



Go Green, Take the TrolleySM

The Official Suncoast Beach Trolley Map is the only publication on the Suncoast Beach Trolleys!



- Service covering Downtown Clearwater and Clearwater Beach
- Route connecting Tyrone Square Mall to the Beaches!
- Service connecting Tyrone Square Mall, BayWalk and The Pier
- Distributed on the Downtown St. Pete Looper system.
- Distributed via all PSTA Route Schedule Racks.
- Look for the Official Suncoast Beach Trolley Map at over 500 different locations throughout Pinellas County (where the trolleys are running) including hotels, rental cars, restaurants, attractions, grocery stores, McDonald's, Burger King, etc. (location list available upon request)!

1.4 million riders!



Printing a minimum of 150,000 copies annually with payment due in advance of print.

Due to demand, increasing print run 50% for 2015, keeping rates the same. Prints in the Fall.



Distributed in all FSTP Brochure Displays and Attraction Map displays along the Trolley routes.



Celebrating 25 years!

Serving Florida Tourism since 1985!

Official Trolley Map of



Pinellas Suncoast Transit Authority



Exclusive publication distributed on the Trolley

All our clients & locations receive FREE ADVERTISING on





September 2013

Dear Current and Potential Advertisers:

In December of 2000, the Pinellas Suncoast Transit Authority (PSTA) introduced the Suncoast Beach TrolleySM. Since that time, this route has expanded and grown to connect with a network of trolley routes that serve many areas of Pinellas County. These routes provide service to downtown St. Petersburg, the Pier, BayWalk, Tyrone Square Mall, and Bay Pines.

Last year, this network of trolleys carried over 1.4 million riders. As more people cut back on their spending and see the great value that public transit offers, we project ridership to continue to increase.

Since the start of service, we have been working exclusively with Florida Suncoast Tourism Promotions, Inc. They publish and distribute "*The Official Suncoast Beach Trolley Map.*" These brochures are distributed at numerous locations throughout the County. And, most importantly, you can find them within easy reach on board our fleet of trolley vehicles, thereby connecting the passengers directly to the venues they wish to reach.

Remember, this is the only advertising publication on board the trolleys. So, Take it Easy, Take the Trolley to increase your sales and bottom line by placing your ad in *The Official Suncoast Beach Trolley Map!*

If you have any questions, please don't hesitate to contact me directly. You can reach me at 727.540.1818.

Very truly yours,

PINELLAS SUNCOAST TRANSIT AUTHORITY

A handwritten signature in black ink, appearing to read "Janet A. Recca". The signature is fluid and cursive, with the first name being the most prominent.

Janet A. Recca
Director of Marketing