

# Get seen all around town... & country



## Reays and Liquid Design

After teaming up with Reays, Liquid Design are the sole agent for all advertising on all of their City and Village Hoppers.

There are a number of options available to you, the rear, the sides, inside or why not take over the whole bus!

Bus advertising offers fantastic results when planned and executed in the right way. More than half of the adult population have seen a bus advert in the last week and 90% of the population live within 5 minutes of a bus route. It's high impact medium which delivers time and time again.

Reays operate a fleet of 24 buses throughout Cumbria, including outlying villages and most town and city centres. The buses are now a firm fixture across the county and provide an excellent advertising opportunity.

By advertising on either the sides or the rear you can reach a mass market or alternatively by advertising inside you can reach a more targeted audience.

One of the unique features which we can offer is the ability to choose the exact bus route. This means you can directly target a specific area of the county or an area of a town, focusing in on the customers most relevant to your brand.

And we make it easy for you. When you make your booking with us we can help you with advertising ideas, headlines and also create all of the design. Just give us a call to find out more.



Advertise on the REAR  
or BOTH SIDES

For only **€45.00** per week



These prices are exclusive of VAT.  
Minimum booking term of 3 months.  
One off fee to print and apply vinyls, £50 per rear and £125 per (pair) sides.

### Advert Design

- Option 1 £40 : We will design an advert based on all images and text supplied in the correct format from the client.
- Option 2 £119 : We will create a brand new advertisement including concept, headline and necessary imagery.

For bespoke advertising including vehicle wrapping, please give us a call.



# LiquidDesign

Creative design. Clear communication.

[www.liquiddesignonline.co.uk](http://www.liquiddesignonline.co.uk)

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