

2020

CENTRAL VALLEY TRANSIT MEDIA GUIDE

AFFORDABLE

EFFECTIVE

LOCAL



559.783.9545
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 cities of Delano, Porterville and Visalia (and growing!), we can help you place ads in any market throughout California and 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 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

DELANO [MARKET PROFILE]



TOP 3 INDUSTRIES

Agriculture.....	39%
Retail.....	11%
Healthcare.....	8%

INCOME

< \$10k.....	6%
\$20k - \$30k.....	32%
\$40k - \$50k.....	27%
\$60k - \$75k	15%
\$100k - \$125k.....	15%
\$150k - \$200k.....	4%
\$200k <	2%

Median income is

\$36,349

in Delano

POPULATION

53,014

Delano is the 2nd largest
city in Kern County



MALE 60%

FEMALE 40%



HISPANIC 78%

ASIAN 12%

WHITE 6%

OTHER 38%

TWO (OR MORE) RACES 1%

Median age is

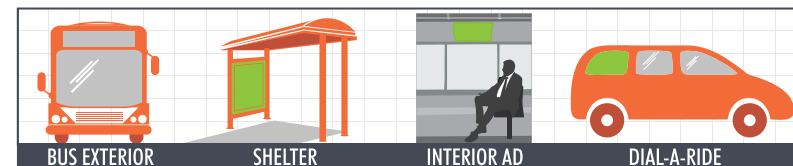
30

AGE

< 19 y/o.....	34%
20-24 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: 2018 US Census Bureau, suburbanstats.org

DELANO [AD TYPES & RATES]



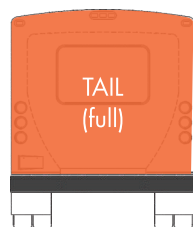
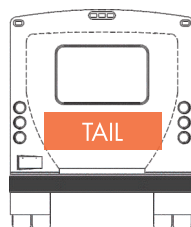
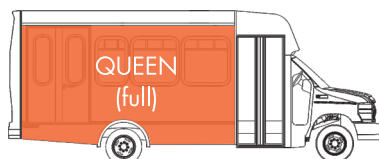
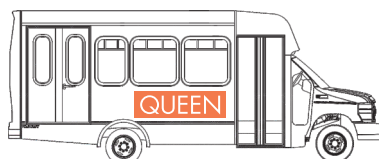
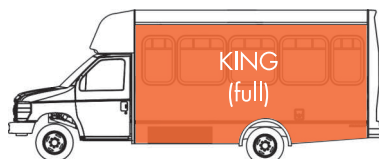
SPACE RATES are monthly.

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.



		DIMENSIONS	ONE-TIME PRODUCTION	FIXED ROUTE	DIAL-A-RIDE
KING (street side)	Panel	100" x 31"	\$255	\$283	
	Full Side	268" x 91"	\$1,650	\$488	\$200
	DAR	(contact us)	\$205		\$75
QUEEN (curb side)	Panel	88" x 31"	\$216	\$245	
	Full Side	256" x 91"	\$1,650	\$433	\$190
	DAR	(contact us)	\$205		\$75
TAIL	Panel	56" x 32"	\$199	\$283	
	Full Side	80" x 64"	\$561	\$488	\$180
	DAR	(contact us)	\$178		\$70
FULL WRAP	Fixed Rt	(contact us)	\$4,800	\$1,107	
	DAR Rt	(contact us)	\$3,750		\$800
INTERIOR	Standard	17" x 10"	\$26	\$15	n/a

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

PORTERVILLE [MARKET PROFILE]

TOP 3 INDUSTRIES

Agriculture.....	19%
Retail.....	15%
Healthcare.....	14%

INCOME

< \$10k.....	7%
\$20k - \$30k.....	28%
\$40k - \$50k.....	25%
\$60k - \$75k	16%
\$100k - \$125k.....	15%
\$150k - \$200k.....	7%
\$200k <	2%

Median income is
\$39,909



POPULATION

Serving over
76,000
in Porterville Transit's 49 sq mi service area



MALE 49%



FEMALE 51%

HISPANIC 61% AFRICAN AMERICAN 1%

WHITE 58% OTHER 32%

TWO (OR MORE) RACES 4%

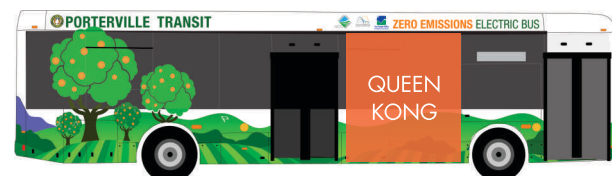
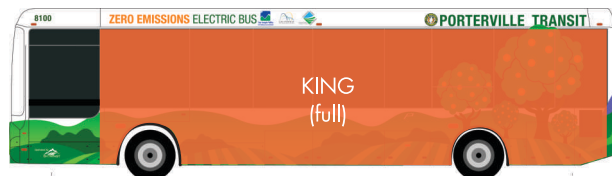
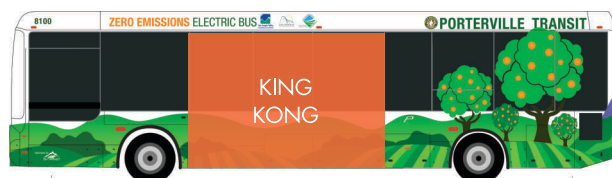
Median age is
30

AGE

< 19 y/o.....	34%
20-24 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: 2018 US Census Bureau, suburbanstats.org, City of Porterville

PORTERVILLE [SIGNATURE ADS & RATES]



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.

NOTE: The artwork for signature ads (ads featured on this page only) **MUST** be changed every 6 months due to the design of the buses. Production fee applies.

In early 2020, Porterville's new fully electric fleet will be hitting the roads! These state-of-the-art vehicles have incorporated cutting edge technologies with sleek, modern design, guaranteeing your ad will get plenty of notice.

Porterville offers a wide range of ad options and rates to meet any budget.

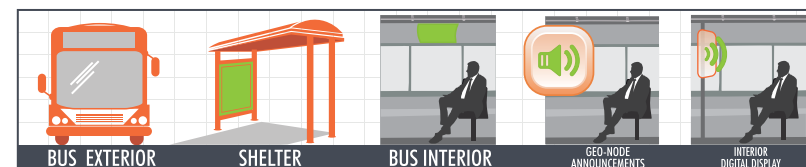
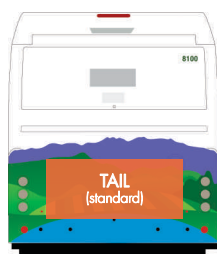
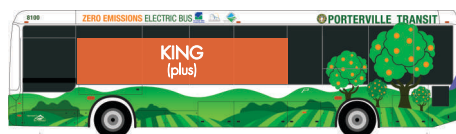
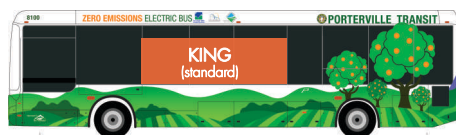
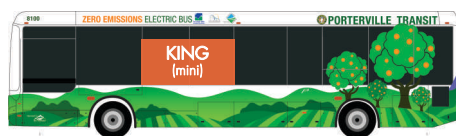
AD TYPE		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	King Kong	150" x 80"	\$545	\$1,105
	Full Side	350" x 100"	\$630	\$2,850
QUEEN (curb side)	Queen Kong	64" x 99"	\$449	\$599
	Full Side	350" x 100"	\$590	\$2,950
FULL WRAP		(full bus)	\$1,430	Call for pricing

PORTERVILLE [AD TYPES & RATES]

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.



AD TYPE		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	Mini	94" x 44"	\$298	\$364
	Standard	150" x 44"	\$426	\$413
	Plus	219" x 44"	\$513	\$498
QUEEN (curb side)	Mini	47" x 44"	\$273	\$233
	Standard	89" x 44"	\$389	\$385
TAIL	Standard	77" x 40"	\$313	\$238
	Full tail	91" x 85"	\$620	\$647
INTERIOR	Standard	17" x 11"	\$30	\$17
	Ceiling	34" x 53"	\$75	\$181
GEO-NODE ANNOUNCEMENT	15-sec	00:15	\$30	\$50
	30-sec	00:30	\$55	\$100
INTERIOR DIGITAL DISPLAY	15-sec	00:15	\$45	\$75
	30-sec	00:30	\$70	\$125

VISALIA [MARKET PROFILE]

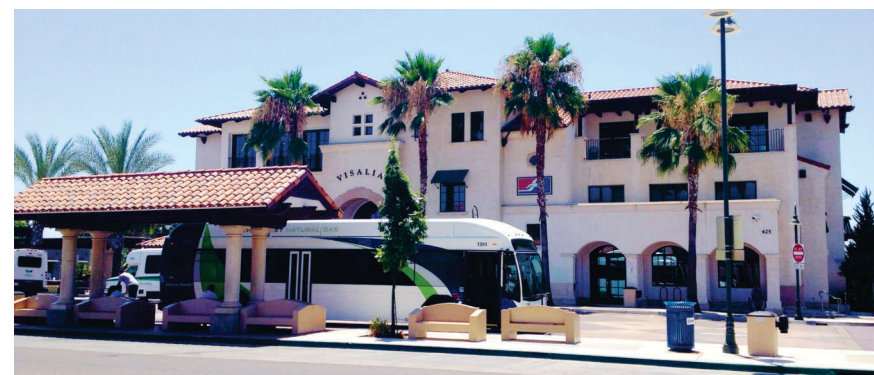
TOP 5 INDUSTRIES

Healthcare.....	15%
Education.....	12%
Retail.....	12%
Manufacturing.....	9%
Accommodation.....	8%

INCOME

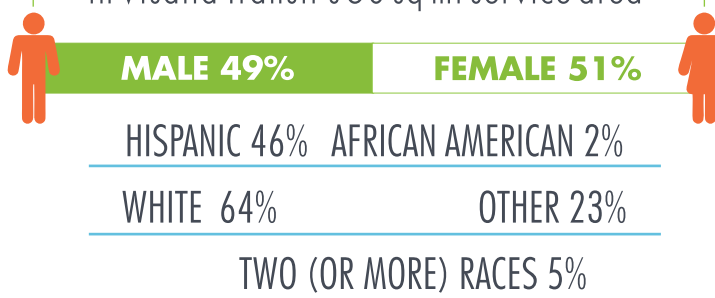
< \$10k.....	5%
\$20k - \$30k.....	19%
\$40k - \$50k.....	22%
\$60k - \$75k	20%
\$100k - \$125k.....	21%
\$150k - \$200k.....	9%
\$200k <	5%

Median income is
\$54,934



POPULATION

Serving over
157,347
in Visalia Transit's 50 sq mi service area



Median age is
32

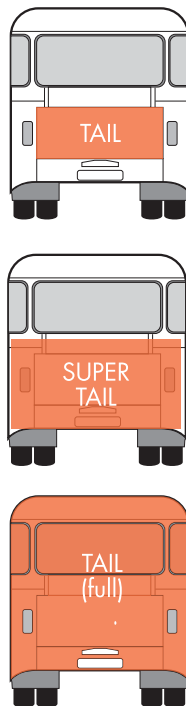
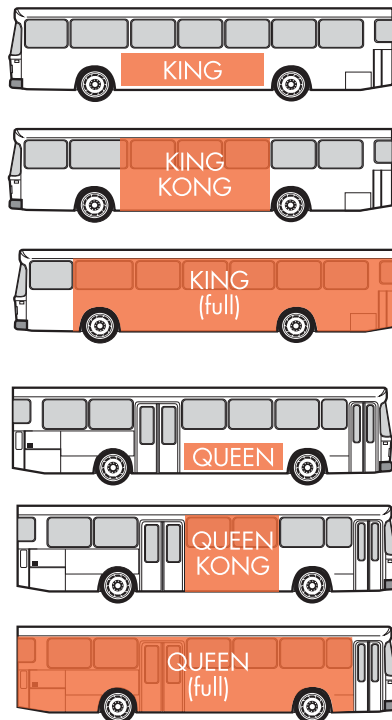
AGE

< 19 y/o.....	33%
20 - 24 y/o.....	7%
25 - 34 y/o.....	15%
35 - 44 y/o.....	13%
45 - 54 y/o.....	12%
55 - 64 y/o.....	10%
65 < y/o.....	10%

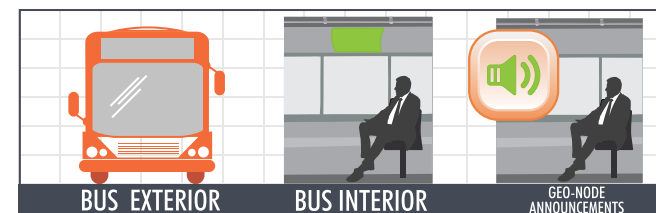
SOURCE: 2018 US Census Bureau, suburbanstats.org, City of Visalia

VISALIA [ADS & RATES]

Visalia Transit offers a diverse fleet with many advertising options. Below, you will find our standard ad sizes and placement options. Have something else in mind? No problem! Give us a call and we can find the perfect advertising placement to get your message seen - everywhere!



Want to add a header?
We can do that!



AD TYPE		DIMENSIONS	MONTHLY SPACE RATE	PRODUCTION
KING (street side)	Standard	[varies by bus model]	\$491	[varies by bus model]
	King Kong		\$575	
	Full Side		\$730	
QUEEN (curb side)	Standard	[varies by bus model]	\$420	[varies by bus model]
	Queen Kong		\$445	
	Full Side		\$641	
TAIL	Standard	[varies by bus model]	\$491	[varies by bus model]
	Super		\$501	
	Full Tail		\$516	
FULL WRAP		[varies by bus model]	\$1,630	[varies by bus model]
INTERIOR	Standard	17" x 11"	\$15	\$17
GEO-NODE ANNOUNCEMENT	15-sec	00:15	\$30	\$50
	30-sec	00:30	\$55	\$100
DIAL-A-RIDE (on demand service)	Tail	[varies by bus model]	\$200	[varies by bus model]

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.

NOT ALL AD TYPES are available on every bus model. Call us to discuss your specific needs.

VARIOUS PAYMENT OPTIONS are available.

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

PORTFOLIO [TRADITIONAL ADS]



PORTFOLIO [TRADITIONAL ADS]

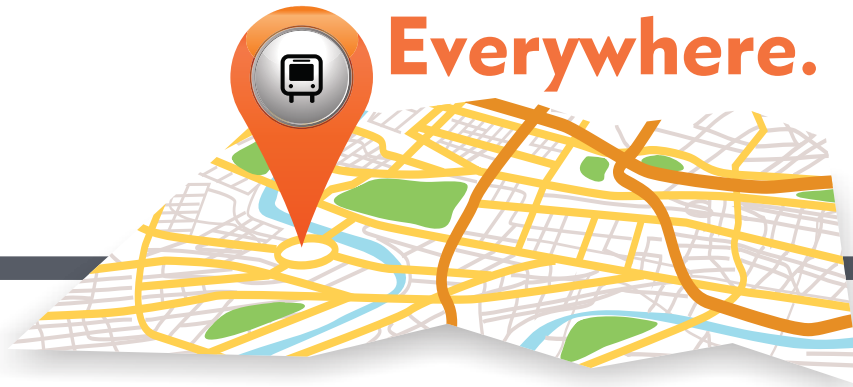


PORTFOLIO [SIGNATURE ADS]



Be Seen.

Everywhere.



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