MOVING BILLBOARDS

MTD ADVERTISING MEDIA KIT

CITIES SERVED

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

Santa Barbara
Goleta
Isla Vista
Carpinteria
Summerland
Montecito

CONTACT

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

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

Cristina Bonnici
805.963.3364, ext. 223
cbonnici@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 6.5 million annual visitors, who spend approximately $2.24 billion locally - each year.

MTD operates 100 vehicles that travel over 2 million miles throughout the South Coast.

Interior vehicle advertising is a perfect way to reach MTD's 15,355 daily weekday passengers. MTD has 4.8 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 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 110 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 renewable diesel, hybrid, and 40' electric fleets, including the 60' articulated buses.



EXTERIOR ADS SPECIFICATIONS

All ads must be a full bleed print on FlexCon BusMark material. Listed rates reflect the cost for one exterior ad on one bus.



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

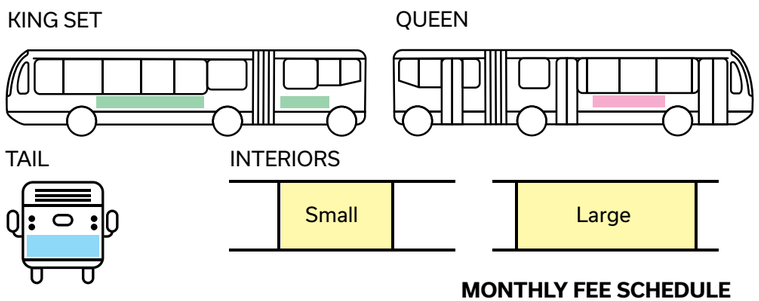
All posters must be delivered to MTD at least ten working days prior to the installation date.

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

This media kit reflects rates for 2027. For 2026 or 2028 rates, contact us.

LOCATION , SIZES & PRICES

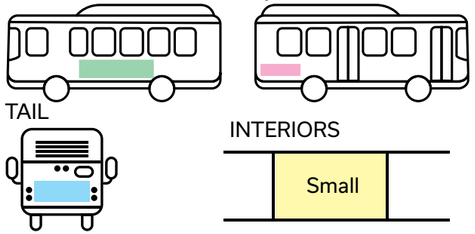
ARTICULATED: Nova 60′



	Size	MONTHLY FEE SCHEDULE 1-12
King Set Ad	15" x 166" & 15" x 98"	$937
Queen Ad	15" x 130"	$313
Tail Ad	22" x 72"	$469
Fleet Interior Ad Small*	11" x 17"	$287
Fleet Interior Ad Large*	11" x 28"	$339

(Exterior rates are per space per month)

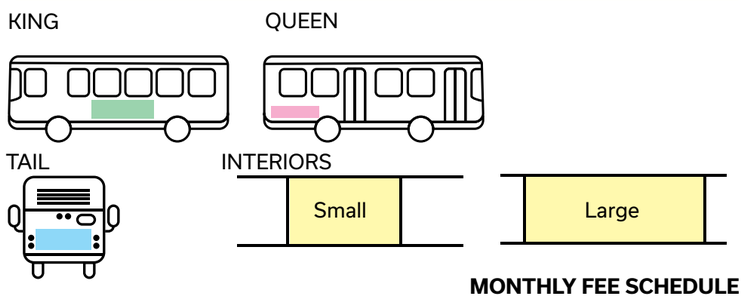
HYBRID: Gillig 29′



	Size	MONTHLY FEE SCHEDULE 1-5	6-11	12
King Ad	30" x 100"	$365	$347	$329
Queen Ad	18" X 55"	$208	$197	$187
Tail Ad	22" x 58"	$340	$323	$306
Fleet Interior Ad Small*	11" x 17"	$287	$287	$287
Fleet Interior Ad Large*	11" x 28"	$339	$339	$339

(Exterior rates are per space per month)

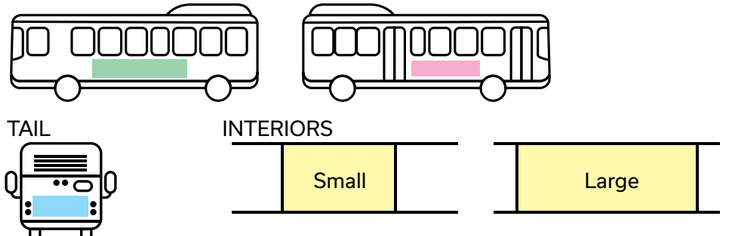
RENEWABLE DIESEL: Gillig 30′



	Size	MONTHLY FEE SCHEDULE 1-5	6-11	12
King Ad	30" x 100"	$365	$347	$329
Queen Ad	18" x 70"	$208	$197	$187
Tail Ad	22" x 58"	$340	$323	$306
Fleet Interior Ad Small*	11" x 17"	$287	$287	$287
Fleet Interior Ad Large*	11" x 28"	$339	$339	$339

(Exterior rates are per space per month)

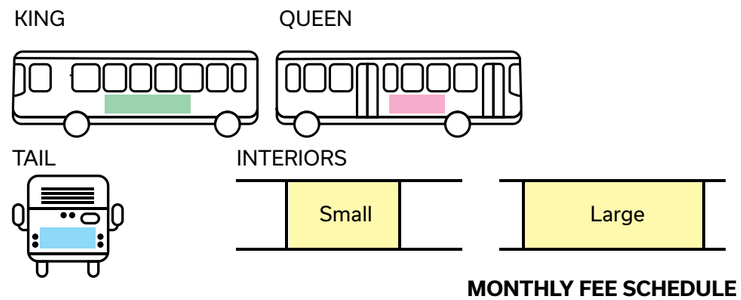
HYBRID: Gillig 40′



	Size	MONTHLY FEE SCHEDULE 1-5	6-11	12
King Ad	30" x 144"	$438	$416	$394
Queen Ad	30" x 88"	$277	$263	$249
Tail Ad	22" x 58"	$391	$372	$352
Fleet Interior Ad Small*	11" x 17"	$287	$287	$287
Fleet Interior Ad Large*	11"x 28"	$339	$339	$339

(Exterior rates are per space per month)

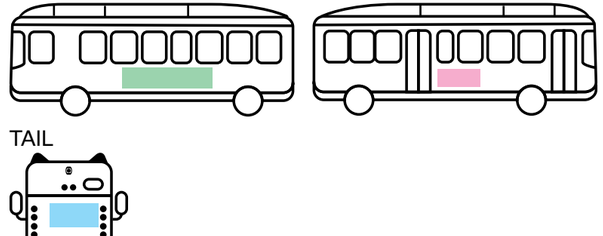
RENEWABLE DIESEL: Gillig 40′



	Size	MONTHLY FEE SCHEDULE 1-5	6-11	12
King Ad	30" x 144"	$438	$416	$394
Queen Ad	30" x 88"	$277	$263	$249
Tail Ad	22" x 58"	$391	$372	$352
Fleet Interior Ad Small*	11" x 17"	$287	$287	$287
Fleet Interior Ad Large*	11" x 28"	$339	$339	$339

(Exterior rates are per space per month)

ELECTRIC: Gillig 40′



	Size	MONTHLY FEE SCHEDULE 1-5	6-11	12
King Ad	30" x 144"	$525	$499	$474
Queen Ad	30″ x 72″	$350	$333	$316
Tail Ad	28″ x 48″	$475	$451	$429
Fleet Interior Ad Small*	11" x 17"	$287	$287	$287
Fleet Interior Ad Large*	11" x 28"	$339	$339	$339

(Exterior rates are per space per month)

There is a 10% discount for advertisers using an ad agency.

*Bus fleet interior ads are fleetwide advertising which require a minimum of 110 cards.

SANTA BARBARA MTD