



Press Release – For Immediate Release

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adsposure Enters San Antonio Market with VIA Contract Award

VIA Metropolitan Transit of San Antonio awards adsposure of Cincinnati contract to engage business community on viability, visibility of transit advertising

[SAN ANTONIO, Texas – May 13, 2019] VIA Metropolitan Transit in San Antonio, has awarded adsposure of Cincinnati a five-year contract valued at \$16.3 million, with a renewal option, to help the transit agency manage and implement its transit advertising program.

“San Antonio is an exciting new marketplace for our team at adsposure,” said Ken Black, adsposure CEO (www.adsposure.com). “Through our partnership with VIA, our team is excited to help the business community in the San Antonio area reach more consumers, and increase their sales, with the out-of-home advertising options that VIA has to offer.”

Working together, VIA and [adsposure](http://adsposure.com) aim to generate a renewed excitement in the San Antonio business community about the effectiveness of transit advertising.

With a fleet of almost 700 vehicles, including nearly 500 compressed natural gas vehicles, VIA provides public transportation services to 13 cities in the greater San Antonio/Bexar County region. adsposure, in business since 2003, has opened a new San Antonio office and will recruit a local staff of a half-dozen, including a new local sales manager.

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ABOUT VIA METROPOLITAN TRANSIT: The San Antonio agency serves 14 member cities including San Antonio, the seventh-largest city in the nation. VIA delivered nearly 37 million passenger trips in 2018, operating 96 routes, six transit centers and eight Park & Ride facilities. It’s been named the Most Outstanding Metropolitan Transit Authority in Texas five times since 2003, and earned a national Innovation Award in 2018. For more information, please call (210) 362-2020 or visit www.VIAinfo.net.

ABOUT ADSPOSURE: Based in Cincinnati and blooming throughout the U.S., [adsposure](http://adsposure.com) (www.adsposure.com) represents transit advertising contracts in Cincinnati, Northern Kentucky, Lexington, Nashville, Kansas City, Des Moines and San Antonio. A division of [Advertising Vehicles](http://AdvertisingVehicles.com), [adsposure](http://adsposure.com) helps clients design integrated plans that maximize marketing spend, while reaching millions, at one of the lowest costs-per-impression in the advertising industry. For more information, please call (833) BUS-WRAP or visit www.adsposure.com.

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“VIA Metropolitan Transit taps adsposure of Cincy to help deliver transformative transit campaign”
Press Release from VIA Metropolitan Transit and adsposure
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