

2018

# CENTRAL VALLEY TRANSIT MEDIA GUIDE



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[www.transit-advertising.com](http://www.transit-advertising.com)

**RETHOUGHT**  
**REBORN** *media* 

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# WHO WE ARE

Rethought Reborn Media specializes in transit advertising formats. While we directly manage the transit advertising programs for the City of Porterville, City of Delano, and Kings County (and growing!), we can help you place ads in any market throughout California, and the US. We offer a variety of transit advertising options, helping both local businesses and national brands reach broad audiences every day.

Here at Rethought Reborn 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.

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

# 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

Outdoor.....Shelter	\$3.45
Online.....Premium	\$10.40
Radio.....Spot	\$13.50
Magazine.....General	\$14.00
Online.....Video	\$24.60
Newspaper.....Daily	\$32.50
TV.....Broadcast: Spot TV Prime	\$33.85

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



# PORTERVILLE [MARKET PROFILE]

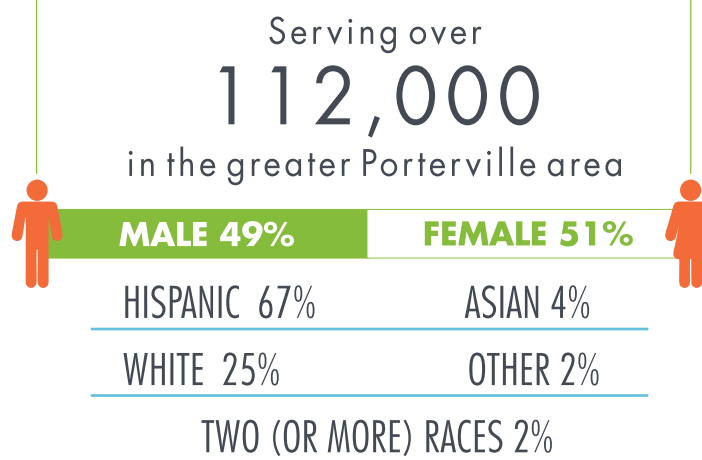


## INCOME

< \$10k.....	7%
\$10k - \$30k.....	26%
\$30k - \$50k.....	22%
\$50k - \$75k.....	7%
\$75k - \$125k .....	6%
\$125k - \$200k.....	15%
\$200k < .....	12%

Median income is  
**\$42,636**  
in Porterville

## POPULATION



## AGE

< 18 y/o .....	34%
18 - 24 y/o .....	11%
25 - 34 y/o .....	14%
35 - 44 y/o .....	12%
45 - 54 y/o .....	11%
55 - 64 y/o .....	9%
65 < y/o .....	9%

SOURCE: 2016 city-data.com

# PORTERVILLE [ADS & RATES]



	AD TYPE		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	Standard		104" x 30"	\$298	\$245
	King Kong		120" x 100"	\$426	\$1,225
	Full Side		344" x 100"	\$513	\$2,950
QUEEN (curb side)	Standard		63" x 21"	\$253	\$140
	Queen Kong		100" x 100"	\$396	\$1,075
	Full Side		344" x 100"	\$483	\$2,950
Tail	Standard		70" x 21"	\$298	\$150
	Full tail		80" x 100"	\$488	\$850
INTERIOR	Standard		17" x 11"	\$30	\$17
GEO-NODE ANNOUNCEMENT	15-sec		00:15	\$30	\$50
	30-sec		00:30	\$55	\$100

SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

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

VARIOUS PAYMENT OPTIONS are available.

DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.

# KINGS COUNTY [MARKET PROFILE]



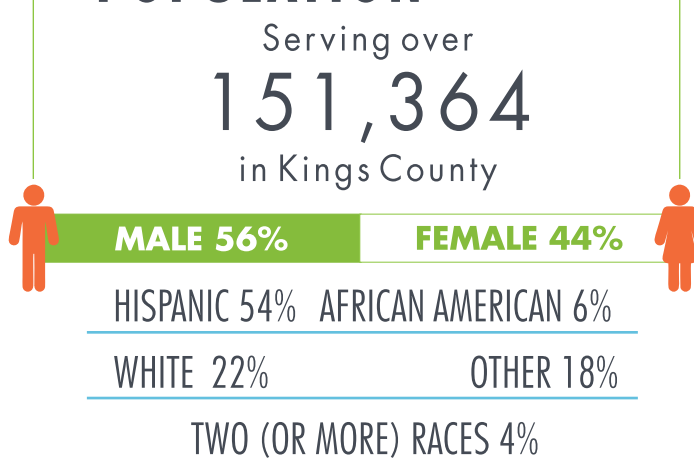
## INCOME

< \$10k.....	6%
\$10k - \$25k.....	18%
\$25k - \$50k.....	28%
\$50k - \$75k.....	14%
\$75k - \$100k .....	15%
\$100k - \$150k.....	12%
\$150k - \$200k.....	3%
\$200k < .....	3%

Median income is

**\$45,746**

## POPULATION



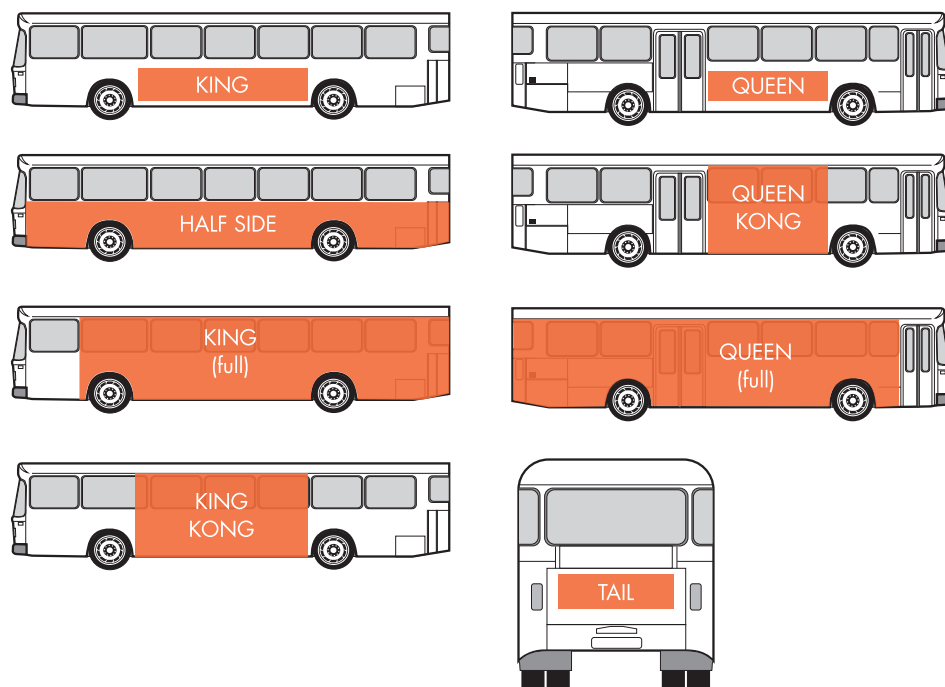
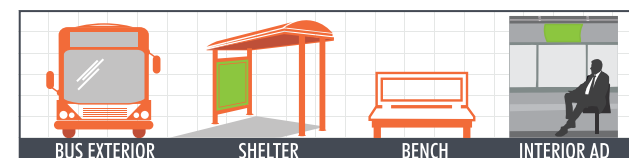
## AGE

< 19 y/o .....	31%
20 - 24 y/o .....	8%
25 - 34 y/o .....	17%
35 - 44 y/o .....	14%
45 - 54 y/o .....	12%
55 - 64 y/o .....	9%
65 < y/o .....	10%

SOURCE: 2016 city-data.com



# KINGS COUNTY [AD TYPES & RATES]



AD TYPE		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	Panel	160" x 39"	\$340	\$475
	King Kong	120" x 88"	\$476	\$1,225
	Half Side	350" x 39"	\$459	\$960
	Full Side	350" X 100"	\$563	\$2,950
QUEEN (curb side)	Panel	115" x 38"	\$300	\$353
	Queen Kong	100" x 88"	\$423	\$1,075
	Full Side	350" x 100"	\$525	\$3,060
TAIL	Panel	82" x 29"	\$340	\$220
INTERIOR		17" x 11"	\$30	\$17

		DIMENSIONS	ONE-TIME PRODUCTION	# AVAILABLE	MONTHLY SPACE RATE
BUS SHELTER	Both Sides	46" x 67"	\$396	44	\$220
BENCH	Single Side	83" x 29"	\$85	22	\$45

SPACE RATES are monthly.

PRODUCTION FEE is a one-time fee billed at the time of installation.

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

VARIOUS PAYMENT OPTIONS are available.

DIMENSIONS are approximate only and may vary based on vehicle model. Artwork templates are available for each specific ad space.

# DELANO [MARKET PROFILE]

## TOP 3 INDUSTRIES

Agriculture.....	37%
Healthcare & social.....	16%
Retail.....	12%



## INCOME

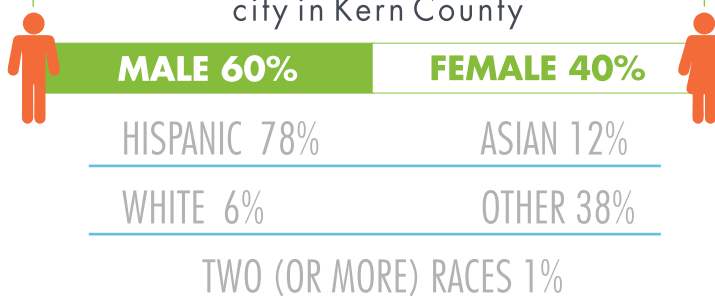
< \$10k.....	6%
\$10k - \$25k.....	26%
\$25k - \$40k.....	22%
\$40k - \$60k.....	18%
\$60k - \$100k .....	19%
\$100k - \$200k.....	12%
\$200k < .....	1%

Median income is  
**\$36,349**  
in Delano

## POPULATION

**52,733**

Delano is the 2nd largest  
city in Kern County

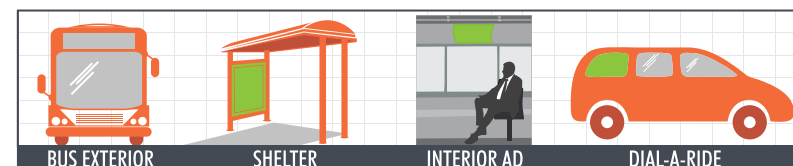


## AGE

< 18 y/o .....	36%
18 - 24 y/o .....	12%
25 - 34 y/o .....	14%
35 - 44 y/o .....	13%
45 - 54 y/o .....	11%
55 - 64 y/o .....	7%
65 < y/o .....	7%

SOURCE: 2016 city-data.com, 2016 areavibes.com

# DELANO [AD TYPES & RATES]



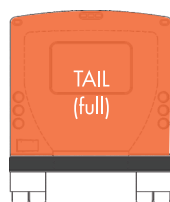
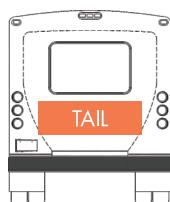
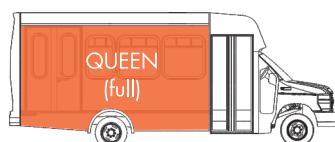
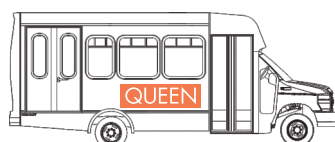
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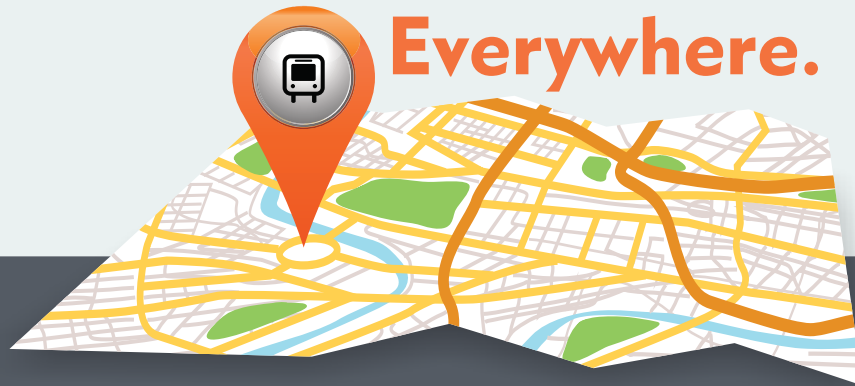


		DIMENSIONS	ONE-TIME PRODUCTION	FIXED ROUTE	BAKERSFIELD EXPRESS	DIAL-A-RIDE
KING (street side)	Panel	100" x 31"	\$270	\$283	\$298	
	Full Side	268" x 91"	\$1,650	\$488	\$513	\$200
	DAR	(contact us)	\$205			\$75
QUEEN (curb side)	Panel	88" x 31"	\$240	\$245	\$255	
	Full Side	256" x 91"	\$1,650	\$433	\$473	\$190
	DAR	(contact us)	\$205			\$75
TAIL	Panel	56" x 32"	\$184	\$283	\$298	
	Full Side	80" x 64"	\$625	\$488	\$513	\$180
	DAR	(contact us)	\$178			\$70
FULL WRAP	Fixed Rt	(contact us)	\$4,800	\$1,107	\$1,207	
	DAR Rt	(contact us)	\$3,750			\$800
INTERIOR	Standard	17" x 10"	\$26	\$15	\$15	n/a

		DIMENSIONS	ONE-TIME PRODUCTION	# SHELTERS AVAILABLE	MONTHLY SPACE RATE
BUS SHELTER	Both Sides	46" x 67"	\$396	28	\$220

**Be Seen.**  
Everywhere.



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