

Student Safety.
Our Responsibility.



STS Media Kit

About STS



STS founded in 2008, is a well renowned transport provider in the Region, with its specialization being in providing school transport to students all over the UAE.

Currently STS provides transport to students in over 65 schools in the UAE. More than 70K Students use STS Transport every day.

STS also provides transport for Tourism sectors, Private Transport for City Tours, Desert Safari, Hotel Transfers, etc.

All STS buses are installed with:

CCTVs

GPS

Scanners

Sleeping Child Check Button

Panic Button

The exact location of the bus, the entry, exits of all students etc. is monitored live on the control room screen from the beginning to the end of the journey.

STS Website & Target Audience



- ▶ STS Website consists of : Company Information, Fee Payment section, Safety Features of STS buses, School/Bus Information, Contest page for Parents and Students, etc.
- ▶ STS buses are used by students between age group of 3 years to 18 years old.
- ▶ These students are from various Schools, Universities and other Educational Institutes around the UAE.



Why should I advertise on STS



- A company's success depends totally on its marketing plan applied on promoting various products. STS guarantees you the best methods for achieving the required widespread via internet thru the following platforms.
- Reaching your target audience and hence enhancing your product popularity.
- Product promotion on Social platforms (Facebook, Twitter, etc.)
- Your brand recognition across our other associated portals (<http://www.brightbustransport.com/>, etc.)



STS Statistics



- ▶ Site Launched: June 2008
- ▶ Monthly Total Visits: 58,450
- ▶ Absolute Unique Visits: 46,800
- ▶ Age Group: 24-50 years (all parents)
- ▶ Gender: 60% Men, 40% Women
- ▶ Monthly Page Views: 99,980



Coverage



Enjoy being a part of STS website whereby your products & services can be listed on STS under the following methods:

Online: www.stss.ae

- ▶ Banners, Videos to be displayed on STS home page & sub-category pages.
- ▶ Contest on STS website.
- ▶ Email campaigns to STS database consisting of over 65K parents ids.

Offline

- ▶ Distribution of your company flyers, samples, etc. to over 65K students inside the bus (this would be on approved items only)
- ▶ Pasting your company's logo's poster, etc. inside the STS Buses.

STS will also be open to any other advertising preference by the clients.

Get in touch with us



School Transport Services LLC.

Office Hours: 07.30hrs to 17.00hrs, Sunday to Thursday
Office No. 104 - 107, 1st FLOOR,

Al Joud Building, Next to ACE (Time Square Service Lane),
3rd Interchange, Off Sheikh Zayed Road,

P O Box 124961, Dubai, United Arab Emirates
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Toll Free No:800 STSS(800 7877)

Email: info@stss.ae, chitra@stss.ae



Rates and Prices

Get in touch with us for any queries or advertising requirements, and we can discuss with your our rates. Send us a mail on chitra@stss.ae and info@stss.ae

