Thank you for choosing High Valley Transit for your advertising needs!

Transit advertising has some of the lowest Cost Per Thousand Impressions (CPM) of any advertising medium. Putting ads on HVT buses is cost-effective and provides a vast amount of exposure for you and your business.

Advertising at HVT is intended to be flexible and accessible, just like our buses. Our goal is to provide businesses of any size with advertising opportunities.

Advertising Rates

Please email marketing@hvtutah.gov for requests and rates.

Rates include printing, installation, and maintenance of advertising space for the duration of each campaign.

Advertising options are personalized and flexible, with various discounts available.

Interior Advertisements

Interior ads are displayed in overhead bus panels where riders naturally look during their trip. Ads can be distributed throughout the High Valley Transit fleet according to your needs. Ads are typically 17” x 11”, but can be made longer if requested.

Exterior advertisements

Partial wraps are available on all of our buses. Exterior advertisements are displayed on the outside panels of HVT buses, offering high-visibility exposure to riders, commuters, and the surrounding communities of our service area, including Salt Lake, Summit, and Wasatch County.

Ads can be placed on side or rear panels, with various sizes available. **We do not offer full wraps at this time.**

Because our fleet includes a variety of bus types and sizes, specifications will vary. For more detailed information on placement, pricing, and sizing, please get in touch with our team.

Additional Information

Content Standards

High Valley Transit maintains reasonable advertising standards appropriate for public transit. Content must be appropriate for all ages. Advertisements may not be false, misleading, promote harmful substances, contain political or religious messaging, depict violence, relate to illegal activity, or include offensive language or imagery.

How to Advertise

- Contact the HVT marketing team to confirm availability using marketing@hvtutah.gov.
- Once in touch with our team, have artwork prepared that meets the following specifications:
    - Accepted formats: PDF, EPS, High-resolution JPG
    - Minimum 300 DPI resolution
    - CMYK color format
- Once your advertisement is approved and invoices are paid, HVT coordinates printing and installation
- You watch your business grow!

Start your Campaign Today

Getting the process started is intended to be simple and quick. To check availability, request pricing information, or reserve ad space, simply contact our marketing team, and we will be in touch.