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Nassau County, NY Bus Advertising



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COMMUTER FLEET

Commuter Fleet



266 Buses

41 Fixed Routes

27 Million Annual Passenger Trips

284 Square Miles of Service

1.3 million citizens and visitors within the Nassau County, New York area.

Days of Service:

- 365 Days/Year

Operation hours:

- Monday-Friday: 4:00 A.M – 2:00 A.M
- Saturday: 5:00 A.M – 2:00 A.M
- Sunday: 5:00 A.M – 1:00 A.M

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County Transit Fleet

County Fleet



98 Vehicles

64 County Transit Vehicles

28 Van Transit

48 Variable Fixed Routes—Pickup Drop-Off within 3/4 of a mile of routes.

284 Square Miles of Service

Days of Service:

- 365 Days/Year

Operation hours:

- Monday-Friday: 4:00 A.M – 2:00 A.M
- Saturday: 5:00 A.M – 2:00 A.M

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Nassau County, NY

Demographics

Nassau County, New York Population

Population estimates 1,361,350

Age and Sex

Persons under 5 years	5.40%
Persons under 18 years	22.10%
Persons 65 years and over	16.40%
Female persons	51.50%

Race and Hispanic Origin

White alone	76.10%
Black or African American alone	12.60%
American Indian and Alaska Native alone	0.50%
Asian alone	9.10%
Native Hawaiian and Other Pacific Islander alone	0.10%
Two or More Races	1.70%
Hispanic or Latino	16.10%
White alone, not Hispanic or Latino	62.30%

Population Characteristics

Veterans	58,627
Foreign born persons, percent	21.50%

Families and Living Arrangements

Households	441,912
Persons per household	3.01
Living in same house 1 year ago	93.40%
Language other than English spoken at home	28

Education

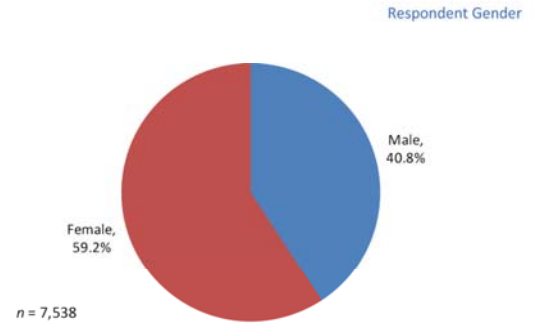
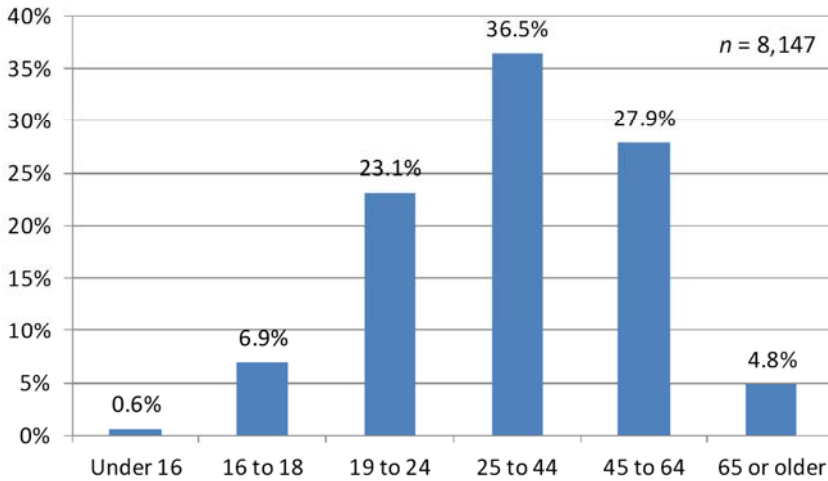
High school graduate or higher	90.30%
Bachelor's degree or higher	42.30%



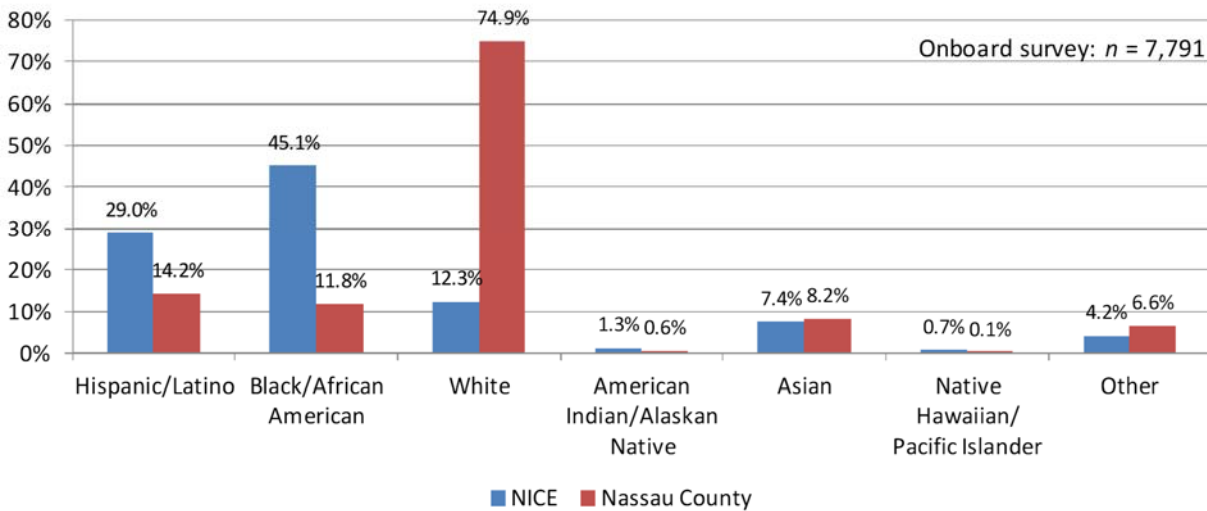
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Ridership Survey

Ridership Age and Gender %



Ethnicity

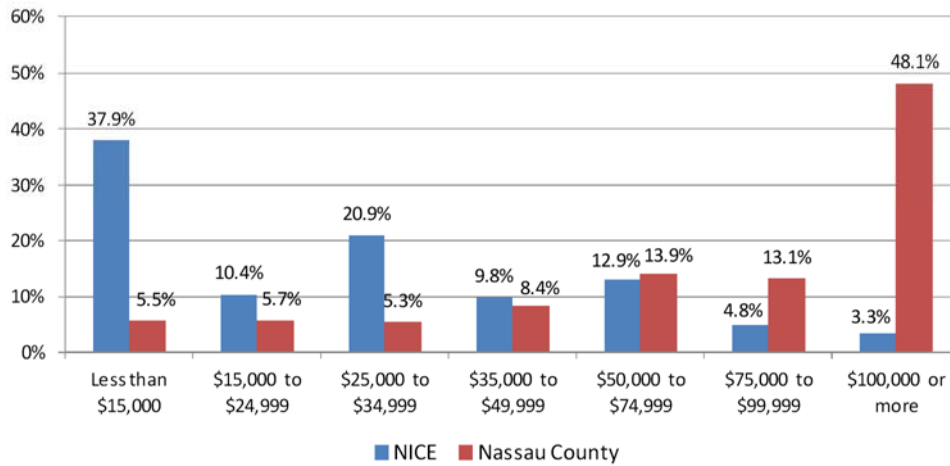




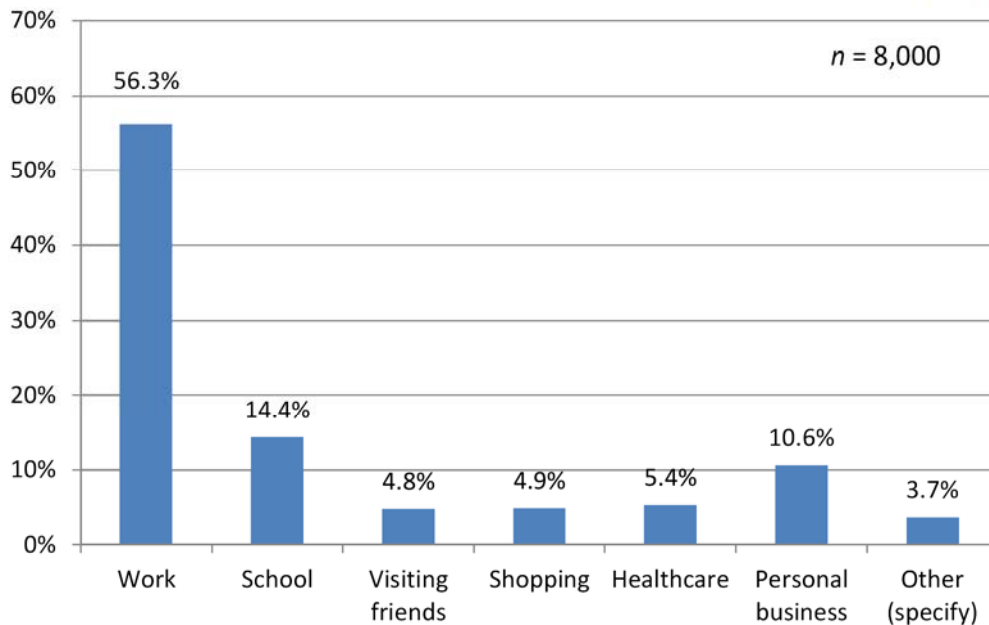
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Ridership Survey

Household Income



Purpose of Trip





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Route Map



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Full Wrap Bus





King Kong Bus

Specs

Print Size: 111" x 231"



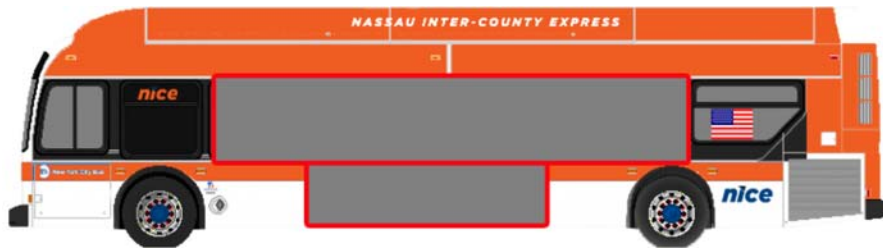
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Window Wrap

Specs

Full Size: 237" x 41"



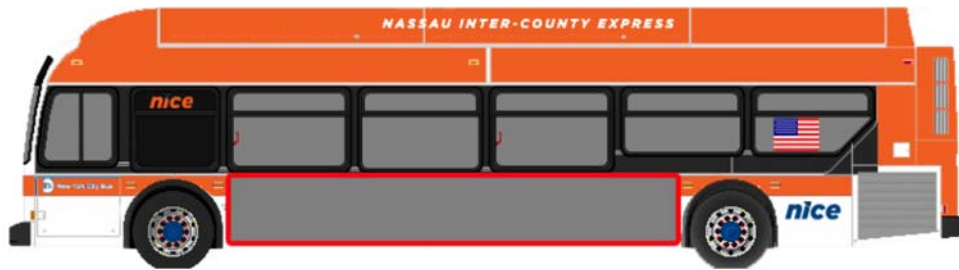
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Kong Bus Ads

Specs

Print Size: 53" x 230"



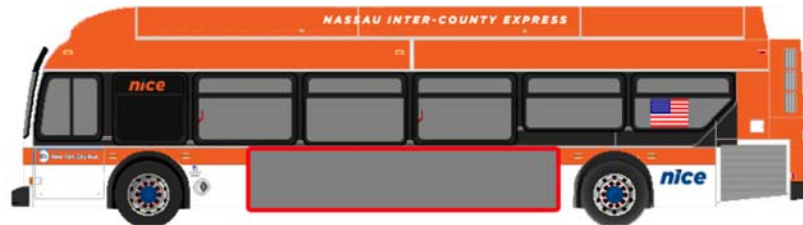
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King Bus Ads

Specs

Print Size: 30" x 144" and 30" x 108"



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Queen Bus Ads

Specs

Print Size: 30" x 88"



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Tail Bus Ads

Specs

Print Size: 17.5" x 68"



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Headlight Display

Specs

Print Size: 19.5" x 44" or 15" x 29"





Interior Bus Ads

Specs

Interior Card Print Size: 11" x 28"

Michelangelo—24" x 48"



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County Bus Ads Full / Half Wrap





County Bus Ads Window Wrap

23" x 88" and 27" x 144"



King Kong



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County Bus Ads

Mural

21" x 123"



Interior

