

2026

WESTERN CONTRA COSTA  
**TRANSIT  
MEDIA  
GUIDE**



Pinole | Hercules | Manalvin Manor  
Tara Bills | Bayview | Rodeo  
Crockett | Port Costa | Martinez  
San Pablo | El Sobrante | Richmond



925.350.7403  
transit-advertising.com



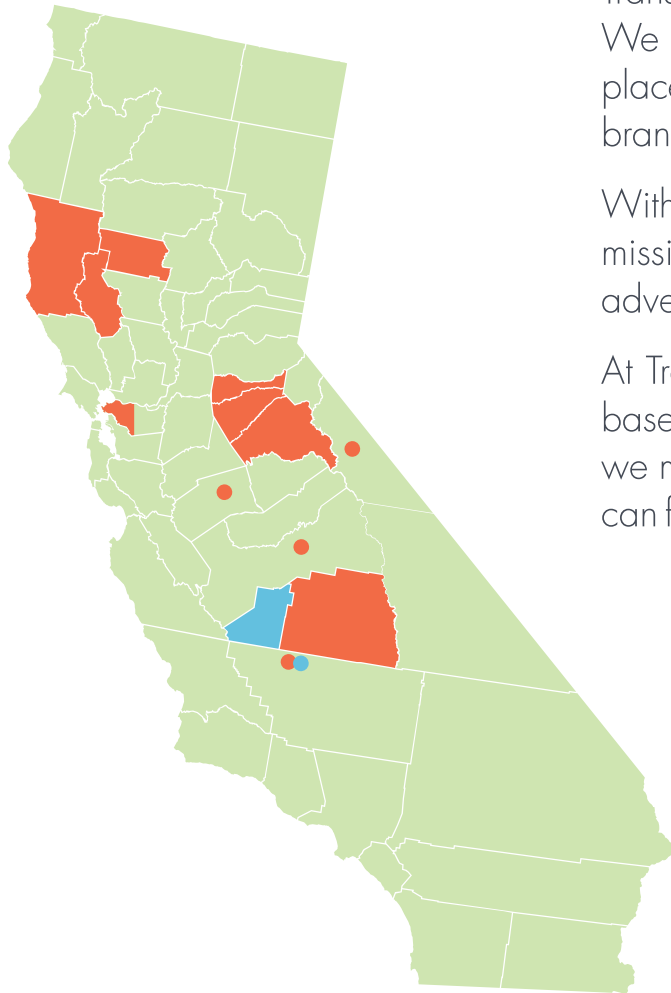
# CONTENT

WHO WE ARE	1
WHY TRANSIT ADVERTISING?	2
THE PROCESS	3
ARTWORK GUIDELINES	4
SYSTEM MAP	5
AD TYPES	6
RATES	7
DEMOGRAPHICS	8

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 — it's all we do. We directly manage programs across California and coordinate placements nationwide, helping both local businesses and national brands reach real people in real communities.

With over 25 years of combined, transit-exclusive experience, our mission is simple: to connect communities through powerful local advertising that helps small businesses grow.

At Transit Media, we believe great service isn't a bonus — it's the baseline. From complimentary ad design to full-service coordination, we make transit advertising easy, effective, and stress-free — so you can focus on growing your business.

#### 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
- Tulare County Regional Transit Agency
- Tuolumne County Transit Authority
- Visalia Transit
- Western Contra Costa County Transit Authority
- Yosemite Area Regional Transportation

# WHY TRANSIT ADVERTISING?

**Transit ads move with your audience** through neighborhoods, business corridors, and shopping districts. They're hard to miss and proven to drive action, from website visits to in-store traffic. It's local, mobile, and made to be seen.



**88%** of adults notice OOH advertising each month\*

**46%** of adults have searched online after seeing an OOH ad.  
**38%** visited a business in person.\*

**75%** of adults recall seeing a transit ad in the past month.†

Bus ads have **2.5x** ↑ **recall** than static billboards‡

Bus ads generate up to **70,000 impressions per ad per day** in urban or suburban markets.\*\*

Local transit ads **reach tens of thousands** daily for a fraction of the cost of digital and TV — **CPM is typically 50–70% lower** than online video.†

\* Outdoor Advertising Association of America, 2024  
 † Outdoor Advertising Association of America, 2023  
 ‡ American Marketing Association, 2023  
 \*\* American Public Transportation Association

# 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. 4*
- 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](http://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



Each template is a layered PDF file designed to guide your artwork placement.

**Template Layer:** This layer outlines vehicle features such as lights, vents, and windows that must be considered during design. Keep this layer locked and visible at the top of your artwork while designing. Do not include this layer in the final submitted file.

**Artwork Layer(s):** Place all ad design elements on this layer. If your design includes a white background, be sure to add a white fill explicitly — do not rely on transparency alone.

**Info Layer:** This layer provides helpful notes on using the template and preparing your file for submission. Do not include this layer in the final submitted artwork.

# SYSTEM MAP



WestCAT is a service of the Western Contra Costa Transit Authority, providing local, express, and regional service to the cities of Pinole and Hercules, and the unincorporated communities of Montalvin Manor, Tara Hills, Bayview, Rodeo, Crockett, and Port Costa.

WestCAT operates regional service from the Hercules Transit Center to destinations in Martinez and Contra Costa College. In addition, the Lynx transbay service runs between the Hercules Transit Center and the San Francisco Salesforce Transit Center.

	MONTHLY	ANNUALLY
Local	19,647	204,847
Express	26,725	305,420
<b>RIDERSHIP</b>	<b>46,372</b>	<b>510,266</b>
Local	38,657	457,891
Express	48,058	554,462
<b>MILEAGE</b>	<b>48,521</b>	<b>554,463</b>

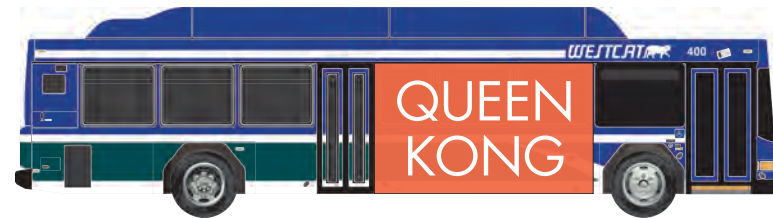
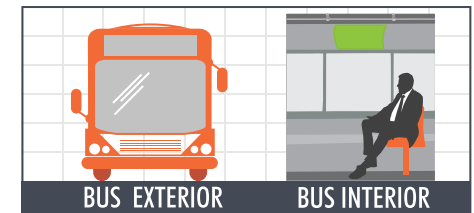


For more information about WestCAT routes & services, visit:  
[www.westcat.org](http://www.westcat.org)

NOTE: Buses are not "assigned" routes, but rotate between route types (local, commuter, etc.)

# AD TYPES

WestCAT offers a diverse fleet with many advertising options on our 35ft and 40ft buses. 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!

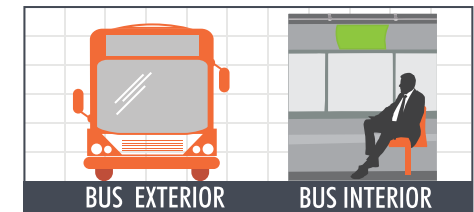


# RATES

AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	[varies by bus model]	\$365	\$443 - \$579
	King Kong		\$522	\$1,340 - \$1,645
	Full Side		\$628	\$2,544 - \$2,800
QUEEN (curb side)	Standard	[varies by bus model]	\$310	\$340 - \$435
	Queen Kong		\$485	\$685 - \$1,028
	Full Side		\$592	\$2,307 - \$2,515
TAIL	Standard	84" x 34"	\$527	\$312
	Full Side		\$557	\$531
FULL WRAP		[varies by bus model]	\$1,747	Call for pricing
INTERIOR	Standard	17" x 11"	\$17	\$17

**Enhance your visibility with a bigger, better ad!** Available exclusively as an add-on to the ad(s) listed above.

HEADERS	King Kong	[varies by bus model]	+\$42	+\$154 - \$213
	Full King		+\$54	+\$308 - \$375
	Queen Kong		+\$42	+\$82 - \$136
	Full Queen		+\$54	+\$324 - \$384
INTERIOR	Standard	Add'l 1+"	+\$1/in	+\$0.50/in



SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed prior to ad installation.

DISCOUNTS apply to recognized agencies & non-profit organizations.

VARIOUS PAYMENT OPTIONS are available.

## Stand out on the Lynx.



Get larger-than-life exposure on WestCAT's premium transbay service.

Space is extremely limited and offered by special approval only.

**Big visibility, big impact** — and yes, a bit of a big-ticket.

Call us to learn more.

# RICHMOND [CONTRA COSTA]



Photo credit: Audiohifi, <https://creativecommons.org/licenses/by-sa/3.0/>. Image cropped.

## TOP 5 INDUSTRIES

Healthcare.....	12.9%
Retail.....	10.4%
Construction.....	9.6%
Education.....	9.0%
Accommodation.....	8.2%

Population per Square Mile

**3,903**

Median income is

**\$90,038**

## INCOME

< \$25k.....	14%
\$25k - \$50k.....	15%
\$50k - \$75k.....	13%
\$75k - \$100k .....	13%
\$100k - \$125k.....	9%
\$125k - \$150k.....	9%
\$150k - \$200k.....	13%
\$200k < .....	14%

Mean income is

**\$117,139**

## POPULATION

**117,500**

**MALE 52.2%**

**FEMALE 47.8%**

HISPANIC 46.9%

ASIAN 13.1%

WHITE 17.0%

BLACK 17.3%

2+ RACES 15.9%

OTHER 0.6%

## AGE

> 5 years.....	5.5%
5-17.....	16.2%
18-24.....	8.9%
25-34.....	15.3%
35-44.....	14.4%
45-54.....	12.2%
55-64.....	12.0%
65+ years.....	14.5%

Median age is

**36.9**

## HOME OWNERSHIP

Owner Occupied.....	52.5%
Renter Occupied.....	47.5%

FACTS

Richmond's seaport ranks third statewide, moving about 19 million short tons annually—surpassed only by the Ports of Los Angeles and Long Beach.

Richmond has more people living here who work in computers and math than 95% of the places in the US.

The overall education level of Richmond citizens is substantially higher than the typical US community, as 32.55% of adults in Richmond have at least a bachelor's degree.

SOURCES: US Census Bureau, city-data.com, suburbanstats.org, neighborhoodscout.com, datausa.io

# SAN PABLO [CONTRA COSTA]



Photo credit: <https://www.homes.com/local-guide/san-pablo-ca>. Image cropped.

## TOP 5 INDUSTRIES

Retail.....	12.7%
Construction.....	12.4%
Healthcare.....	12.4%
Accommodation.....	11.3%
Education.....	8.8%

Population per Square Mile

**12,183**

Median income is

**\$78,215**

## INCOME

< \$25k.....	20%
\$25k - \$50k.....	25%
\$50k - \$75k.....	20%
\$75k - \$100k .....	15%
\$100k - \$125k.....	11%
\$125k - \$150k.....	7%
\$150k - \$200k.....	12%
\$200k < .....	9%

Mean income is

**\$90,887**

## POPULATION

**32,127**



**MALE 49.8%**

**FEMALE 50.2%**



HISPANIC 61.0%

ASIAN 15.3%

WHITE 7.6%

BLACK 12.1%

2+ RACES 2.6%

OTHER 1%

## AGE

> 5 years.....	8.3%
5-17.....	20.6%
18-24.....	11.0%
25-34.....	11.1%
35-44.....	10.4%
45-54.....	10.4%
55-64.....	10.4%
65+ years.....	10.2%

Median age is

**31.6**

## HOME OWNERSHIP

Owner Occupied.....	42.7%
Renter Occupied.....	57.3%

- San Pablo has a high percentage of its population that was born in another country: 40.78%.
- San Pablo is home to Contra Costa College, serving over 5,000 students.
- San Pablo is located along Interstate 80, one of the busiest freight corridors in California.

SOURCES: US Census Bureau, city-data.com, suburbanstats.org, neighborhoodscout.com, datausa.io

# PINOLE [CONTRA COSTA]



Photo credit: <https://www.homes.com/local-guide/pinole-ca>. Image cropped.

## TOP 5 INDUSTRIES

Healthcare.....	15.7%
Professional, Science, Tech..	10.8%
Retail.....	9.0%
Construction.....	8.7%
Education.....	8.4%

Population per Square Mile

**3,552**

Median income is

**\$120,833**

## INCOME

< \$25k.....	5%
\$25k - \$50k.....	7%
\$50k - \$75k.....	10%
\$75k - \$100k .....	12%
\$100k - \$125k.....	15%
\$125k - \$150k.....	13%
\$150k - \$200k.....	19%
\$200k < .....	33%

Mean income is

**\$139,720**

## POPULATION

**18,660**

**MALE 47.7%**

**FEMALE 52.3%**

HISPANIC 26.1%

ASIAN 24.1%

WHITE 31.9%

BLACK 11.8%

2+ RACES 13.6%

OTHER 1.5%

## AGE

> 5 years.....	4.4%
5-17.....	15.0%
18-24.....	9.8%
25-34.....	13.2%
35-44.....	16.2%
45-54.....	11.0%
55-64.....	14.0%
65+ years.....	40.5%

Median age is

**43.8**

## HOME OWNERSHIP

Owner Occupied.....	75.9%
Renter Occupied.....	24.1%

FACTS

Pinole has more people living here who work in computers and math than 95% of the places in the US.

38.67% of adults in Pinole have a bachelor's degree or even advanced degree.

Pinole has a direct shoreline on San Pablo Bay and is home to Pinole Shores Regional Park, a protected wetland area that connects to the Bay Trail.

SOURCES: US Census Bureau, city-data.com, suburbanstats.org, neighborhoodscout.com, datausa.io

# HERCULES [CONTRA COSTA]



Photo credit: <https://www.homes.com/local-guide/hercules-ca>. Image cropped.

## TOP 5 INDUSTRIES

Healthcare.....	21.2%
Professional, Science, Tech....	9.6%
Retail.....	9.1%
Education.....	8.6%
Public Service.....	7.6%

Population per Square Mile

**4,057**

Median income is

**\$130,583**

## INCOME

< \$25k.....	4%
\$25k - \$50k.....	15%
\$50k - \$75k.....	17%
\$75k - \$100k.....	14%
\$100k - \$125k.....	12.0%
\$125k - \$150k.....	10.0%
\$150k - \$200k.....	15.0%
\$200k < .....	13%

Mean income is

**\$155,359**

## POPULATION

**26,016**



**MALE 48.5%**

**FEMALE 51.5%**



HISPANIC 14.8%

ASIAN 43.6%

WHITE 15.4%

BLACK 18.4%

2+ RACES 12.0%

OTHER 7.6%

## AGE

> 5 years.....	5.1%
5-17.....	14.6%
18-24.....	7.4%
25-34.....	13.1%
35-44.....	13.8%
45-54.....	14.3%
55-64.....	13.1%
65+ years.....	18.6%

Median age is

**43.5**

## HOME OWNERSHIP

Owner Occupied.....	81.1%
Renter Occupied.....	18.9%

### FACTS

Hercules is 67.9% water, most land sits along San Pablo Bay.

Of the 25-and-older adult population in Hercules, 46.27% have at least a bachelor's degree.

More than one-third of Hercules residents—34.8%—are foreign-born.

SOURCES: US Census Bureau, city-data.com, suburbanstats.org, neighborhoodscout.com, datausa.io

# EL SOBRANTE [CONTRA COSTA]



Photo credit: <https://www.homes.com/local-guide/el-sobrante-ca>. Image cropped.

## TOP 5 INDUSTRIES

Retail.....	12.4%
Education.....	11.8%
Healthcare.....	10.9%
Transportation.....	9.8%
Professional, Science, Tech..	7.5%

Population per Square Mile

**5,200**

Median income is

**\$112,622**

## INCOME

< \$25k.....	5%
\$25k - \$50k.....	10%
\$50k - \$75k.....	15%
\$75k - \$100k .....	15%
\$100k - \$125k.....	10%
\$125k - \$150k.....	10%
\$150k - \$200k.....	15%
\$200k < .....	25%

Mean income is

**\$161,737**

## POPULATION

**16,200**



**MALE 49.0%**

**FEMALE 51.0%**



HISPANIC 29.9%

ASIAN 18.5%

WHITE 31.4%

BLACK 11.4%

2+ RACES 6.5%

OTHER 1.3%

## AGE

> 5 years.....	4.4%
5-17.....	16.1%
18-24.....	6.1%
25-34.....	16.7%
35-44.....	13.0%
45-54.....	13.4%
55-64.....	11.1%
65+ years.....	19.2%

Median age is

**39.7**

## HOME OWNERSHIP

Owner Occupied.....	62.0%
Renter Occupied.....	38.0%

- Nearly 35% of adults in El Sobrante hold a bachelor's degree or higher.
- Located between I-80 and Highway 24, El Sobrante is popular with commuters.
- El Sobrante is home to multiple small creeks and protected open spaces areas.

SOURCES: US Census Bureau, city-data.com, suburbanstats.org, neighborhoodscout.com, datausa.io

# RODEO [CONTRA COSTA]



Photo credit: <https://www.homes.com/local-guide/rodeo-ca>. Image cropped.

## TOP 5 INDUSTRIES

Retail.....	17.3%
Healthcare.....	10.7%
Transportation.....	8.7%
Education.....	8.5%
Public Service.....	7.5%

Population per Square Mile

**2,534**

Median income is

**\$88,819**

## INCOME

< \$25k.....	10%
\$25k - \$50k.....	14%
\$50k - \$75k.....	23%
\$75k - \$100k .....	10%
\$100k - \$125k.....	10%
\$125k - \$150k.....	6%
\$150k - \$200k.....	13%
\$200k < .....	14%

Mean income is

**\$109,549**

## POPULATION

**9,498**



**MALE 47.3%**

**FEMALE 52.7%**



HISPANIC 16.8%

ASIAN 21.5%

WHITE 26.5%

BLACK 15.4%

2+ RACES 5.9%

OTHER 1.6%

## AGE

> 5 years.....	4.3%
5-17.....	14.6%
18-24.....	10.1%
25-34.....	13.1%
35-44.....	15.0%
45-54.....	14.0%
55-64.....	12.0%
65+ years.....	17.0%

Median age is

**41.2**

## HOME OWNERSHIP

Owner Occupied.....	61.0%
Renter Occupied.....	39.0%

**FACTS**

The people who call Rodeo home describe themselves as belonging to a variety of racial and ethnic groups.

Founded as a meatpacking center in the late 1800s—"Rodeo" means cattle roundup in Spanish.

Rodeo sits along San Pablo Bay, with scenic waterfront access and marshland ecology.

SOURCES: US Census Bureau, city-data.com, suburbanstats.org, neighborhoodscout.com, datausa.io

# Be Seen. Everywhere.



925.350.7403  
[transit-advertising.com](http://transit-advertising.com)

