



April 29, 2011

Salem-Keizer Transit Awards Contract for Advertising Services

At their April 28th meeting, the Salem-Keizer Transit Board of Directors voted to enter into a contract with Lamar Advertising to provide bus and transit facility advertising services.

Since 1996, Salem-Keizer Transit has allowed advertising on buses as a source of revenue for the transit district. The advertising policy was recently expanded to include placement of ads on CherryLift and CARTS buses, as well as shelters and other transit district buildings as sign codes allow.

The contract provides a guarantee of \$235,000 in revenue to Salem-Keizer Transit during the first year. This income helps offset the cost of operating transit services in Salem and Keizer.

Lamar Advertising is an international company serving over 70 transit properties in North America. In addition to transit advertising, Lamar offers electronic and traditional billboards throughout the Salem area. For information on transit and outdoor advertising, visit lamarnorthwest.com or call 503-975-2007.