

Appendix G: Sample Ads

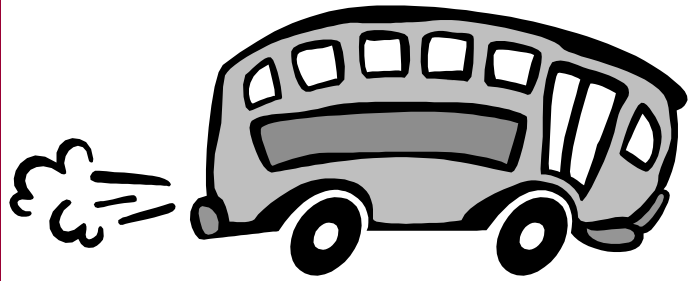


Beware of



THE EXPRESS

THE EXPRESS



The Express is on its way!!!

County Express is changing its image. The bus service will further be known simply as *The Express* and will continue to efficiently and effectively serve the northeastern Colorado Region with an alternative transportation option to driving your own car. The Express is available to all persons and charges a small fee for rides.

GIVE THE EXPRESS A CALL FOR YOUR NEXT RIDE....

PHONE: 1-866-734-6666

WWW.THEEXPRESS.ORG

LOCAL NEWS RELEASE

TITLE: SHOPPER SPECIAL
MUSIC: AS SELECTED

Do a good deed and take a friend shopping. That's today's advice from The Express, where a special shopper shuttle makes it attractive to follow up on that suggestion. Larry Worth announced today that a two-for-the-price of one policy for shoppers will be in effect all during the month of December. Bus service to the downtown area of both Sterling and Fort Morgan is expected to increase the number of riders as a result of the **two-for-one fare**.

The shopper special is not restricted to shoppers, but will be available for any bus rider. "We want to encourage bus use by shoppers because of its convenience during the Holiday season," said Larry. "But that does not mean that only shoppers will benefit from the reduced price. Anyone can bring a friend for free during this 'sale!'"

The shopper special promotion is one of a number of creative marketing steps by the transit system in recent month. Larry said that public transportation must be marketed like any other product. Figures for the transit system show an increase in ridership of % during the last fiscal year. Larry is optimistic that further growth will continue as a result of such promotions as the shopper special.

THE EXPRESS

The Express
231 Main Street
Fort Morgan, Colorado 80000

Phone: 555-555-5555
Fax: 555-555-5555
E-mail: someone@example.com

THE EXPRESS

LOCAL RADIO AD

TITLE: MANY REASONS
MUSIC: AS SELECTED

- ANNCR: Lots of people are using The Express...here's who...
- **Voice 1: When I'm going to work...**
- **Voice 2: Going to school...**
- **Voice 1: When I go shopping in Sterling...**
- **Voice 2: To save myself gas... \$2 a gallon ugh, I can't afford that and maintenance costs.**
- **Voice 1: After band practice...**
- **Voice 2: When it's snowing, I have to protect my truck.**
- **Voice 1: To save money on car expenses.**
- **Voice 2: When my car always breaks down.**
- **Voice 1: To visit my daughter.**
- **ANNCR: There are many reasons to ride the Express. Depend on the bus for your next trip.... Try it once, I dare you... You might even find that you like it.**
- **Voice 1: .**

- **ANNCR: Call 1-888-888-8888 for your transportation needs. The Express can get you there cheaply and quickly. Call now for details.**

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LOCAL RADIO AD

TITLE: THE BALL GAME
MUSIC: LOCAL FIGHT SONGS

- **Voice 1: Oh No!!! The Battery's dead and the games about to start in Sterling!**
 - **Voice 2: Let's call your dad.**
 - **Voice 1: He's working.**
 - **Voice 2: Call Brad.**
 - **Voice 1: We're not speaking.**
 - **Voice 2: We could try to catch a ride with someone.**
 - **Voice 1: Everyone is already gone.**
 - **Voice 2: Let's call the bus that we see around town.**
 - **Voice 1: The Express, I'm not sure about riding in a bus to the game.**
 - **Voice 2: Common, it'll be fine, and we *have to get there*.**
 - **Voice 1: Everyone is already gone.**
 - **Voice 2: Let's call the bus that we see around town.**
 - **Voice 1: The Express, I'm not sure about riding in a bus to the game.**
 - **Voice 2: Common, it'll be fine, and we *have to get there*.**
 - **Voice 1: Okay, call them, but can we put our pom-poms out the window?**
 - **Voice 2: No, it's a public bus, not a *PEP bus*.**
-
- **ANNCR: Call 1-888-888-8888 for your transportation needs. The Express can get you there cheaply and quickly, and maybe the driver will let you hang out the window...I doubt it though.**

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THE EXPRESS

LOCAL RADIO AD

TITLE: CAR WON'T START
MUSIC: AS SELECTED

- **Voice 1:** Larry, what are you doing back at work? I thought you went home.
- **Voice 2:** I tried to, the car won't start.
- **Voice 1:** Are you going to call your wife?
- **Voice 2:** Nope.
- **Voice 1:** What are you going to do, then?
- **Voice 2:** I'm gonna call The Express and ride the bus. You can depend on that at least, it always runs.
- **ANNCR:** For dependable transportation, you can't beat the bus. It's clean, comfortable, and convenient, and its low cost too. All day, rain or shine...when it's time to go to work, to school, or anywhere, anytime, just call The Express and get on the bus and ride. Call The Express at 1-888-888-8888 from anywhere in Morgan, Logan, Philips, Sedgwick, Washington or Yuma Counties.

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