

FREE Ride Holiday Campaign (Saturday, December 14-24, 2019)

● Digital
 ● Print
 ● FREE Ride Promotion

DECEMBER 2019

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	● 6	● 7
					Launch Digital Display	
● 8	● 9	● 10	● 11	● 12	● 13	● 14
				Front Page Notes		FREE RIDE Promo
		Email Blast		EMAIL BLAST RETARGETING		
● 15	● 16	● 17	● 18	● 19	● 20	● 21
	FREE RIDE PROMOTIONAL PERIOD			½ and ¼ Page Ads		
		EMAIL BLAST RETARGETING			End Email Retargeting	
● 22	● 23	● 24	25	26	27	28
		End Digital Display				
		End FREE Ride Promo				
29	30	31	Digital Display: Baltimoresun.com Lighthouse Unit, Programmatic display targeting transit users in RTA service areas		Front Page Notes: CF, HCT, LL, BB ½ Page Ads – HCT, CF ¼ Page Ads – LL, WCG	

Print: (150,000 Distribution Front Page Notes): December 12th, Howard County Times, Columbia Flier, Laurel Leader, Bowie Blade. West Crofton Gazette ½ page and Greenbelt News.

RIDE, SHOP BE JOLLY!

FREE BUS RIDES: Dec. 14th-24th

Give your car a holiday, try RTA transit!

transitRTA.com/routes

(FRONT)

Take RTA to all your shopping destinations:

- Mall in Columbia (Downtown Columbia)**
Rt. 401, 402A/B, 403, 404, 405, 406, 407, 408, 414, 501, 503
- Arundel Mills Mall** Rt. 501, 502
- Snowden Square Shopping Center**
Rt. 406, 407, 408, 501
- Long Gate Shopping Center** Rt. 405
- Laurel Towne Centre** Rt. 301, 302, 409, 502, 503
- Elkridge Shopping Center/ MD Food Center** Rt. 409
- Beltway Shopping Plaza** Rt. 302
- Columbia Crossing** Rt. 402A/B, 408
- Dobbin Center** Rt. 402A/B, 408, 501



For schedules, visit transitRTA.com, or plan your trip on Google Maps, TransitApp, or RouteShout2.0.

Customer Service 800-270-9553

(BACK)

Bus Ad: Monday, December 9th-24th, all fixed route/paratransit bus, Ford Vans (curb side, left window to door entrance)

Viaje, Ve de Compras y Disfrute!

Viajes Gratis: Diciembre 14th-24th

Usa RTA Transportacion! Dale a Tu Carro Un Dia Festivo

Deja que RTA Te Transporte a Tus Centros Comerciales

Visite transitRTA.com/routes

Planea Tu Viaje con Google Maps, TransitApp, RouteShout2.0 O Llama RTA Servicio al Cliente 800-270-9553

RIDE, SHOP BE JOLLY!

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Friday, December 13th- 24th (Mall in Columbia- Lightbox in Food Court, 4' wide x 7' high)

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Customer Service 800-270-9553

**NEW Service Routes Begin:
Sunday,
May 5, 2019!**



**EXPANDED SERVICE, SHORTER RIDETIMES,
IMPROVED CONNECTIONS!**

Changes will affect the following routes:
**401, 402A/B, 403, 404, 405, 406,
407, 408, 409, 414 and 501**

FOR ROUTE CHANGES and new timetable schedules visit:
transitRTA.com/NewsRoutes or call 800-270-9553

STAY INFORMED!
Follow Us @transitRTA | Use Our Mobile App! RouteShout 2.0
Visit Us transitRTA.com or call 800-270-9553

**FOLLOW YOUR BUS with the
RouteShout 2.0 Mobile App!**

Be in for the RTA Routes 2.0!
Download the FREE app from
Google Play or the Apple Store.
Get the latest RTA routes, schedules,
and more information on your phone.
Download the app today!



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Deja que RTA Te Transporte a Tus Centros

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RTA Servicio al Cliente 1-800-270-9553

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Digital Ads: December 9th-24th

Email Blast (Digital version/Press Release)

- **Demo:** Adults 16+
- **Behavior:** Public transit users, commuters, bus riders, have transit apps, retail shoppers (community service organizations-RTA)
- **Geo:** Anne Arundel County, Howard County, PG County, City of Laurel
- **Quantity:** 50,000 email sends + 50,000 impressions for the retargeting with digital banners

- **Expected Performance:** Our email blasts typically have an open rate of 12-18% and a click through rate of 1-2%. The TDP email blasts in the spring had open rates above 20% and click through rates above 2%. The retargeting banners will be served to people who open the email (2x).

Programmatic Display (Mobile)

- **Demo:** Adults 16+
- **Behavior:** Public transit users, commuters, bus riders, have transit apps, retail shoppers
- **Geo Target:** Anne Arundel County, Howard County, PG County, City of Laurel
- **Contracted Impressions:** 460,700
- **Expected Performance:** Our programmatic display campaigns typically have a CTR around 0.05%. The programmatic display from the spring RTA campaign had a CTR of 0.13%.

Baltimore Sun Lighthouse (BS Digital Readership in RTA Service Area)

- **Contracted Impressions:** 80,000+
- **Expected Performance:** Since this is a larger format unit that loads above content, the CTR is typically higher (in the 1%+ range). Banner loads above news content and is full screen.
- **Targeting:** This format is high impact. BS digital readership has a strong presence in the RTA service area.

*Results of campaign will be shared to determine effectiveness.

