

2024

CENTRAL VALLEY
**TRANSIT
MEDIA
GUIDE**



559.783.9545
www.transit-advertising.com

TRANSIT
— MEDIA INC —
Connecting communities since 2013

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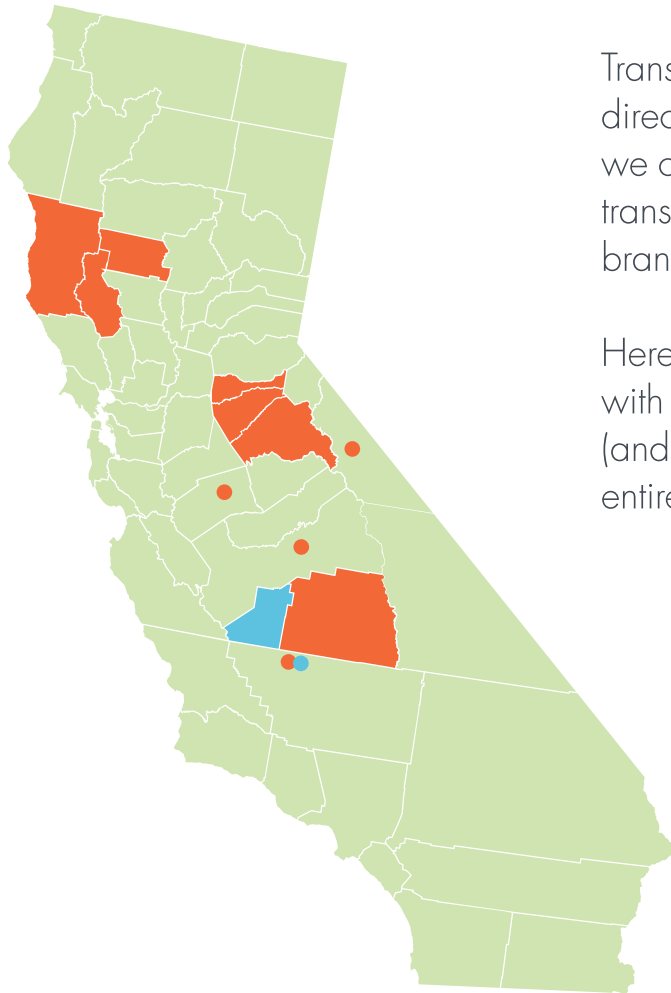
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DOING BUSINESS
WITHOUT **ADVERTISING**
IS LIKE WINKING AT A
GIRL IN THE DARK.

YOU KNOW WHAT YOU'RE DOING,
BUT NOBODY ELSE DOES.

- Stuart H. Britt

WHO WE ARE



Transit Media, Inc. specializes in transit advertising formats. While we directly manage transit advertising programs throughout California, we can help you place ads throughout the U.S. We offer a variety of transit advertising options, helping both local businesses and national brands reach broad audiences every day.

Here at Transit Media, Inc., we pride ourselves on serving our clients with top-notch service and do whatever we can to make your jobs (and lives!) easier. We offer ad design services and coordinate the entire ad process from start to finish, all for an affordable rate.

CURRENT MARKETS WE SERVE:

- Amador Transit
- Calaveras Transit Authority
- Delano Area Regional Transit
- Glenn Transit Service
- Kings Area Rural Transit (*Rider's Guide*)
- Lake Transit Authority
- Mendocino Transit Authority
- Porterville Transit
- Tulare County Regional Transit Agency
- Tuolumne County Transit Authority
- Visalia Transit
- Yosemite Area Regional Transportation

WHY TRANSIT ADVERTISING?

Transit advertising is highly effective out-of-home media, offering some of the best reach, frequency and impact in the industry. Transit displays are larger than life, uncluttered and offer exposures throughout the day.

REACH

Consumers now spend more time on the road and less time at home than ever before. As fragmented media sources compete for smaller audiences at home, transit advertising delivers one of the greatest demographic profiles and lowest cost per thousand figures in the industry. Transit can reach a market area more effectively than any other medium.

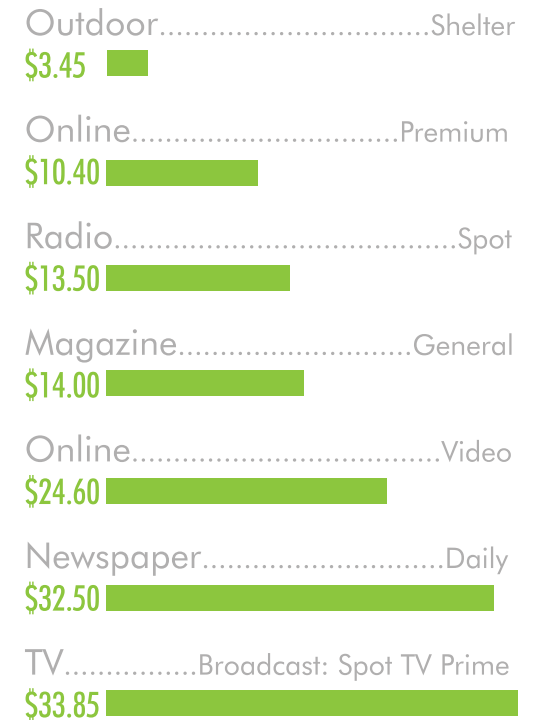
FREQUENCY

Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Through repetition, one display can create top-of-mind awareness and brand recognition in any media campaign. Transit displays are the answer for reaching an audience that has already turned off the radio and thrown the paper away.

IMPACT

Transit advertisements capture attention where people live, shop, work and play. Visible in downtown business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage and unrivaled impact.

CPM COMPARISON



SOURCE: Peter J Solomon 2016 from Outdoor Advertising Association of America, Inc 2016

Consumers are steadily on the go and they see out-of-home ads along the way.

Nielsen's recent study revealed that not only do consumers notice out-of-home ads, but they take action after seeing them.



83% of people who notice OOH ads also notice the ad's message.

37% notice the message most/all of the time.

46% notice the message some of the time.

80% of consumers have noticed an OOH ad in the past month.

62% notice an OOH ad each week.



54%
BUS AD



45%
STREET LEVEL AD



33%
SHELTER AD

SOURCE: Nielsen 2016 OOH Study

THE PROCESS

- 1 When you contact us, we will discuss your needs for the campaign and help craft the perfect showing. We will provide you a quote for the various scenarios you are considering until you find the perfect campaign to meet your budget.
- 2 Upon accepted quote, we will send a final transit advertising contract outlining the terms of the campaign for your signature.
- 3 A signed contract secures the ad space outlined in contract.
- 4 An invoice for the production & installation will be sent. Production & installation must be received in order for ad(s) to be scheduled for installation.
- 5 Artwork! *See p. 5*
- 6 Artwork proof will be sent for final approval.
- 7 Ad(s) will be sent to print after artwork is approved.
- 8 We will schedule installation of your ad(s) upon receipt of production & installation payment.
- 9 We will send you a proof of installation once the ad(s) is/are installed.
- 10 Space rate will be billed according to the terms outlined in the contract.

HAVE A BUDGET IN MIND?

PROVIDING US WITH A BUDGET WILL ALLOW US TO CRAFT A CUSTOM ADVERTISING PACKAGE FOR YOU, GIVING YOU ADDITIONAL VALUE OVER PICKING ADS À LA CARTE.

ARTWORK GUIDELINES

Transit Media offers complimentary ad design and we strongly encourage you to take advantage of this service. We know these buses like the back of our hands and have years of experience designing ads specifically for buses. We can work closely with your design team to make sure your ad integrates seamlessly with your other campaign materials.

However, for our advertisers who want to design their own ads, we will supply artwork templates. Please follow these guidelines closely:

File Formats

- .pdf (preferred)
- .ai
- .cdr

Resolution

For best results, artwork should be a minimum of 150 dpi (more is better, of course!). If you are submitting artwork on a smaller scale, please ensure it will be at least 150 dpi when actual size.

Submission

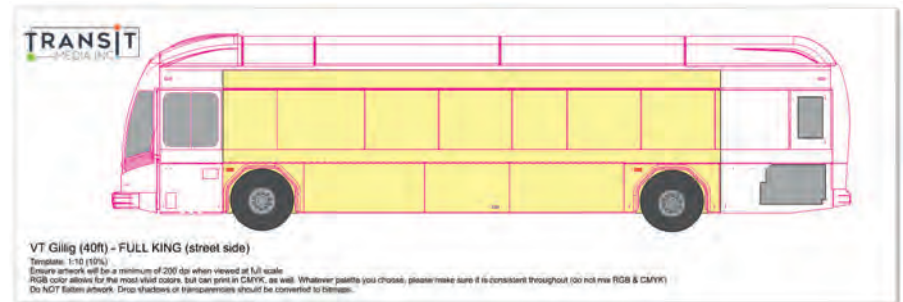
Art file(s) can be submitted in a variety of ways:

- Emailed (for files 25mb or smaller)
- Dropbox
- WeTransfer
- Upload directly on our website at www.transit-advertising.com under the "Client Login" page

We accept print-ready artwork. **DO NOT** include crop marks, template lines, linked images, or any markings that will not be printed on the final ad. You may submit a separate .jpg proof indicating this information, if desired (not required but strongly recommended). Artwork including crop marks, template lines, or any other markings not intended for final print will be returned for correction.

All fonts should be converted to outlines or curves, or font file included in submission. **Please do NOT flatten artwork!**

SUBMITTING ARTWORK



Templates are .pdf's with layers. The "template" layer contains lights, vents, windows, etc. that need to be considered when designing your ad. Keep this layer locked and on top of your art at all times. **DO NOT INCLUDE THIS LAYER** in final submitted artwork.

Place all artwork on the "artwork" layer(s). Don't forget to include a white fill if a white background is being utilized in the ad.

The "info" layer contains reminders of how to use the template and submit artwork. **DO NOT INCLUDE THIS LAYER** in final submitted artwork.

DELANO [KERN COUNTY]



TOP 3 INDUSTRIES

Agriculture.....	33%
Education.....	9%
Healthcare.....	9%

INCOME

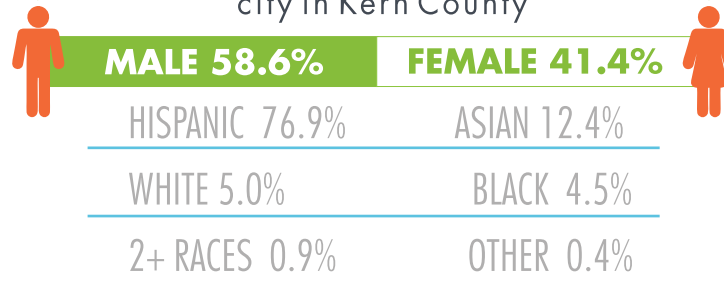
< \$25k.....	24.2%
\$25k - \$50k.....	26.9%
\$50k - \$75k.....	27.4%
\$75k - \$100k.....	13.8%
\$100k - \$150k.....	9.1%
\$150k - \$200k.....	5.2%
> \$200k.....	2.3%

Median income is
\$48,344

POPULATION

52,206

Delano is the 2nd largest city in Kern County



AGE

< 5y/o.....	8%
5-17 y/o.....	18%
18-24 y/o.....	12%
25-34 y/o.....	18%
35-54 y/o.....	27%
55-64 y/o.....	9%
65 < y/o.....	8%

Median age is
28

DELANO [AD & RATES]



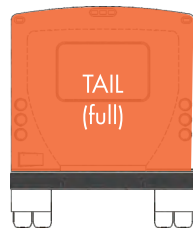
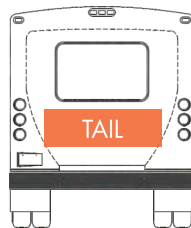
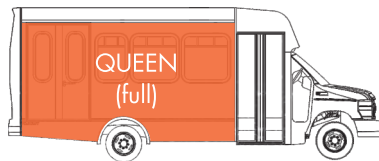
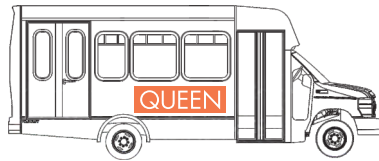
SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

VARIOUS PAYMENT OPTIONS are available.

DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	100" x 31"	\$223	\$294
	Full Side	266" x 91"	\$398	\$2,332
QUEEN (curb side)	Standard	88" x 31"	\$195	\$266
	Full Side	256" x 91"	\$363	\$2,139
TAIL	Standard	56" x 32"	\$223	\$198
	Full Tail	78" x 64"	\$398	\$675
FULL WRAP		[varies by bus model]	\$927	\$4,622
INTERIOR	Standard	17" x 11"	\$15	\$32
* Ad dimensions & production may vary slightly based on available inventory. Ad specs & exact production costs will be provided.				
BUS SHELTERS	2 Sides	46" x 67"	\$220	\$368

DINUBA [TULARE COUNTY]



TOP 3 INDUSTRIES

Agriculture.....19%
 Food.....11%
 Healthcare.....7%

Median income is
\$51,424

INCOME

< \$25k.....24.2%
 \$25k - \$50k.....26.9%
 \$50k - \$75k.....27.4%
 \$75k - \$100k.....13.8%
 \$100k - \$150k.....9.1%
 \$150k - \$200k.....5.2%
 > \$200k.....2.3%

AGE

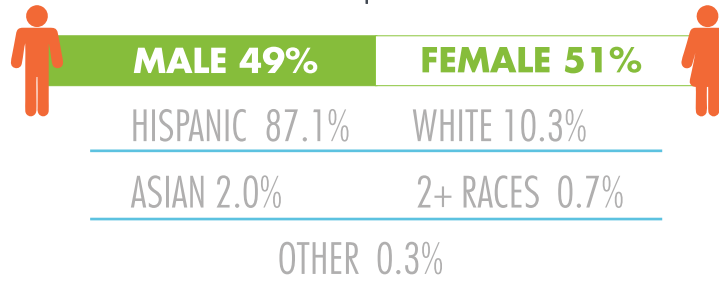
< 18 y/o.....35%
 18-24 y/o.....12%
 25 - 34 y/o.....15%
 35 - 44 y/o.....12%
 45-54 y/o.....11%
 55 - 64 y/o.....8%
 65 < y/o.....7%

POPULATION

Serving over

24,383

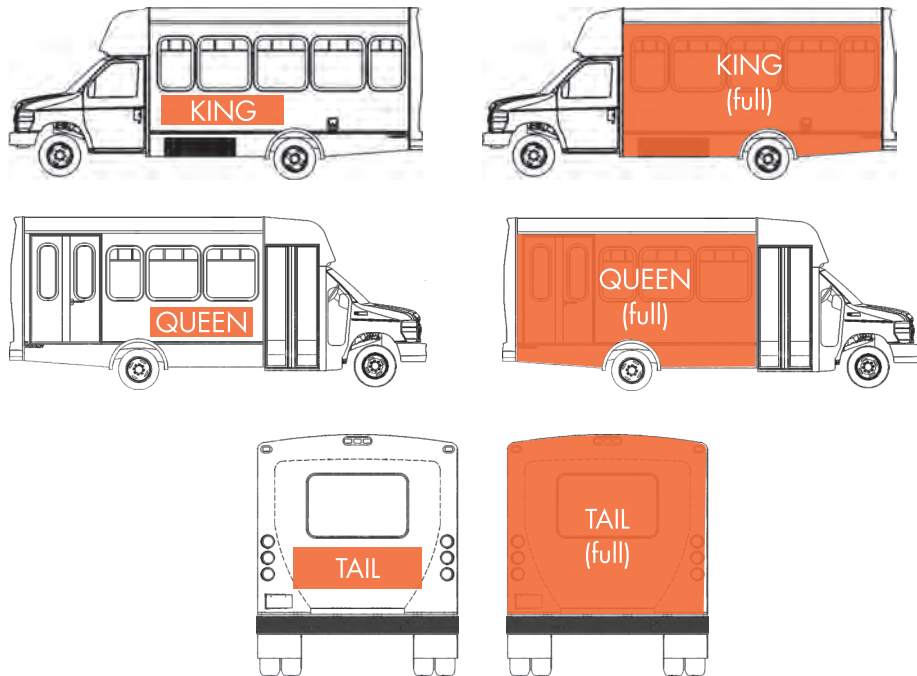
in DART's 6.5 sq mi service area



Median age is

28

DINUBA [AD & RATES]



AD TYPE - DINUBA		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	86" x 26"	\$223	\$245
	Full Side	184" x 69"	\$398	\$1,845
QUEEN (curb side)	Standard	83" x 26"	\$195	\$235
	Full Side	185" x 73"	\$363	\$1,890
TAIL	Standard	70" x 26"	\$223	\$192
	Full	91" x 80"	\$398	\$635
FULL WRAP		(see template)	\$927	\$4,607

AD TYPE - DINUBA-REEDLEY CONNECTION		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	Standard	100" x 31"	\$243	\$270
	Full Side	199" x 85"	\$418	\$2,045
QUEEN (curb side)	Standard	96" x 32"	\$215	\$255
	Full Side	192" x 88"	\$383	\$1,950
TAIL	Standard	70" x 26"	\$243	\$192
	Full	95" x 90"	\$418	\$1,054
FULL WRAP		(see template)	\$947	\$4,609

INTERIOR	Standard	17" x 11"	\$15	\$26
BUS SHELTER	Standard	72.5" x 36.5"	\$120	\$192

SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

VARIOUS PAYMENT OPTIONS are available.

DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.

** Ad dimensions & production may vary slightly based on available inventory.
Ad specs & exact production costs will be provided.*

PORTERVILLE [TULARE COUNTY]

TOP 3 INDUSTRIES

Agriculture.....	19%
Retail.....	15%
Healthcare.....	14%

INCOME

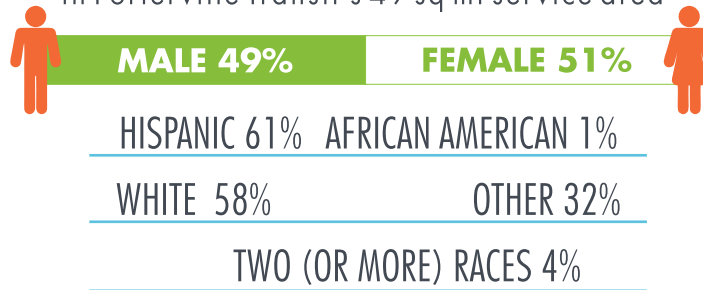
< \$10k.....	7%
\$20k - \$30k.....	28%
\$40k - \$50k.....	25%
\$60k - \$75k	16%
\$100k - \$125k.....	15%
\$150k - \$200k.....	7%
\$200k <	2%

Median income is
\$39,909



POPULATION

Serving over
76,000
in Porterville Transit's 49 sq mi service area

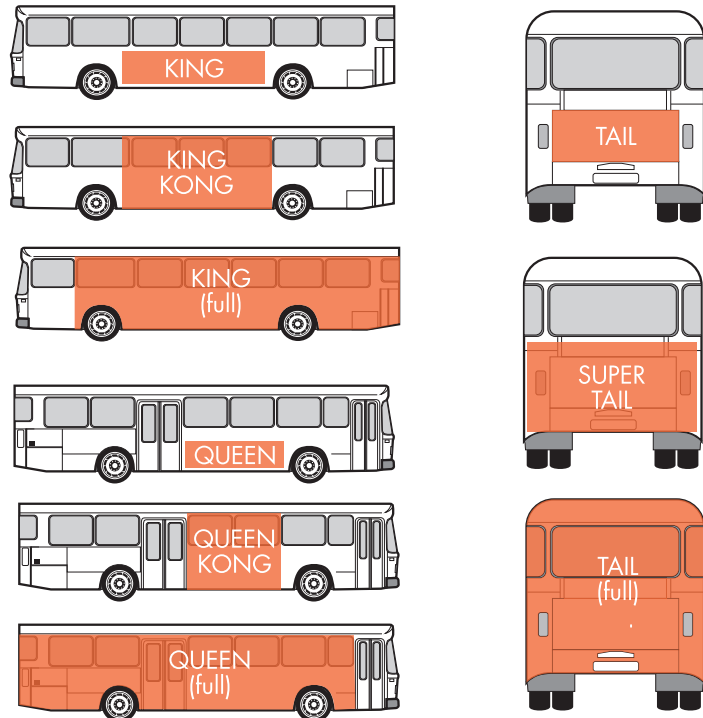
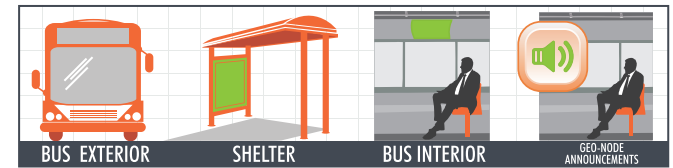


Median age is
30

AGE

< 19 y/o.....	34%
20-24 y/o.....	11%
25 - 34 y/o.....	14%
35 - 44 y/o.....	12%
45-54 y/o.....	11%
55-64 y/o.....	9%
65 < y/o.....	9%

PORTERVILLE [AD & RATES]



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	104" x 30"	\$298	\$225
	King Kong	124" x 104"	\$426	\$1,241
	Full Side	344" x 100"	\$513	\$2,640
QUEEN (curb side)	Standard	63" x 21"	\$253	\$138
	Queen Kong	63" x 99"	\$396	\$825
	Full Side	344" x 100"	\$483	\$2,640
TAIL	Standard	70" x 21"	\$298	\$125
	Full Tail	100" x 80"	\$488	\$993
FULL WRAP		[varies by bus model]	\$1,430	\$8,378
INTERIOR	Standard	17" x 11"	\$15	\$17
BUS SHELTER (backlit)	(2 Panels)	46" x 67"	\$290	\$262

* Ad dimensions & production vary based on bus model & available inventory.
Ad specs & exact production costs will be provided.

SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

NOT ALL AD TYPES are available on every bus model. Call us to discuss your specific needs.

VARIOUS PAYMENT OPTIONS are available.

DIMENSIONS vary based on vehicle model. Artwork templates are available for each specific ad space.

TULARE [TULARE COUNTY]



TOP 3 INDUSTRIES

Retail.....	14.6%
Healthcare.....	13.1%
Agriculture.....	10.6%

Median income is
\$54,037

INCOME

< \$10k	5.8%
\$10k - \$20k.....	3.0%
\$20k - \$30k.....	12.8%
\$30k - \$40k.....	9.9%
\$40k - \$50k.....	7.5%
\$50k - \$60k.....	8.7%
\$60k - \$75k.....	15.5%
\$75 - \$100k.....	12.8%
\$100k - \$125k.....	13.5%
\$125k - \$150k.....	3.3%
\$150k - \$200k.....	5.2%
> \$200k.....	2.1%

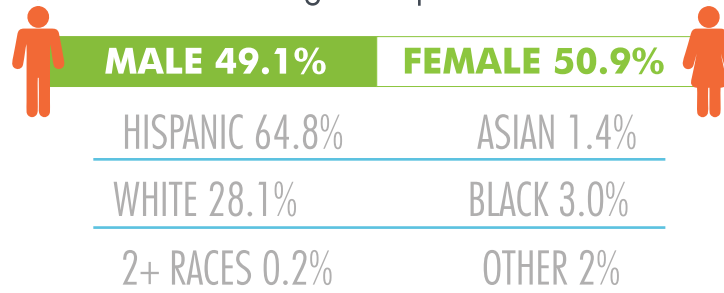
AGE

> 5 years.....	9%
5-17.....	24%
18-24.....	11%
25-34.....	15%
35-54.....	25%
55-64.....	9%
65+ years.....	8%

POPULATION

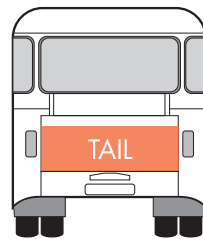
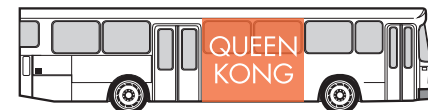
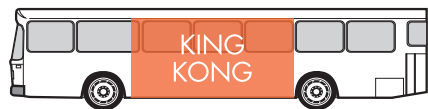
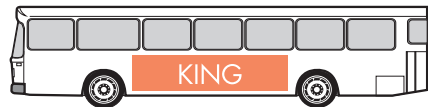
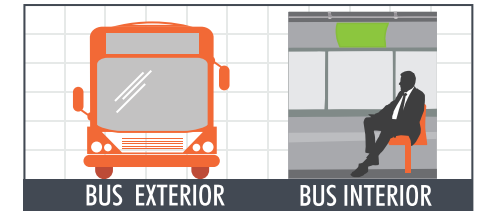
65,496

covering 21 square miles



Median age is
25.6

TULARE [ADS & RATES]



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	160" x 39"	\$290	\$506
	King Kong	169" x 99"	\$430	\$1,760
	Full Side	339" x 99"	\$520	\$2,731
QUEEN (curb side)	Standard	95" x 42"	\$240	\$283
	Queen Kong	90" x 99"	\$380	\$986
	Full Side	339" x 99"	\$470	\$2,776
TAIL	Standard	85" x 22"	\$290	\$185
FULL WRAP		(see template)	\$1,385	\$8,748
INTERIOR	Standard	17" x 11"	\$15	\$17

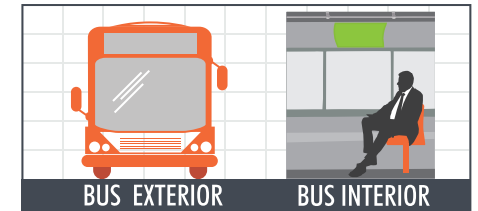
* Ad dimensions & production may vary slightly based on available inventory.
Ad specs & exact production costs will be provided.

SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

TULARE [ADS & RATES]



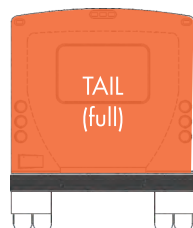
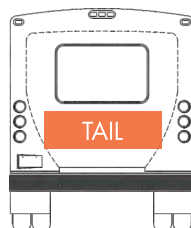
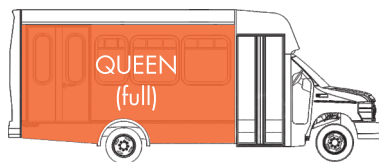
SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

VARIOUS PAYMENT OPTIONS are available.

DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	[varies by bus model]	\$290	\$320
	Full Side		\$520	\$2,015
QUEEN (curb side)	Standard	[varies by bus model]	\$240	\$256
	Full Side		\$470	\$1,920
TAIL	Standard	[varies by bus model]	\$290	\$229
	Full Side		\$490	\$1,024
FULL WRAP		(see template)	\$1,385	\$4,982

* Ad dimensions & production may vary slightly based on available inventory. Ad specs & exact production costs will be provided.

VISALIA [TULARE COUNTY]



TOP 5 INDUSTRIES

Healthcare.....	15%
Education.....	12%
Retail.....	12%
Manufacturing.....	9%
Accommodation.....	8%

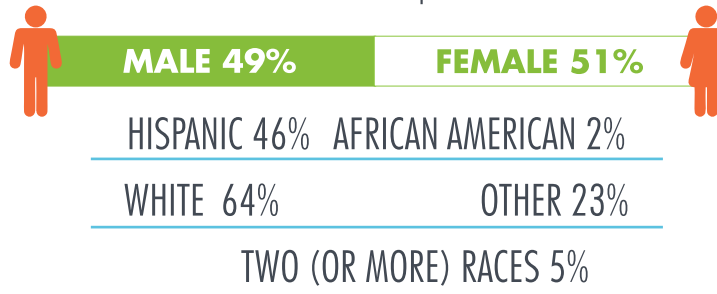
INCOME

< \$10k.....	5%
\$20k - \$30k.....	19%
\$40k - \$50k.....	22%
\$60k - \$75k	20%
\$100k - \$125k.....	21%
\$150k - \$200k.....	9%
\$200k <	5%

Median income is
\$54,934

POPULATION

Serving over
157,347
 in Visalia Transit's 50 sq mi service area



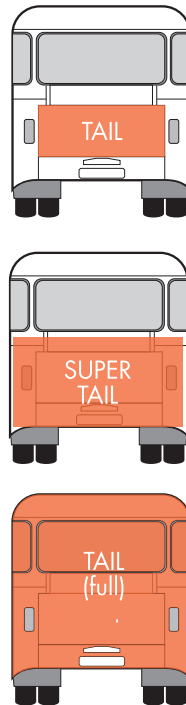
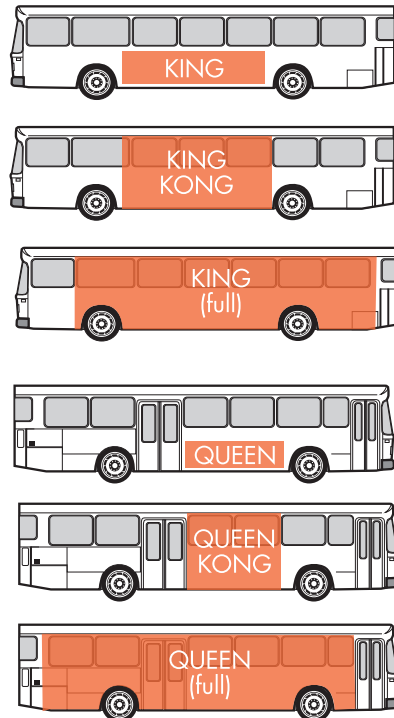
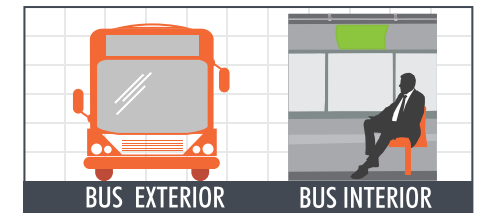
Median age is
32

AGE

< 19 y/o.....	33%
20 - 24 y/o.....	7%
25 - 34 y/o.....	15%
35 - 44 y/o.....	13%
45 - 54 y/o.....	12%
55 - 64 y/o.....	10%
65 < y/o.....	10%

VISALIA [ADS & RATES]

Visalia Transit offers a diverse fleet with many advertising options. Below, you will find our standard ad sizes and placement options. Have something else in mind? No problem! Give us a call and we can find the perfect advertising placement to get your message seen - everywhere!



Want to add a header?
We can do that!



SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

NOT ALL AD TYPES are available on every bus model. Call us to discuss your specific needs.

VARIOUS PAYMENT OPTIONS are available.

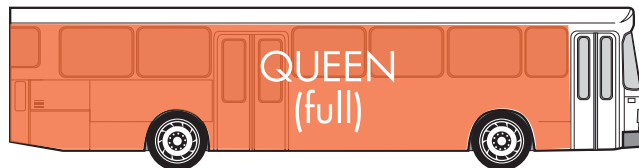
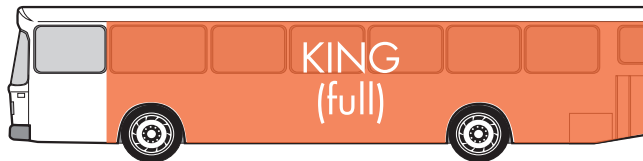
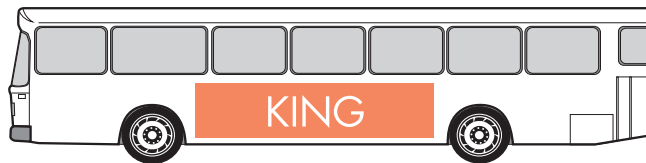
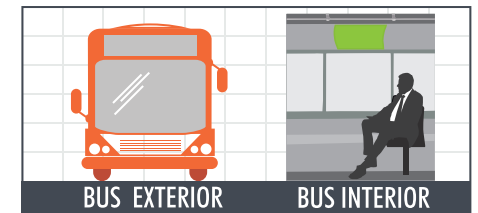
DIMENSIONS vary based on vehicle model. Artwork templates are available for each specific ad space.

AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	[varies by bus model]	\$527	\$436 - \$662
	King Kong		\$616	\$1,064 - \$1,683
	Full Side		\$782	\$2,435 - \$2,842
QUEEN (curb side)	Standard	[varies by bus model]	\$451	\$309 - \$510
	Queen Kong		\$477	\$686 - \$1,363
	Full Side		\$687	\$2,435 - \$2,902
TAIL	Standard	[varies by bus model]	\$527	\$190 - \$255
	Super		\$537	\$345
	Full Tail		\$553	\$768 - \$802
FULL WRAP		[varies by bus model]	\$1,747	Call for pricing
INTERIOR	Standard	17" x 11"	\$17	\$17.00
DIAL-A-RIDE (on demand service)	Tail	77" x 33"	\$214	\$221 - \$236

* Ad dimensions & production vary based on bus model & available inventory. Ad specs & exact production costs will be provided.

VISALIA-FRESNO [V-LINE ADS & RATES]

Visalia Transit has opened up their commuter line, V-LINE, for advertising! Now your message can travel through Visalia, along Hwy 99 and into Fresno six times per day, seven days a week.



AD TYPE		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	218" x 42"	\$632	\$630
	Full Side	336" x 84"	\$1,094	\$2,435
QUEEN (curb side)	Standard	141" x 42"	\$541	\$431
	Full Side	336" x 84"	\$962	\$2,435
INTERIOR	Standard	17" x 11"	\$20.50	\$17

SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

VARIOUS PAYMENT OPTIONS are available.

TULARE COUNTY

TOP 5 INDUSTRIES

Agriculture.....	19%
Healthcare.....	12%
Retail.....	11%
Education.....	9%
Manufacturing.....	8%



INCOME

< \$25k.....	29.4%
\$25k - \$50k.....	27.4%
\$50k - \$75k.....	17.1%
\$75k - \$100k.....	9.9%
\$100k - \$150k.....	10.2%
\$150k - \$200k.....	3.4%
> \$200k.....	2.6%

Median income is
\$57,394

POPULATION

Serving over
477,054
 in Tulare County's 4,839 sq mi service area



MALE 50%

FEMALE 50%



HISPANIC 66.7% WHITE 26.4%

ASIAN 4.1% 2+ RACES 2.7%

BLACK 2.3% OTHER 0.3%

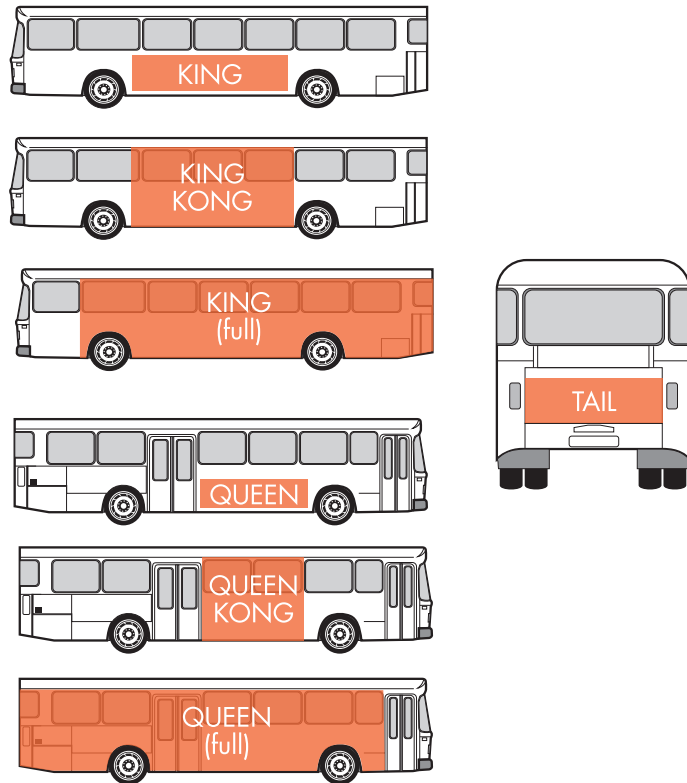
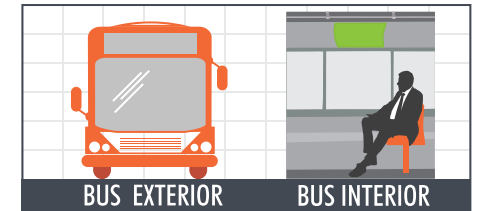
Median age is
31

AGE

< 18 y/o.....	32%
18-24 y/o.....	11%
25 - 34 y/o.....	14%
35 - 44 y/o.....	12%
45-54 y/o.....	11%
55 - 64 y/o.....	10%
65 y/o.....	10%

SOURCES: 2021 US Census Bureau, statisticalatlas.com, tularecounty.ca.gov, datausa.io

TULARE COUNTY [ADS & RATES]



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	118" x 36"	\$290	\$370
	King Kong	118" x 100"	\$430	\$1,579
	Full Side	278" x 100"	\$520	\$3,043
QUEEN (curb side)	Standard	68" x 36"	\$240	\$243
	Queen Kong	68" x 100"	\$380	\$1,277
	Full Side	278" x 100"	\$470	\$2,947
TAIL	Standard	79" x 22"	\$290	\$183
FULL WRAP		(see template)	\$1,385	\$8,255
INTERIOR	Standard	17" x 11"	\$15	\$17

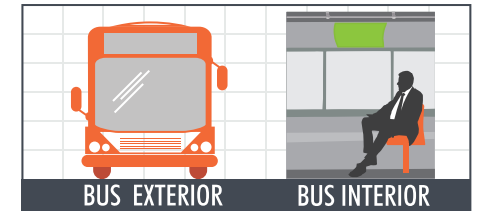
* Ad dimensions & production may vary slightly based on available inventory.
 Ad specs & exact production costs will be provided.

SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

TULARE COUNTY [ADS & RATES]



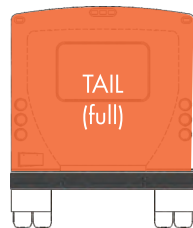
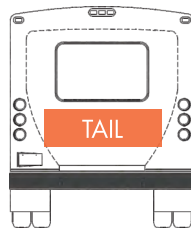
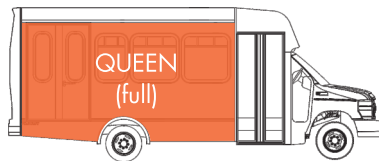
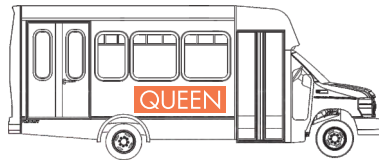
SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

DISCOUNTS apply to recognized advertising agencies & non-profit organizations.

VARIOUS PAYMENT OPTIONS are available.

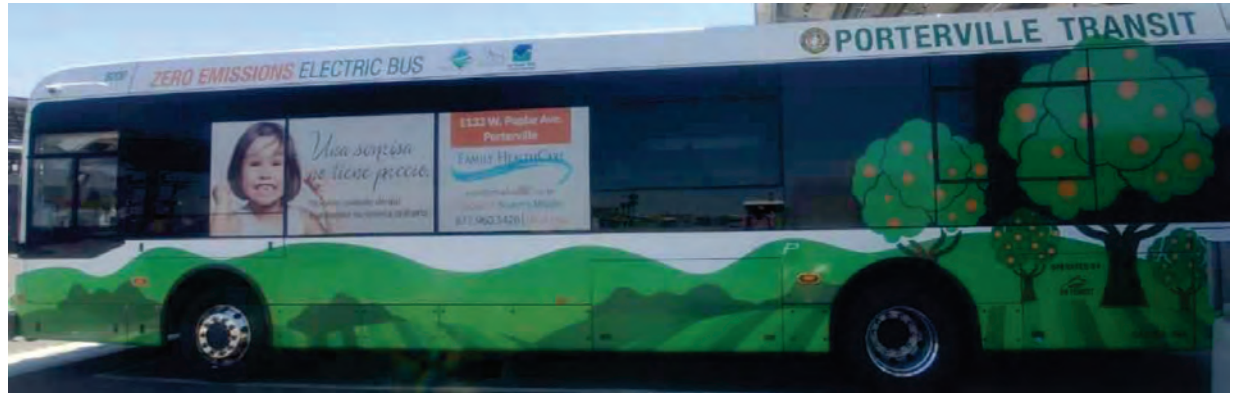
DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	112" x 31"	\$290	\$320
	Full Side	252" x 70"	\$490	\$2,015
QUEEN (curb side)	Standard	68" x 36"	\$240	\$256
	Full Side	199" x 70"	\$440	\$1,920
TAIL	Standard	66" x 43"	\$290	\$229
	Full Side	66" x 74"	\$490	\$1,024
FULL WRAP		(see template)	\$1,385	\$4,982

* Ad dimensions & production may vary slightly based on available inventory.
 Ad specs & exact production costs will be provided.

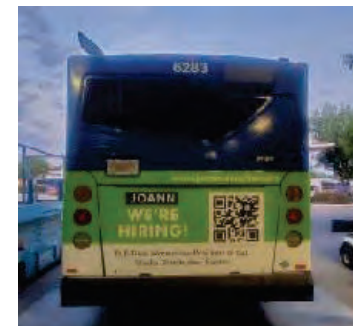
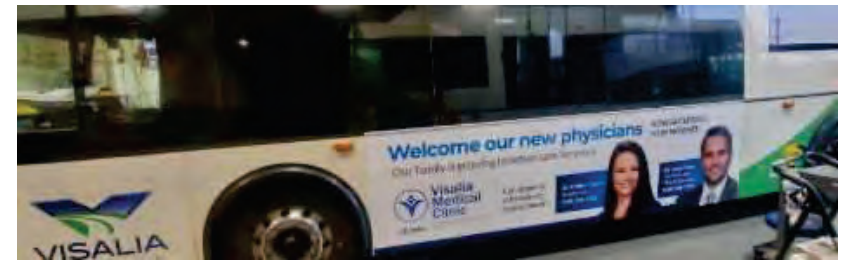
PORTFOLIO [TRADITIONAL ADS]



PORTFOLIO [TRADITIONAL ADS]



PORTFOLIO [TRADITIONAL ADS]



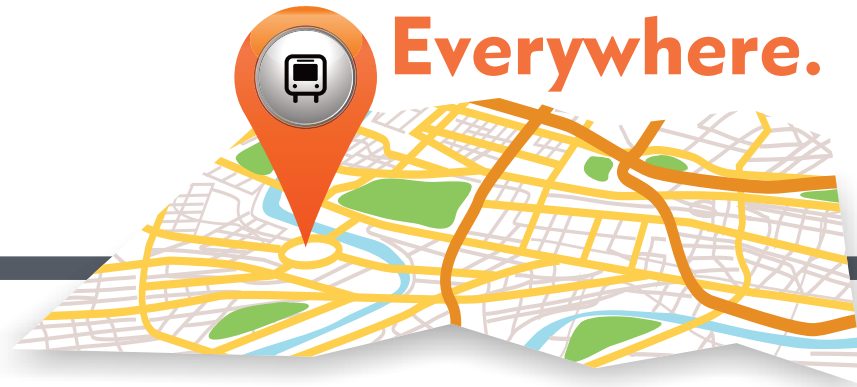
PORTFOLIO [SIGNATURE ADS]



PORTFOLIO [SIGNATURE ADS]



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