

2025

CENTRAL VALLEY  
**TRANSIT  
MEDIA  
GUIDE**

AFFORDABLE

EFFECTIVE

LOCAL



559.783.9545  
[www.transit-advertising.com](http://www.transit-advertising.com)

**TRANSIT**  
— MEDIA INC —  
Connecting communities since 2013

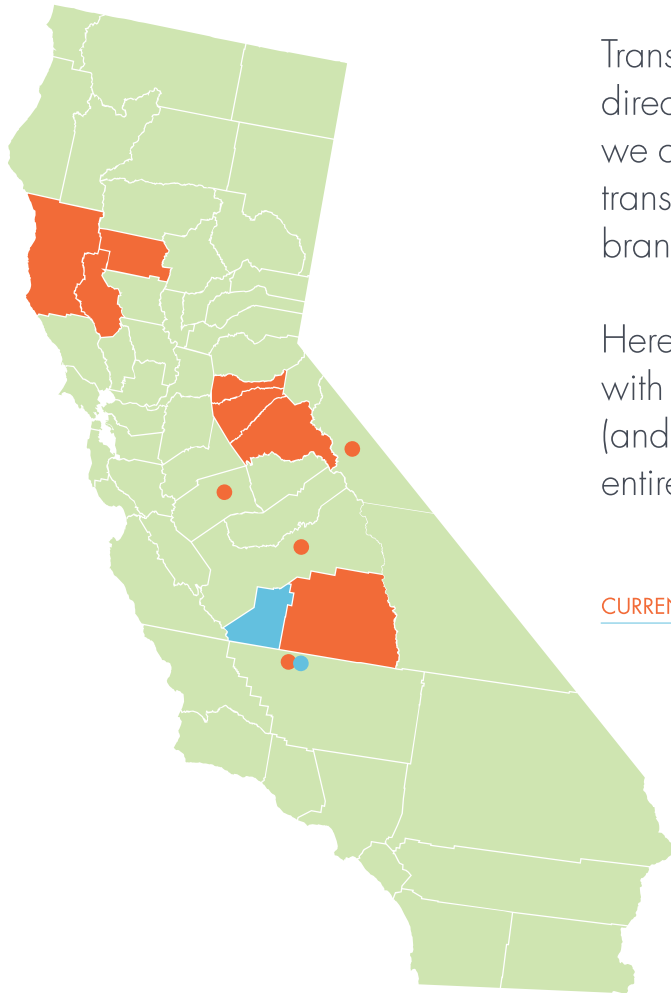
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DOING BUSINESS  
WITHOUT **ADVERTISING**  
IS LIKE WINKING AT A  
GIRL IN THE DARK.  
YOU KNOW WHAT YOU'RE DOING,  
BUT NOBODY ELSE DOES.

- 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
- 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

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

# 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

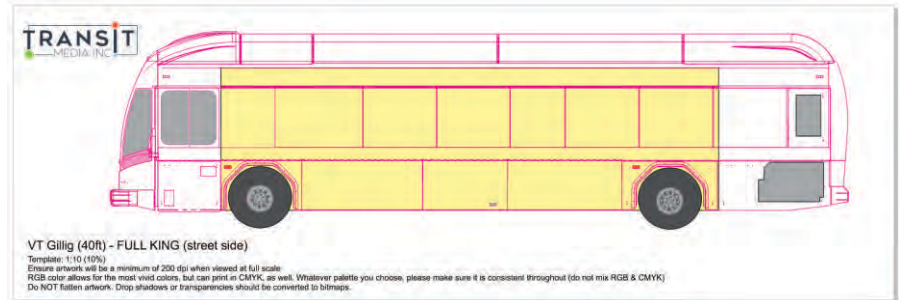
Art file(s) can be submitted in a variety of ways:

- Emailed (for files 25mb or smaller)
- Dropbox
- WeTransfer
- Upload directly on our website at [www.transit-advertising.com](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



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 5 INDUSTRIES

Agriculture.....	30.3%
Healthcare.....	11.9%
Retail.....	8.6%
Education.....	9.5%
Manufacturing.....	5.5%

## INCOME

< \$25k.....	18.1%
\$25k - \$50k.....	22.9%
\$50k - \$75k.....	18.1%
\$75k - \$100k.....	15.4%
\$100k - \$125k.....	13.1%
\$150k - \$200k.....	8.1%
\$200k < .....	4.0%

Mean income is  
**\$77,202**

Population per Square Mile

**3,495**

Median income is  
**\$61,817**

## POPULATION

**51,492**

Delano is the 2nd largest  
city in Kern County



**MALE 57.1%**

**FEMALE 42.9%**



HISPANIC 75.7%

ASIAN 14.0%

WHITE 5.1%

BLACK 4.1%

2+ RACES 0.7%

OTHER 0.3%



## AGE

> 5 years.....	8.6%
5-17.....	24.8%
18-24.....	11.1%
25-34.....	14.5%
35-44.....	12.7%
45-54.....	10.4%
55-64.....	8.9%
65+ years.....	9%

Median age is  
**33.3**

## HOME OWNERSHIP

Owner Occupied.....	60.1%
Renter Occupied.....	39.9%



# DELANO [AD & RATES]

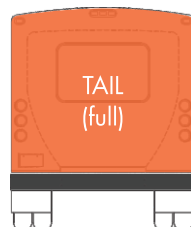
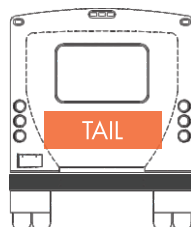
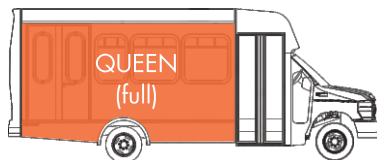
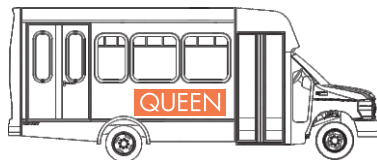
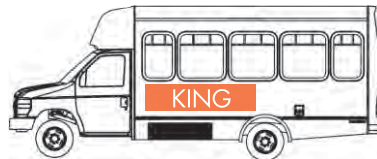
SPACE RATES are monthly.

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"	\$227	\$299
	Full Side	266" x 91"	\$406	\$2,379
QUEEN (curb side)	Standard	88" x 31"	\$199	\$271
	Full Side	256" x 91"	\$370	\$2,182
TAIL	Standard	56" x 32"	\$227	\$202
	Full Tail	78" x 64"	\$406	\$688
FULL WRAP		[varies by bus model]	\$946	\$4,714
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.				
DIAL-A-RIDE TAIL	Standard	62" x 32"	\$199	\$260
BUS SHELTERS	2 Sides	46" x 67"	\$224	\$368

# DINUBA [TULARE COUNTY]

## TOP 5 INDUSTRIES

Agriculture.....	30.3%
Healthcare.....	11.9%
Retail.....	8.6%
Manufacturing.....	8.4%
Education.....	7.8%

## INCOME

< \$25k.....	23.4%
\$25k - \$50k.....	21.2%
\$50k - \$75k.....	11.9%
\$75k - \$100k.....	12.8%
\$100k - \$125k.....	16.7%
\$150k - \$200k.....	8.0%
\$200k < .....	6.0%

Mean income is  
**\$80,555**

Population per Square Mile

**3,773**

Median income is

**\$59,048**

## POPULATION

Serving over  
**25,863**

in DART's 6.5 sq mi service area

**MALE 48.8%**

**FEMALE 51.2%**

HISPANIC 89.6%

ASIAN 0.4%

WHITE 7.6%

BLACK 0.3%

2+ RACES 0.2%

OTHER 1.9%



## AGE

> 5 years.....	7.8%
5-17.....	26.4%
18-24.....	11.8%
25-34.....	13.6%
35-44.....	12.1%
45-54.....	11.3%
55-64.....	8.2%
65+ years.....	8.8%

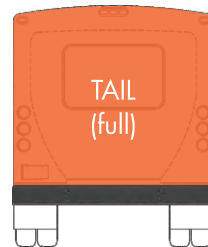
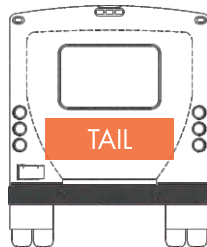
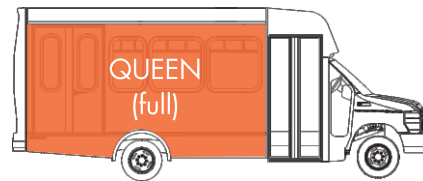
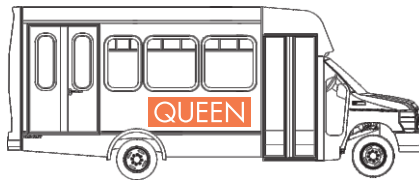
Median age is

**29.8**

## HOME OWNERSHIP

Owner Occupied.....	59.1%
Renter Occupied.....	40.9%

# 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"	\$227	\$251
	Full Side	184" x 69"	\$406	\$1,881
QUEEN (curb side)	Standard	83" x 26"	\$199	\$240
	Full Side	185" x 73"	\$370	\$1,923
TAIL	Standard	70" x 26"	\$227	\$196
	Full	91" x 80"	\$406	\$648
FULL WRAP		(see template)	\$946	\$4,699

AD TYPE - DINUBA-REEDLEY CONNECTION		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	Standard	100" x 31"	\$248	\$276
	Full Side	199" x 85"	\$426	\$2,085
QUEEN (curb side)	Standard	96" x 32"	\$219	\$260
	Full Side	192" x 88"	\$391	\$1,990
TAIL	Standard	70" x 26"	\$248	\$196
	Full	95" x 90"	\$426	\$1,075
FULL WRAP		(see template)	\$966	\$4,701

INTERIOR	Standard	17" x 11"	\$15	\$26
BUS SHELTER	Standard	72.5" x 36.5"	\$122	\$196

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

# TULARE [TULARE COUNTY]



## TOP 5 INDUSTRIES

Healthcare.....	15.4%
Retail.....	12.8%
Manufacturing.....	11.3%
Agriculture.....	10.6%
Education.....	7.6%

Population per Square Mile

**3,379**

Median income is

**\$77,286**

## INCOME

< \$25k.....	24.4%
\$25k - \$50k.....	20.6%
\$50k - \$75k.....	16.4%
\$75k - \$100k.....	17.9%
\$100k - \$125k.....	11.9%
\$150k - \$200k.....	5.4%
\$200k < .....	3.5%

Mean income is

**\$94,606**

## POPULATION

**71,093**

covering 21 square miles



**MALE 49.9%**

**FEMALE 50.1%**



HISPANIC 63.0%

ASIAN 2.7%

WHITE 28.3%

BLACK 2.7%

2+ RACES 3.0%

OTHER 0.3%

## AGE

> 5 years.....	8.6%
5-17.....	24.8%
18-24.....	11.1%
25-34.....	14.5%
35-44.....	8.1%
45-54.....	15.0%
55-64.....	8.9%
65+ years.....	9.0%

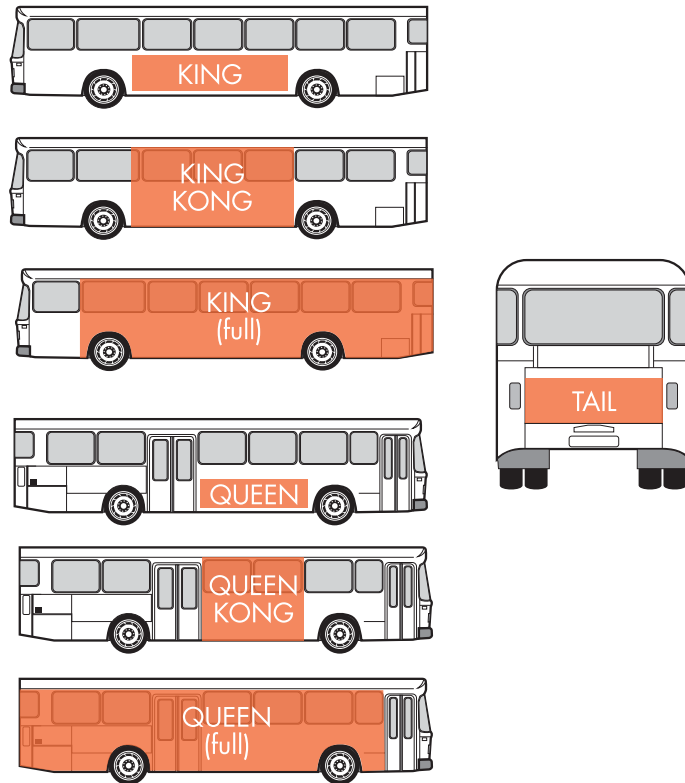
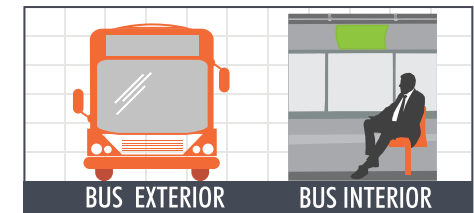
Median age is

**28.2**

## HOME OWNERSHIP

Owner Occupied.....	58.8%
Renter Occupied.....	41.2%

# TULARE [ADS & RATES]



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	160" x 39"	\$296	\$516
	King Kong	169" x 99"	\$439	\$1,795
	Full Side	339" x 99"	\$530	\$2,785
QUEEN (curb side)	Standard	95" x 42"	\$245	\$288
	Queen Kong	90" x 99"	\$388	\$1,006
	Full Side	339" x 99"	\$479	\$2,831
TAIL	Standard	85" x 22"	\$296	\$188
FULL WRAP		(see template)	\$1,413	\$8,923
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]

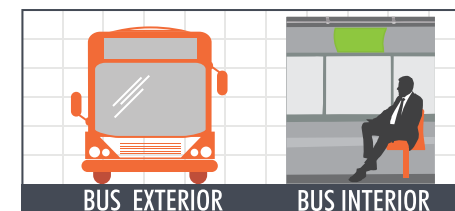
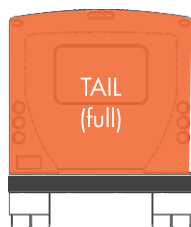
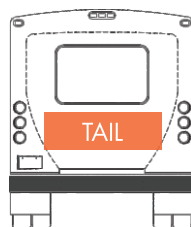
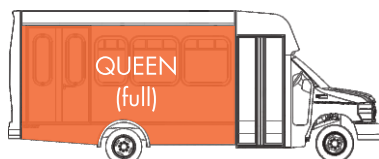
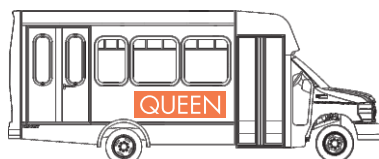
SPACE RATES are monthly.

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]	\$296	\$326
	Full Side		\$530	\$2,055
QUEEN (curb side)	Standard	[varies by bus model]	\$245	\$261
	Full Side		\$479	\$1,958
TAIL	Standard	[varies by bus model]	\$296	\$234
	Full Side		\$505	\$1,044
FULL WRAP		(see template)	\$1,413	\$5,082

\* 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.....	15.4%
Education.....	10.6%
Retail.....	9.3%
Accommodation.....	8.3%
Construction.....	7.9%

## INCOME

< \$25k.....	11.1%
\$25k - \$50k.....	15.1%
\$50k - \$75k.....	19.0%
\$75k - \$100k.....	16.8%
\$100k - \$125k.....	20.4%
\$150k - \$200k.....	8.8%
\$200k < .....	9.0%

Mean income is  
**\$97,556**

Population per Square Mile

**3,727**

Median income is  
**\$79,777**

## POPULATION

Serving over

**143,966**

in Visalia Transit's 50 sq mi service area



HISPANIC 52.5%      ASIAN 6.1%

WHITE 36.6%      BLACK 2.2%

2+ RACES 2.3%      OTHER 0.3%



## AGE

> 5 years.....	7.9%
5-17.....	20.2%
18-24.....	9.0%
25-34.....	15.8%
35-44.....	12.0%
45-54.....	11.7%
55-64.....	10.2%
65+ years.....	13.2%

Median age is

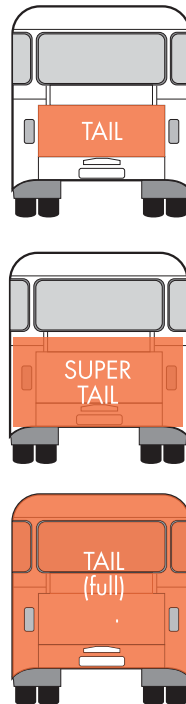
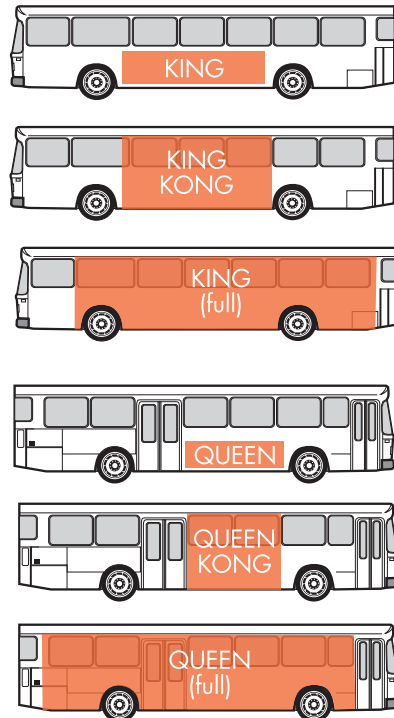
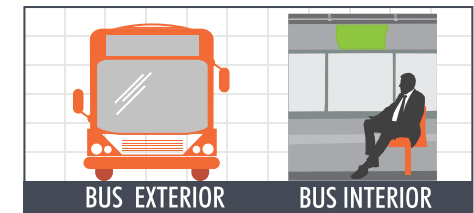
**33**

## HOME OWNERSHIP

Owner Occupied.....	61.6%
Renter Occupied.....	38.4%

# 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.

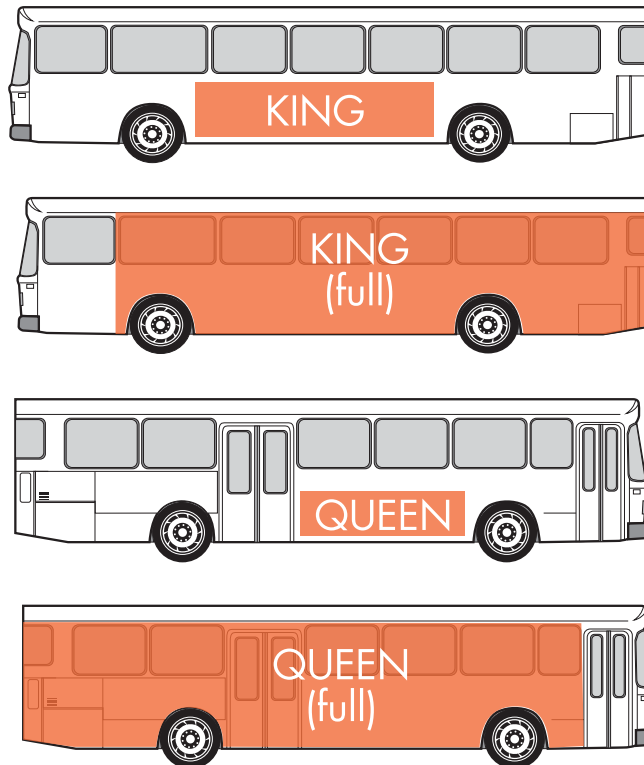
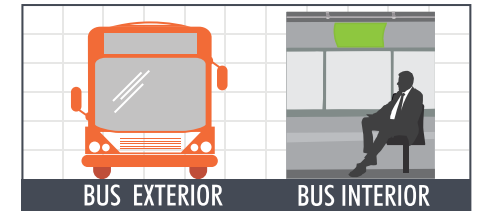
DIMENSIONS vary based on vehicle model. Artwork templates are available for each specific ad space.

AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	[varies by bus model]	\$538	\$445 - \$676
	King Kong		\$628	\$1,086 - \$1,716
	Full Side		\$798	\$2,484 - \$2,899
QUEEN (curb side)	Standard	[varies by bus model]	\$460	\$316 - \$521
	Queen Kong		\$487	\$700 - \$1,391
	Full Side		\$701	\$2,484 - \$2,922
TAIL	Standard	[varies by bus model]	\$538	\$194 - \$261
	Super		\$548	\$352
	Full Tail		\$564	\$783 - \$817
FULL WRAP		[varies by bus model]	\$1,782	Call for pricing
INTERIOR	Standard	17" x 11"	\$18	\$18
DIAL-A-RIDE (on demand service)	Tail	77" x 33"	\$218	\$226 - \$241

\* 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"	\$645	\$630
	Full Side	336" x 84"	\$1,116	\$2,435
QUEEN (curb side)	Standard	141" x 42"	\$552	\$431
	Full Side	336" x 84"	\$981	\$2,435
INTERIOR	Standard	17" x 11"	\$22	\$18

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

Healthcare  
Education  
Retail  
Accommodation  
Construction

Population per Square Mile

**98**

Median income is  
**\$69,489**



## INCOME

< \$25k.....	15.9%
\$25k - \$50k.....	18.5%
\$50k - \$75k.....	16.9%
\$75k - \$100k .....	14.9%
\$100k - \$125k.....	18.1%
\$150k - \$200k.....	8.5%
\$200k < .....	7.3%

Mean income is  
**\$74,144**

## POPULATION

Serving over

**143,966**

in Tulare County's 4,839 sq mi service area



**MALE 50.0%**

**FEMALE 50.0%**



HISPANIC 67.0%

ASIAN 4.2%

WHITE 25.9%

BLACK 2.4%

2+ RACES 2.8%

OTHER 0.3%

## AGE

> 5 years.....	7.0%
5-17.....	23.0%
18-24.....	9.0%
25-34.....	14.0%
35-44.....	14.0%
45-54.....	11.0%
55-64.....	10.0%
65+ years.....	12.0%

Median age is

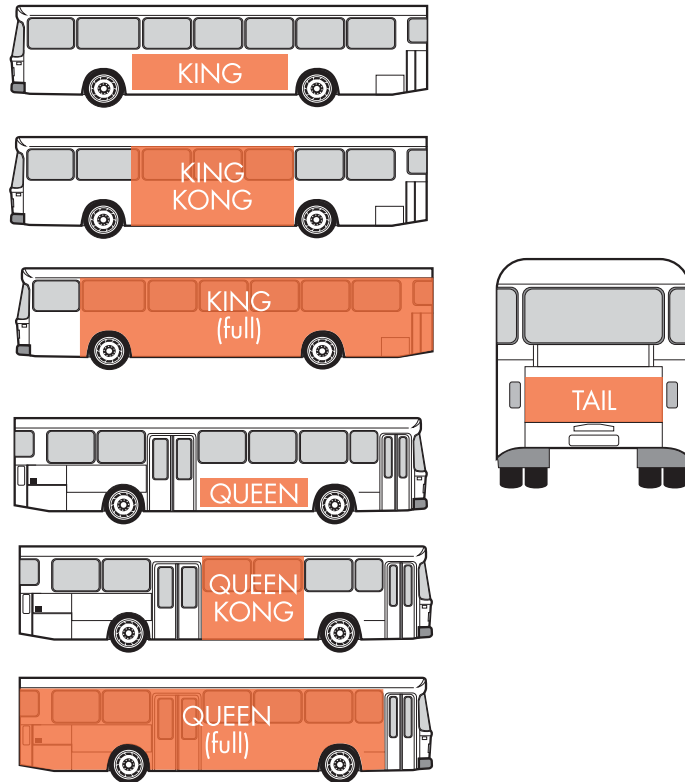
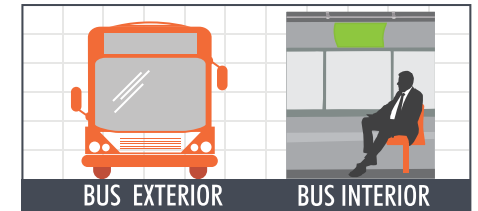
**31.9**

## HOME OWNERSHIP

Owner Occupied.....	58.6%
Renter Occupied.....	41.4%



# TULARE COUNTY [ADS & RATES]



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	118" x 36"	\$296	\$377
	King Kong	118" x 100"	\$439	\$1,611
	Full Side	278" x 100"	\$530	\$3,104
QUEEN (curb side)	Standard	68" x 36"	\$245	\$248
	Queen Kong	68" x 100"	\$388	\$1,302
	Full Side	278" x 100"	\$479	\$3,006
TAIL	Standard	79" x 22"	\$296	\$171
FULL WRAP		(see template)	\$1,413	\$8,420
INTERIOR	Standard	17" x 11"	\$15	\$17

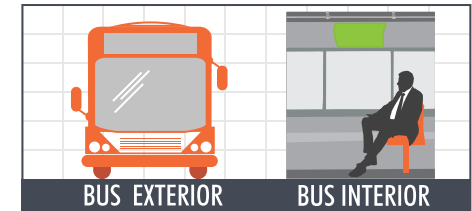
\* Ad dimensions & production may vary slightly based on available inventory.  
Ad specs & exact production costs will be provided.

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]



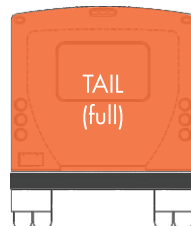
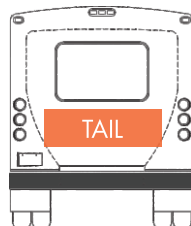
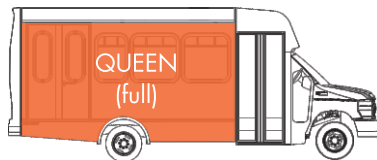
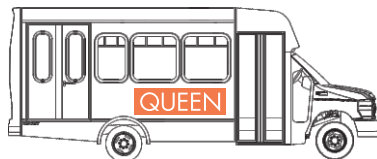
SPACE RATES are monthly.

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.

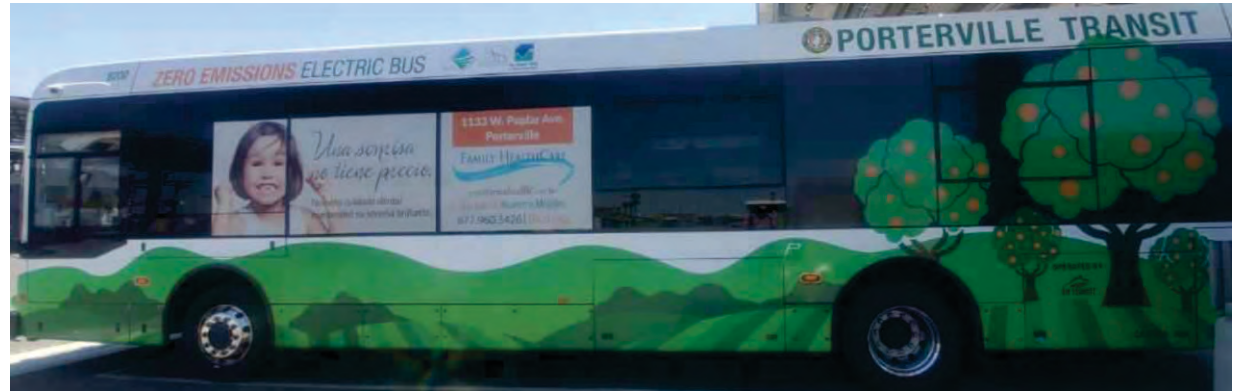
DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.



AD TYPE		DIMENSIONS*	MONTHLY SPACE RATE	PRODUCTION*
KING (street side)	Standard	112" x 31"	\$296	\$326
	Full Side	252" x 70"	\$500	\$2,055
QUEEN (curb side)	Standard	68" x 36"	\$245	\$261
	Full Side	199" x 70"	\$449	\$1,958
TAIL	Standard	66" x 43"	\$296	\$234
	Full Side	66" x 74"	\$505	\$1,044
FULL WRAP		(see template)	\$1,413	\$5,082

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

# PORTFOLIO [TRADITIONAL ADS]



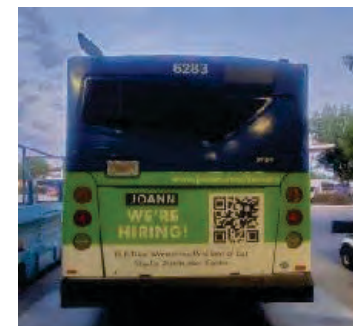
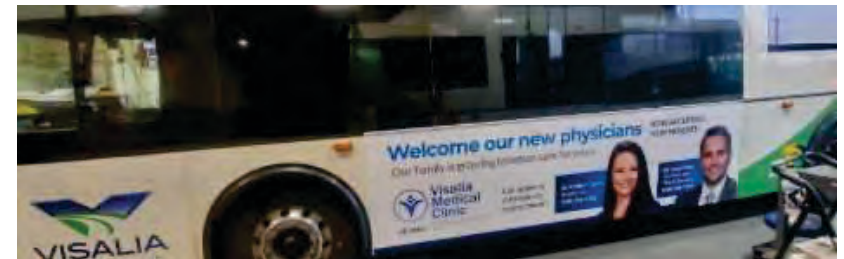


# PORTFOLIO [TRADITIONAL ADS]





# PORTFOLIO [TRADITIONAL ADS]





# PORTFOLIO [SIGNATURE ADS]



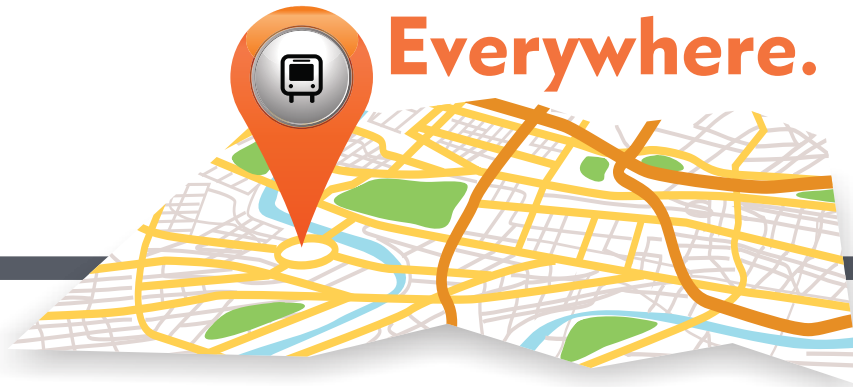


# PORTFOLIO [SIGNATURE ADS]



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