SCRANTON, PA

Market Overview

COLTS
COUNTY OFLACKAWANNA

Advertise in Scranton, PA

Lackawanna County is the second largest county in the Scranton–Wilkes-Barre–Hazleton, PA DMA. Northwest of Pocono Mountains and approximately 40 miles from the New Jersey and approximately 25 miles from New York state. The largest city and County Seat of Lackawanna County is Scranton, Scranton has a population of 76,328. Scranton is also know as "Electric City" as lights were first introduced in 1880 at the Dickson Manufacturing Company. Scranton is currently going under a revitalization attracting new coffee shops, restaurants, and bars have opened in the downtown, creating a vibrant nightlife. Scranton has a lower cost of living, is considered a pedestrian-friendly downtown, and rapidly growing housing has been attracting younger professionals into Lackawanna County and Scranton.

SIGNATURE TRANSIT
FULL WRAP
KING KONG (USK)
KONG
FULL BACK

TRADITIONAL TRANSIT
KING
QUEEN
TAIL
HEADLINER
INTERIOR CARDS

TRANSIT SHELTERS
INTERIOR
EXTERIOR

MARKET PROFILE

COVERAGE HIGHLIGHTS

- Spartanburg City Hall
- Clarks Summit University
- Johnson College
- Keystone College (also in Wyoming County)
- Lackawanna College
- Marywood University
- Penn State Scranton
- Geisinger Commonwealth School of Medicine
- University of Scranton
- Railriders (NY Yankees Triple-A)
- Lahey Family Fun Park
- Montage Mountain Resorts
- Electric City Aquarium
- Circle Drive Inn
- Houdini Museum
- Steamtown National Historic Site

216K

Population of The City of Lackawanna County

33

Buses in the Fleet

14

Transit Shelters

27.6

Minutes consumers spend on average commuting and being exposed to outdoor transit advertising

MARKET PROFILE

Unemployment
Unemployment Rate
3.3%

Business and Economy
Total Employees
89,052

Income and Poverty
Median Household Income
$63,739

Housing
Total Housing Units
100,391

Population and People
Total Population
216,123

Families and Living Arrangements
Total Households
87,896

Education
Bachelor's Degree or Higher
29.9%

Health
Without Health Care Coverage
6.5%

Race and Ethnicity
Black or African American
5.4%

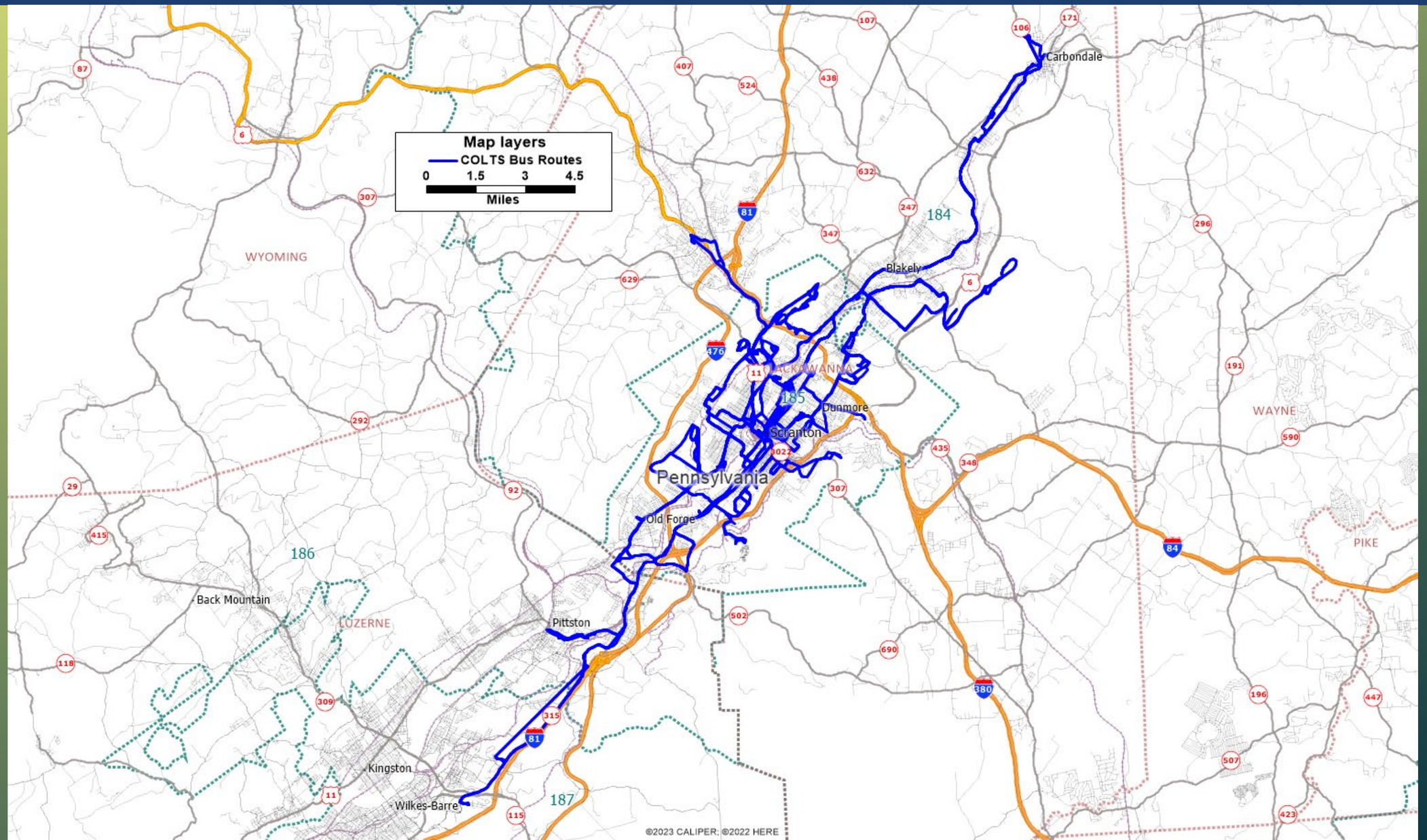
Scranton, PA Bus Transit (COLTS)

The County of Lackawanna Transit (COLTS) buses provide service to Lackawanna County and greater Scranton area, and is comprised of 33 transit buses, 33 paratransit vehicles, and 14 Transit Shelters. This extensive coverage makes COLTS bus advertising the ultimate vehicle for driving your brand message home.

- FULL WRAP
- KING KONG(USK)
- KONG
- FULL BACK

- KING
- QUEEN
- TAIL
- HEADLINER
- INTERIOR CARDS

TRANSIT MAP – COLTS Scranton, PA



Signature Bus Transit (COLTS)

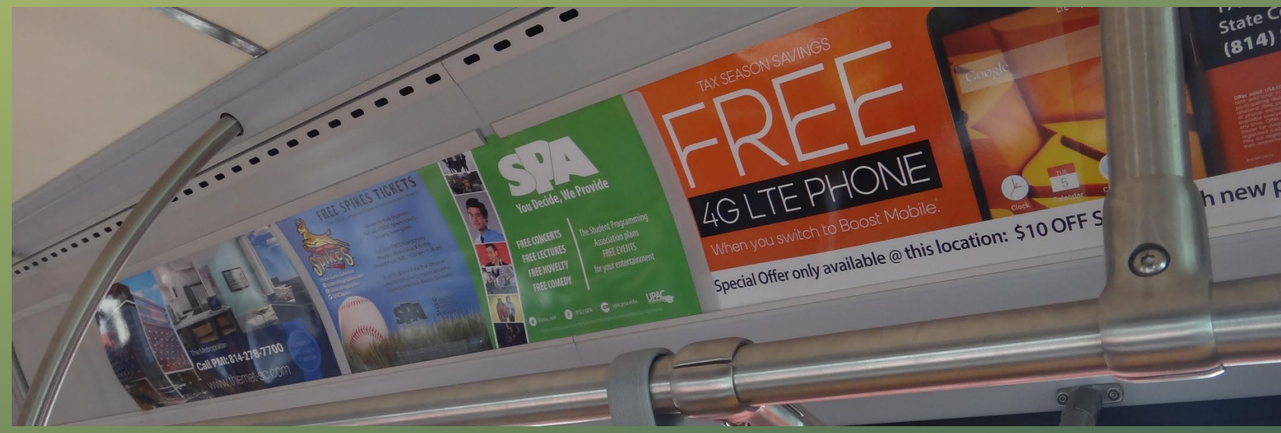
FULL WRAP

KING KONG

KONG

Traditional Bus Transit (COLTS)

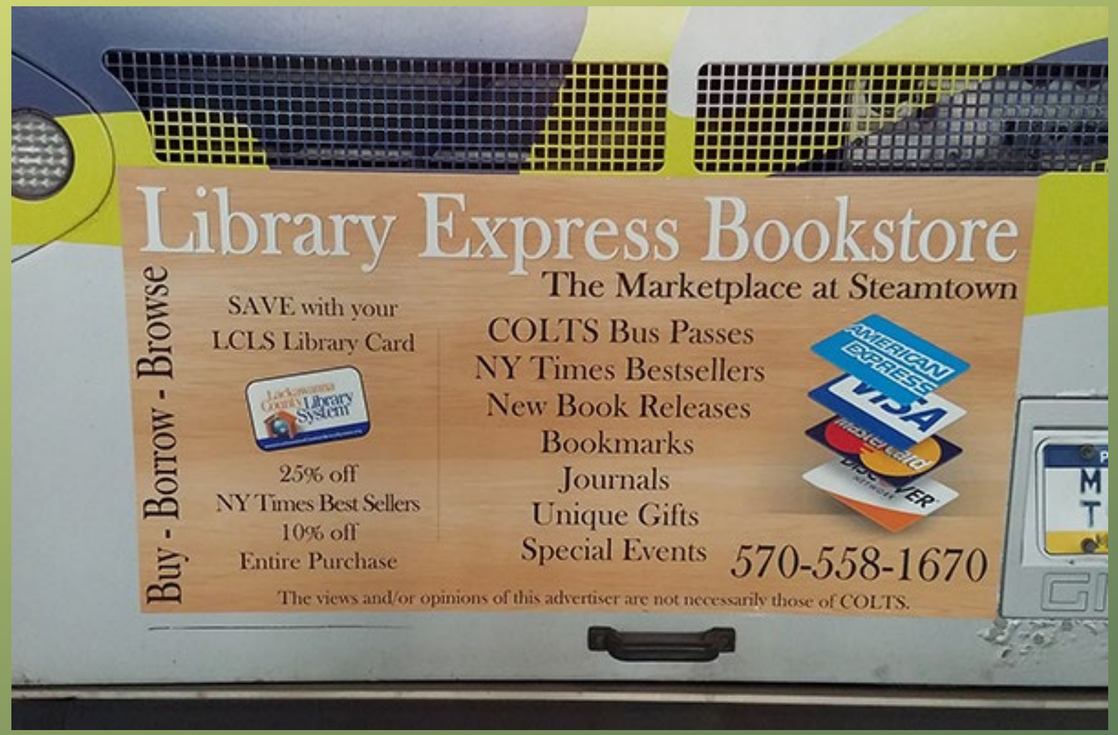
KING



INTERIOR CARD

QUEEN

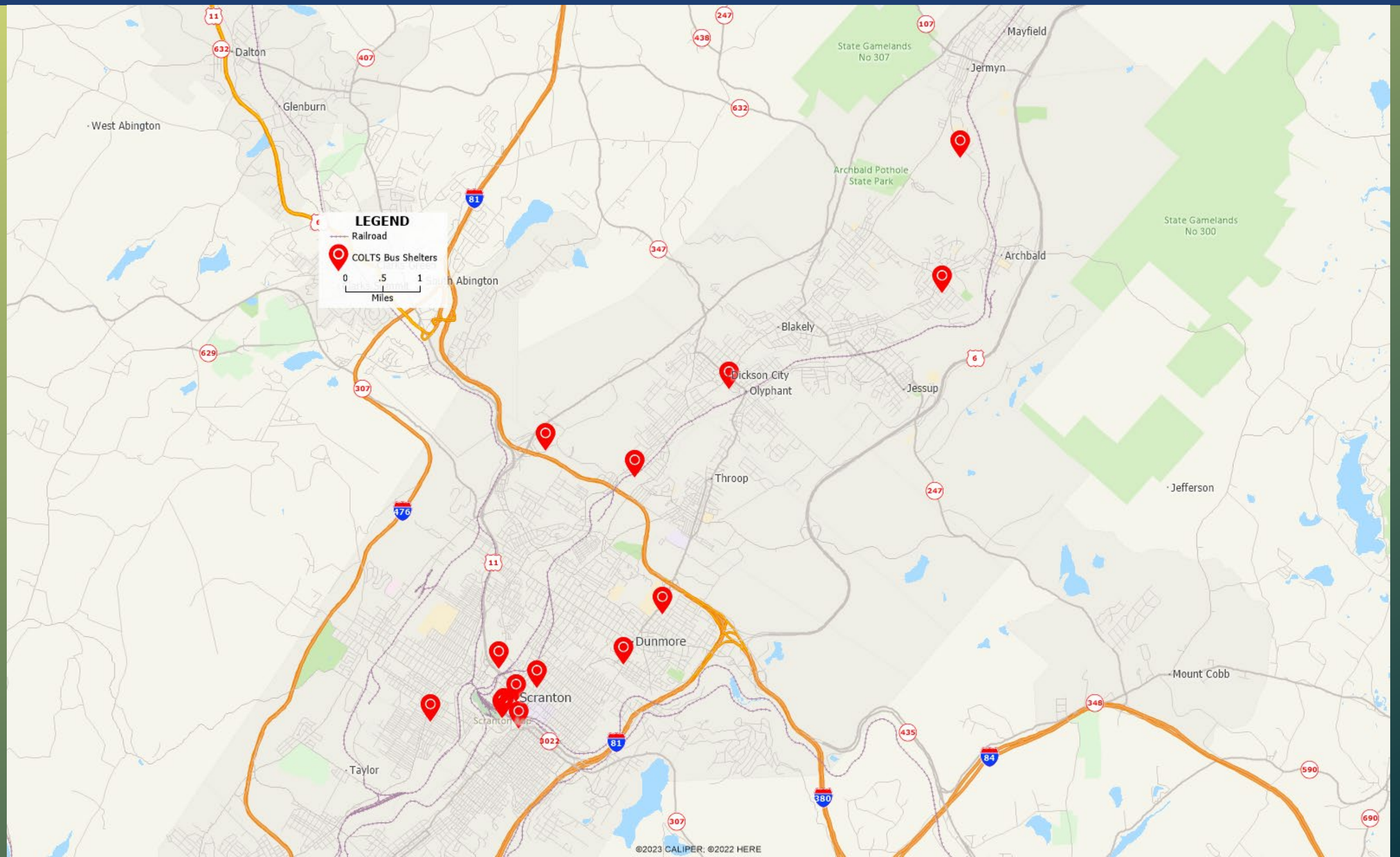
Traditional Bus Transit (COLTS)



TAIL

FULL BACK

TRANSIT SHELTER MAP



Transit Shelters

TRANSIT SHELTER INTERIOR

TRANSIT SHELTER EXTERIOR

Trevor Rockwell

Account Executive

trockwell@gatewayoutdoor.com

Phone: (484)-358-6727

www.gatewayoutdoor.com