

2022-2023

CENTRAL VALLEY
**TRANSIT
MEDIA
GUIDE**



559.783.9545
www.transit-advertising.com

TRANSIT
— MEDIA INC —
Connecting communities since 2013

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Transit Media, Inc., formerly Rethought Reborn Media, directly manages transit advertising programs for the cities of Delano, Dinuba, Porterville, Tulare and Visalia, as well as Tulare County. We also coordinate placing transit advertisements in other markets.

Effective July 1, 2022 - June 30, 2023. Rates subject to change without notice. Contact Transit Media, Inc. for current rates.

WHO WE ARE

Transit Media, Inc. specializes in transit advertising formats. While we directly manage the transit advertising programs for the cities of Delano, Dinuba, Porterville, Tulare and Visalia as well as Tulare County (and growing!), we can help you place ads in any market throughout California and 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.

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

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

Outdoor.....Shelter	\$3.45
Online.....Premium	\$10.40
Radio.....Spot	\$13.50
Magazine.....General	\$14.00
Online.....Video	\$24.60
Newspaper.....Daily	\$32.50
TV.....Broadcast: Spot TV Prime	\$33.85

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

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%

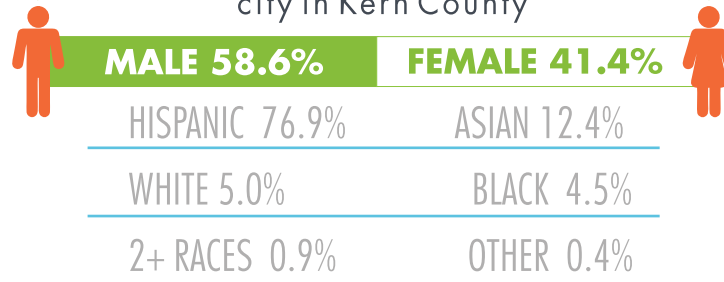
Median income is
\$48,344



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]

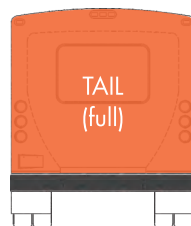
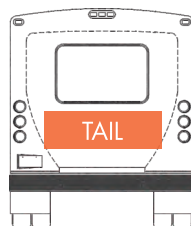
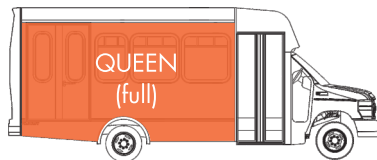
SPACE RATES are monthly.

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"	\$491	\$292
	Full Side	266" x 91"	\$730	\$1,813
QUEEN (curb side)	Standard	88" x 31"	\$420	\$237
	Full Side	256" x 91"	\$491	\$1,813
TAIL	Standard	56" x 32"	\$491	\$207
	Full Tail	78" x 64"	\$516	\$546
FULL WRAP		[varies by bus model]	\$1,630	\$4,850
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.				
BUS SHELTERS	2 Sides	46" x 67"	\$220	\$300

DINUBA [TULARE COUNTY]

TOP 3 INDUSTRIES

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

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
\$51,424



POPULATION

Serving over
24,383
in DART's 6.5 sq mi service area



MALE 49%

FEMALE 51%



HISPANIC 87.1% WHITE 10.3%

ASIAN 2.0% 2+ RACES 0.7%

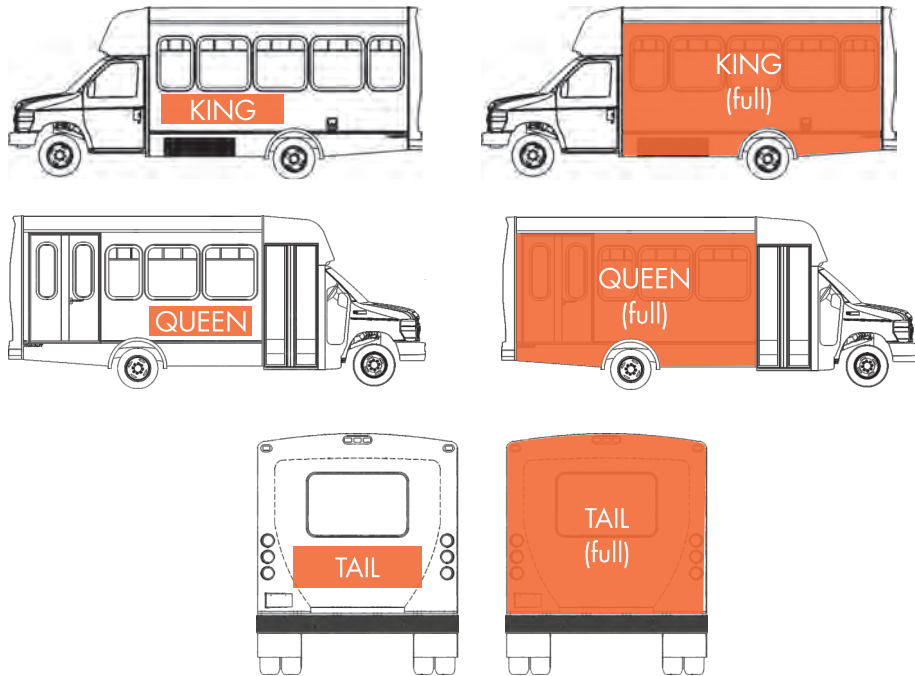
OTHER 0.3%

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%

Median age is
28

DINUBA [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 - DINUBA		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	86" x 26"	\$283	\$232
	Full Side	184" x 69"	\$488	\$1,058
QUEEN (curb side)	Standard	83" x 26"	\$245	\$221
	Full Side	185" x 73"	\$433	\$1,068
TAIL	Standard	70" x 26"	\$283	\$195
	Full	91" x 80"	\$488	\$697
FULL WRAP		(see template)	\$1,107	\$4,467
INTERIOR	Standard	17" x 11"	\$15	\$17
BUS SHELTER	Standard	72.5" x 36.5"	\$95	\$157

AD TYPE - DINUBA-REEDLEY CONNECTION		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	Standard	100" x 31"	\$293	\$255
	Full Side	199" x 85"	\$498	\$1,255
QUEEN (curb side)	Standard	96" x 32"	\$255	\$240
	Full Side	192" x 88"	\$443	\$1,265
TAIL	Standard	70" x 26"	\$293	\$195
	Full	95" x 90"	\$498	\$710
FULL WRAP		(see template)	\$1,207	\$4,752
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.

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



MALE 49%

FEMALE 51%



HISPANIC 61% AFRICAN AMERICAN 1%

WHITE 58% OTHER 32%

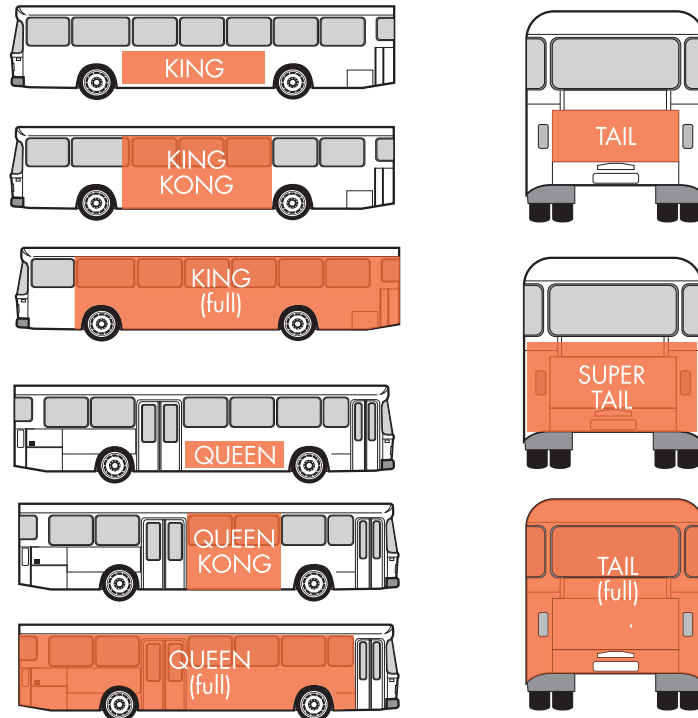
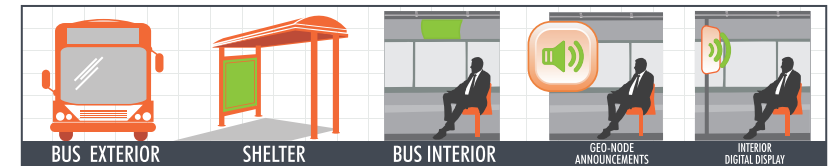
TWO (OR MORE) RACES 4%

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	\$1,190
	Full Side	344" x 100"	\$513	\$2,877
QUEEN (curb side)	Standard	63" x 21"	\$253	\$138
	Queen Kong	63" x 99"	\$396	\$680
	Full Side	344" x 100"	\$483	\$2,967
TAIL	Standard	70" x 21"	\$298	\$125
	Full Tail	100" x 80"	\$488	\$956
FULL WRAP		[varies by bus model]	\$1,430	\$8,285
INTERIOR	Standard	17" x 11"	\$15	\$17
BUS SHELTER (backlit)		(2 Panels) 46" x 67"	\$350	\$277

* 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

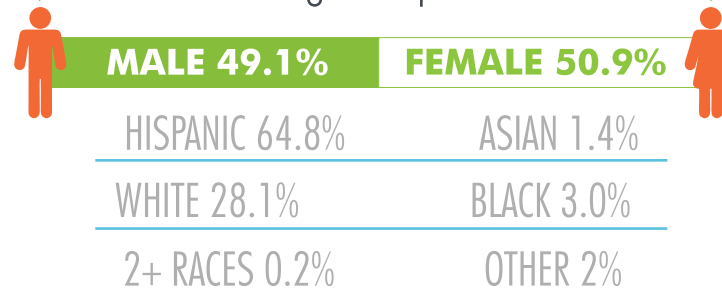
INCOME

< \$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%

POPULATION

65,496

covering 21 square miles

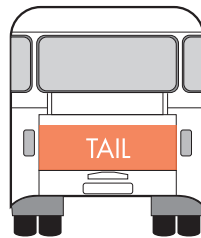
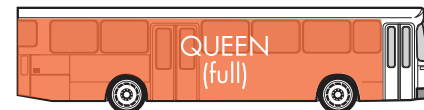
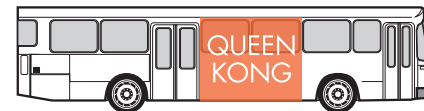
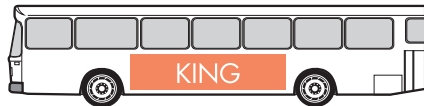
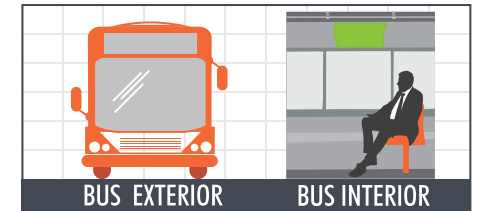


AGE

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

Median age is
25.6

TULARE [ADS & RATES]



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	160" x 39"	\$290	\$413
	King Kong	169" x 99"	\$430	\$1,458
	Full Side	339" x 99"	\$520	\$2,638
QUEEN (curb side)	Standard	95" x 42"	\$240	\$255
	Queen Kong	90" x 99"	\$380	\$803
	Full Side	339" x 99"	\$470	\$2,658
TAIL	Standard	85" x 22"	\$290	\$151
FULL WRAP		(see template)	\$1,385	\$8,757
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]

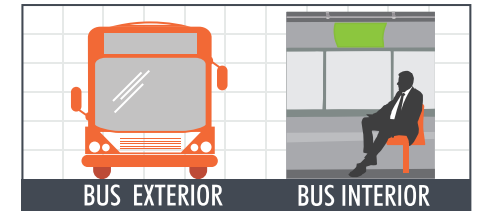
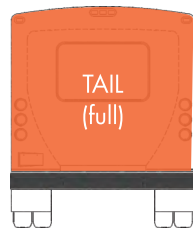
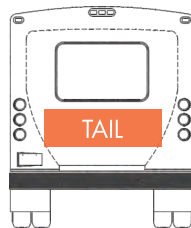
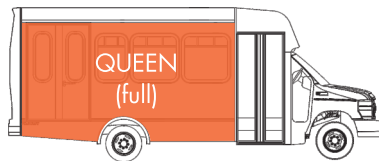
SPACE RATES are monthly.

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	112" x 31"	\$290	\$222
	Full Side	199" x 85"	\$520	\$1,255
QUEEN (curb side)	Standard	96" x 32"	\$240	\$240
	Full Side	192" x 88"	\$470	\$1,265
TAIL	Standard	57" x 39"	\$290	\$151
	Full Side	[varies by bus model]	\$495	\$546
FULL WRAP		(see template)	\$1,385	\$4,752

* 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

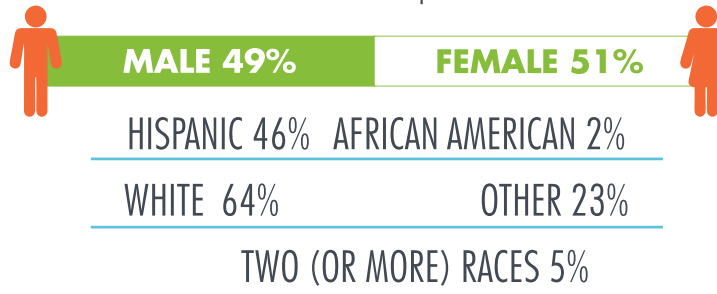
< \$10k.....	5%
\$20k - \$30k.....	19%
\$40k - \$50k.....	22%
\$60k - \$75k	20%
\$100k - \$125k.....	21%
\$150k - \$200k.....	9%
\$200k <	5%

Median income is
\$54,934



POPULATION

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



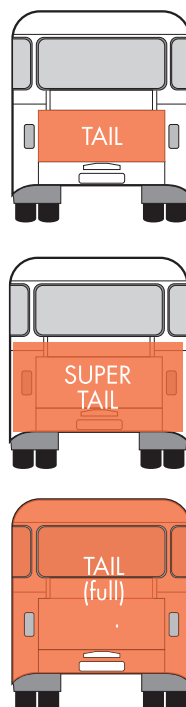
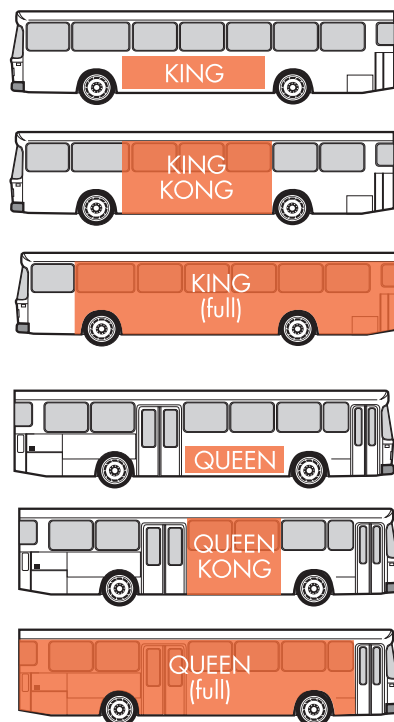
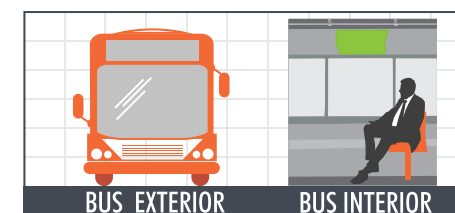
Median age is
32

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]	\$511	\$360 - \$640
	King Kong		\$598	\$926 - \$1,453
	Full Side		\$759	\$2,582 - \$2,619
QUEEN (curb side)	Standard	[varies by bus model]	\$437	\$239 - \$484
	Queen Kong		\$463	\$638 - \$1,114
	Full Side		\$667	\$2,492 - \$2,619
TAIL	Standard	[varies by bus model]	\$511	\$166 - \$188
	Super		\$521	\$254 - \$266
	Full Tail		\$537	\$694 - \$715
FULL WRAP		[varies by bus model]	\$1,696	Call for pricing
INTERIOR	Standard	17" x 11"	\$16	\$17.00
DIAL-A-RIDE (on demand service)		Tail 77" x 33"	\$208.00	\$210.00

* Ad dimensions & production vary based on bus model & available inventory.

Ad specs & exact production costs will be provided.

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%

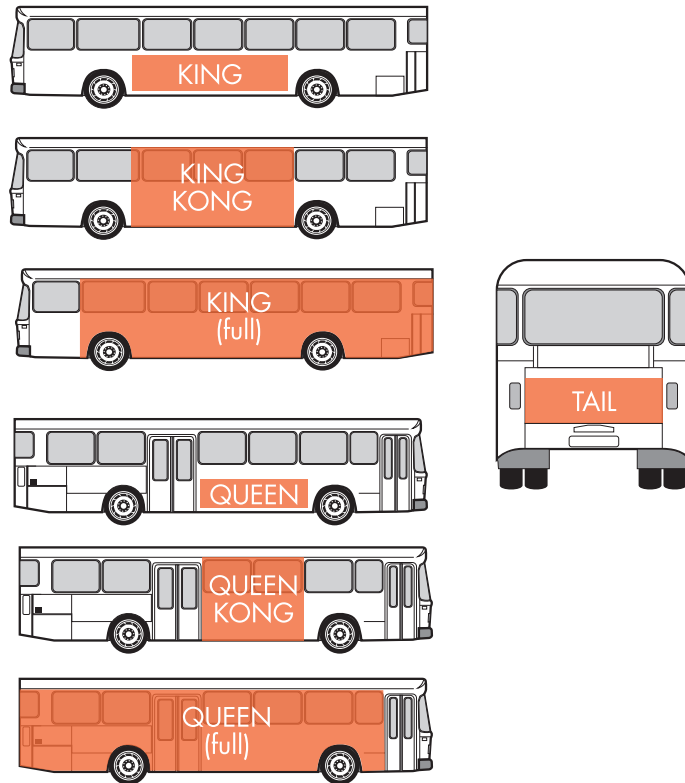
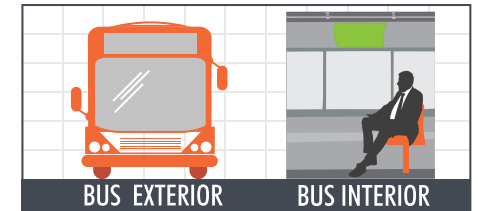
Median age is
31

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	\$307
	King Kong	118" x 100"	\$430	\$1,160
	Full Side	278" x 100"	\$520	\$2,947
QUEEN (curb side)	Standard	68" x 36"	\$240	\$173
	Queen Kong	68" x 100"	\$380	\$818
	Full Side	278" x 100"	\$470	\$2,947
TAIL	Standard	79" x 22"	\$290	\$151
FULL WRAP		(see template)	\$1,385	\$8,255
INTERIOR	Standard	17" x 11"	\$15	\$17

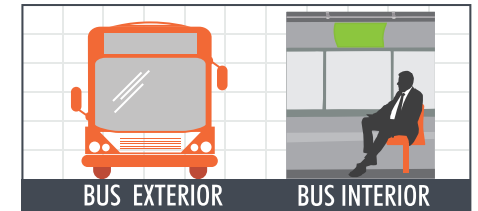
* Ad dimensions & production may vary slightly based on available inventory.
Ad specs & exact production costs will be provided.

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

TULARE COUNTY [ADS & RATES]



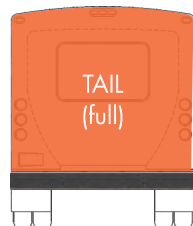
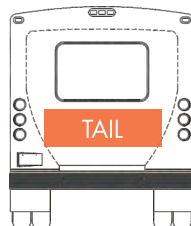
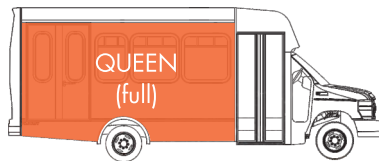
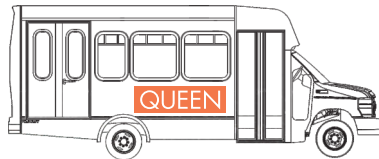
SPACE RATES are monthly.

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.

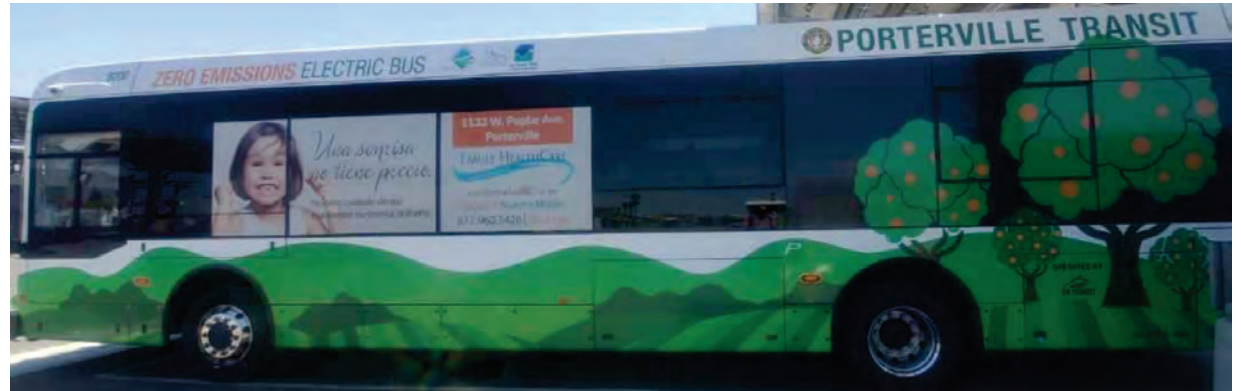
DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	112" x 31"	\$290	\$260
	King Kong	119" x 70"	\$430	\$840
	Full Side	252" x 70"	\$490	\$1,842
QUEEN (curb side)	Standard	68" x 36"	\$240	\$250
	Queen Kong	119" x 70"	\$380	\$840
	Full Side	199" x 70"	\$440	\$1,643
TAIL	Standard	66" x 43"	\$290	\$204
	Full Side	66" x 74"	\$490	\$538
FULL WRAP		(see template)	\$1,385	\$4,774

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

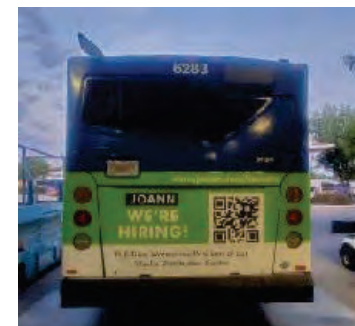
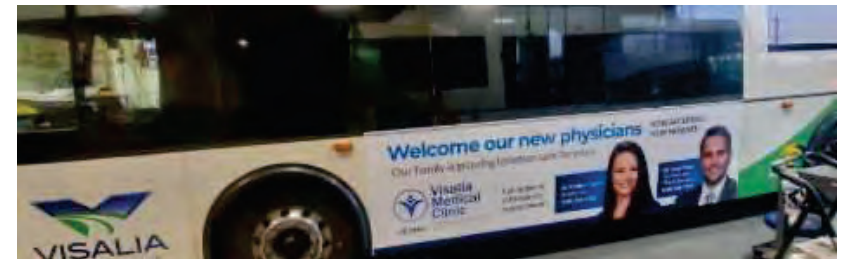
PORTFOLIO [TRADITIONAL ADS]



PORTFOLIO [TRADITIONAL ADS]



PORTFOLIO [TRADITIONAL ADS]



PORTFOLIO [SIGNATURE ADS]

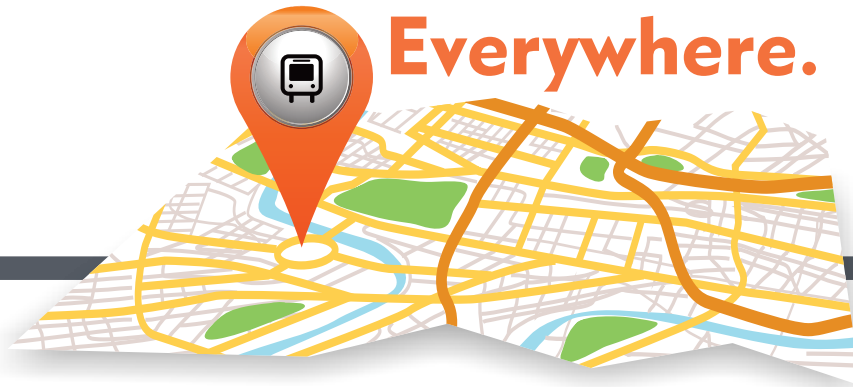


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