

2024

YOSEMITE TRANSIT MEDIA GUIDE

Buck Meadows | Coarsegold | El Portal
Fish Camp | Fresno | Groveland
Jamestown | June Lake Junction | Lee Vining
Mammoth Lakes | Mariposa | Merced
Midpines | Oakhurst | Sonora
Yosemite National Park



559.783.9545

www.transit-advertising.com

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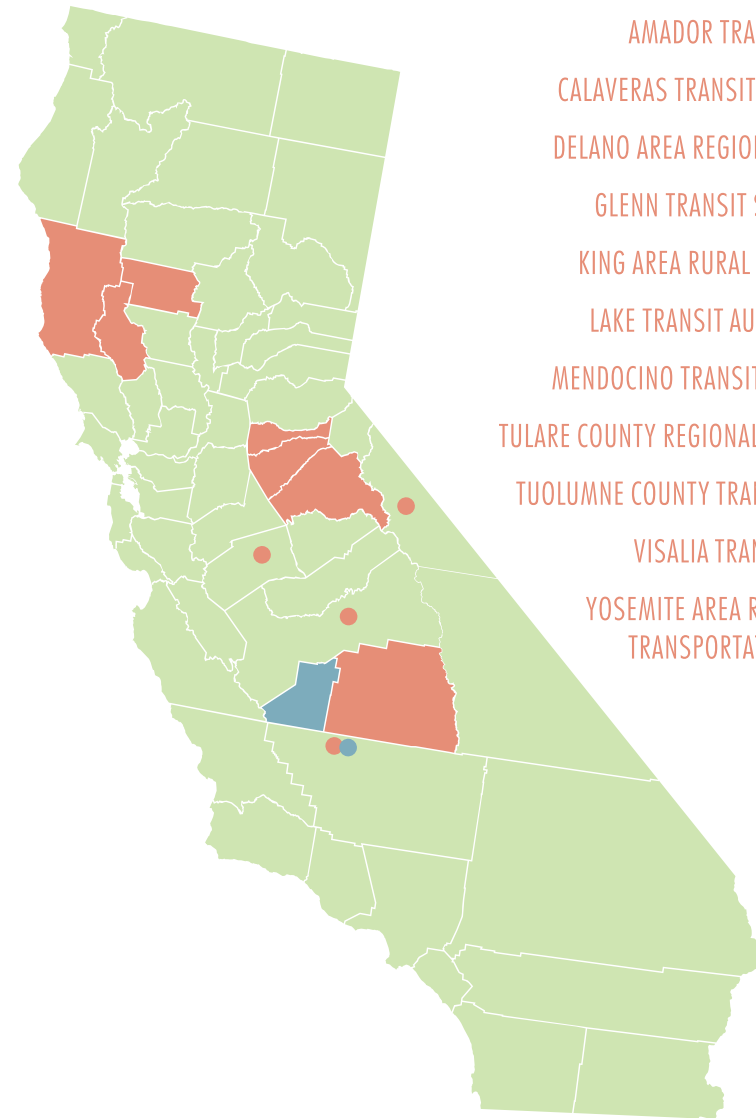
DOING BUSINESS
WITHOUT **ADVERTISING**
IS LIKE WINKING AT A
GIRL IN THE DARK.
YOU KNOW WHAT YOU'RE DOING,
BUT NOBODY ELSE DOES.

- Stuart H. Britt

WHO WE ARE

Transit Media specializes in transit advertising formats. While we directly manage the transit advertising programs throughout California, we can help you place ads in any market in 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, 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.



- AMADOR TRANSIT
- CALAVERAS TRANSIT AUTHORITY
- DELANO AREA REGIONAL TRANSIT
- GLENN TRANSIT SERVICE
- KING AREA RURAL TRANSIT*
- LAKE TRANSIT AUTHORITY
- MENDOCINO TRANSIT AUTHORITY
- TULARE COUNTY REGIONAL TRANSIT AGENCY
- TUOLUMNE COUNTY TRANSIT AUTHORITY
- VISALIA TRANSIT
- YOSEMITE AREA REGIONAL TRANSPORTATION

**Rider's Guide*

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.

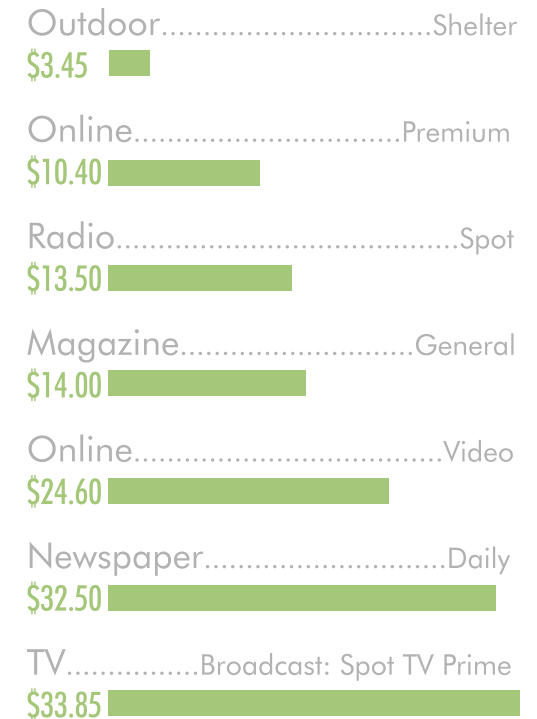
FREQUENCY

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



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

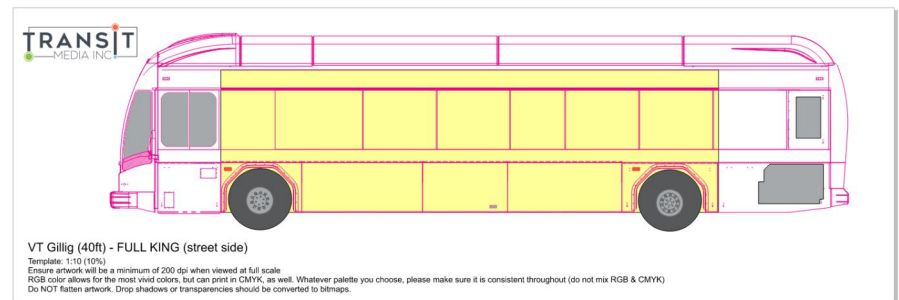
Art file(s) can be submitted in a variety of ways:

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

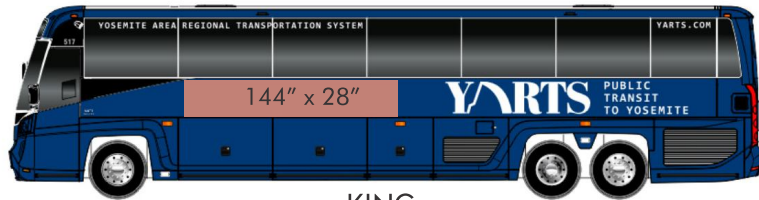


Templates are .pdf's with layers. The "template" layer contains lights, vents, windows, etc. that need to be considered when designing your ad. Keep this layer locked and on top of your art at all times. **DO NOT INCLUDE THIS LAYER** in final submitted artwork.

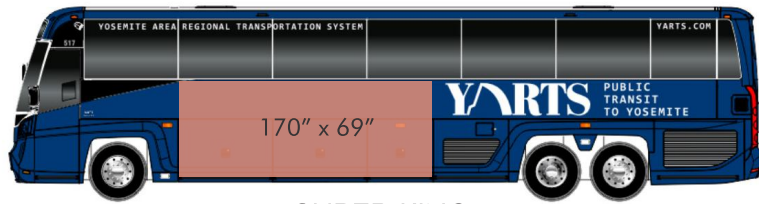
Place all artwork on the "artwork" layer(s). Don't forget to include a white fill if a white background is being utilized in the ad.

The "info" layer contains reminders of how to use the template and submit artwork. **DO NOT INCLUDE THIS LAYER** in final submitted artwork.

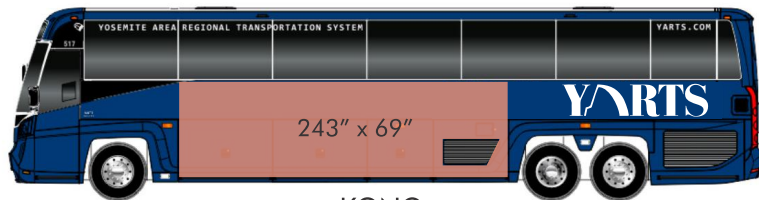
YOSEMITE [AD TYPES]



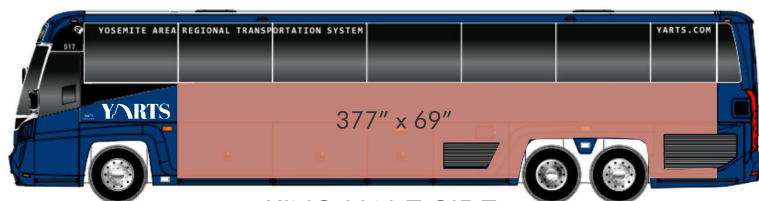
KING



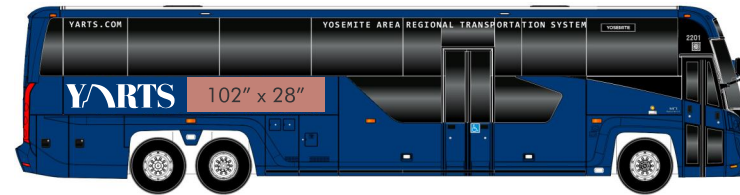
SUPER KING



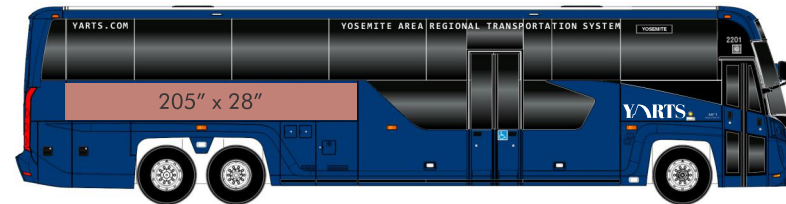
KONG



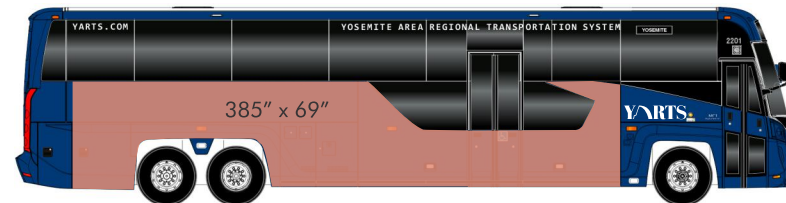
KING HALF SIDE



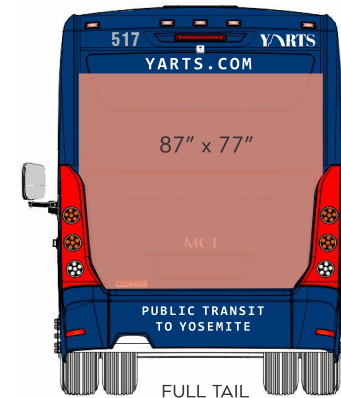
QUEEN



SUPER QUEEN

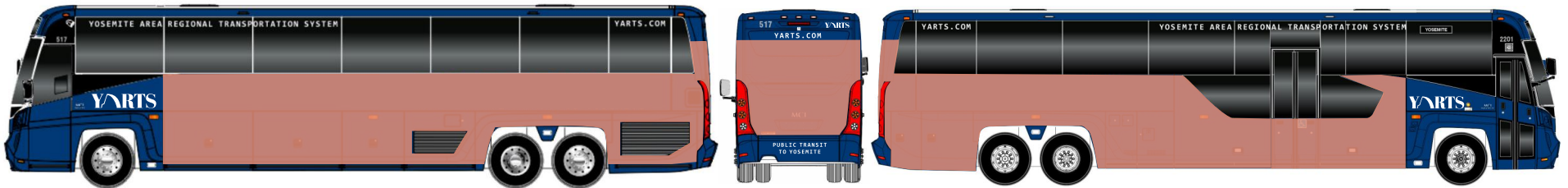


QUEEN HALF SIDE

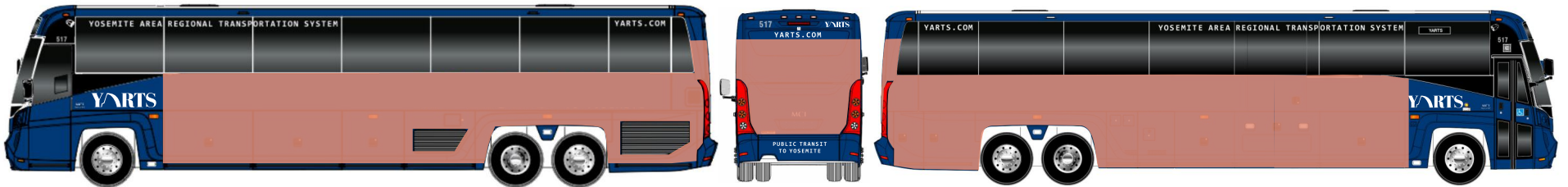


FULL TAIL

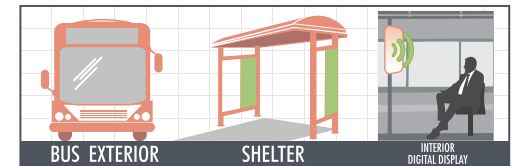
YOSEMITE [AD TYPES]



BRANDED BUS



YOSEMITE [RATES]



AD TYPE		DIMENSIONS	PRODUCTION	4-WEEK SPACE RATE PER PERIOD	
				PEAK	NON-PEAK
KING (street side)	Standard	144" x 28"	\$303	\$432	\$185
	Super King	170" x 69"	\$791	\$465	\$199
	Kong	243" x 69"	\$1,258	\$483	\$207
	Half Side	377" x 69"	\$2,292	\$763	\$327
QUEEN (curb side)	Standard	102" x 28"	\$229	\$413	\$177
	Super	205" x 28"	\$789	\$445	\$191
	Half Side	385" x 69"	\$2,294	\$711	\$305
TAIL	Full Tail	87" x 77"	\$815	\$584	\$250
BRANDED BUS		(45 ft bus)	\$5,540	\$1,588	\$571
INTERIOR	Lavatory	14" x 24"	\$58	\$70	\$30
BUS SHELTER	Per (2) Panels	25.5" x 69"	\$460	\$98	\$42

SPACE RATES are for a 4-week period.

PEAK rates are between May - October.
 NON-PEAK rates are November - April.

PRODUCTION FEE is a one-time fee billed at the time the contract is sign and due prior to scheduling installation of the ad(s).

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

VARIOUS PAYMENT OPTIONS are available.



TRANSIT
— MEDIA INC —
Connecting communities since 2013



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