



Advertisement Specification's

<u>Frame</u>	<u>Size of Material</u>	<u>Material</u>
Interior:	28"L x 11"H	.030 styrene
King:	144"L x 30"H x 3/16" thick*	Coroplast
Queen:	108"L x 30"H x 3/16" thick*	Coroplast
Princess:	88"L x 30"H x 3/16" thick*	Coroplast
Tail:	50"L x 17"H x 3/16" thick*	Coroplast

* Exterior ad frames cover 1¼" of ad material on all sides. Actual ad size should be as listed above. Live Printing Area, reduce Length & Height size by a minimum of 2½".

Colleges within the PVTA service area

1. University of Massachusetts, Amherst
2. Amherst College, Amherst
3. Mount Holyoke College, S. Hadley
4. Hampshire College, Hadley
5. Smith College, Northampton
6. Holyoke Community College, Holyoke
7. Bay Path College, Longmeadow
8. The Elms College, Chicopee
9. Westfield State University, Westfield
10. American International College, Springfield
11. Springfield College, Springfield
12. Western New England College, Springfield
13. Springfield Technical Community College, Springfield

Showings

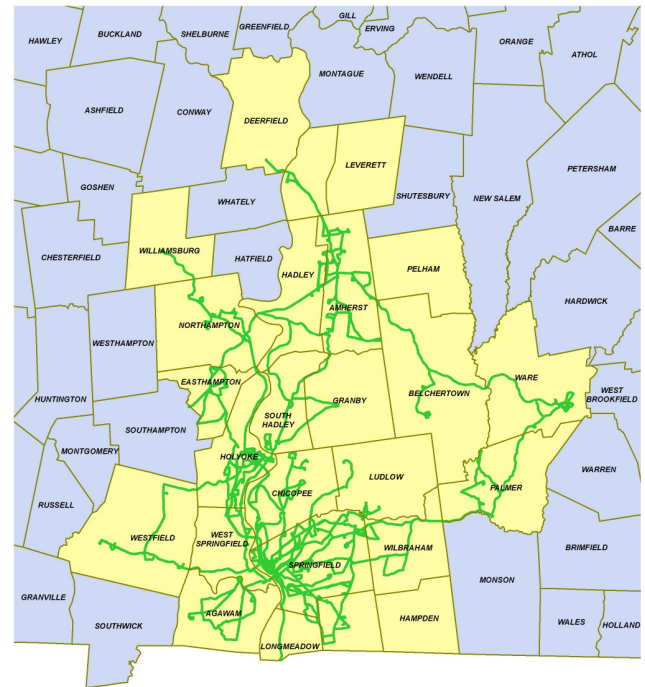
<u>Showing %</u>	<u>Springfield Area</u>	<u>Northampton Area</u>	<u>UMass Area</u>
25	29	5	10
50	58	9	19
75	87	14	28
100	115	18	37

* Showings are Approximate. Rates are as listed and do not change based on showings.

About

The Pioneer Valley Transit Authority (PVTA) is the largest regional transit authority in Massachusetts with 170 buses, 144 vans and 24 participating member communities.

Our buses bring riders to work, school, malls, shopping districts, hospitals and medical centers, museums, concerts, sporting events, restaurants, housing complexes, financial centers, institutions of higher education, and more.



Communities PVTA Serves

Agawam, Amherst, Belchertown, Chicopee, East Longmeadow, Easthampton, Granby, Hadley, Hampden, Holyoke, Leverett, Longmeadow, Ludlow, Northampton, Palmer, Pelham, South Hadley, Springfield, Sunderland, Ware, West Springfield, Westfield, Wilbraham, Williamsburg