

## Advertise with WSDOT

Advertise your business on popular WSDOT Web pages to:

- Drive targeted traffic to your website
- Reach motorists, commuters, travelers and tourists in Washington state
- Maximize your exposure by up to 400,000 impressions per day

## Contact WSDOT's advertising sales firms for information and rates:

### Ferry Web pages

Reach a unique audience of ferry riders through a targeted monthly package that includes Vessel Watch and twelve ferry schedule pages.

### T4 Media

206-283-4440

[www.ferrymedia.com](http://www.ferrymedia.com)

### Online Traveler Information at [www.wsdot.com](http://www.wsdot.com)

Create a custom package for your campaign targeting specific geographical areas on popular traffic and traveler pages with more than 10 million impressions per month. Select from Seattle traffic and flowmaps, Western Washington traffic (Tacoma, Olympia, Bellingham, border crossing), mountain passes (Snoqualmie Pass, White Pass, pass information), traffic cameras, and general traveler information (weather, alerts).

### Municipal Media Solutions

847-922-1584

[www.municipalmedia.com](http://www.municipalmedia.com)

## Accomplishments

- Conducted live usability tests to determine ad placement and requirements
- Held a competitive selection process to hire a partner sales firm
- Implemented an advertising policy and review process
- Created dot.com pages with advertising space
- Fine-tuned offerings to target specific geographical areas
- Tested advertising formats such as GovDelivery and ad networks
- Secured sales and returning advertisers

## Contact Us:

**Kris Rietmann**

**Communications**

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Olympia, WA 98504-7395

360-705-7075

[rietmak@wsdot.wa.gov](mailto:rietmak@wsdot.wa.gov)

[www.wsdot.wa.gov/funding/partners/projects/webadvertising.htm](http://www.wsdot.wa.gov/funding/partners/projects/webadvertising.htm)

## Website Advertising Policy

Advertising containing the following content is not permitted:

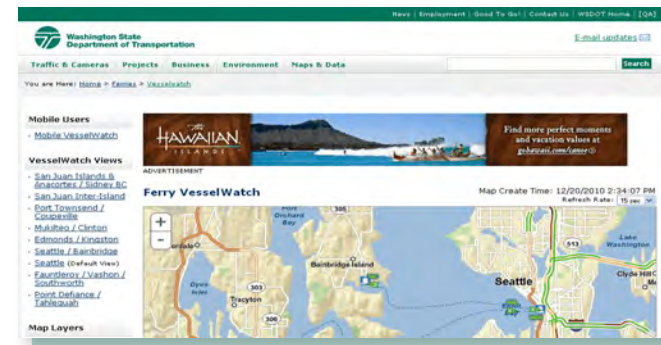
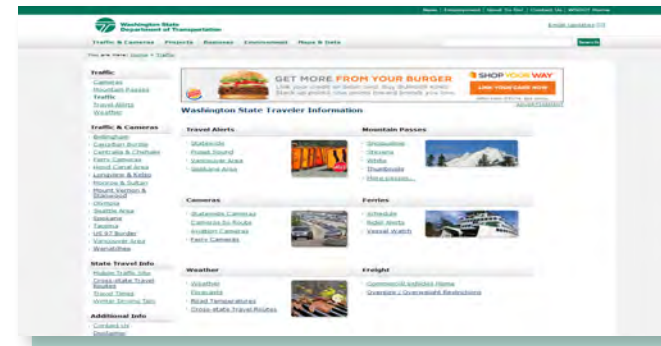
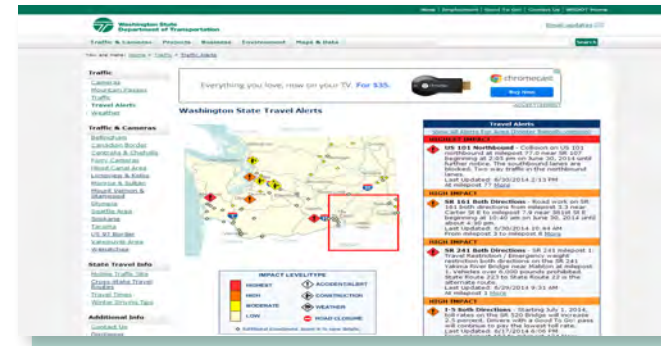
- Obscene or indecent
- Discriminatory
- Religious
- Political
- Public Issue

In addition, advertising that depicts or promotes the following products, services or other material is not permitted:

- Tobacco products
- Films rated "X" or "NC-17" and video games rated "A" or "M", or comparable industry standards
- Adult book / video stores, adult Internet sites, adult telephone services, escort services and adult entertainment establishments
- Any material that is false, fraudulent, misleading, deceptive or would constitute a tort of defamation or invasion of privacy
- Any material that is so objectionable that under contemporary community standards as to be reasonably foreseeable that it will result in harm to, disruption of, or interference with a transportation system
- Any material directed at a person or group that is so insulting, degrading or offensive as to be reasonably foreseeable that it will incite or produce imminent lawless action in the form of retaliation, vandalism or other breach of public safety, peace and order



# Website Advertising Pilot Project



## Web advertising on WSDOT website

Through its pilot project, the Washington State Department of Transportation has advertising space available on a selection of its most popular Web pages. Businesses now have the opportunity to reach more than 10 million impressions (page views) per month. The advertising is placed on [www.wsdot.com](http://www.wsdot.com) and is limited to one 720x90 pixel banner per page.

WSDOT's Public-Private Partnerships Office created the pilot project in 2011 with advertising packages manually placed on 12 ferry schedule and vessel watch Web pages. The partnerships office ramped up the pilot project the following year to a more sophisticated digital system on traveler information pages such as traffic, cameras, weather, travel alerts and mountain passes.

In coordination with the Public-Private Partnerships Office, the web advertising program has transitioned to the Communications Office.

## Partnership approach to ad sales

WSDOT is using a partnership ad-placement business model to minimize operating costs. After a competitive bidding process, WSDOT selected Municipal Media Solutions, LLC (MMS) to help develop the project and to handle all sales, marketing, billing, collection, record keeping, reporting and payment processing.

Through a revenue-sharing agreement, MMS sells custom advertising and sponsorship packages for traffic and travel pages. WSDOT receives 70 percent and MMS retains 30 percent of the sales revenue collected. WSDOT has a similar agreement with T4Media for sales of monthly advertising packages on ferry-related Web pages.

Using an ad-serving software, MMS is able to program the advertising placement based on number of impressions, targeting unique visitors, page content, geographical area, and time of day. Through a conservative, phased approach, WSDOT continues to test and fine-tune the advertising methods through its pilot project.

**Americans with Disabilities Act (ADA) Information:** This material can be made available in an alternate format by emailing the WSDOT Diversity/ADA Affairs team at [wsdotada@wsdot.wa.gov](mailto:wsdotada@wsdot.wa.gov) or by calling toll free, 855-362-4ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

**Title VI Statement to Public:** It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with WSDOT's Office of Equal Opportunity (OEO). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OEO's Title VI Coordinators, George Laue at (509) 324-6018 or Jontie' Sutton at (360) 705-7082.

## Businesses are pleased with results

Local and national businesses are reaching a target market of Washington motorists and commuters by placing banner ads on WSDOT's website. Alaska Airlines, Clipper Vacations, Pemco Insurance, White Pass Ski Resort and others have run targeted campaigns to promote their products and services on WSDOT's Web pages. Businesses are seeing results and WSDOT is seeing returning advertisers.

“ Precision Garage Door Service targets home and automobile owners within specific regions of Washington State and Municipal Media's WSDOT.com site provided an advertising solution that did just that. Our campaign performed exceptionally well and the staff was very easy to work with. We will definitely be running future campaigns on WSDOT.com. ”

G. Bohrer  
Marketing Manager  
Precision Garage Door Service



“ Municipal Media's WSDOT.com Mountain Pass pages were a perfect solution to help drive more skiers and snowboarders to Mt. Baker Ski Area. Our advertising campaign far exceeded expectations and the team at Municipal Media was very accommodating in getting our ads launched quickly and swapping out creative. We look forward to working with them again as the snow starts to fall next year. ”

S. Sahlfeld  
Events & Marketing  
Mt. Baker Ski Area



The banner advertising space on traveler information pages is offered in three tiers:

- First priority is given to advertisers purchasing banner space directly through the sales firms.
- Second priority goes to advertising networks which purchase bulk available space at a discounted price on behalf of hundreds of businesses.
- Any remaining unsold space is used for “house ads” to promote WSDOT programs and traveler information tools.

## Advertising policy

WSDOT developed and formalized a conservative digital advertising policy and review process. Advertising is limited to commercial goods or services and the banners are clearly labeled with a link for easy access to online information

about the program and WSDOT's advertising guidelines. View the back page to see WSDOT's advertising policy.

## Minimal impact on website usability

With concerns about how advertising might diminish website usability and the agency's credibility, WSDOT hired the Washington State Department of Information Services to test the impact of adding advertising on WSDOT's website. The results of the live study helped shape the size and placement of banner ads and WSDOT's advertising policy.

## Public feedback considered

An important part of the pilot project was ensuring that the advertising does not interfere with navigating WSDOT's website or negatively affect WSDOT's credibility. In addition to listening to public feedback during the live usability testing, WSDOT collects public comments. Since the first banner ad appeared in 2011, WSDOT has received less than 20 comments. The feedback ranges from strongly opposing government advertising to applauding the state for being innovative and forward thinking. Here are some examples:

“ GOOD JOB on the advertising. I'm glad to see that you're taking advantage of website funding through discreet advertising instead of my tax dollars! Way to go! Like to see more of this. ”

D. Brengelmann

“ I applaud the state for trying to be creative in finding new sources of revenue. At least exploring the idea of advertising on websites such as WSDOT is work doing...the WSDOT Web pages are very well done and provide extremely useful information, so I will do my best to tune out whatever advertising appears. ”

B. Peterson

“ God bless you for attempting to raise revenue for the state of Washington. ”

C

“ I think the ads are entirely unobtrusive and well placed on the various pages. This is a great way to help close the budget gap and I appreciate that thought has been given to the content of the ads to keep the website family friendly. Well done! ”

D. Soderland

WSDOT also tracked media coverage and the website advertising pilot was mentioned in over a dozen publications including *Governing Magazine* and *The Wall Street Journal*.

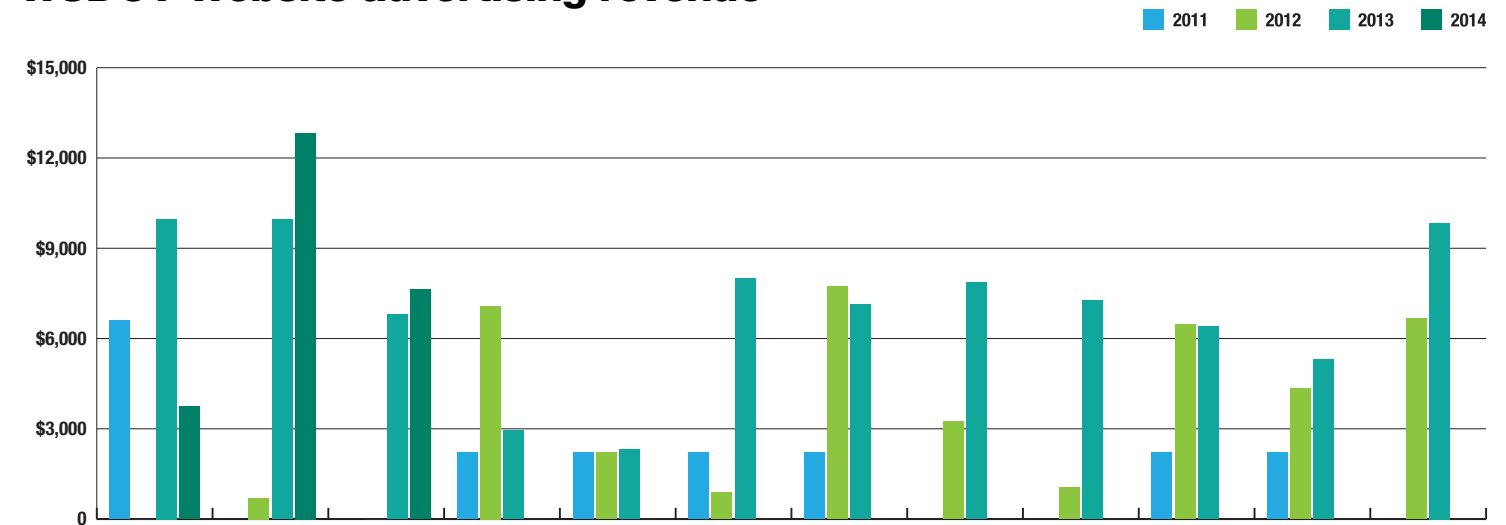
## Revenue and results

The legislature provided \$75,000 in start-up funding to offset WSDOT's costs and to tap private sector expertise for the pilot project.

## WSDOT Website advertising pilot project

\$ 46,550	Ad revenue received for WSF
\$ 121,567	Ad revenue received for Motor Vehicle Fund
\$ 168,117	Subtotal
\$ (75,000)	Less Program Start Up Costs
<b>\$ 93,117</b>	<b>Total</b>

## WSDOT Website advertising revenue



## Advertisers on WSDOT's website

