

**Driving your message further.**

# Bus **ADVERTISING**



Yolo County Transportation District

2021

## **MEDIA KIT**

Bus advertising is recognized as one of the most effective forms of outdoor advertising. Used by both local and national advertisers, bus advertising can be tailored to fit almost any budget.

### **Why Advertise on Buses?**

Buses are moving billboards — circulating in the busiest areas of Yolo County as well as on I-80, I-5, and downtown Sacramento. Bus advertising offers exposure to local commuters, drivers and pedestrians. These “moving billboards” are displayed on the exterior of the bus and are available in a variety of sizes to reach your audience.

### **Continuous Exposure**

Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace. This continuity builds familiarity with your brand, so customers will think of you when making purchasing decisions. Bus ads are great for branding campaigns (which typically run for at least one year) and outreach/awareness campaigns, as they are seen by pedestrians and vehicular traffic from multiple directions.



**Contact us:** Aldrete Communications, LLC

1520 East Covell Blvd., Suite B-5, Davis, CA 95616

916-501-2654 | [Lori@AldreteCommunications.com](mailto:Lori@AldreteCommunications.com)

# Create your **MESSAGE** and produce your **ADVERTISEMENT**



### Ad design advice – keep it simple.

Some people will read your advertisement from a distance.

- Use as few words as necessary – short and to the point.
- Make sure to use large type.
- Avoid script or flowery type.
- Have a strong and visible call to action – website, phone number, etc.

### Exterior Ads

- We use color printed/laminated, top quality, removable vinyl, rated to last 4 to 5 years.
- If providing artwork, advertisers must send hi-resolution (layered if possible) files half scale, at least 200dpi, RGB color format preferred. Most formats accepted.
- All ads are subject to design and content review by Yolo County Transportation District.
- Each ad has a one-time production, installation and removal fee that includes labor and material.

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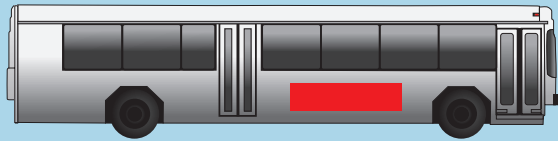
Reserve your  
**SPACE TODAY!**



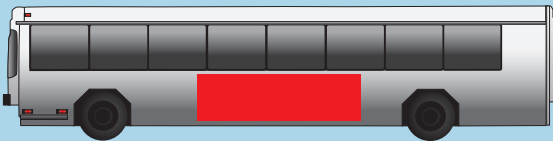
## Yolo Route Buses Exterior Advertising Traditional Products



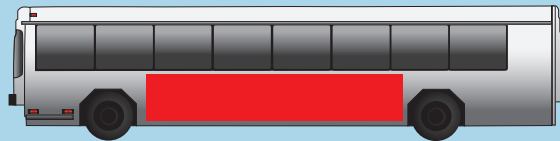
**TAIL**  
(rear, 21 x 70 inches)  
4 weeks: \$250



**QUEEN**  
(passenger's side, 30 x 88 inches)  
4 weeks: \$350



**KING**  
(driver's side, 30 x 144 inches)  
4 weeks: \$400



**SUPER KING**  
(driver's side, 30 x 216 inches)  
4 weeks: \$475

### TERMS OF AGREEMENT

- All pricing is per 4 weeks, per bus.
- Space available is approximate and reflects the average bus length. Please ask for exact design size specifications.
- Please ask for production and installation fee details. Prices vary by bus.

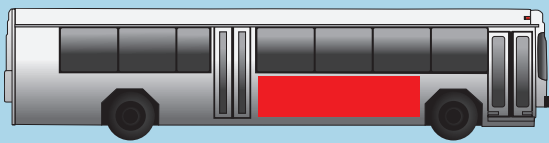
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## Reserve your SPACE TODAY!



### Yolo Route Buses Exterior Advertising

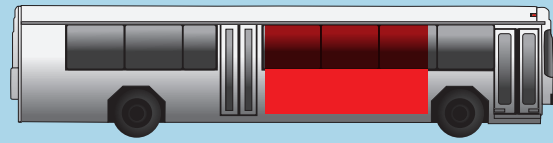
#### Signature Products



##### **EMPRESS**

(passenger's side, 40 x 140 inches)

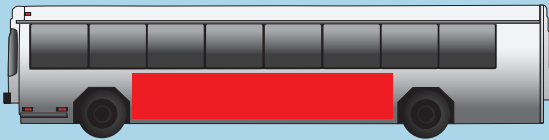
4 weeks: \$425



##### **EMPRESS SUPER SQUARE**

(passenger's side, 80 x 140 inches)

4 weeks: \$700



##### **KONG**

(driver's side, 40 x 218 inches)

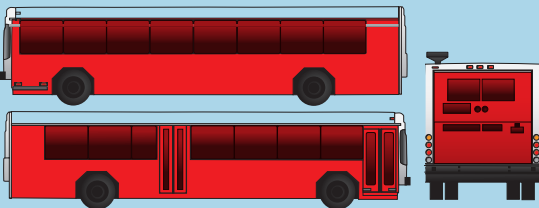
4 weeks: \$525



##### **KING KONG**

(driver's side, 80 x 218 inches)

4 weeks: \$800



##### **SUPER WRAP**

4 weeks: \$3,500



##### **HALF BACK**

(rear, 32 x 84 inches)

4 weeks: \$375



##### **FULL BACK**

(rear, 77 x 84 inches)

4 weeks: \$600

#### **TERMS OF AGREEMENT**

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## Paratransit Buses Exterior Advertising



### TAIL

(rear, 21 x 68 inches)

4 weeks: \$250



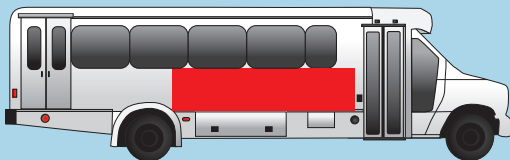
### BACK

(rear, 60 x 68 inches)

4 weeks: \$400

### TERMS OF AGREEMENT

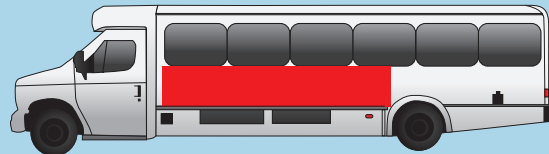
- All pricing is per 4 weeks, per bus.
- Space available is approximate and reflects the average bus length. Please ask for exact design size specifications.
- Please ask for production and installation fee details. Prices vary by bus.



### QUEEN

(passenger's side, 25 x 88 inches)

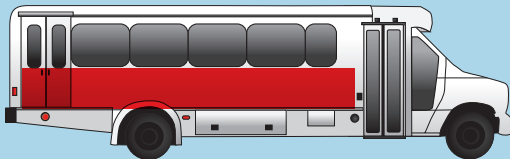
4 weeks: \$325



### KING

(driver's side, 25 x 144 inches)

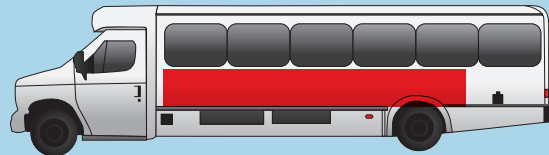
4 weeks: \$375



### EMPRESS

(passenger's side, 25 x 188 inches)

4 weeks: \$375



### SUPER KING

(driver's side, 25 x 190 inches)

4 weeks: \$425

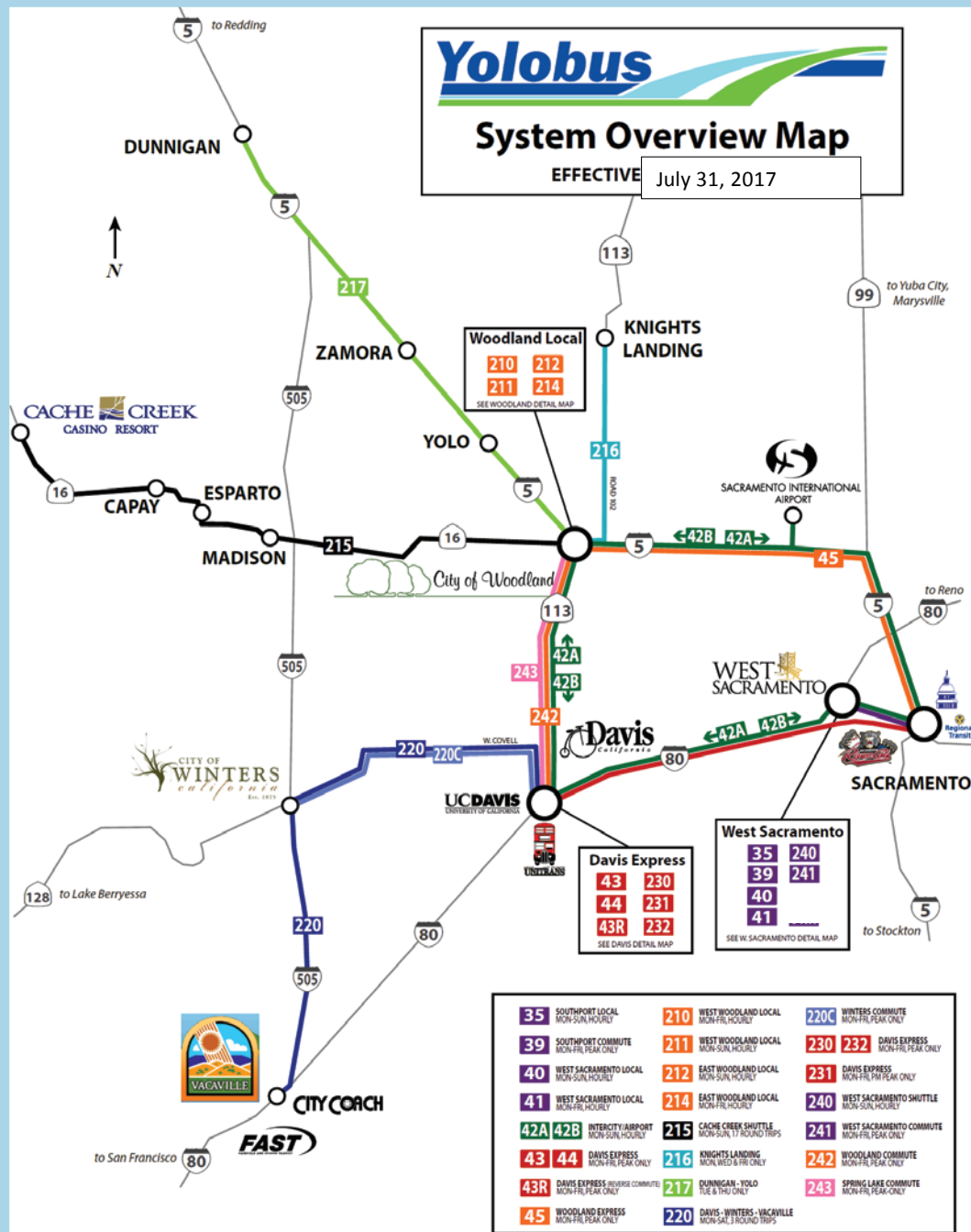
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# Reach your TARGET MARKET

## Transit Market Area

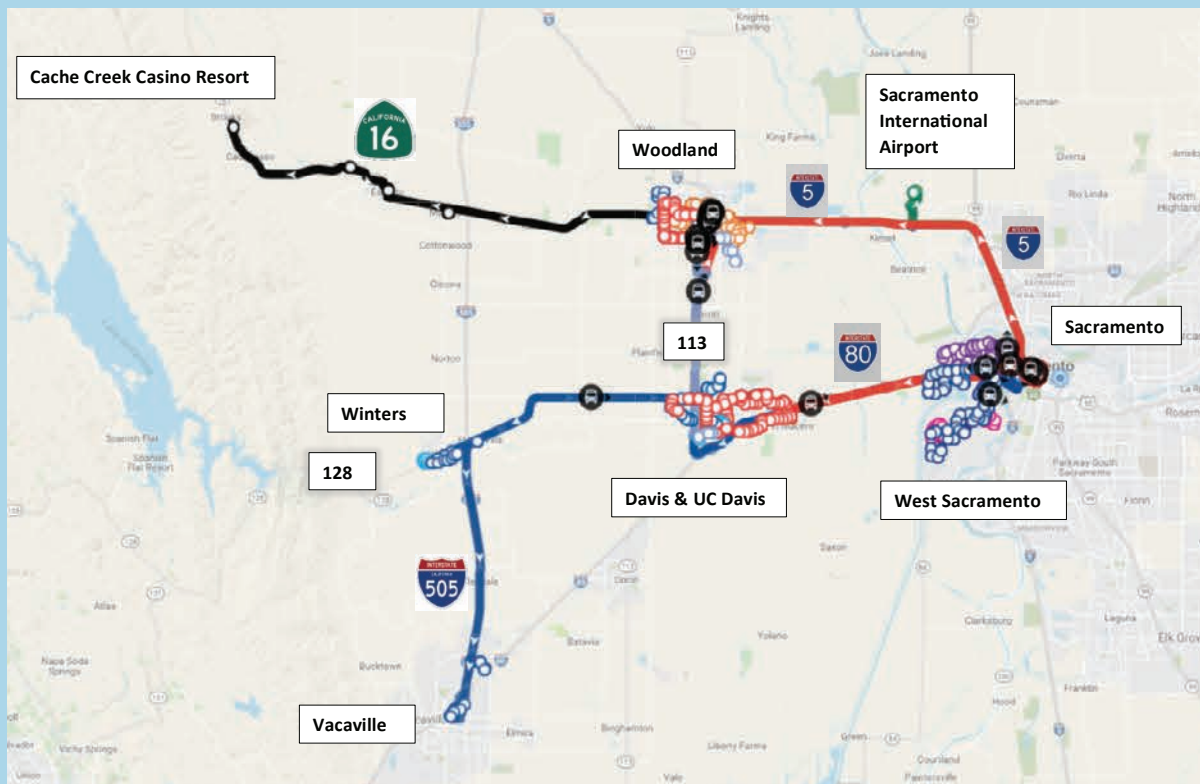


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