

San Diego Transit

Bus Advertising



2011-12

mediaaccesspartners
target marketing solutions

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

	# OF POSTERS	4 WEEKS	12 WEEKS	24 WEEKS
SHOWING	1-64	\$425	\$400	\$375
#25	65	\$400	\$375	\$350
#50	130	\$375	\$350	\$325
#75	195	\$325	\$325	\$300
#100	260	\$300	\$275	\$275

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

Rates are for space only. Listed rates are net, per 4-weeks, per poster and are for planning purposes only. Please check with your MAP representative for specific rates and availabilities. Call: (619) 298.4700

San Diego Transit

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

	<u># OF</u> <u>POSTERS</u>	<u>4</u> <u>WEEKS</u>	<u>12</u> <u>WEEKS</u>	<u>24</u> <u>WEEKS</u>
SHOWING	1-64	\$325	\$300	\$275
#25	65	\$300	\$275	\$250
#50	130	\$275	\$250	\$225
#75	195	\$250	\$225	\$200
#100	260	\$225	\$200	\$175

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

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Taillight Poster Rates: (21" X 72")

	# OF POSTERS	4 WEEKS	12 WEEKS	24 WEEKS
SHOWING	1-64	\$300	\$275	\$250
#25	65	\$275	\$250	\$225
#50	130	\$250	\$225	\$200
#75	195	\$225	\$200	\$175
#100	260	\$200	\$175	\$150

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

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Full-Wrap Rates

	12	24	52
	WEEKS	WEEKS	WEEKS
ENTIRE BUS	\$6,000	\$5,500	\$5,000

All large format installations require a minimum term of 3-months.
Rates are for space only. Listed rates are net, per 4-weeks, per wrap and are for planning purposes only. Please check with your MAP representative for specific rates and availabilities.

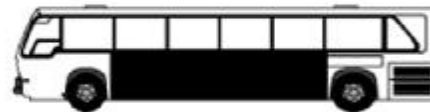
Call: (619) 298.4700

Additional Accepted Formats

Full-Back Wrap



Super King



King Kong



Production Specs available upon request.

Back & Side Wrap Rates

	12	24	52
	WEEKS	WEEKS	WEEKS
FULL BACK	\$800	\$700	\$650
SUPER KING	\$850	\$775	\$725
KING KONG	\$1250	\$1125	\$1050

These rates net, per poster, 4-weeks and are for planning purposes only, please check with your MAP representative for specific rates and availabilities.

Call: (619) 298.4700

Interior Bus Cards

SIZE OF PLACARD	4 WEEKS	12 WEEKS	24 WEEKS	52 WEEKS
(11x28)	\$50	\$45	\$40	\$35
(11x39)	\$55	\$50	\$45	\$40
(11x56)	\$60	\$55	\$50	\$45

Interior bus card advertising is available in minimum increments of 100.

Rates are for space only. Listed rates are net, per 4-weeks, per poster and are for planning purposes only. Please check with your MAP representative for specific rates and availabilities. Call: (619) 466-3776



San Diego Transit

MTS now posts advertising specific to four different zones,
which means you can pick a specific zone to post your advertising or you can post in the most appropriate mix of zones to reach your target.

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.

Kearny Mesa – Allied Gardens, Clairemont, Del Cerro, Downtown San Diego, Escondido (North County Fair), Kearny 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 – Downtown San Diego, Bonita, Chula Vista, Chula Vista Transit Center, Eastlake, Otay Ranch, Otay Mesa and San Ysidro, Encanto, National City and Spring Valley.

El Cajon – Downtown San Diego, El Cajon, El Cajon Transit Center, La Mesa, Rancho San Diego and Spring Valley.



mediaaccesspartners
target marketing solutions

Providing high quality, targeted, Out-of-Home media.

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