



# Grand Rapids Market Overview and Media Kit

## Grand Rapids

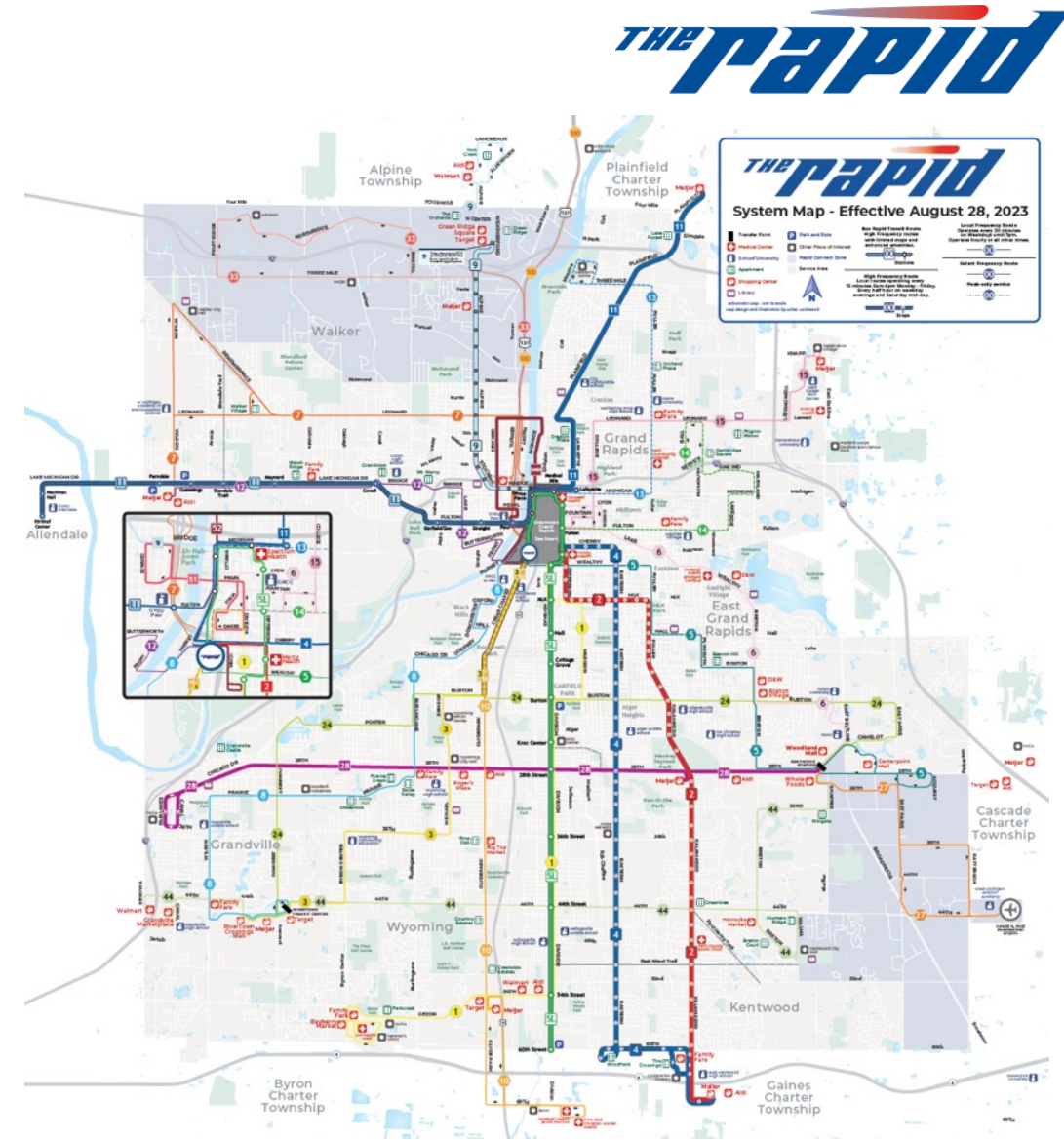
# The Rapid Overview

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 10MM people, providing the opportunity for advertisers to deliver their message directly to consumers daily where no other outdoor advertising exists.

### Fast Transit Facts:

- 2023 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



# Grand Rapids Full Bus Wrap

\*One period = 4 weeks



## Full Bus Wrap

# of Units	13 Periods	26 Periods	39 Periods
1	\$2,000 Per Period	\$1,850 Per Period	\$1,700 Per Period

Production - \$7,250 Per Wrap

4wk Impressions – 749,608 Per Wrap

# Grand Rapids King Kong

\*One period = 4 weeks



## King Kong – Driver Side Wraps

# of Units	3 Periods	6 Periods	13 Periods
1	\$825 Per Period	\$775 Per Period	\$725 Per Period

Production - \$1,250 Per Wrap

4wk Impressions - 369,350 Per Wrap

# Grand Rapids Queen Kong

\*One period = 4 weeks



## Queen Kong – Passenger Side Wraps

# of Units	3 Periods	6 Periods	13 Periods
1	\$550 Per Period	\$500 Per Period	\$450 Per Period

Production - \$850 Per Wrap

4wk Impressions - 305,920 Per Wrap

# Grand Rapids King Panels

\*One period = 4 weeks



## King Panel

# of Units	3 Periods	6 Periods	13 Periods
1	\$400 Per Period	\$375 Per Period	\$350 Per Period

Production - \$300 Per Unit

4wk Impressions – 276,720 Per Unit

Grand Rapids

# Queen Panels

\*One period = 4 weeks



Queen Panel			
# of Units	3 Periods	6 Periods	13 Periods
1	\$350 Per Period	\$325 Per Period	\$300 Per Period

Production - \$275 Per Unit

4wk Impressions – 239,763 Per Unit

# Grand Rapids Tail Panels

\*One period = 4 weeks



Tail Panel			
# of Units	3 Periods	6 Periods	13 Periods
1	\$250 Per Period	\$225 Per Period	\$200 Per Period

Production - \$250 Per Unit  
4wk Impressions – 197,676

# Grand Rapids Interior Signage

\*One period = 4 weeks



## Interior Cards

# of Units	3 Periods	6 Periods	13 Periods
10	\$200 Per Period	\$180 Per Period	\$150 Per Period

Production - \$250 Per 10 Cards

4wk Impressions – 12,500 Per 10 Cards



For more information, please contact  
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