

Advertising at County Express Bus Stop Shelters

Why advertise on a County Express Bus Stop Shelter?

Your business could reach thousands of potential customers on a daily basis by advertising on County Express bus stop shelters. Shelters are located in prime locations in the City of Hollister and can be seen by:

- Children
- Teenagers
- Adults
- Seniors
- Pedestrians
- Bicyclists
- Transit Riders
- Drivers
- Non-Drivers
- Female
- Male
- And many more

County Express also provides over 120,000 rides annually. Many of these riders frequently use the shelters or see them as they go by on a bus. All of County Express bus stop shelters with advertisement capabilities are located in high traffic areas.

What do I need to do if I'm interested?

Contact County Express Administration at (831) 637-7665 for availability. If a space is available and you sign a contract to lock in the space and time period, you can start designing advertisement. Design it by yourself or have a design firm do it for you. The advertising rate is only for advertising space, not the design, production or printing of the advertisement.

Are there limitations to the advertising content?

Your advertisement must follow County Express Advertising Policies and must be **approved and signed off** by the San Benito County Local Transportation Authority **before** production. The San Benito County Local Transportation Authority does not accept advertisements that contain political, religious, sexual, violent, alcohol or drug-related messages. The policies can be viewed at the County Express Administration at 330 Tres Pinos Road, Suite C7 in Hollister, CA or online at www.SanBenitoCountyExpress.org.

All advertisements must include the following, "The views expressed in this advertisement do not necessarily reflect the views of the San Benito County Local Transportation Authority."



HOLLISTER BUS STOP SHELTER LOCATIONS

4th Street and San Benito Street

Hazel Hawkins Hospital on Sunset Drive

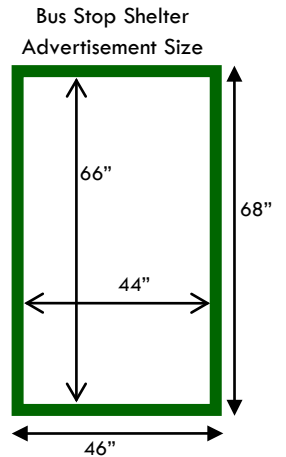
Mabie Northside Skilled Nursing Facility on Sunset Drive

SAN BENITO COUNTY LOCAL TRANSPORTATION AUTHORITY

330 Tres Pinos Road, Suite C7
Hollister, CA 95023
www.SanBenitoCountyExpress.org
info@sanbenitocog.org
T: 831.637.7665
F: 831.636-4160

Specifications

The advertisement should be of high quality resolution due to the size of the advertisement. The overall size of the advertisement should be 68" x 46", but the area that is visible to the audience is 66" x 42". Please contact the printer of your choice for the file types they will accept.



The advertisement must be printed on E-Panel.

Rates

Advertisement space must be purchased at 4-week increments. There is a \$50 mounting fee per advertisement. Non-profits and government agencies are eligible for a 15% discount off of the rate. County Express only accepts cash or check.

Rates per Ad per 4-Week Increments				Per Ad Mounting Fee
4-weeks	12-weeks	24-weeks	48-weeks	
\$ 325	\$ 315	\$ 295	\$ 275	\$50

Terms

A deposit to secure the spot is due upon signing the advertising contract. Failure to submit the remaining balance as agreed upon in the contract will result in possible forfeit and removal of the advertisement.

For every advertisement on display for only 4 weeks, a deposit of \$100 is required. The remaining balance is due to County Express on the day the advertisement is delivered for installation.

For every advertisement on display for more than one 4-week increment, a deposit equal to one increment is required. Succeeding payments must be received by County Express, one week before the next increment of 4 weeks commences. You will not be invoiced by County Express and you will be responsible for timely submittal of payment.

The contract can be viewed at the County Express Administration at 330 Tres Pinos Road, Suite C7 in Hollister, CA or online at: www.SanBenitoCountyExpress.org.

Installation

It is your responsibility that the ads are delivered at least 5 business days before the installation date to the following address:

San Benito County Local Transportation Authority
 330 Tres Pinos Road, Suite C7
 Hollister, CA 95023

The remaining balance is due upon the delivery of the advertisement. County Express only accepts cash or check.