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NEWS RELEASE

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Non-Profits Can Advertise for Free in Keyline Buses

DUBUQUE, Iowa – Dubuque's Keyline Transit Division is embarking on a mission to not only change the exterior of its buses, but also the interior by offering free advertising space to local non-profit organizations.

Local non-profit agencies can advertise services, upcoming events, and public service announcements. Every month, Keyline provides over 25,000 rides on fixed routes, trolley and the IBM shuttle. Advertising the services that these organizations provide can positively impact Keyline riders, provide awareness to a particular issue, and increase the number of clients they serve. In addition, advertising on the inside of the buses is a unique and innovative way to reach an additional segment of the Dubuque area population.

Interested agencies can contact Keyline Transit for eligibility and requirements. All interior space is free to non-profits, and for-profit organizations can advertise at specified rates. Discounted rates for exterior ads are also available to non-profit organizations.

If you have any questions about advertising on the inside or outside of the Keyline buses, please contact Keyline Transit at 563-589-4196 or email bmorck@cityofdubuque.org.

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