



# KC STREETCAR SHELTER ADVERTISING MEDIA KIT 2025 - 2026



## CONNECTING THE COMMUNITY

Advertising with the KC Streetcar puts your brand front and center in the heart of Kansas City. With thousands of daily riders and high visibility along the route, it's a dynamic way to connect with a diverse audience of locals and visitors alike.

### WHY ADVERTISE WITH KC STREETCAR?



**UNMATCHED VISIBILITY**  
Your message will be seen by thousands of daily riders, pedestrians, residents, tourists, employees, and drivers.



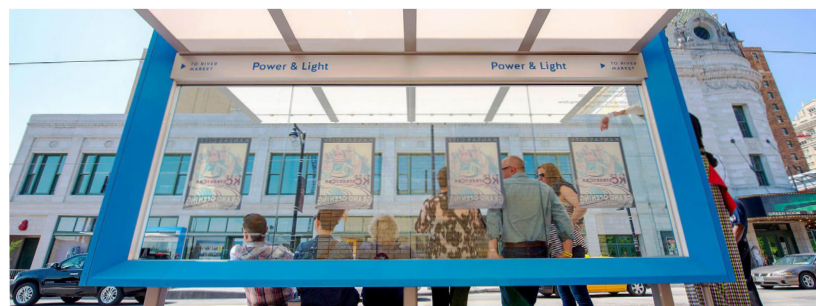
**PRIME LOCATIONS**  
Ads are displayed in high-traffic areas, including the most vibrant neighborhoods in Kansas City.



**COMMUNITY ENGAGEMENT**  
Align your brand with a beloved community asset.



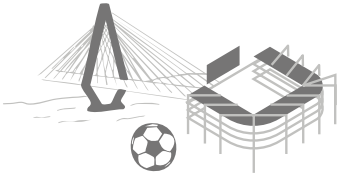
**RIDERSHIP**  
Downtown streetcar ridership averages 6,000 passenger trips per day, with nearly 2 million passenger trips per year.



**THE KC STREETCAR CONNECTS YOU TO THE HEART OF KANSAS CITY  
AND DELIVERS YOUR MESSAGE TO THOUSANDS OF RIDERS EVERY DAY**

# KNOW YOUR AUDIENCE

The KC Streetcar serves as the spine of Kansas City's public transportation system, connecting to the area's most vibrant and densely populated neighborhoods. It links major job centers, entertainment districts, housing, and cultural institutions along a walkable, transit-rich corridor—with free, frequent service. The new extensions to Berkley Riverfront and UMKC expand access to CPKC Stadium, home of the KC Current, amazing park & green space, the Country Club Plaza, and key educational and cultural destinations.



## RIVERFRONT

- Riverfront Heritage Trail: 15-mile bicycle and pedestrian path, connecting the Riverfront to bi-state Kansas City
- CPKC stadium: The first purpose-built professional women's sports stadium in the world, home to the KC Current Women's Soccer team
- Mixed-use district with 48,000 sq. ft. of retail, over 2 acres of public space, two apartment buildings, and a focus on local chefs and restaurateurs



## RIVER MARKET

- Established in 1821
- 3,870 residents
- 197 restaurants, 50 bars, 35 shops, and over 30 cafes
- Bordered by the Buck O'Neil Bridge on the west and the Heart of America Bridge on the east

## CITY MARKET

- 600,000 visitors annually
- 35 permanent merchants
- Over 140 weekend market stalls
- Fresh produce, global cuisines and unique specialty goods

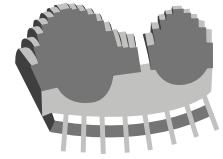


## DOWNTOWN

- 5 million visitors annually
- 32,000 residents
- Over 122,000 employees
- 15 million sq. ft. of office space
- 3,000 hotel rooms
- Over 1,000 annual events

## POWER & LIGHT DISTRICT

- 10 million visitors annually
- Gathering place for locals and tourists
- 150 free events annually
- T-Mobile Center and Midland Theater



## CROSSROADS

- 140 art galleries and studios
- Over 650 businesses with a local focus
- Over 30 local restaurants, from casual to upscale
- Breweries, distilleries and bars
- Kauffman Center for the Performing Arts: World class non-profit center for music, opera, theater and dance
- First Fridays: Monthly art-focused community event that draws thousands of visitors to the area

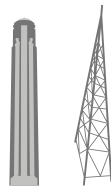


## UNION STATION

- 2 million visitors annually
- Theaters and museum exhibits
- Science City: Museum with 100,000 sq. ft. of experiences and 300+ interactive exhibits

## CROWN CENTER

- 5 million visitors annually
- 85-acre mixed-use development
- Shops, restaurants, residences and hospitals nearby



## WORLD WAR I MUSEUM

- 2 million visitors since 2006
- The only U.S. museum dedicated solely to World War I
- Site of the FIFA 2026 World Cup Fan Fest

## UNION HILL

- Established in 1857
- 16-block district featuring restaurants, shops and nightlife
- Over 2,000 residents



## MIDTOWN

- Over 40,000 residents
- Comprises 12 distinct neighborhoods, including Southmoreland and Hyde Park
- Blends a young, progressive, educated urban population with a diverse racial background
- Shopping, restaurants, bars, live performance venues, historic sites and nightlife
- Over 10 K-12 schools



## WESTPORT

- Established in 1833
- Over 1 million visitors annually
- Over 400,000 sq. ft. of commercial space, including over 50 restaurants, 30 bars, 20 patios, and 30 shops – many locally owned
- University of Kansas Medical Center
- Nightlife, events and dining
- Over 1,500 residential units



## ART MUSEUMS

### NELSON-ATKINS MUSEUM OF ART

- 500,000 annual visitors in 2024
- Global art collection
- Robust year-round calendar complete with cultural events

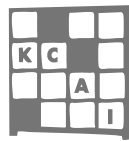
### KANSAS CITY ART INSTITUTE

- Nationally accredited private institution founded in 1885
- Approximately 75 faculty members and 700 students

### KEMPER MUSEUM OF CONTEMPORARY ART

- Missouri's first and largest contemporary museum
- 23,000 sq. ft.
- 75,000 visitors annually

- 16-acre campus
- BFA degrees in 13 studio majors
- 100% of faculty are practicing artists, designers and scholars



## PLAZA

- Established in 1923
- 20 million visitors annually
- 15 blocks with 900,000 sq. ft. of retail, dining and offices
- 180 boutiques, shops, restaurants and galleries
- Luxury brands, local retailers fine dining and casual fare
- 15,000 employees
- 20,000 residents
- 14 hotels with a total of 2,462 rooms



## UMKC

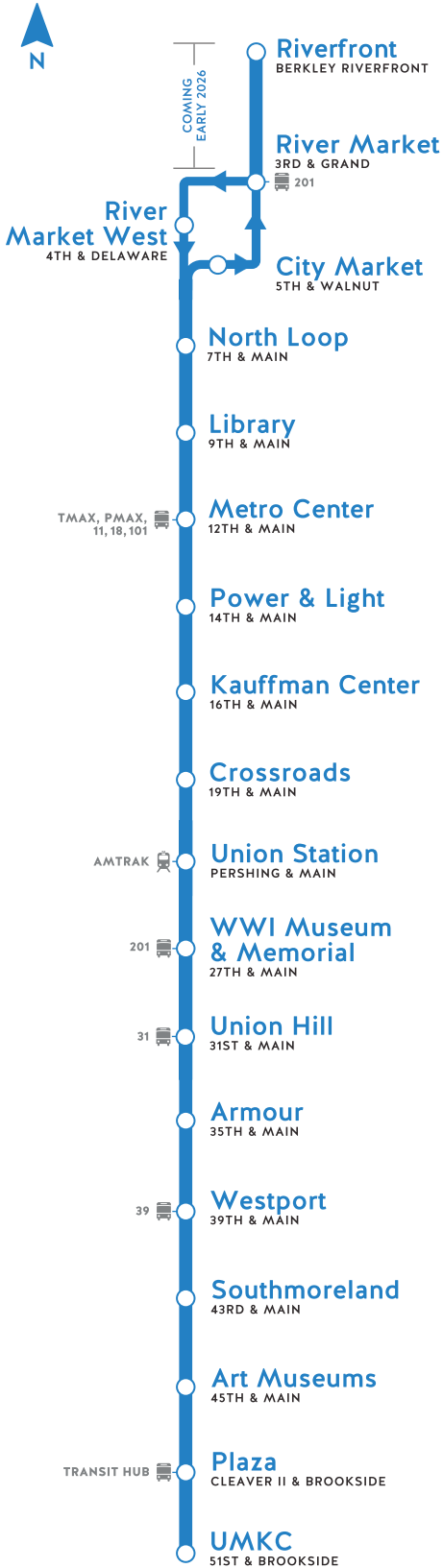
- UMKC: Third largest college in the Kansas City area with over 15,000 students
- Rockhurst University: Top-ranked private college with almost 3,500 undergraduate and graduate students
- Nearby parks and trails
- Southernmost stop for the 6.5-mile KC Streetcar line, offering access for students, faculty, and local residents

# ROUTE MAP

# SHELTER OPTIONS

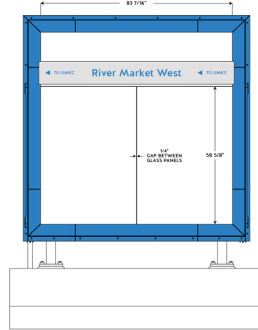
# COSTS AT-A-GLANCE

There are 36 sheltered streetcar stops on the expanded 6.5-mile streetcar line.

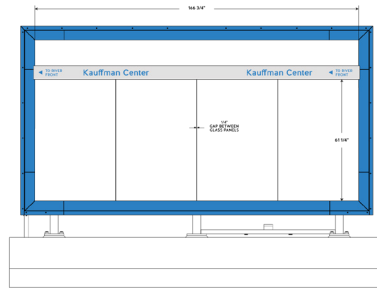


Promote your brand with eye-catching ads on the glass panels at all 36 KC Streetcar sheltered stops. A range of sizes are available to suit any campaign or budget.

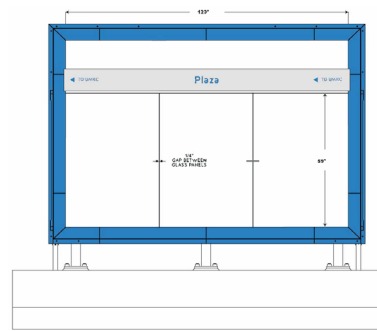
Printed on durable 3M vinyl, these ads are built to withstand the elements year-round. The KC Streetcar Authority manages the entire process—from coordinating schedules and preparing artwork to overseeing installation—making it easy to get your message on track.



**TWO-PANEL SHELTER**



**FOUR-PANEL SHELTER**



**THREE-PANEL SHELTER**

Plaza Transit Stop Layout

The chart below reflects monthly rates, with a one-month minimum requirement. These prices do NOT include our third-party installers printing and installation fees, which average around \$980, depending on the artwork and materials.

Coming early 2026

Streetcar Shelter	Monthly Rate
Riverfront at Berkley Riverfront Park (2 shelters)	\$3,750 Cost is per shelter
River Market NB   3rd & Grand	\$2,500
River Market SB   3rd & Grand	\$2,500
River Market West   4th & Delaware (Covering northbound and southbound travel)	\$2,750
City Market   5th & Walnut	\$3,000
North Loop NB   7th & Main	\$2,500
North Loop SB   7th & Main	\$2,500
Library NB   9th & Main	\$2,500
Library SB   9th & Main	\$2,500
Metro Center NB   12th & Main	\$2,500
Power & Light NB   14th & Main	\$3,500
Power & Light SB   14th & Main	\$3,500
Kauffman Center NB   16th & Main	\$2,750
Kauffman Center SB   16th & Main	\$2,750
Crossroads NB   19th & Main	\$3,000
Crossroads SB   19th & Main	\$3,000
Union Station NB   Pershing & Main	\$4,000
Union Station SB   Pershing & Main	\$4,000
WWI NB   27th & Main	\$3,500
WWI SB   27th & Main	\$3,500
Union Hill NB   31st & Main	\$2,500
Union Hill SB   31st & Main	\$2,500
Armour NB   35th & Main	\$2,500
Armour SB   35th & Main	\$2,500
Westport NB   39th & Main	\$3,200
Westport SB   39th & Main	\$3,200
Southmoreland NB   43rd & Main	\$2,500
Southmoreland SB   43rd & Main	\$2,500
Art Museums NB   45th & Main	\$3,500
Art Museums SB   45th & Main	\$3,500
Plaza Transit   47th & Brookside (4 shelters)	\$3,250 Cost is per shelter
UMKC   51st & Brookside	\$5,000

**CONTACT US**



**READY TO BRING YOUR MESSAGE TO KANSAS CITY?**

Click here for more information and to reach our advertising team.

INFO@KCSTREETCAR.ORG · 816 627 2526 · KCSTREETCAR.ORG/ADVERTISING