

***TAG offers a powerful branding and marketing tool to companies and organizations.***

TAG is a non-profit 501(c)(3) transportation organization providing specialized, safe and reliable transportation to Greenwich residents who are seniors (age 60+) and also to those with disabilities (of all ages). We have a fleet of seven large vans that are constantly on the road and are seen by thousands of people. Each one offers you the unique opportunity of mobile advertising.

### ***Where do TAG vans go?***

We offer door-to-door transportation to Greenwich residents who live anywhere from Byram to Old Greenwich and from the backcountry to the shore. We take them anywhere in Greenwich and also to the three largest cities (population) in Connecticut: #1 Bridgeport - 142,000, #2 Stamford - 131,000, and #3 New Haven - 130,000. Additional large populated areas include Norwalk, the sixth largest city in Connecticut (90,000) and White Plains, New York (60,000).

High Volume / High Traffic Routes and Stops: Vans make daily stops at the Greenwich train station and along Greenwich Avenue. They travel on high traffic roads like the Post Road and I-95.

### ***Why choose vehicle advertising?***

Turn every traffic jam into a marketing opportunity, and Greenwich and Lower Fairfield County certainly has its share of slow moving traffic. Vehicle advertising is seen throughout the community by a cross-section of people, from commuters on the road to pedestrians on the sidewalk. As noted above, TAG vans reach an audience of hundreds of thousands of people in areas that are appealing to advertisers.

Vehicle advertising travels into the view of potential customers instead of waiting for them to see an ad, read an email or hear a radio commercial. "In an information-rich and time-poor world, the value of your brand grows when customers can quickly say yes to your offering. ... These mobile signs offer a high impact, high visibility medium with outstanding head-turning ability," according to Ryan Hubbard in his white paper and investment analysis, *Measuring the Value of Vehicle Wraps, A New Segment of the Outdoor Advertising Market*.

Vehicle advertising is very cost effective and the best use of your advertising dollars when marketing your business, product, event or service because it has the lowest cost-per-impression of any form of advertising.

### ***How much does it cost?***

There are several timing and placement factors to consider. Do you need advertising for a short-term period to promote an event, or are you looking for a longer period of time for institutional advertising? Do you want an entire vehicle wrap, or do you want to place an ad on part of a van? For example, partial placement areas include the sides, back and windows. How many vans do you want to utilize for your advertising?

Please contact me to receive a custom quote for your particular advertising needs. We offer introductory discounts and have products to meet every budget.

Sincerely,

Deborah Tual  
Fund Development and Marketing Director  
Transportation Association of Greenwich  
13 Riverside Avenue, Riverside CT 06878  
Phone: 203-637-4345  
Email: [ridetag.org@gmail.com](mailto:ridetag.org@gmail.com)