

City Bus Advertising – Sheboygan



The buses act as mobile billboards that cover each market many times a day. They move throughout the residential and core business areas, on secondary arteries and busy streets every day. These moving billboards are available in a variety of sizes and the creative options are limitless. Transit advertising is a great out of home option because of its low cost and the high impact it makes right in your community. Transit advertising helps clients reach their target market with effective affordable eye-catching signs.

We can tailor a package to fit any size ad budget with multiple options ranging from interior ads to target riders to full bus wraps. A percentage of your advertising dollar goes back to Shoreline Metro to keep the bus system running!



Sheboygan Bus Information:

Number of Vehicles: 19

Number of Routes: 11 regular routes and 7 school day tripper routes

Average Monthly Ridership: 45,000

Areas Served: Sheboygan, Sheboygan Falls and Kohler on the western shores of Lake Michigan

Higher Education Coverage: UW Sheboygan

Medical Center Coverage: Memorial Hospital, Sheboygan Clinic, St Nick's Hospital

Shopping Center Coverage: Southtown Mall, Memorial Mall, Memorial Plaza, Woodlake Market, Dear Trace Mall, ALDI, Piggly Wiggly, Pick 'N Save, Save- A- Lot Foods, Festival Foods, Walgreens, Shopko, Walmart, Harbor Centre, Downtown businesses and Riverfront shops

Additional Market Coverage: Mead Library, YMCA, Boys and Girls Club, Humane Society, Marina, Old Wisconsin, Rockline Industries, Kohler Company, Planet Fitness, Sheboygan Police Department, Falls City Hall, Bio life, Indian Meadows Industrial Park, South Pier, Blue Harbor Resort & Waterpark, Kohler Art Center, Deland Park and Beach, Weill Center, Children's Museum and Riverfront shops

