

# MOVING BILLBOARDS

## MTD ADVERTISING MEDIA KIT

### CITIES SERVED

MTD buses and shuttles serve the following communities in Santa Barbara County's South Coast:

Carpinteria  
Summerland  
Goleta  
Isla Vista  
Montecito  
Santa Barbara

### CONTACT

For questions, to reserve advertising space or confirm space availability, please call or email:

Primary Contact  
Lilly Gomez  
805.963.3364, ext. 233  
lgomez@sbmtd.gov

Hillary Blackerby  
805.963.3364, ext. 218  
hblackerby@sbmtd.gov



MTD's moving billboards are an efficient and effective way to reach the approximately 202,000 residents of Santa Barbara County's South Coast as well as its 6.1 million annual visitors, who spend approximately \$1.5 billion locally - each year.

MTD operates 114 vehicles that travel over 2.5 million miles throughout the South Coast.

Service includes highly visible, high-frequency buses that serve major retail districts in Downtown Santa Barbara and nearby coastal areas.

Interior vehicle advertising is a perfect way to reach MTD's 24,000 daily weekday passengers. MTD has 6.4 million shoppers, students, seniors, diners, workers and visitors board their buses and shuttles each year.



### TERMS

A deposit equivalent to the last month of contract is needed to reserve space and is due with the signed contract at least 15 days prior to the contract start date. The advertiser must furnish cards or posters to MTD at least ten (10) working days prior to the installation date, without expense to MTD. Should the advertiser's cards or posters be damaged, defaced, mutilated or spoiled by any cause during the term of the contract, replacement cards or posters shall be furnished by the advertiser without liability or expense to MTD. Full terms and conditions are available upon request.

### RESTRICTIONS

MTD does not accept political, religious or sexually explicit advertising, nor does MTD accept alcohol or tobacco messages. All advertising must comply with MTD's advertising policy. The creative content must be approved by MTD prior to printing.

### MECHANICAL REQUIREMENTS

The advertiser is responsible for design, production of posters, shipping and delivery. Please call your local signage company for production pricing.

### INTERIOR ADS SPECIFICATIONS

Bus fleet interiors require a minimum of 100 poster cards. Ads are to be printed on 120lb paper. If the advertiser plans to advertise for 6 months or longer, anything thicker than 120lb or lamination is recommended to ensure the interior ads are durable enough to last year round. The rate reflects one card per bus for the entire diesel and hybrid fleets including the articulated buses.



### EXTERIOR ADS SPECIFICATIONS

All ads must be a full bleed print on FlexCon BusMark material.

### INSTALLATION & REMOVAL

Rates shown include a one-time exterior/interior ad installation and removal service to be coordinated by MTD. All additional installations have a fee applicable. A change of interior cards costs \$40. Exterior ad change fee varies based on number the of ads: \$60 for 1-3 posters, \$90 for 4-7 posters, \$120 for 8-11 posters, \$155 for 12-15 posters, \$185 for 16-20 posters, \$250 for 21+ posters. Installations and removals are only scheduled on weekends, during off-peak service hours. Please keep this in mind when planning the start of your campaign.

### DELIVERY

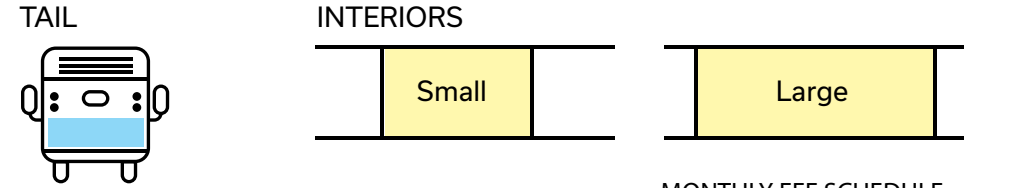
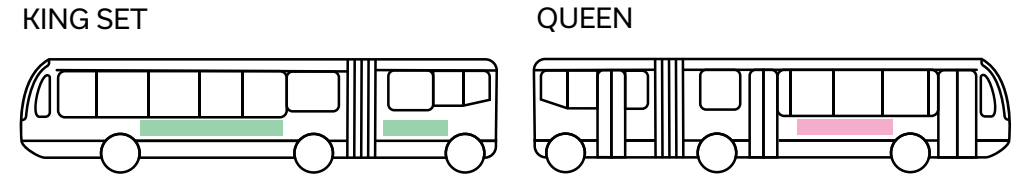
All posters must be delivered to MTD at least ten working days prior to the installation date.



Did you know?  
MTD offers the ONLY billboards  
throughout Santa Barbara's South Coast!

# LOCATION, SIZES & PRICES

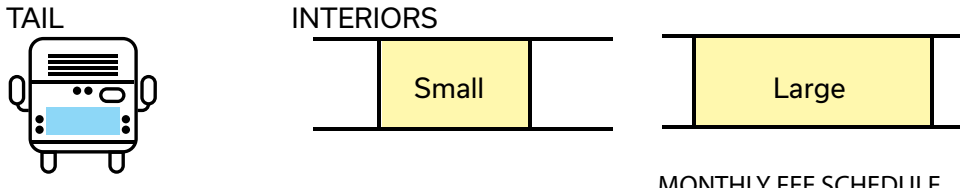
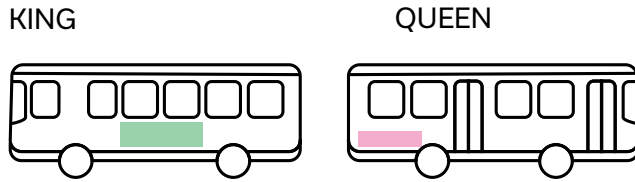
## ARTICULATED



	Size	1-12
King Set Ad	15" x 166" & 15" x 98"	\$900
Queen Ad	15" x 130"	\$300
Tail Ad	22" x 72"	\$450
Fleet Interior Ad Small*	11" x 17"	\$250
Fleet Interior Ad Large*	11" x 28"	\$300

(Rates are per space per month)

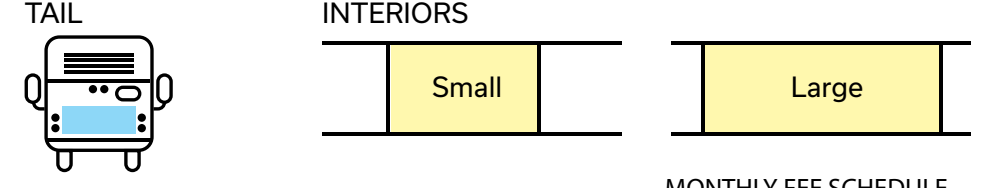
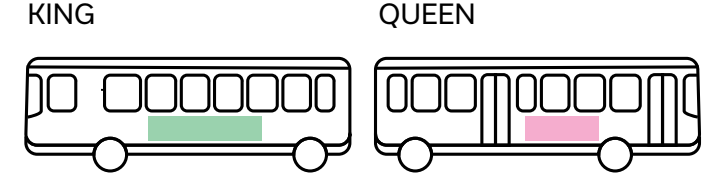
## DIESEL: Gillig 30'



	Size	1-5	6-11	12
King Ad	30" x 100"	\$350	\$317	\$284
Queen Ad	18" x 70"	\$199	\$166	\$132
Tail Ad	22" x 58"	\$326	\$293	\$260
Fleet Interior Ad Small*	11" x 17"	\$250	\$250	\$250
Fleet Interior Ad Large*	11" x 28"	\$300	\$300	\$300

(Rates are per space per month)

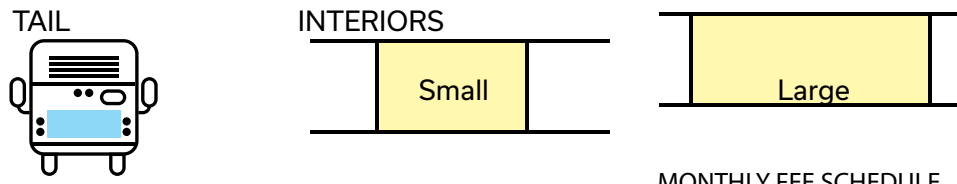
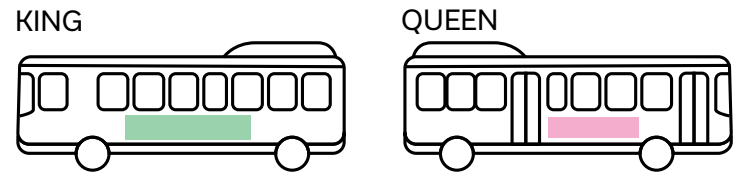
## DIESEL: Gillig 40'



	Size	1-5	6-11	12
King Ad	30" x 144"	\$350	\$317	\$284
Queen Ad	30" x 88"	\$232	\$199	\$166
Tail Ad	22" x 58"	\$326	\$293	\$260
Fleet Interior Ad Small*	11" x 17"	\$250	\$250	\$250
Fleet Interior Ad Large*	11" x 28"	\$300	\$300	\$300

(Rates are per space per month)

## HYBRID: 40'



	Size	1-5	6-11	12
King Ad	30" x 166"	\$350	\$317	\$284
Queen Ad	30" x 88"	\$232	\$199	\$166
Tail Ad	22" x 58"	\$326	\$293	\$260
Fleet Interior Ad Small*	11" x 17"	\$250	\$250	\$250
Fleet Interior Ad Large*	11" x 28"	\$300	\$300	\$300

(Rates are per space per month)

\*Bus fleet interior ad require a minimum of 120 cards.