

# 2012 ADVERTISING



## GET YOUR MESSAGE ON THE MOVE!

Advertising on Gold Coast Transit buses reaches nearly 400,000 residents within the communities of Ojai, Ventura, Oxnard, and Port Hueneme. This larger-than-life advertising is cost-effective and immediately reaches your audience, unlike other traditional media forms.

Advertising with Gold Coast Transit means no more waiting for your potential customer to pick up a newspaper or magazine. No waiting for your target audience to tune into a radio station and hope they don't change the channel when your commercial airs or fast-forward through your television advertisement. These forms of traditional media have become increasingly cluttered, while transit advertising reaches a large number of people in a very exclusive, large-format way.

When you promote your business or event on Gold Coast Transit buses you are actively reaching your audience 359 days per year on a fleet of 54 buses traversing 91 square miles. In fiscal year 2010/2011, our buses travelled over 2.18 million miles, literally taking your message directly to your customers. Gold Coast Transit buses are moving billboards.

With a high recall rate and high visibility, advertising with Gold Coast Transit is an excellent choice when attempting to attract a vast and varied audience in today's busy world.

### **For more information, please contact:**

Cynthia Torres, Planning & Marketing  
805-483-3959, ext. 110  
ctorres@goldcoasttransit.org



# EXTERIOR ADS

Advertising on the exterior of Gold Coast Transit buses crosses all sections of the population – young and old, male and female, and all socioeconomic backgrounds. Your oversized advertisement reaches families, professionals, students, and tourists alike. And your advertisement “moves”, increasing your reach into multiple communities and destinations like Ventura and Oxnard Colleges, Pacific View Mall and Esplanade Shopping Center, Community Memorial and St. John’s Hospital and so much more.



## **KING** | 30" x 144" | 30 SQFT | STREETSIDE

Promote your business with 30 square feet of full-color, high impact messaging! These highly visible advertisements catch the attention of passing motorists on major roads and the freeway for over 12 hours each day!



## **QUEEN** | 30" x 88" | 18.33 SQFT | CURBSIDE

Utilizing our second largest size advertising space, creatively display over 18 square feet of larger than life imagery. This location is very noticeable by pedestrian traffic as buses traverse neighborhood streets and main corridors such as downtown Ventura, Oxnard, Port Hueneme, and Ojai.

## **SPECIAL QUEEN** | 30" x 80" | 16.66 SQFT | CURBSIDE

Receive all of the benefits of a standard Queen advertisement, but at a much lower price!



## **TAIL** | 16" x 72" | 8 SQFT | REAR

These smaller, 8 square foot advertisements pack a powerful punch. Located at eye-level, they catch the attention of pedestrians and motorists as they approach and even wait behind the bus at a stop giving them ample time to read your entire message.

## **SPECIAL TAIL** | 11" x 58" | 4.43 SQFT | REAR

Receive all of the benefits of a standard Tail advertisement, but at a much lower price!

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# INTERIOR ADS

Advertising to passengers inside the buses reaches a varied audience from all walks of life - college students, nurses, the elderly, teenagers, and business professionals who care about the environment and take advantage of park-and-ride opportunities. In fiscal year 2010/2011 Gold Coast Transit buses provided over 3.4 million passenger trips - equating to nearly 10,000 riders each day seeing your advertisement!

With an average passenger trip taking 20-30 minutes, you have your audience's captured attention. The interior transit cards are highly visible, located just above the windows, offering a perfect opportunity to promote your latest event, new store or restaurant opening, and more.



## SIZE 1 : SMALL

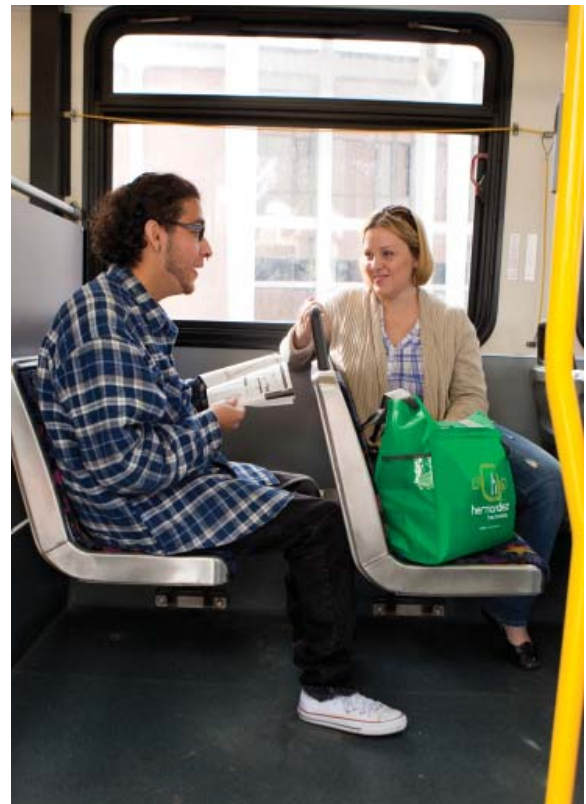
11" x 17"

## SIZE 2 : MEDIUM

11" x 28"

## SIZE 3 : LARGE

11" x 46"



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# SPACE RATES

Gold Coast Transit offers a variety of rates dependant on the length of the advertising contract. A discount of 15% is available for agencies and a discount of 10% is available for active members of the Ventura, Oxnard, Port Hueneme and Ojai Chambers of Commerce. Rates include a one-time installation and removal service of the advertising posters. Rates do NOT include the design, printing, and additional installation and removal of ads. **All rates listed are monthly.**

## Exterior Ad Rates

Ad Size	12 Month Rate	6 Month Rate	3 Month Rate	Open Rate
<b>King</b>	<b>\$255</b>	\$330	\$375	\$450
<b>Queen</b>	<b>\$155</b>	\$180	\$255	\$280
<b>Special Queen</b>	<b>\$125</b>	\$150	\$200	\$225
<b>Tail</b>	<b>\$195</b>	\$245	\$295	\$325
<b>Special Tail</b>	<b>\$145</b>	\$195	\$245	\$270

## Interior Ad Rates

Interior Ad Size	Monthly Rate
<b>Interior Small</b>	\$250
<b>Interior Medium</b>	\$300
<b>Interior Large</b>	\$400

For exterior ads, the rates shown are per ad placement/bus. Please contact us for inventory availability.

For interior ads, the rates shown are for the display of one card in each of our 54 buses.

Rates shown are effective January 1, 2012.

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# GENERAL TERMS

Below are some highlighted terms and conditions from Gold Coast Transit's advertising policy and contract. Please contact us for additional information.

## **ADVERTISING POLICY & AD MESSAGING**

Gold Coast Transit will only accept advertisements which promote a commercial transaction for a product that is available to the general public. Please contact us for our complete advertising policy.

## **AD PRINTING**

Gold Coast Transit does not provide design or printing services for advertisements. Please contact us for a listing of vendors previously used by our clients.

## **INSTALLATION AND REMOVAL**

Rates shown include a one time exterior/ interior ad installation and removal service to be coordinated by Gold Coast Transit. The advertiser will be billed for any additional requested installation and removal services.

## **COVERAGE AREA**

Gold Coast Transit services 91 square miles within the cities of Port Hueneme, Oxnard, Ventura and Ojai as well as the county areas between those cities. Gold Coast Transit is unable to limit display of advertisements to specific bus routes or geographic areas.

## **DISCOUNTS**

A discount of 15% is available for agencies and a discount of 10% is available for active members of the Ventura, Oxnard, Port Hueneme or Ojai Chambers of Commerce. Rates are based on a specific spending level within an agreed upon term. To qualify for a discount based on contract length, the ad space must be used within the agreed upon term.

### ***For more information, please contact:***

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