

WWW.  
**TRANSIT-ADVERTISING**  
.COM

KINGS COUNTY TRANSIT ADVERTISING



# MEDIA KIT

Provided by  
**RETHOUGHT**  
**REBORN** *media*  
559.783.9545



## KINGS COUNTY TRANSIT ADVERTISING

# **KART**FACTS

Kings Area Rural Transit (KART) is Kings County’s public transportation provider. KART provides public transit service Monday thru Friday and limited service on Saturdays. KART provides transportation services to the cities of **Armona, Avenal, Corcoran, Grangeville, Hardwick, Hanford, Kettleman City, Laton, Lemoore, and Stratford**. Dial-A-Ride (Paratransit, or DAR) is available to eligible certified ADA riders. In addition, KART provides regular transportation service to Fresno and Visalia Monday thru Friday.

	HOURS	MILES	PASSENGER TRIPS
<b>FIXED ROUTE</b>	39,403	637,459	765,204
<b>PARATRANSIT (DAR)</b>	11,575	96,744	29,616
<b>TOTAL</b>	<b>50,978</b>	<b>734,203</b>	<b>794,820</b>

- The fixed route service consists of 17 routes. Operating hours are approximately between 6:30 a.m. to 9:30 p.m. Monday thru Friday (excluding holidays), and 9:00 a.m. to 5:00 p.m. on Saturdays.
- The DAR service operates 6 vehicles.
- For specific route information, please visit KART’s website at [www.myKARTbus.com](http://www.myKARTbus.com).



## KINGS COUNTY TRANSIT ADVERTISING

### Why advertise on a bus?

- Cost per thousand impressions (CPM) for transit advertising is lower than television, radio, newspapers, and billboards. Approximately **\$1.50 (or less!)** per thousand impressions.
- Buses are moving throughout residential and core business areas, on secondary arteries and busy streets, **all day, every day.**
- These moving billboards are available in a variety of sizes and formats.
- Bus ads deliver quick bursts of essential information throughout the marketplace and are seen by both pedestrians and vehicular traffic at the same time.
- A transit ad reaches consumers regardless of age, interests, income, or ethnicity.
- Transit ads reach consumers while they are out of the home, with money in hand.
- Transit ads are excellent in developing **top of mind awareness**, because people will see your name daily and very possibly multiple times. The next time they need a good or service you provide your business will come to mind.





## KINGS COUNTY TRANSIT ADVERTISING AD RATES & SIZES

### RIDER'S GUIDE

Each year, Kings County Area Public Transit Agency (KCAPTA) produces and distributes a Rider's Guide to all of its riders and other interested parties (businesses, agencies with interest in the system, etc.).

At least **20,000** copies of the Rider's Guide are distributed annually. KCAPTA is opening up its Rider's Guide to advertising in 2017. This is a perfect publication for advertisers to gain repeated exposure throughout the year.

To take a look at the newly designed 2016-17 Rider's Guide, visit [www.transit-advertising.com](http://www.transit-advertising.com).

ADS	DIMENSIONS (INCHES)	2017 RATE
1/4 PAGE	1.25 x 8	300
	2.5 x 4	300
1/2 PAGE	2.5 x 8	500
	5 x 4	500
FULL PAGE	5 x 8	900
INSIDE COVER, FRONT	5 x 8	1100
INSIDE COVER, BACK	5 x 8	1100
BACK COVER	5.5 x 8.5	1300

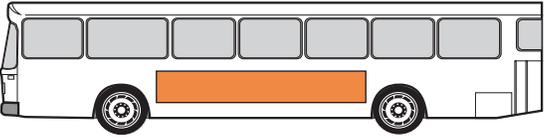
The 2017 Rider's Guide will be produced in full color on 80 lb glossy book stock, and is scheduled to be published in July 2017.



## KINGS COUNTY TRANSIT ADVERTISING AD RATES & SIZES

### KING (street side)

**AD SIZE: 160" x 39"**

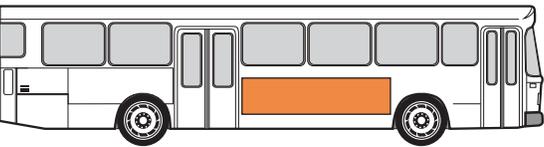
	MONTHS	SPACE RATE	PRODUCTION
	1	\$340	\$475
	3	\$330	
	6	\$320	
	12	\$310	

SPACE RATES  
are monthly

PRODUCTION FEE  
is a one-time fee  
due prior to the time  
of installation. It  
includes production  
& installation

### QUEEN (curb side)

**AD SIZE: 115" x 38"**

	MONTHS	SPACE RATE	PRODUCTION
	1	\$300	\$353
	3	\$290	
	6	\$280	
	12	\$270	

AD DESIGN  
service is  
provided, if  
needed

### TAIL

**AD SIZE: 82" x 29"**

	MONTHS	SPACE RATE	PRODUCTION
	1	\$340	\$220
	3	\$330	
	6	\$320	
	12	\$310	

DISCOUNTS  
apply to recognized  
advertising agencies  
& non-profit  
organizations

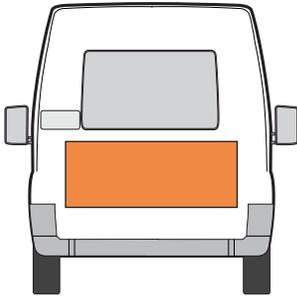
Buses & ad placements are for reference only and are not shown to scale.



## KINGS COUNTY TRANSIT ADVERTISING AD RATES & SIZES

### PARATRANSIT, TAIL

**AD SIZE: 82" X 28.5"**



MONTHS	SPACE RATE	PRODUCTION
1	\$85	\$220
3	\$75	
6	\$65	
12	\$55	

SPACE RATES  
are monthly

PRODUCTION FEE  
is a one-time fee  
due prior to the time  
of installation. It  
includes production  
& installation

### BUS SHELTER (street side)

**AD SIZE: 46" x 67¼"**



MONTHS	SPACE RATE	PRODUCTION
1	\$260	\$120
3	\$250	
6	\$240	
12	\$230	

AD DESIGN  
service is  
provided, if  
needed

### INTERIOR\*

**AD SIZE: 17"\*\* x 11"**



MONTHS	SPACE RATE	PRODUCTION
1	\$25	\$17
3	\$22	
6	\$19	
12	\$16	

DISCOUNTS  
apply to recognized  
advertising agencies  
& non-profit  
organizations

\*Payment for the length of the contract for interior bus advertisements are due at the time of the installation.  
 \*\* Additional lengths are available. Inquire for specific pricing.



**KINGS COUNTY TRANSIT ADVERTISING  
 AD RATES & SIZES**

**SIGNATURE WRAPS**

**KING KONG** (street side)

	MONTHS	SPACE RATE	PRODUCTION
	6	\$476	\$1,225
	12	\$459	

SPACE RATES  
 are monthly

PRODUCTION FEE  
 is a one-time fee  
 due prior to the time  
 of installation. It  
 includes production  
 & installation

**HALF WRAP** (street side)

	MONTHS	SPACE RATE	PRODUCTION
	6	\$459	\$960
	12	\$433	

**FULL SIDE** (covering one full side of bus)

	MONTHS	SPACE RATE	PRODUCTION
	6	\$563	\$2,950
	12	\$548	

AD DESIGN  
 service is  
 provided, if  
 needed

DISCOUNTS  
 apply to recognized  
 advertising agencies  
 & non-profit  
 organizations

**FULL WRAP** (covering all four sides of bus)

	MONTHS	SPACE RATE	PRODUCTION
	6	\$1,327	\$8,355
	12	\$1,277	