

# GOLD COAST TRANSIT DISTRICT ADVERTISING



## GET YOUR MESSAGE ON THE MOVE!

Advertising on Gold Coast Transit District buses reaches nearly 550,000 residents within the communities of Ojai, Ventura, Oxnard, and Port Hueneme. This larger-than-life advertising is cost-effective and immediately reaches your audience, unlike other traditional media forms.

Advertising with Gold Coast Transit District means no more waiting for your potential customer to pick up a newspaper or magazine. No waiting for your target audience to tune into a radio station and hope they don't change the channel when your commercial airs or fast-forward through your television advertisement. These forms of traditional media have become increasingly cluttered, while transit advertising reaches a large number of people in a very exclusive, large-format way.

When you promote your business or event on Gold Coast Transit District buses you are actively reaching your audience 359 days per year on a fleet of 61 buses traversing 91 square miles. In fiscal year 2020/21, our buses traveled over 2 million miles, literally taking your message directly to your customers. Gold Coast Transit District buses are moving billboards.

With a high recall rate and high visibility, advertising with Gold Coast Transit District is an excellent choice when attempting to attract a vast and varied audience in today's busy world.

*Rates effective January 2022*

### For more information, please contact:

Cynthia Torres Duque, Marketing & Communications Manager  
805-483-3959, ext. 110  
cduque@goldcoasttransit.org



# EXTERIOR ADS

Advertising on the exterior of Gold Coast Transit District buses crosses all sections of the population – all ages, genders, and socioeconomic backgrounds. Your oversized advertisement reaches families, professionals, students, and tourists alike. And your advertisement “moves”, increasing your reach into multiple communities and destinations like Ventura and Oxnard Colleges, Pacific View Mall, Esplanade Shopping Center and the Collection, Community Memorial and St. John’s Hospital and so much more.



## **ULTRA SUPER KING** | 98" x 241" | 164 SQFT | STREETSIDE

Oversize space that portrays your advertising message from top to bottom between the wheel wells for the highest visibility and impact! This space is limited to a few buses - book today!



## **KING** | 30" x 144" | 30 SQFT | STREETSIDE

Promote your business with 30 square feet of full-color, high impact messaging! These highly visible advertisements catch the attention of passing motorists on major roads and the freeway for over 12 hours each day!



## **QUEEN** | 30" x 88" | 18.33 SQFT | CURBSIDE

Utilizing our second largest size advertising space, creatively display over 18 square feet of larger than life imagery. This location is very noticeable by pedestrian traffic as buses traverse neighborhood streets and main corridors such as downtown Ventura, Oxnard, Port Hueneme, and Ojai.



## **SPECIAL QUEEN** | 30" x 80" | 16.66 SQFT | CURBSIDE

Receive all of the benefits of a standard Queen advertisement, but at a much lower price! These ads are displayed on our 35-ft buses.

## **TAIL** | 16" x 72" | 8 SQFT | REAR

These smaller, 8 square foot advertisements pack a powerful punch. Located at eye-level, they catch the attention of pedestrians and motorists as they approach and even wait behind the bus at a stop giving them ample time to read your entire message.

## **SPECIAL TAIL** | 11" x 58" | 4.43 SQFT | REAR

Receive all of the benefits of a standard Tail advertisement, but at a much lower price! These ads are displayed on our 35-ft buses.

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# INTERIOR ADS

Advertising to passengers inside the buses reaches a varied audience from all walks of life - college students, nurses, the elderly, teenagers, and business professionals who care about the environment and take advantage of park-and-ride opportunities. In fiscal year 2020/21 Gold Coast Transit District buses provided 1.9 million passenger trips - equating to over 5,000 riders each day seeing your advertisement!

With an average passenger trip taking 20-30 minutes, you have your audience's captured attention. The interior transit cards are highly visible, located just above the windows, offering a perfect opportunity to promote your latest event, new store or restaurant opening, and more.



## SIZE 1 : SMALL

11" x 17"

## SIZE 2 : MEDIUM

11" x 28"

## SIZE 3 : LARGE

11" x 46"



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# SPACE RATES

Gold Coast Transit District offers a variety of rates dependant on the length of the advertising contract. A discount of 15% is available for advertising agencies and a discount of 10% is available for non-profit organizations and active members of the Ventura, Oxnard, Port Hueneme and Ojai Chambers of Commerce (Discounts cannot be combined). Rates include a one-time installation and removal service of the advertising posters - *except for Ultra Super Kings*. Rates do NOT include the design, printing, and additional installation and removal of ads.

## Exterior Ad Rates (all exterior rates listed are monthly per ad per bus)

Ad Size	12 Mo Rate	9 Mo Rate	6 Mo Rate	3 Mo Rate	Open Rate
Ultra Super King*	\$1,650	\$1,765	\$1,885	\$2,120	\$2,590
King	\$330	\$350	\$385	\$450	\$520
Queen	\$190	\$215	\$245	\$300	\$330
Special Queen	\$135	\$150	\$165	\$220	\$245
Tail	\$245	\$275	\$300	\$350	\$375
Special Tail	\$165	\$190	\$215	\$265	\$295

## Interior Ad Rates (all interior rates listed are monthly for the full fleet - one ad per bus)

Ad Size	Monthly Rate
Interior Small	\$275
Interior Medium	\$325
Interior Large	\$425

\* \* \*

Alternative advertising sizes may be accommodated.  
Please contact us with special advertising requests.

\* \* \*

*\*Ultra Super King rates do not include \$675 per ad combined installation/removal fee.*  
Please contact Gold Coast Transit District for inventory availability.

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# GENERAL TERMS

Below are some highlighted terms and conditions from Gold Coast Transit District's (GCTD) advertising policy and contract. Please contact us for additional information.

## ADVERTISING POLICY & AD MESSAGING

GCTD accepts advertisements promoting goods and services available to the general public for both commercial and noncommercial purposes. All advertisements must adhere to the conditions set forth in the GCTD Board-approved Bus Advertising Policy. Please inquire for more information.

## DEVELOPMENT OF ADVERTISEMENTS

GCTD does not provide design or printing services for advertisements. Please contact GCTD for a list of vendors previously used by our clients. Advertiser is required to submit design work, including all images and text, for approval by GCTD, prior to advertisement production.

## ADVERTISING SPECIFICATIONS

**Flexcon Busmark self-adhesive removable vinyl** is the only material accepted for exterior ad installations. Ultra Super King ads are to be printed on **Flexcon Busart Adhesive vinyl with laminate** for the bus body and **Flexcon 60/40 Window Perf with laminate** for the windows. Interior car cards shall be printed on **.030 Styrene**. This is the only material accepted for ad installation.

## INSTALLATION AND REMOVAL

Rates shown for KING, QUEEN, SPECIAL QUEEN, TAIL and SPECIAL TAIL advertisements include a one time exterior/ interior ad installation and removal service to be coordinated by GCTD. The advertiser will be billed for any additional requested installation and removal services. Installations and removals are scheduled around bus service and may take several days to complete. Please keep this in mind when planning the start of your campaign and note that all advertisements are to be delivered to, **GCTD, Attn: Cynthia Duque, 1901 Auto Center Drive, Oxnard, CA 93036** within seven business days of contract start. ULTRA SUPER KINGS are required to be delivered no later than 10 days from contract start and typically require one day per bus installation.

## COVERAGE AREA

Gold Coast Transit District services 91 square miles within the cities of Port Hueneme, Oxnard, Ventura and Ojai as well as the county areas between those cities. Gold Coast Transit District is unable to limit display of advertisements to specific bus routes or geographic areas.

## DISCOUNTS

A discount of 15% is available for advertising agencies. Separately, a discount of 10% is available for non-profit organizations and active members of the Ventura, Oxnard, Port Hueneme or Ojai Chambers of Commerce. Discounts cannot be combined. Rates are based on an agreed upon term. To qualify for a discount based on contract length, the ad space must be used within the agreed upon term.

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