

CUYAHOGA COUNTY



Market Overview

# CLEVELAND, OHIO





## Advertise in the "Rock and Roll Capital of the World"

Cleveland, Ohio, nestled on Lake Erie's shores, is a diverse urban hub with a storied industrial past. Today, it's celebrated for its cultural institutions like the Cleveland Museum of Art, the Rock and Roll Hall of Fame, and Playhouse Square. Its downtown blends historic charm with modern amenities, offering a vibrant culinary scene and waterfront attractions. Cleveland continues to evolve as a hub for healthcare, technology, and education, embodying a resilient spirit and community pride.







## Summary of Inventory

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1

### SIGNATURE TRANSIT

FULL WRAP  
FULL SIDE  
HALF SIDE  
ULTRA SUPER KING  
KONG  
FULL BACK

2

### TRADITIONAL TRANSIT

KING  
QUEEN  
HEADLINER  
INTERIOR CARDS

3

### RAIL

FULL WRAP  
HALF WRAP  
USK/KING KONG  
KONG  
KING  
INTERIOR CARD

4

### PARATRANSIT

WRAP  
USK/KING KONG  
TAILS  
KING  
QUEEN

5

### STATION ADVERTISING

BACKLIT WALL  
BANNERS  
PILLARS  
DIORAMA  
STAIRWAY  
WALLS  
WINDOWS  
TWO-SHEETS

6

### SHELTERS

INTERIOR/EXTERIOR PANEL  
FULL WRAP



**Cleveland, Ohio, offers a mix of cultural, historical, and recreational attractions that appeal to visitors of all interests.**

 Rock and Roll Hall of Fame

 Cleveland Museum of Art

 Cleveland Metroparks Zoo

 Cleveland Orchestra

 West Side Market

 Cleveland Botanical Garden

 Great Lakes Science Center

 Cleveland Museum of Natural History

 Cleveland Cultural Gardens

 Cleveland Browns Stadium

Pictured: Cleveland, Ohio's Rock and Roll Hall of Fame







**Cleveland, Ohio, has a vibrant sports culture deeply ingrained in the city's identity.**

Cleveland is home to major professional sports teams across various leagues, including the Cleveland Cavaliers (NBA basketball), Cleveland Guardians (MLB baseball), and Cleveland Browns (NFL football).

The city has witnessed several historic moments in sports history, such as the Cleveland Cavaliers winning their first NBA Championship in 2016, ending a 52-year championship drought for the city.

Cleveland boasts iconic sports venues like Progressive Field, Rocket Mortgage FieldHouse, and FirstEnergy Stadium.



# MARKET PROFILE

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## COVERAGE HIGHLIGHTS

- Downtown Cleveland
- Cleveland Browns Stadium
- Cleveland State University
- Great Lakes Science Center
- Rock and Roll Hall of Fame
- Burke Lakefront Airport
- University Circle
- Cleveland International Airport
- Shaker Heights Cleveland's
- Suburbs

600+

Bus Shelters

227

Transit Buses

80

Paratransit

47

Rail Vehicles

5

Rail Stations

23.7

Minutes consumers spend on average commuting, exposed to outdoor transit advertising



# MARKET PROFILE



**Employment**  
Employment Rate

53.4%



**Business and Economy**  
Total Employer Establishments

8,148,606



**Income and Poverty**  
Median Household Income

\$37,271



**Housing**  
Total Housing Units

198,871



**Population and People**  
Total Population

361,607



**Families and Living Arrangements**  
Total Households

167,829



**Education**  
Bachelor's Degree or Higher

20.3%



**Health**  
Without Health Care Coverage

8.6%



**Race and Ethnicity**  
Hispanic or Latino (of any race)

48,699



# Cleveland Bus Transit (RTA)



RTA is a public transportation provider in Cleveland which operates Bus routes. The RTA has 42 Bus routes in Cleveland with 5445 Bus stops. Their bus routes cover an area from the North (Willowick) with a stop at Lakshore Blvd & Shorgate East Drive to the South (Brunswick) with a stop at Laurel Square Shopping Ctr. Their most western stop is Lorain Rd & North Olmsted Industrial Pkwy (North Olmsted) and the most eastern stop is Som Center Rd & Aurora Rd (Solon). RTA line schedules (timetables, itineraries, service hours), and departure and arrival times to stations are updated in the app in real time.

## SIGNATURE TRANSIT

- FULL WRAP
- FULL SIDE
- HALF SIDE
- ULTRA SUPER KING
- KONG
- FULL BACK

## TRADITIONAL TRANSIT

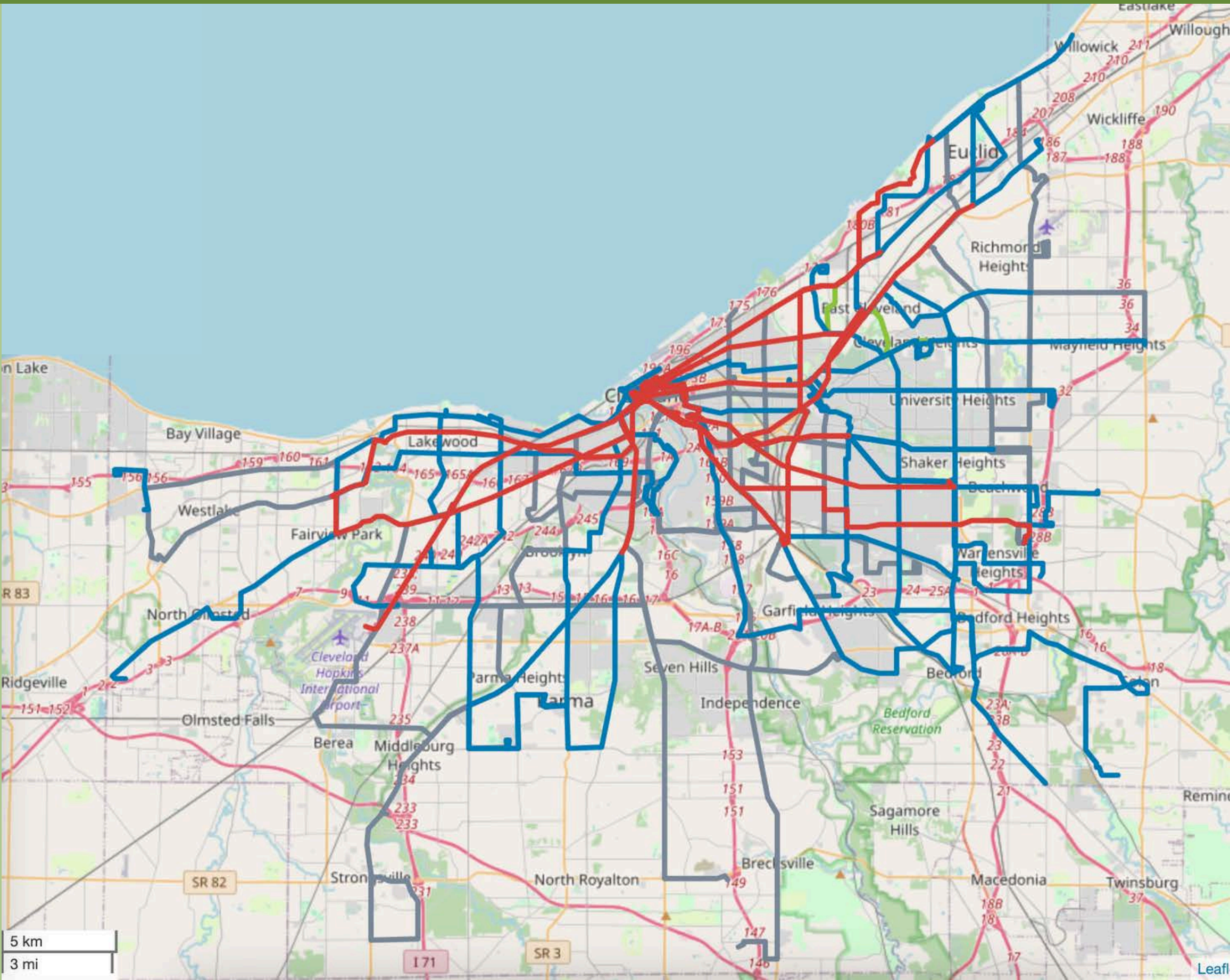
- KING
- QUEEN
- HEADLINER
- INTERIOR CARDS



# MAP OF BUS ROUTE



**SCAN TO VIEW  
ALL SYSTEM MAPS**





# Signature Bus Transit (RTA Cleveland)

FULL WRAP



HALF WRAP





# Traditional Bus Transit (RTA Cleveland)



KING



QUEEN



KING KONG



# Traditional Bus Transit (RTA Cleveland)

TAILS





# MAP OF SHELTERS



SCAN TO VIEW  
ALL SYSTEM MAPS





# Shelter Advertising (RTA Cleveland)



EXTERIOR



INTERIOR



FULL WRAP



# RAIL MAP



SCAN TO VIEW ALL SYSTEM MAPS



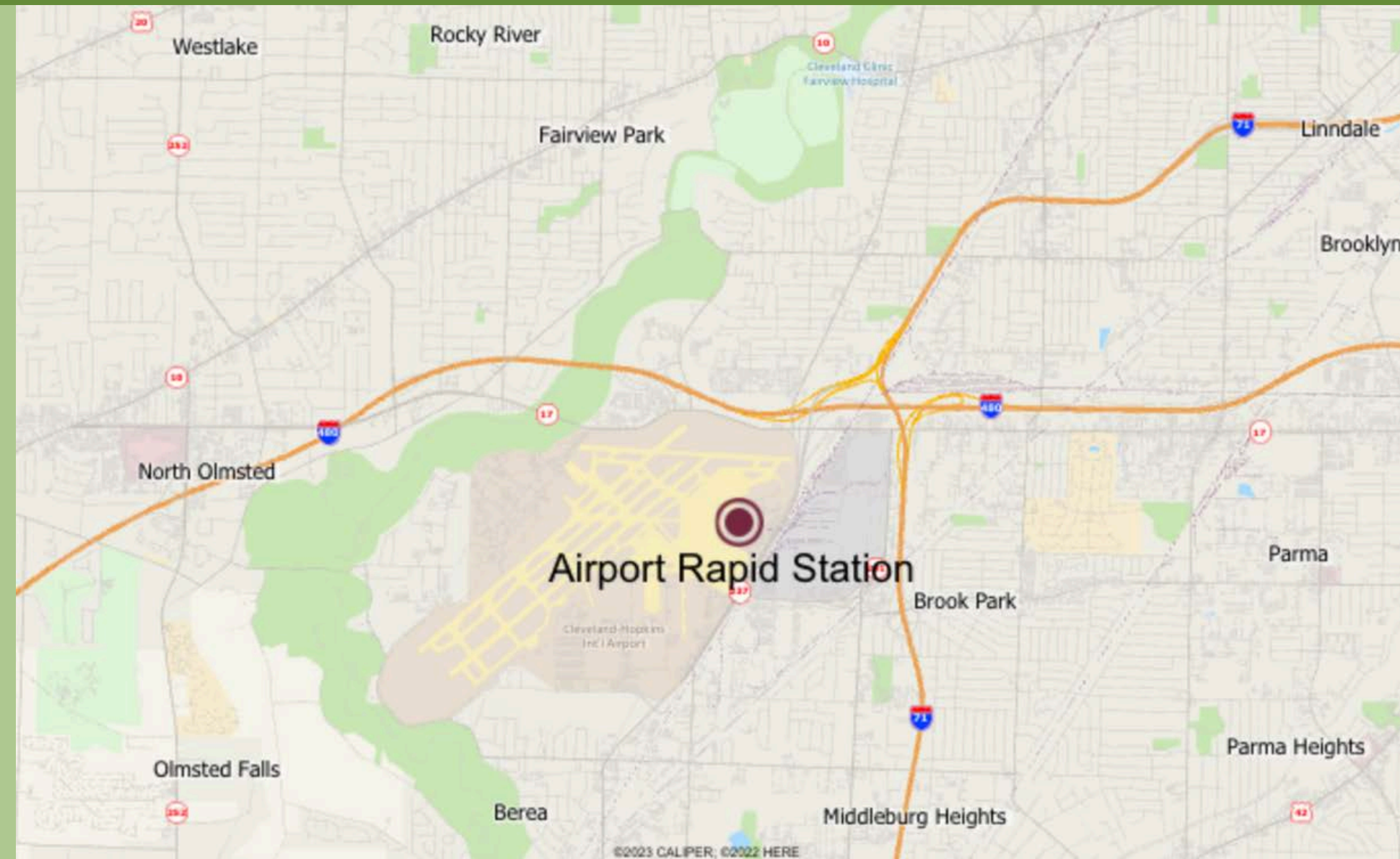
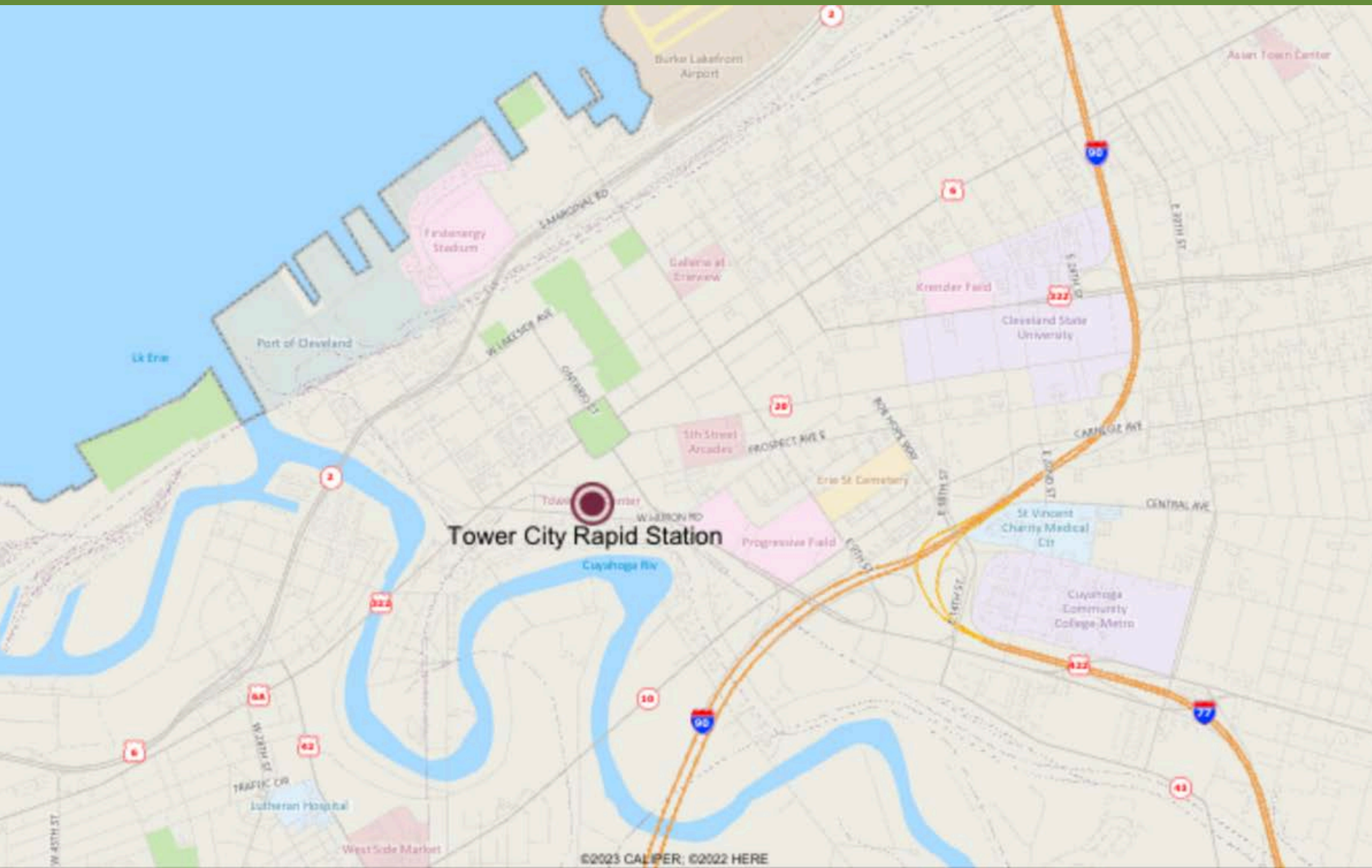


# Rail (RTA Cleveland)





# STATION MAPS



**SCAN TO VIEW  
ALL SYSTEM MAPS**



# Station Advertising



STAIRWAYS



WALLS



# Station Advertising



BACKLIT DIORAMA



PILLARS



# Station Advertising



WINDOWS



BANNERS



# Paratransit



RTA Paratransit provides a shared ride, door-to-door transportation service. The program provides complementary service for eligible individuals who are not able to use the regular fixed route bus service because of a disability or other limitations. These vehicles provide passenger trips each weekday to destinations throughout the markets, including but not limited to hospitals, medical facilities, shopping centers, grocery stores, retirement communities and residential homes and neighborhoods.





# Trolley







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