



FREDERICKSBURG REGIONAL TRANSIT  
*History In Motion*

## Reach 500,000+ FRED Riders Annually!

FREDericksburg Regional Transit offers **In-Bus Advertising**.

For a nominal fee, you can promote your business to FRED's 500,000+ riders annually.

- Nearly 73% of FRED riders use the service three or more times per week.
- 45% use the service 5 times a week mainly for trips to work and to shop.
- Our riders come from all walks of life.
- Your ad would reach riders throughout the City of Fredericksburg and the counties of Spotsylvania, Stafford, and Caroline.
- FRED operates Monday-Friday, except holidays, from 7:30am–8:30pm; VRE feeder service to select lots in Fredericksburg and Spotsylvania; and Eagle Express which operates Thursday evening through Sunday evening during the academic year to and from the University of Mary Washington.



**Reach over 500,000 FRED riders annually by advertising  
on FREDericksburg Transit In-Bus posters.**

***Each poster will appear on all 30+ FRED buses.***

Your ad will appear on every FRED bus. The total cost is \$500 per month; for six (6) months, or \$3,000 (minimum three month contract required); there is a \$580 initial printing cost for your 30 posters (and each time the posters are reprinted). (FRED does not handle the printing; you will supply the artwork).

For more information and artwork specifications, call:

Rodney J. White, Assistant Director of Public Transit • FREDericksburg Regional Transit • 540.372-1222 x204  
or email [rjwhite@fredericksburgva.gov](mailto:rjwhite@fredericksburgva.gov)

FREDericksburg Regional Transit reserves the right to deny any advertisement, for any reason. Minimum three month contract.