



OmahaBusBench

Outdoor Advertising That Fits Your Needs



A photograph of a modern, light-colored bus bench with a curved backrest. The backrest features a vibrant, abstract graphic with splashes of blue, pink, and yellow. Overlaid on this graphic is a white banner with the text "RENT A BENCH" in bold black letters, and a yellow banner below it with the website "OMAHABUSBENCH.COM" in black letters. The bench is set on a green lawn with a city skyline visible in the background.

RENT A BENCH

OMAHABUSBENCH.COM

WHY BUS BENCH ADVERTISING?

Placed in highly visible locations, out-of-home ads offer great visibility due to their placement, but also because they allow simple, creative customization through jumbo and contour designs. Add that to a selection of more than 500 locations across the metro area to choose from. You will reach your target market with the greatest of ease!

CONTRACT & RENTAL OPTIONS.

There are two types of rental options - locked and rotary. Locked ads are client picked and offer dominant coverage of high traffic areas at fixed locations. Rotary bus bench ads are moved to different zones periodically for a more broad market coverage. Advertising contracts are customarily sold on three, six or twelve month contracts.



**VOTED #1 SIGN SHOP
FOR THE LAST 13 YEARS!**



402.861.0384 | BESTBUYSIGNS.NET

SUPPORTING OMAHA.

Advertising on bus benches directly supports the city of Omaha. It also builds and promotes bus ridership while helping to reduce the city's carbon footprint. The Omaha Bus Bench program is a strong supporter of area small businesses and non-profit organizations.

WHAT DO I ADVERTISE?

Branding, special events, grand openings, now hiring, political campaigns, nonprofits, public awareness messages, membership drives, ticketed events and businesses with a large service area or multiple locations and more!

LESS IS MORE

When it comes to outdoor advertising, the most effective designs focus on one message.

An advertiser should consider the most important product, event, benefit etc. to communicate and express to its consumers.



GREAT



CROWDED



TOO MUCH



ARTWORK SPECIFICATIONS

FILES

All artwork files need to be created at 100% the size stated on our template (standard, jumbo, jumbo-contour) at a minimum of 100 dpi.

FORMAT

We accept the following files types: **.EPS .PDF .TIFF .PSD .JPEG (high quality ONLY)**

All colors must be CMYK, or PMS colors if necessary. Be sure to convert fonts to outlines as we may not have the same fonts you do.

DELIVERY

Send all files to our design department at **digital@bestbuysigns.net**. If files are too large to email, please contact us and we will walk you through the process of uploading your files to our Dropbox.

BUS BENCH GRAPHICS SPECS

BENCH BACK SIZES

Standard & Splash

72"x24"

Jumbo

72"x30"

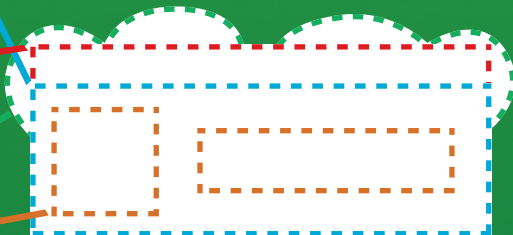
Jumbo Contour

80" x 36" (max)

Budget Blast

16.125" x 17.375"

10" x 40.75"



CONTOUR* DESIGNS

The added space for contour designs is a maximum of 6 inches on the top, and 6 inches on the left and/or right sides of the back.

**Contour: cutouts extend beyond the rectangular shape of the bench. Contour footers are NOT available.*

MORE OUT-OF-HOME BENEFITS

ADVERTISING THAT FITS YOUR NEEDS

Bus bench ads are proven to drive more engagement than any other media simply due to the fact that they are ads you cannot skip in a world full of computer bots and ad-blockers. They reach everyone who leaves their house to work, shop or play.

AMPLIFY A CAMPAIGN

With as many as 90,000 +/- impressions on average each day in areas where other media can be out of sight - bus bench advertising just makes sense.

REAL-WORLD

In a world with click-farms, computer bots and ad-blockers, bus bench ads drive more mobile, social and digital engagement than any other media.

OMAHABUSBENCH.COM