

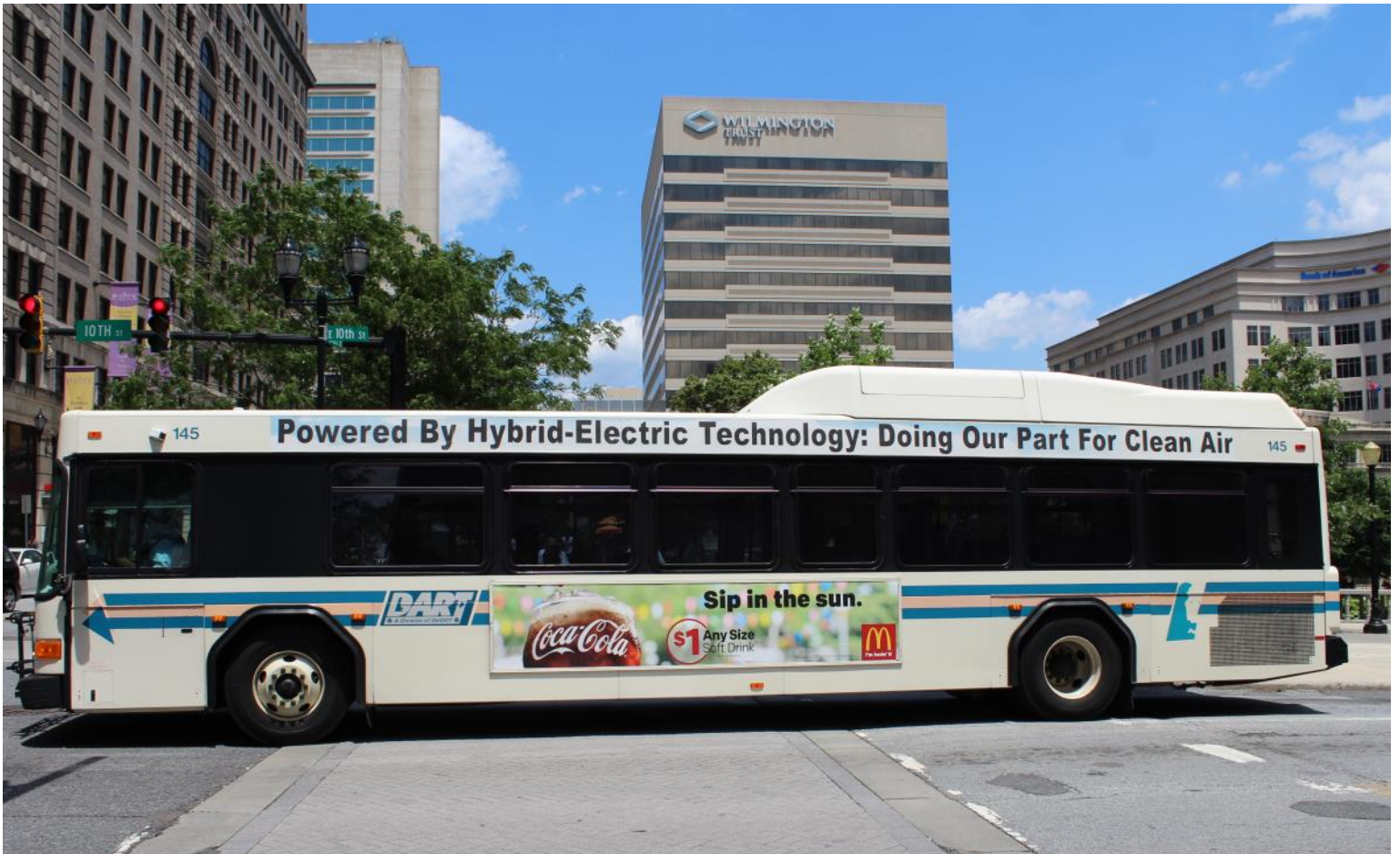


Gateway Outdoor, through its partnership with DART and the State of Delaware, is the exclusive provider for Transit and Bus Shelter advertising. Advertising with the DART hits your target!

## **GET ON THE BUS!**

### **DART Available Advertising**

247 Transit Buses  
294 Para Transit Buses  
150 Bus Shelters



[DARTTRANSITADS.COM](http://DARTTRANSITADS.COM)



# **Ridership and Routes**

## **Ridership**

**9,257,022 System Wide**  
**7,170,059 Fixed Route Bus Routes**  
**926,884 County Transit Services**  
**1,160,079 SEPTA Wilmington/Newark Train Service**

## **Fixed Bus Routes**

### **New Castle County**

**43 Routes**

### **Kent County**

**12 Routes**

### **Sussex County**

**3 Routes**

### **Inter-County Bus Route 303**

**4 Route**

### **Resort Transit season**

**3 Routes**

### **Beach Connection**

**7 Route**

## **Wilmington/Newark Rail Lines**

**41 Weekday Trains**

**8 Saturday Trains**

**7 Sunday Trains**





# Market Inventory

## Available Advertising Space

### Transit Buses

#### Full Wrap



King Kong

Kong



King



Queen



Back Attack



Tail



Michelangelo



Interior Cards







# Market Inventory

## Available Advertising Space

### Transit Shelters



### Rail Station Ads



### County Transit Vehicles







# DART

## *New Castle County*

New Castle County is the Northern most county in the State of Delaware, with a population of over 538,479. New Castle is 493.51 square miles and is home to Wilmington, Newark, New Castle, Townsend, and Odessa.

Located in New Castle County are Wilmington's DE Park and Casino, Newark's Christiana Mall, Greater Wilmington Dupont & Nemours Hospitals, University of Delaware, Delaware Stadium, Newark Reservoir, Bob Carpenter Center, and White Clay Creek.

### *Fleet Size*

155 Transit Buses







# DART

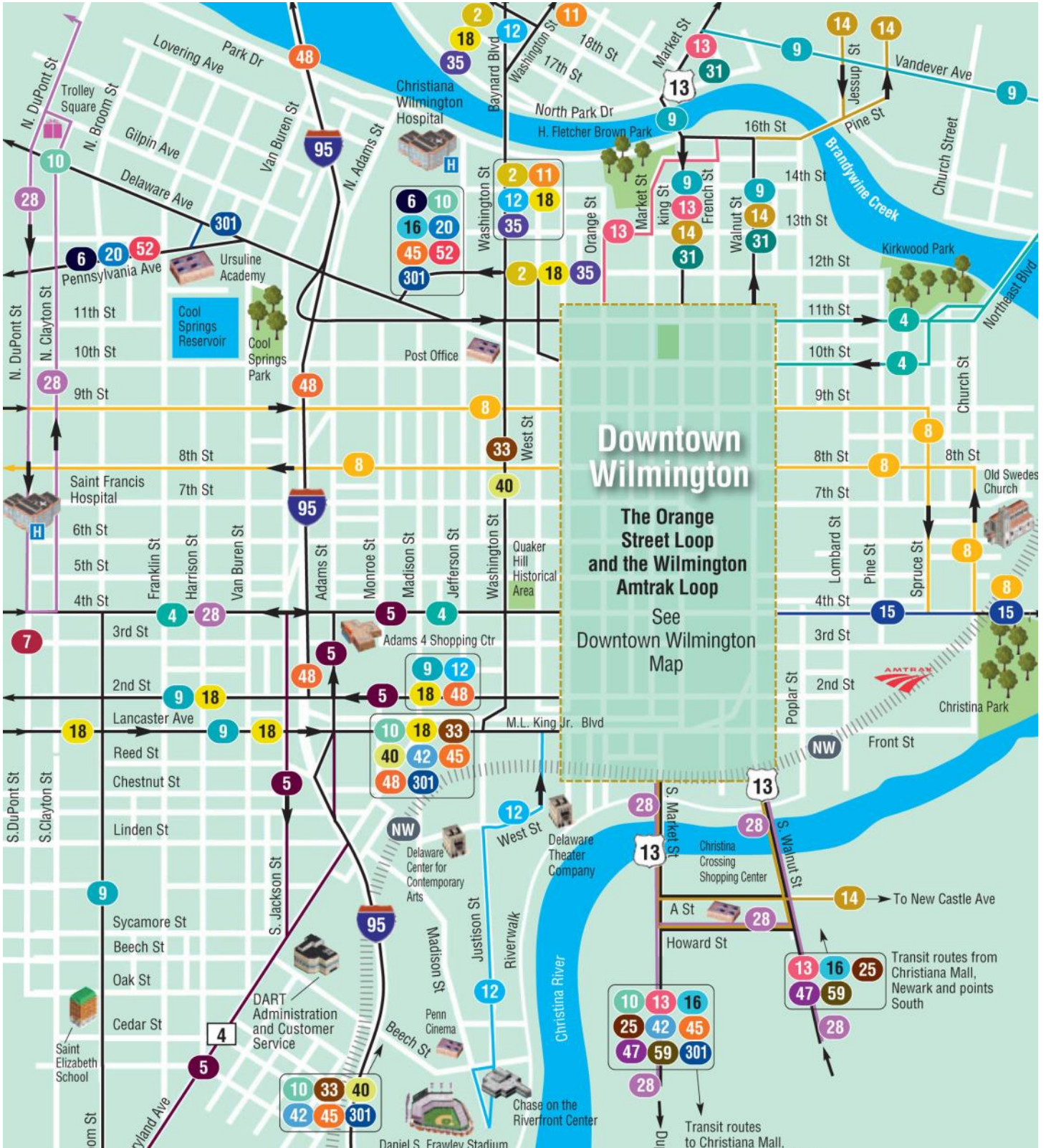
## New Castle County







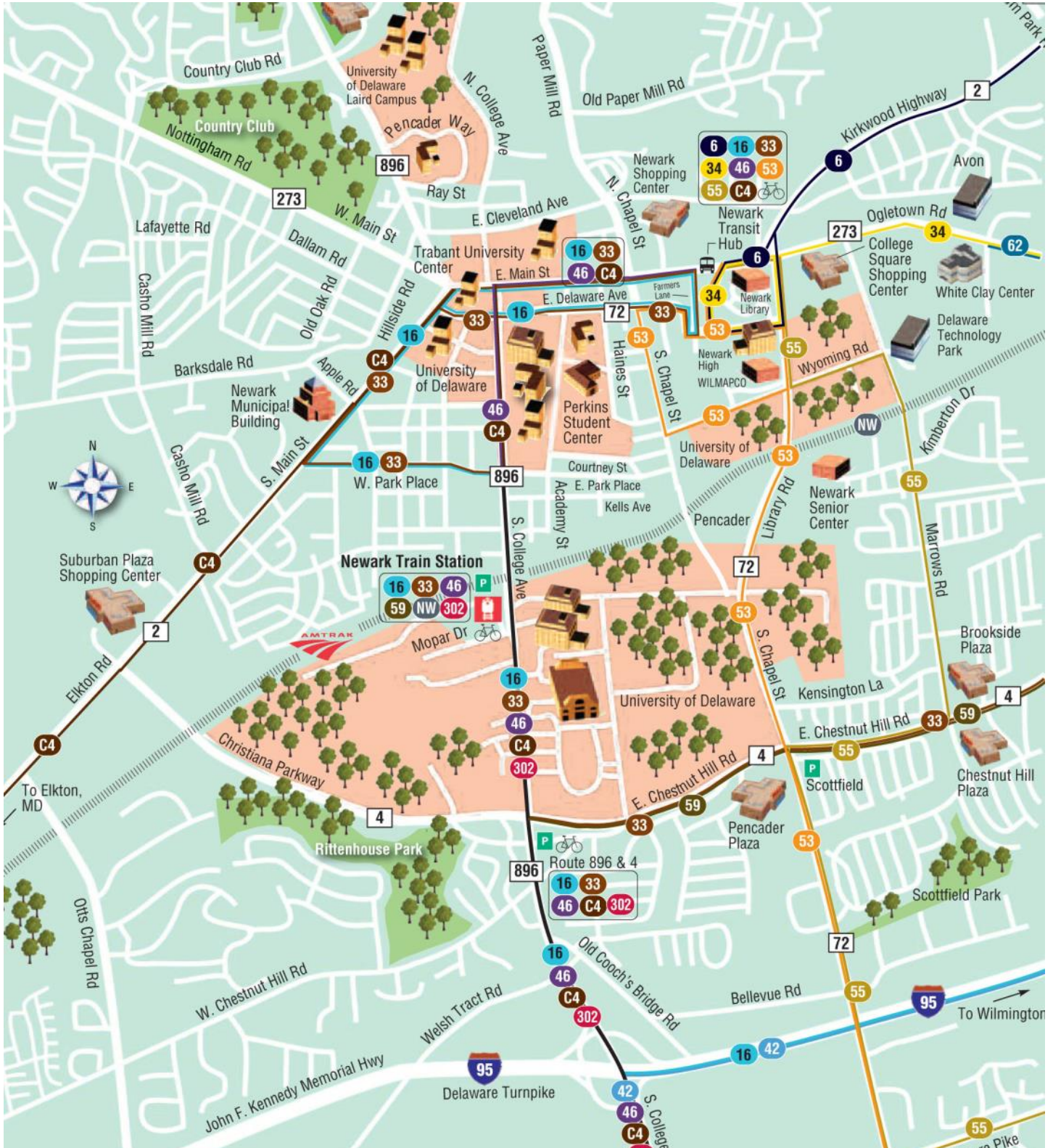
# DART Wilmington







# DART Newark

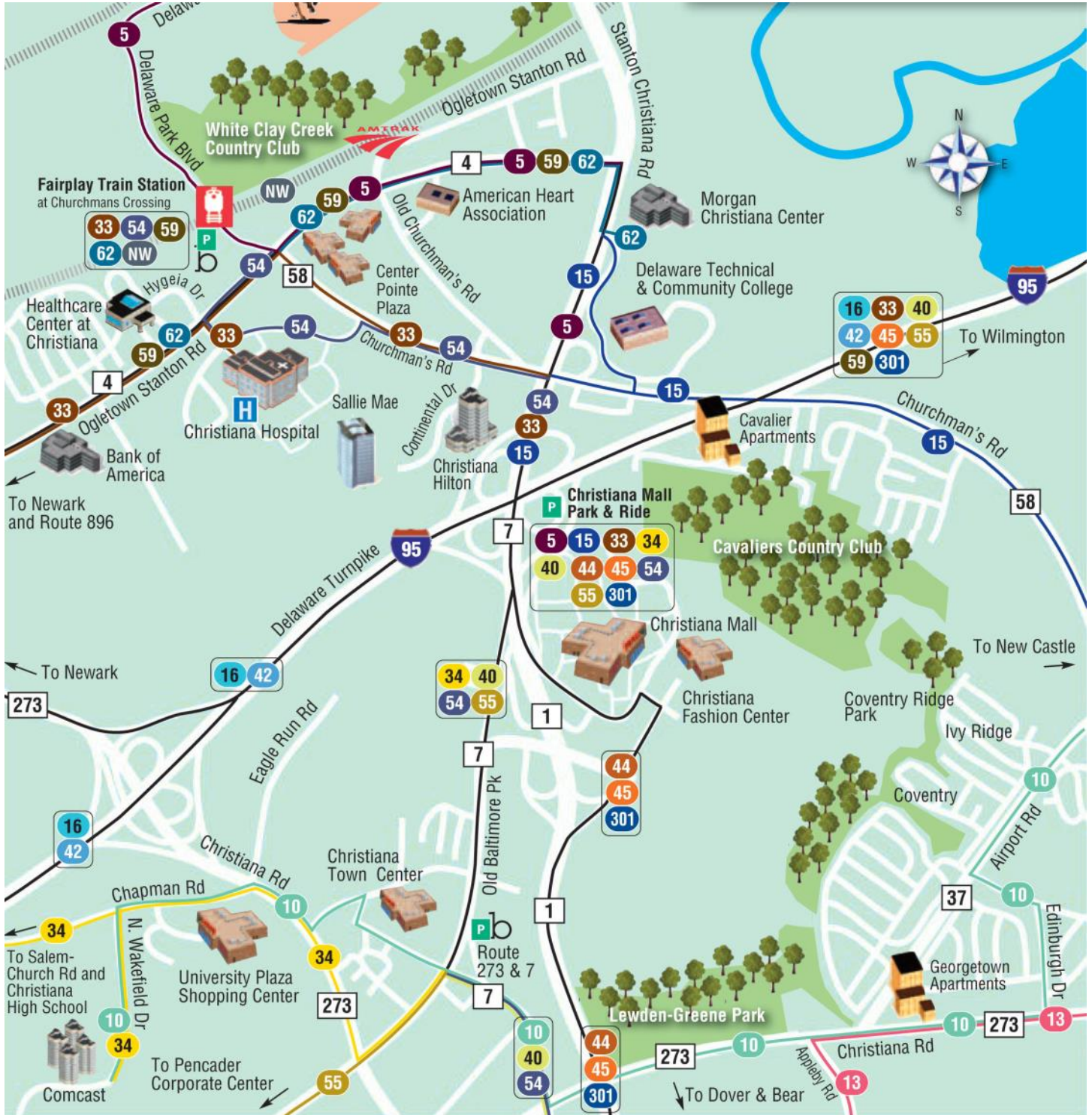






# DART

## Christiana Area







# DART *Kent County*

**Kent County, DE is centrally located in Delaware with a population of 162,310. The Capital of Delaware, Dover, is located in the county and is home to Dover International Speedway, Dover Downs, Harrington Raceway and Casino, DE State Fair, and Dover Air Force Base.**

**Dover International Speedway, or as it is also known as “The Monster Mile” first opened in 1969 and is host to 2 major Nascar races in the Spring and Fall. During these events the spectators and visitors temporarily make Dover Delaware’s largest city.**

**Dover Downs is home to Delaware largest Hotel and Casino with Live Harness Racing. Live harness races run from late October to Mid April with continuing live simulcast throughout the year.**

## *Fleet Size*

**28 Transit Buses**

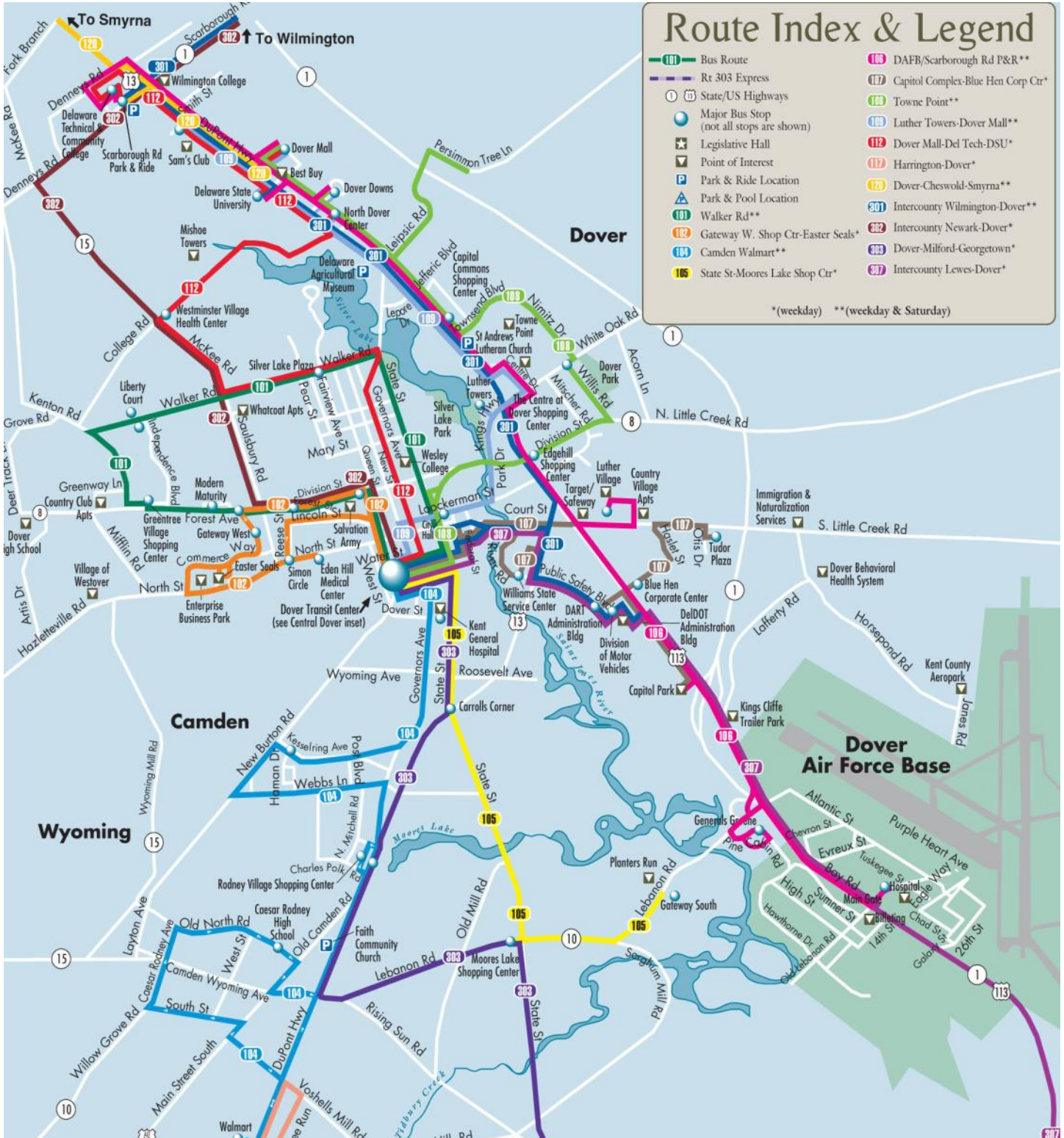






# DART

## Kent County





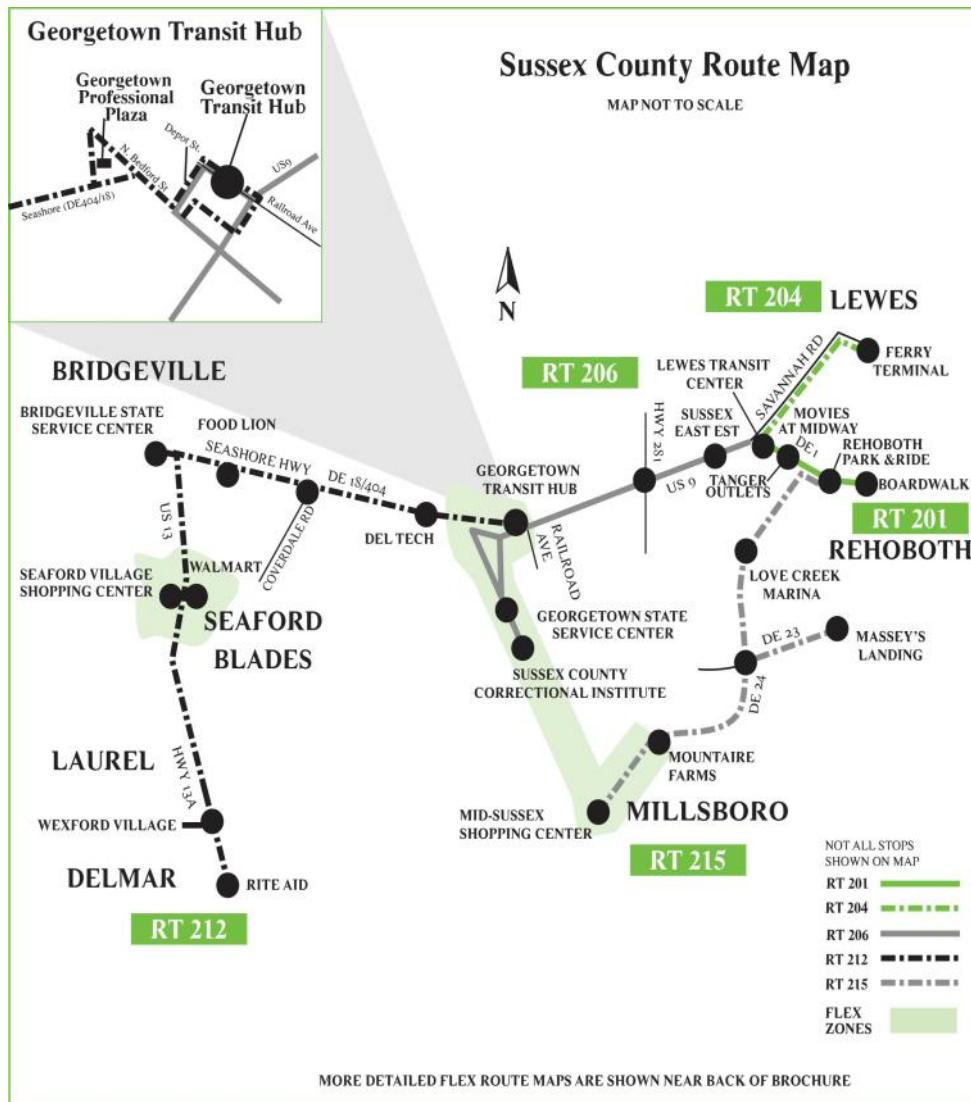


# DART Sussex County

Sussex County, DE is located in the Southern area of Delaware and has a population of approximately 197,145. The total land area of Sussex is 938 square miles and is home to Delaware's Beaches and many seaside resorts.

Sussex County's main economy is in agriculture but it generates \$6.9 billion annually in tourism. In addition to the beaches the shore area is known for restaurants, nightlife, fishing, golf courses, boardwalk areas, and tax-free shopping. One of the larger shopping centers located in Rehoboth is Tanger Outlets.

## Sussex County Fleet Size 14 Transit Buses







# DART Rehoboth Beach

## Rt. 204 Rehoboth Beach Resort Route

### Hours Of Operation

Operates May 22 to September 14

#### Hours of Operation

Monday—Friday 7:00 AM—2:30 AM

Saturday—Sunday 7:00 AM - 2:00 AM

### Destinations Include

Rehoboth Park & Ride, Tanger Outlets, Kmart, Movies at Midway, Beebe Hospital, Rehoboth Boardwalk, Rehoboth Mall, Georgetown Transit Hub, Massey's Landing, Baywood Greens, Shoppes of Long Neck, Ruddertown, York Beach Mall, Ocean City, and

## Rt. 305 - Beach Connection

### Hours Of Operation

Memorial Day—Labor Day  
Friday Evenings, Saturday, Sunday

#### Hours of Operation

Friday 6:45PM—10:45 PM  
Saturday 8:30 AM— 10:00 PM  
Sunday 8:15 AM—10:00 PM

Provides bus service from  
Wilmington to Rehoboth Beach.

### Destinations Include

Wilmington Amtrak Station, Christiana Mall, Smyrna, Smyrna Rest Stop, Dover, Scarborough Road Park and Ride, Milford, Super Walmart, and Rehoboth Beach.

## Fleet Size

22 Transit Buses

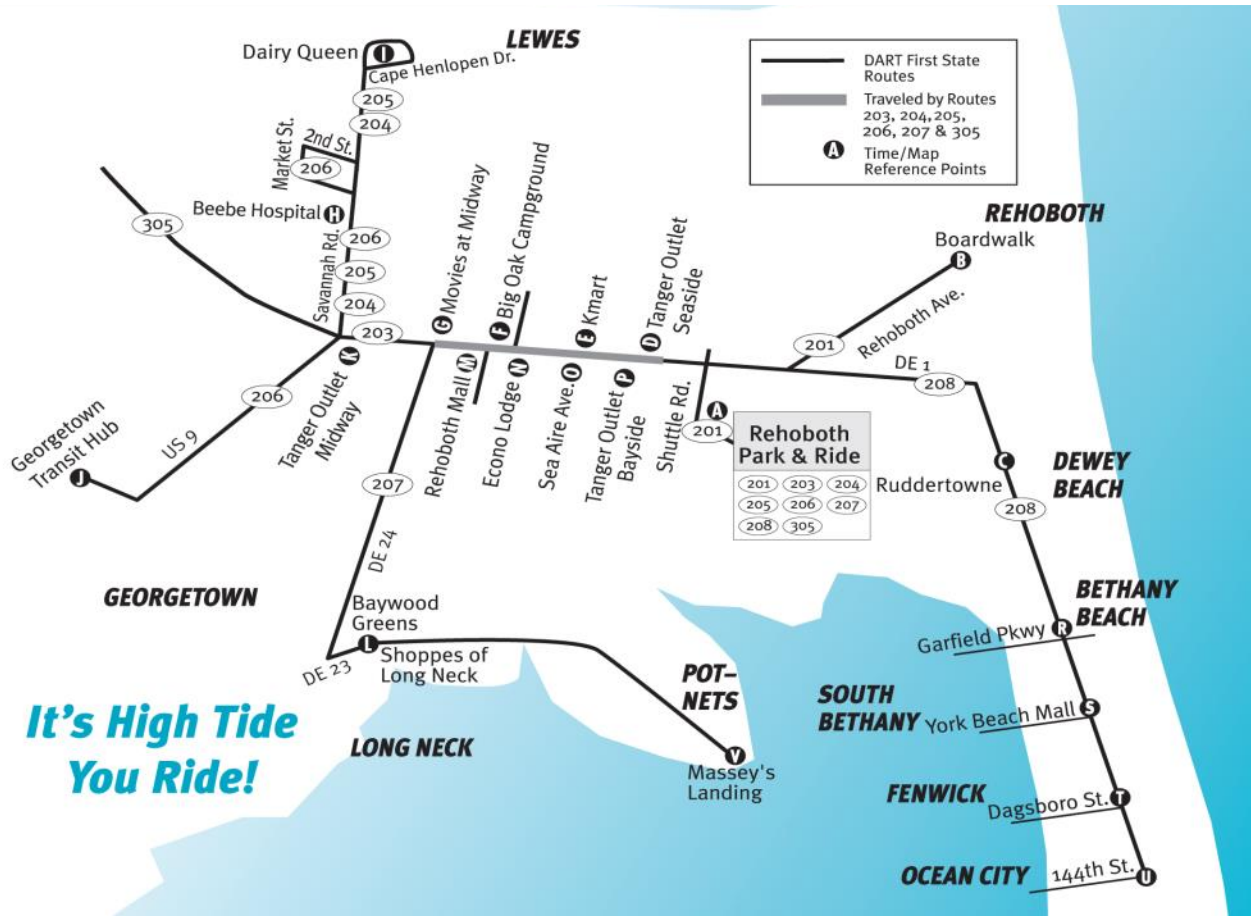






# DART

## Rehoboth Beach



**It's High Tide You Ride!**

### Route 305 Beach Connection



#### Wilmington To Rehoboth

	Amtrak Station	Christiana Mall Park & Ride	Smyrna Rest Stop	Scarborough Road Park & Ride-Dover*	Milford Super Walmart	DE 1st Tanger Outlet Midway	DE 1st Tanger Outlet Bayside	Rehoboth Park & Ride
Friday	8:48	7:03	7:34	7:33	-	0	0	8:48
Saturday	8:30	6:45	7:16	7:20	9:50	0	0	10:30
	8:15	6:30	7:01	7:05	-	0	0	11:15
	8:30	6:45	7:16	7:20	-	0	0	12:27
Sunday & Holiday	8:15	6:30	7:01	7:05	9:43	0	0	10:20
	8:30	6:45	7:16	7:20	-	0	0	12:27

#### Rehoboth To Wilmington

	Rehoboth Park & Ride	DE 1st Tanger Outlet Seaside	DE 1st Movies at Midway	Milford Super Walmart	Scarborough Road Park & Ride-Dover*	Smyrna Rest Stop	Christiana Mall Park & Ride	Amtrak Station
Friday	9:00	P	P	-	9:32	-	10:30	10:45
Saturday	11:02	P	P	-	11:54	12:13	12:44	12:59
	8:15	P	P	-	8:47	8:28	8:57	7:12
	8:00	P	P	8:32	8:32	8:11	8:42	9:27
Sunday & Holiday	11:02	P	P	-	11:54	12:13	12:44	12:59
	8:00	P	P	8:32	8:32	8:11	8:42	9:27

\*This stop will not be served on Sunday, June 1, 2014 due to the Dover International Speedway Race. Please board at the Smyrna Rest Stop.  
 D - Drop Off Only  
 P - Pick Up Only  
 All bus stops are posted.  
 Seating is limited, with no reserved seating.  
 This service operates on Friday evenings, Saturdays & Sundays, Memorial Day, 4th of July and Labor Day from May 23 through September 1, 2014.





# Full Wrap Bus Ads







# King Kong Ads

## Specs

Print Size:  
226" x 108"  
120" x 108"  
120" x 96"  
84" x 96"







# King Ads

## Specs

Print Size:  
30" x 144"  
25" x 105"





# Queen Ads



## Specs

### NCCO

30" x 96"

32" x 78"

### Kent/Sussex/Rehoboth

30" x 72"







Specs

19" x 40"

# Tail Ads







# Interior Bus Ads

## Specs

Print Size:  
11" x 28"



## Michelangelo

Print/Viewing Size:  
48" x 24"





# Para-Transit



## Specs

Print Size:  
28" x 96"  
28" x 82"





# Train Platform 2-Sheets



Locations  
 Wilmington Train Station  
 Newark Train Station  
 Claymont Station









# Bus Shelter



## Specs

Exterior  
54" x 75"

Interior  
25" x 75"





# Bus Shelter Wrap





# *Bus Shelter Locations*

