

WWW.  
**TRANSIT-ADVERTISING**  
.COM



**DELANO TRANSIT ADVERTISING**



**MEDIA  
KIT**

Provided by

**RETHOUGHT**  
**REBORN** *media*   
559.783.9545



## DELANO TRANSIT ADVERTISING

### Why advertise on a bus?

- Cost per thousand impressions (CPM) for transit advertising is lower than television, radio, newspapers, and billboards. Approximately **\$1.50 (or less!)** per thousand impressions.
- Buses are moving throughout residential and core business areas, on secondary arteries and busy streets, **all day, every day.**
- These moving billboards are available in a variety of sizes and formats.
- Bus ads deliver quick bursts of essential information throughout the marketplace and are seen by both pedestrians and vehicular traffic at the same time.
- A transit ad reaches consumers regardless of age, interests, income, or ethnicity.
- Transit ads reach consumers while they are out of the home, with money in hand.
- Transit ads are excellent in developing **top of mind awareness**, because people will see your name daily and very possibly multiple times. The next time they need a good or service you provide your business will come to mind.





**DELANO TRANSIT ADVERTISING**

**DART**FACTS

Delano Area Rapid Transit (DART) provides fixed route bus service on four routes and demand responsive public transportation service (Dial-A- Ride) to the citizens of Delano and citizens residing within the immediate county area surrounding the city within the boundaries of State Route 43 to the west, County Line Road to the north, Pond Road to the south, and Zachary Avenue to the east. DART also has a dedicated route going to Bakersfield Monday through Friday.

DART provides connections to Eagle Mountain Casino Shuttle, Kern Regional Transit, Tachi Palace Casino Shuttle, TEO, Transportes Intercalifornias, Tulare County Area Transit (TCaT).

	HOURS	MILES	PASSENGER TRIPS
<b>FIXED ROUTE</b>	10,762	131,275	101,416
<b>DIAL-A-RIDE</b>	8,689	49,693	14,502
<b>BAKERSFIELD EXPRESS</b>	2,132	53,934	2,468
<b>TOTAL</b>	<b>21,583</b>	<b>234,902</b>	<b>118,386</b>

- Operating hours (excluding holidays) are approximately between 7:00 am to 5:00 pm Monday thru Friday and 8:30 am thru 4:30 pm on Saturday.
- For specific route information, please visit [www.cityofdelano.org](http://www.cityofdelano.org).



**DELANO TRANSIT ADVERTISING**

**AD PLACEMENT OPTIONS**

**KING** (street side)



**FULL KING**



**QUEEN** (curb side)



**FULL QUEEN**



**TAIL**



**FULL TAIL**





## DELANO TRANSIT ADVERTISING AD PLACEMENT OPTIONS

### DIAL-A-RIDE, KING



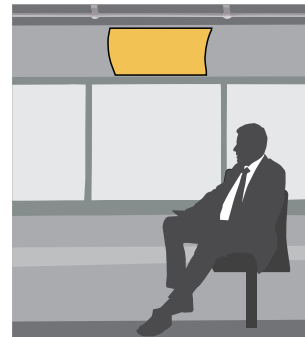
### BUS SHELTER



### DIAL-A-RIDE, QUEEN



### INTERIOR ADS\*



AD SIZE:\*\*  
17" x 10"

### DIAL-A-RIDE, TAIL



*Have something else in mind?*

We offer customized  
advertising opportunities.

*Just ask!*



## DELANO TRANSIT ADVERTISING

# RATES

		SPACE RATE				
		DIMENSIONS*	ONE-TIME PRODUCTION	FIXED ROUTE	BAKERSFIELD EXPRESS	DIAL-A-RIDE
KING	PANEL	100 x 31	\$ 270.00	\$ 283.00	\$ 298.00	
	FULL SIDE	266 x 91	\$ 1,650.00	\$ 488.00	\$ 513.00	\$ 200.00
	DAR	(contact us)	\$ 205.00			\$ 75.00
QUEEN	PANEL	88 x 31	\$ 240.00	\$ 245.00	\$ 255.00	
	FULL SIDE	256 x 91	\$ 1,650.00	\$ 433.00	\$ 473.00	\$ 190.00
	DAR	(contact us)	\$ 205.00			\$ 65.00
TAIL	PANEL	56 x 32	\$ 184.00	\$ 283.00	\$ 298.00	
	FULL SIDE	78 x 64	\$ 1,025.00	\$ 488.00	\$ 513.00	\$ 180.00
	DAR	(contact us)	\$ 178.00			\$ 70.00

FULL WRAP	FIXED RT	N/A	\$ 4,800.00	\$ 1,107.00	\$ 1,207.00	
	DAR RT	N/A	\$ 3,750.00			\$ 800.00

INTERIOR AD	17 x 10	\$ 26.50	\$ 15.00	\$ 15.00	n/a
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	DIMENSIONS	ONE-TIME PRODUCTION	# OF SHELTERS AVAILABLE	SPACE RATE
BUS SHELTER	46 x 67	\$ 396.00	28	\$ 220.00

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



## DELANO TRANSIT ADVERTISING

### AD PLACEMENT - EXAMPLES

