

SARTA ad campaign wins national AdWheel award

[The Canton Repository](#)

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CANTON - [The Stark Area Regional Transit Authority's](#) "Community Partner" campaign won the "Best Print Media Educational Initiative" category from among hundreds of entries in the [American Public Transportation Association 2024 AdWheel competition](#).

It's the third AdWheel award for SARTA in the last several years. The system's "Rider/Driver Thank You" campaign and joint promotion of Ohio Loves Transit Day with the Canton Charge basketball team won top prizes in the 2021 contest.

SARTA's marketing and communications team, which includes Marketing Administrator Timothy Montgomery, Digital Media Coordinator Ebony Fontes, and Director of Customer Relations Latrice Virola, who supervises the department, conceived and developed the Community Partner campaign with support from Canton-based ad agency Innis Maggiore. The promotion was conducted during the second quarter of 2023 as part of the transit system's 25th "SARTAversary" celebration.

The campaign, which consisted of video spots and static ads posted on the system's social media platforms, broadcast radio commercials, and newspaper ads, featured community partners Stark State College, Lifecare Family Health and Dental Center, Stark Economic Development Board, JRC Learning Center and ICAN Housing Solutions.