

2026



Worcester Regional Transit Authority
ADVERTISING

moving your message forward with heart



GET ON BOARD

The WRTA maintains a fleet of 54 buses which services 23 fixed routes in 13 communities including: Auburn, Brookfield, Charlton, East Brookfield, Leicester, Millbury, Oxford, Shrewsbury, Southbridge, Spencer, Webster, West Boylston, and Worcester.

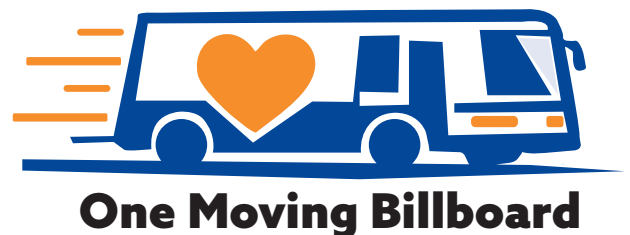


PUT YOUR BRAND IN MOTION

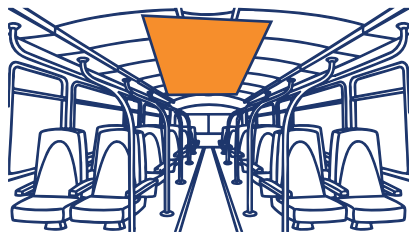
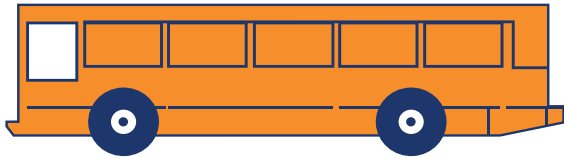
Your advertisement doesn't sit still—and neither do our buses.

Operating up to 12 hours a day, seven days a week, WRTA buses travel throughout the region, giving your message continuous exposure wherever people live, work, shop, and play. Because buses operate on different routes throughout the week, your advertisement reaches audiences across the WRTA service area, extending your campaign well beyond a single neighborhood.

REACH THAT MOVES



AD PLACEMENTS



Type	6-11 month rate*	12 month rate*
Full Wrap	---	\$2,100/mo
King Kong	\$850/mo	\$725/mo
Michelangelo	\$200/mo	\$175/mo
Car Cards	\$25/mo	\$20/mo
*Rates are per piece, per month.		

Rates reflect ad space only. WRTA does not provide design or printing services for advertisements. WRTA will provide a contact for our preferred production vendor at the time of contract signing.

All artwork must be approved by WRTA prior to display.



FULL BUS WRAP

Covers the entire bus with your message and design. 35' buses are available.



KING KONG

Measures 179" w x 86" h.
Faces into the street.



MICHELANGELO

Measures 34" w x 60" h.
Ceiling Placement.

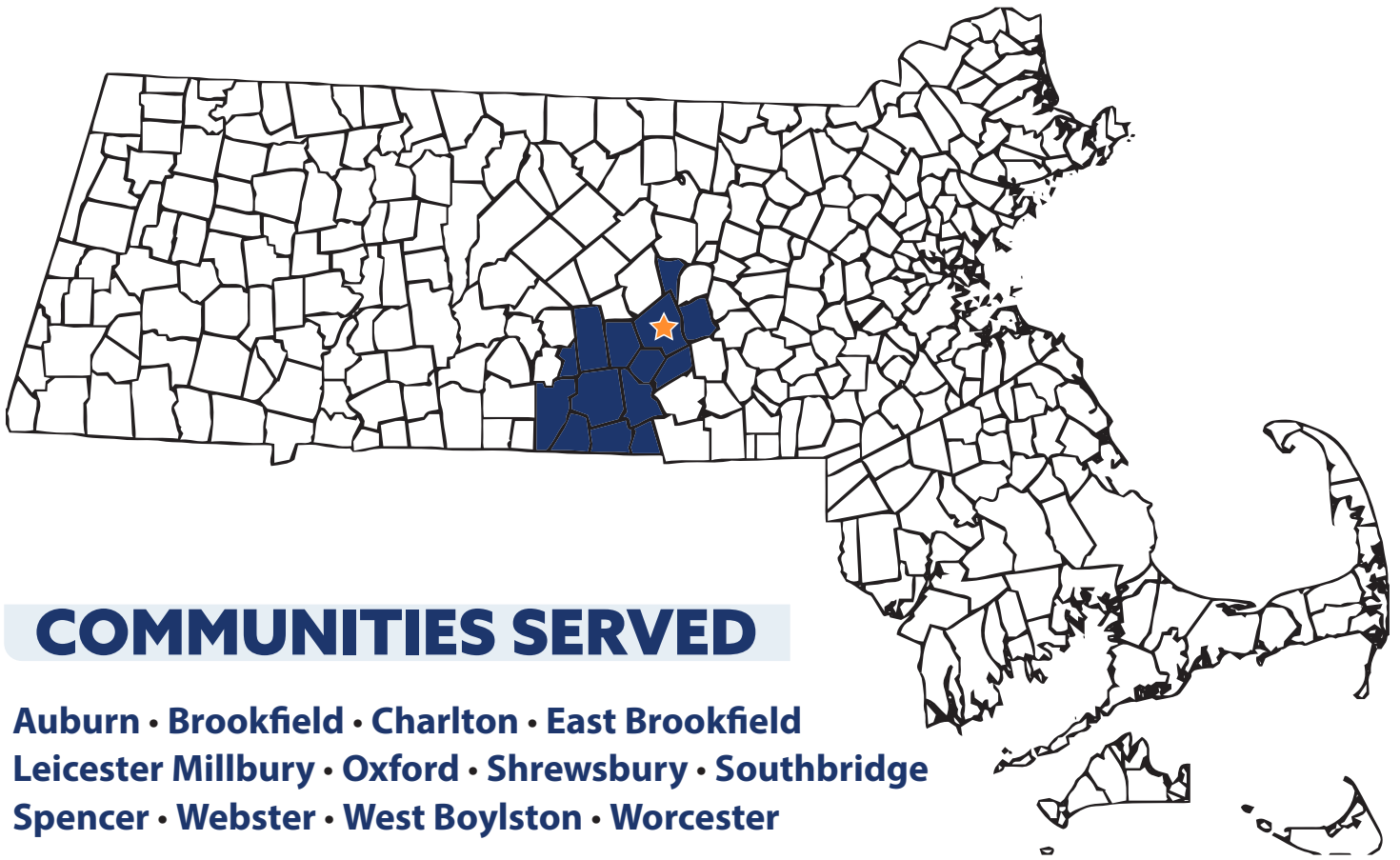


CAR CARDS

Measures 28" w x 11" h. Line the upper perimeter inside the bus (15-20 Car Card ad spaces per bus). (Live area: 28" w x 9" h)



map of service area



COMMUNITIES SERVED

Auburn • Brookfield • Charlton • East Brookfield
Leicester Millbury • Oxford • Shrewsbury • Southbridge
Spencer • Webster • West Boylston • Worcester

WHAT WE DO



4,460,311
Fixed Route Ridership for FY26



23 Fixed-Routes



13 Communities Served
through Fixed Route



54 Buses

[CLICK HERE FOR OUR INTERACTIVE MAP](#)



Frequently Asked Questions

Can I advertise on a specific route or bus?

We cannot guarantee placement on a specific route, as buses rotate throughout the system for scheduling and maintenance, advertisements travel throughout the WRTA service area, maximizing exposure.

Can you print my advertisement?

Printing and production are not provided by WRTA and are the responsibility of the advertiser. Once your advertising space has been reserved, we'll provide detailed artwork specifications and a list of preferred production vendors with experience producing and installing advertisements for WRTA vehicles.

Are there advertisements you won't accept?

Yes. WRTA reserves the right to reject advertisements that do not comply with its Advertising Policy. This includes advertisements that are unlawful, misleading, obscene, or otherwise prohibited by the policy.

Who approves advertising content?

All advertising content is reviewed and approved by WRTA before production and installation to ensure compliance with the WRTA Advertising Policy.

What happens if my ad is damaged?

If your advertisement is damaged due to normal wear, vandalism, or vehicle maintenance, WRTA will assess the situation and determine whether the advertisement should be repaired or replaced. If replacement is necessary, the advertiser is responsible for the cost of producing a new advertisement through the approved production vendor. WRTA will coordinate installation once the replacement is available.

How are advertisements installed?

All advertisements, with the exception of Car Cards, are professionally installed by an approved production vendor. Car Cards are installed by our in-house maintenance team and should be printed and shipped directly to the WRTA Maintenance Facility, 42 Quinsigamond Ave., Worcester, MA 01610, Attn: Director of Maintenance. All advertisements must be installed on-site at the WRTA Maintenance Facility. To minimize service interruptions, installation appointments must be scheduled in advance and coordinated through the WRTA Director of Marketing and Communications. Advertisers are responsible for all production, shipping, and installation costs associated with their advertisements.

Ready to get started? For questions or to reserve your advertising space, contact:

Jamie Winters

Director of Marketing and Communications

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