

2011 San Diego Trolley Marketing Opportunities



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target marketing solutions

San Diego Trolley!



The San Diego Trolley system covers 52 miles, reaching from the International Border at San Ysidro, through downtown San Diego to Mission Valley and east to Santee.

Only 12 Trolley Cars are available for this program!



Most all of the trolley track can be seen from other streets and thoroughfares including Interstates 5, 8 & 805.

Trolley lines dissect and surround downtown San Diego, pass through the major shopping and entertainment areas of the community and impact San Diego State University.



Trolley Wraps

This is your opportunity to create a unique, highly visible campaign, which moves through and impacts the most desirable advertising areas of San Diego County. Many of the areas served by the San Diego Trolley have limited, or no other outdoor advertising opportunities.



<http://www.youtube.com/watch?v=PbdPdB2pGnE&feature=related>

Only 12 cars are available for this program!

The useable creative space on each car is 76' 7" x 9' 5".

Trolley Wraps

Terms of 8 weeks, or less

\$12,900 net, per 4-week billing cycle

Terms of 12 to 24 weeks

\$11,900 net, per 4-week billing cycle

Terms of 28+ weeks

\$10,900 net, per 4-week billing cycle

Estimated DEC = 247,000

(Blue Line)

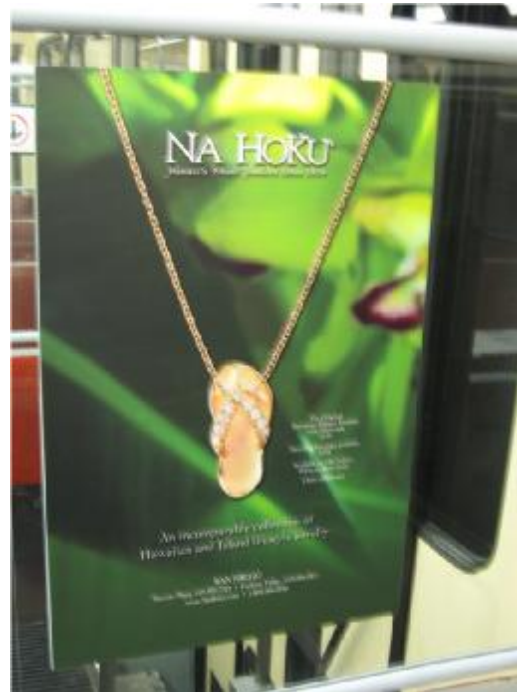
Terms & Conditions:

All creative must be approved by the MTS Creative Review Board.
Printing, Installation and Removal not included.

We also provide competitive print, installation and removal services
[Ask for a quote!](#)

Trolley Interiors

**Interior Posters are 16" wide by 24" high.
There are two posters per panel, with exposure on both sides
of the glass panel located at each entryway.**



Interior Poster Rates

Space

40 interiors posters	\$50.00 per poster net per 4 weeks
80 interior posters	\$45.00 per poster net per 4 weeks
120 interior posters	\$40.00 per poster net per 4 weeks
240 interior posters	\$35.00 per poster net per 4 weeks

Production

\$10.00 per sticker

Includes printing, installation & removal.

2 commercial posters per car.

Creative subject to MTS approval)

Customized Installations

Media Access Partners and the San Diego Trolley will work with your team to create uniquely iconic installation opportunities, including but not limited to;

Trolley Interior wraps: full-interior wrap of a San Diego Trolley.

San Diego State University Station integrations: including kiosks, touchscreens, wallscapes, lightboxes, led signage, laser-holograms.



Contact us for more information!



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

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