

# San Diego Transit 2008



# Benefits

## Benefits of Transit Advertising

### Flexibility:

Moves from neighborhoods to shopping centers, from rural sites via freeways and highways, to our heaviest downtown populations.

### Affordability:

Cost-per-thousand values are lower than any other medium.

### Reach and Frequency:

The ability to deliver a high degree of frequency coupled with a broad geographical reach.

### Recall:

Recall tests show outdoor messages achieve well over 75% recognition within the first two weeks of placement.

# King Rates



## King Size Poster Rates: (30" X 144")

SHOWING	# OF POSTERS	<u>4 WEEKS</u>	<u>12 WEEKS</u>	<u>24 WEEKS</u>	<u>52 WEEKS</u>
#25	65	\$29,250	\$27,625	\$26,000	\$24,375
#50	130	\$55,250	\$52,000	\$48,750	\$45,500
#75	195	\$78,000	\$73,125	\$68,250	\$63,375
#100	260	\$97,500	\$91,000	\$84,500	\$78,000
Per Poster	1	\$475	\$450	\$425	\$400

**SHOWING:** A showing refers to the percentage of the transit district population you are reaching with your schedule.

Rates are net rates, per 4 weeks for space only.

# Queen Rates



## Queen Size Poster Rates: (30" X 80")

SHOWING	# OF <u>POSTERS</u>	<u>4</u> <u>WEEKS</u>	<u>12</u> <u>WEEKS</u>	<u>24</u> <u>WEEKS</u>	<u>52</u> <u>WEEKS</u>
#25	65	\$22,750	\$21,125	\$19,500	\$17,875
#50	130	\$42,250	\$39,000	\$35,750	\$32,500
#75	195	\$58,500	\$53,625	\$48,750	\$43,875
#100	260	\$71,500	\$65,000	\$58,500	\$52,000
Per Poster	1	\$375	\$350	\$325	\$300

**SHOWING:** A showing refers to the percentage of the transit district population you are reaching with your schedule.

Rates are net rates, per 4 weeks for space only.

# Taillight Rates



## Taillight Poster Rates: (21" X 72")

SHOWING	# OF <u>POSTERS</u>	<u>4</u> <u>WEEKS</u>	<u>12</u> <u>WEEKS</u>	<u>24</u> <u>WEEKS</u>	<u>52</u> <u>WEEKS</u>
#25	65	\$21,125	\$19,500	\$17,875	\$16,250
#50	130	\$39,000	\$35,750	\$32,500	\$29,250
#75	195	\$53,625	\$48,750	\$43,875	\$39,000
#100	260	\$65,000	\$58,500	\$52,000	\$45,500
Per Poster	1	\$350	\$325	\$300	\$275

**SHOWING:** A showing refers to the percentage of the transit district population you are reaching with your schedule.

Rates are net rates, per 4 weeks for space only.

# Full Wrap Rates



## Full-Wrap Rates

	<b>12</b> <b><u>WEEKS</u></b>	<b>24</b> <b><u>WEEKS</u></b>	<b>52</b> <b><u>WEEKS</u></b>
<b>ENTIRE BUS</b>	<b>\$8,000</b>	<b>\$7,000</b>	<b>\$6,000</b>

Rates are net and for space only. Listed rates are per 4 weeks, per wrap. Wrap contracts require a 12-week minimum term.

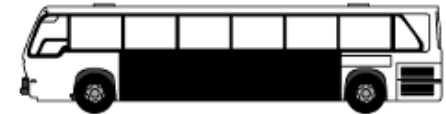
# Additional Wraps

## Additional Accepted Formats

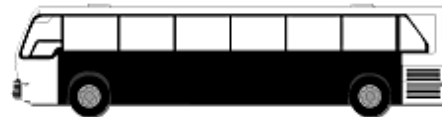
**Full-Back Wrap**



**Kong Wrap (Super King)**



**Half-Side Wrap**



**King Kong Wrap**



*Rates & Production Specs available upon request.*

# Wrap Rates



## Back & Side Wrap Rates

	<b>12</b>	<b>24</b>	<b>52</b>
	<b><u>WEEKS</u></b>	<b><u>WEEKS</u></b>	<b><u>WEEKS</u></b>
<b>FULL BACK</b>	<b>\$800</b>	<b>\$750</b>	<b>\$700</b>
<b>KONG (SUPER KING)</b>	<b>\$750</b>	<b>\$700</b>	<b>\$650</b>
<b>HALF SIDE</b>	<b>\$850</b>	<b>\$750</b>	<b>\$700</b>
<b>KING KONG</b>	<b>\$1300</b>	<b>\$1200</b>	<b>\$1100</b>

Rates are net and for space only.  
Listed rates are per 4 weeks, per wrap.

# Interior Rates



## Interior Bus Cards

<b>SIZE OF PLACARD</b>	<b><u>4 WEEK</u></b>	<b><u>12 WEEKS</u></b>	<b><u>24 WEEKS</u></b>	<b><u>52 WEEK</u></b>
<b>(11"x28")</b>	<b>\$50</b>	<b>\$45</b>	<b>\$40</b>	<b>\$35</b>
<b>(11"x39")</b>	<b>\$55</b>	<b>\$50</b>	<b>\$45</b>	<b>\$40</b>
<b>(11"x56")</b>	<b>\$60</b>	<b>\$55</b>	<b>\$50</b>	<b>\$45</b>

**Interior bus card advertising is available in minimum increments of 50.**

**Rates are net and for space only. Listed rates are per 4 weeks, per poster.**

# Advertisers

## Transit Advertisers

AT&T, COX Channel 4, Fox 6, IKEA, McDonald's, Comic-Con, La Invasora, Pantene, Disneyland, Pulsar, Recuerdo, La Nueva, Magic 92.5, Hazard Center, Starbuck's, Telemundo, SD Sheriff's Department, UPN, H & R Block, The Art Institute of California, Children's Hospital, Wells Fargo Home Mortgage, SBC, SD Symphony, Washington Mutual, San Diego County Toyota Dealers, San Diego Union Tribune, Sign On San Diego, Excalibur Hotel & Casino, PennySaver, Sycuan Casino & Resort, Bonita Seniorita, Universal Pictures, Warner Brothers, San Diego County Fair, GEICO, Oral Dental Services, American Diabetes, Dreyer's Ice Cream, Western Dental, Eastridge Temporary Services, iPrepay, California Lottery, Haunted Hotel, JACK-FM, UGG Boots, Citizen's Against Lawsuit Abuse, Allied Barton Security Services, KSWB-TV, Flex Cars, Lloyd's Pest Control, Fruschetta Pizza, Motwani Lasik Institute and San Diego Police Department.

# Four Zones

We are now accepting advertising in four different bus yards, which means that you can pick a specific zone to post your advertising or you can spread it out over all the MTS zones.

**Imperial Avenue** – Bay Park, Coronado, Downtown San Diego, East San Diego, Emerald Hills, Encanto, Golden Hill, Grantville, Grossmont, Fletcher Hills, Hillcrest, Kensington, Logan Heights, Lomal Portal, Lomita Village, Mid-City, Mission Valley, Mission Village, Normal Heights, North Park, Oak Park, Ocean Beach, Old Town, Point Loma and University Heights.

**Kearney Mesa** – Allied Gardens, Clairemont, Del Cerro, Downtown San Diego, Escondido (North County Fair), Kearney Mesa, La Jolla, Linda Vista, Mid-City, Miramar, Mira Mesa, Mission Beach, Mission Valley, Mission Village, Old Town, Pacific Beach, Rancho Bernardo, Rancho Penasquitos, San Carlos, Scripps Ranch, Serra Mesa, University City and UTC.

**Chula Vista** – Bonita, Chula Vista, Chula Vista Transit Center, Downtown San Diego, Eastlake, Encanto, Imperial Beach, National City, Otay Mesa, Palm City, San Ysidro and Spring Valley.

**El Cajon** – Downtown San Diego, El Cajon, El Cajon Transit Center, Fletcher Hills, Glenview, Grossmont, La Mesa, Lakeside, Lemon Grove, Rancho San Diego, Santee, Spring Valley and Winter Gardens.

# San Diego Transit

## Facts & Figures

**VEHICLES OPERATING: 450**

**AREAS SERVED: Allied Gardens, Bay Park, Chula Vista, (Chula Vista Transit Center), Clairemont, Coronado, Del Cerro, Downtown San Diego, East San Diego, El Cajon, (El Cajon Transit Center), Emerald Hills, Encanto, Escondido (North County Fair), Fletcher Hills, Golden Hill, Grantville, Grossmont, Hillcrest, Kearney Mesa, Kensington, La Jolla, Lakeside, La Mesa, Linda Vista, Logan Heights, Loma Portal, Lomita Village, Mid-City, Miramar, Mira Mesa, Mission Beach, Mission Hills, Mission Valley, Mission Village, National City, (National City Transit Center), Normal Heights, North Park, Oak Park, Ocean Beach, Old Town, Pacific Beach, Point Loma, Rancho Bernardo, Rancho Penasquitos, San Carlos, Santee, Scripps Ranch, Serra Mesa, University City, University Heights and UTC.**

**AVERAGE MONTHLY RIDES: 3,300,000**

**SMSA POPULATION: 2,753,900**

**RESTRICTIONS: No liquor, tobacco, religious or political advertising**

**SOURCE: Transport System**

# San Diego Transit

## Additional Information

Production is the responsibility of the client.  
Production material is self-adhesive vinyl. Stock can  
either be Fasson Transit Vinyl or Flexon Busmark,  
(Excluding "Wraps".)

Client to print 10% overrun for installation

There are no route guarantees.