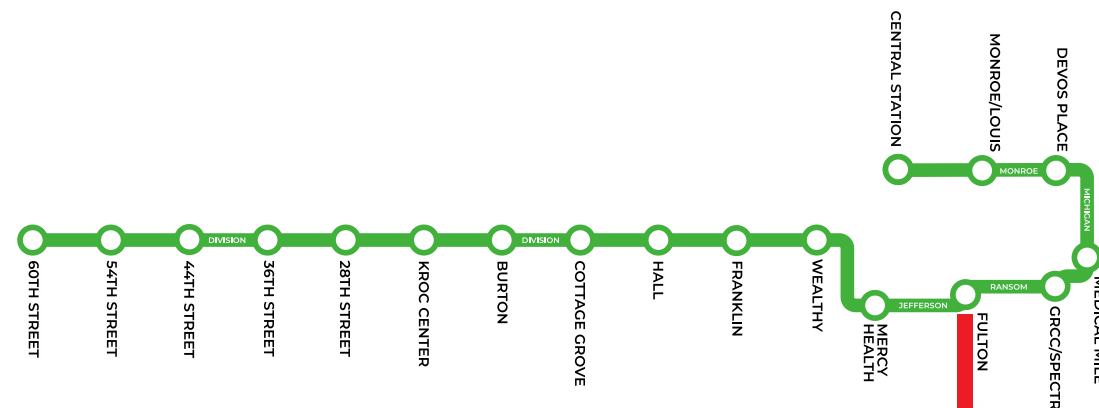
New Advertising Opportunity

Silver Line

Exclusive, first-ever opportunity to place advertising on Silver Line buses running between downtown Grand Rapids south down the Division St Corridor to Kentwood and Wyoming!

With only (10) buses, this opportunity to guarantee premium advertising coverage coverage will allow your ad to blanket downtown and reach an often overlooked part of Grand Rapids!

- Buses only run on the Silver Line route, guaranteeing the most coverage across downtown Grand Rapids
- Advertisers can run bus kings, bus queens, and bus tails
- Potential to dominate one bus or spread your ads out across the fleet



New Advertising Opportunity

The DASH

Be the first to ever advertise on The DASH buses, specifically targeting downtown Grand Rapids.

Advertising will be placed across the windows of buses making a huge impact that's impossible to miss throughout the downtown business district!



DA SH
DOWNTOWN AREA SHUTTLE

LEGEND / LEYENDA

PARKING LOTS / RAMPS
Estacionamiento Público

FREE / GRATUITO

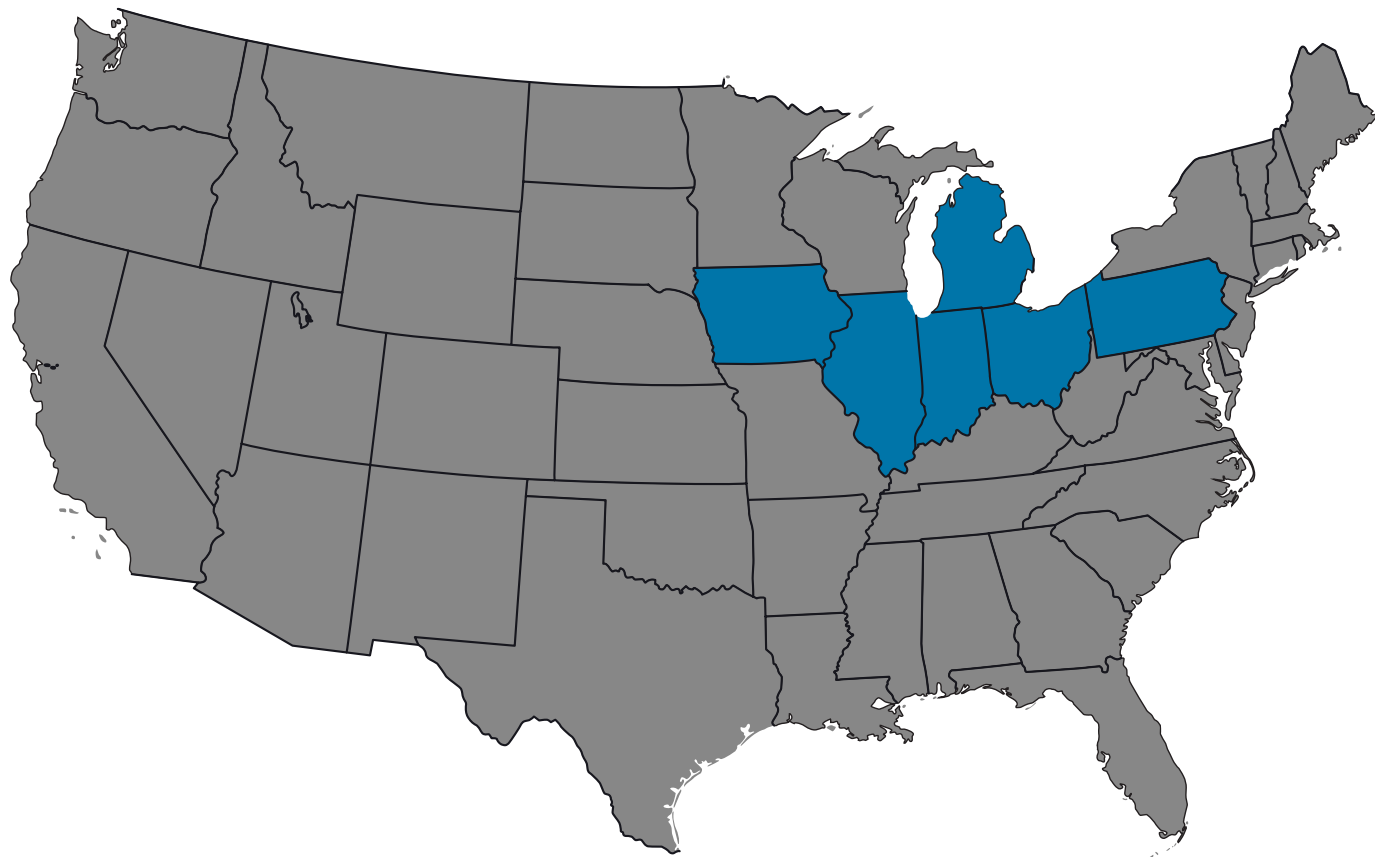
DASH WEST / DASH Oeste
DASH NORTH / DASH Norte

POINTS OF INTEREST / PUNTOS DE INTERÉS

- 20 MONROE LIVE / THE B.O.B.
- CITY HALL / CALDER PLAZA
- DAVID D. HUNTING YMCA
- DEVOS PLACE
- DOWNTOWN MARKET
- GERALD R. FORD MUSEUM
- GRAND RAPIDS ART MUSEUM
- GRAND RAPIDS CHILDREN'S MUSEUM
- GRAND RAPIDS CIVIC THEATRE
- GRAND RAPIDS COMMUNITY COLLEGE
- GRAND RAPIDS PUBLIC LIBRARY
- GRAND RAPIDS PUBLIC MUSEUM
- GRAND VALLEY STATE UNIVERSITY
- KENDALL COLLEGE OF ART & DESIGN
- KENT COUNTY CIRCUIT/GRAND RAPIDS DISTRICT COURTHOUSE
- MSU GRAND RAPIDS RESEARCH CENTER
- ROSA PARKS CIRCLE
- STUDIO PARK
- THE INTERSECTION
- THE PYRAMID SCHEME
- THE RAPID CENTRAL STATION
- URBAN INSTITUTE OF CONTEMPORARY ARTS
- VAN ANDEL ARENA



AVAILABLE FORMATS BY MARKET



FORMATS BY MARKET

Media	Bus	Paratransit	Motorcoach	Rail	Shelters
ILLINOIS					
Chicago			●	●	
Quad Cities	●				
Quincy		●			
INDIANA					
Bloomington	●	●	●		
Crown Point		●			
Evansville		●	●		
Ft. Wayne	●	●	●		
Indianapolis		●	●		●
Lafayette	●	●	●		
Michigan City		●		●	
South Bend	●	●	●	●	●
Terra Haute	●	●	●		
Valparaiso		●	●		
Vincennes		●			
IOWA					
Quad Cities	●				●
OHIO					
Sandusky		●			
Toledo		●			
MICHIGAN					
Battle Creek	●	●			
Grand Rapids	●	●			
Kalamazoo	●				
PENNSYLVANIA					
State College	●				



For more information, please reach out to
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