

Date: April 27, 2011
Contact: Betty LiOwen, Transportation Planner
Phone: 831.637.7665
E-Mail: betty@sanbenitocog.org

**For Immediate Release
###**

ADVERTISING PROGRAM ON BUS STOP SHELTERS DEBUTS

The San Benito County Local Transportation Authority is pleased to announce that it now has advertising space available on three newly installed County Express bus stop shelters. The six available advertising spaces are highly visible by thousands of drivers, bicyclists, walkers, and bus passengers. Advertising space can be reserved for an extended period of time in 4-week increments. Space reservations that are 12-weeks or longer will receive a lower rate. Non-profits and government agencies can receive a 15% discount off of the rate. Advertising space rates start at \$375 for four weeks.

The San Benito County Local Transportation Authority does not accept advertisements that contain political, religious, sexual, violent, alcohol or drug-related messages. Advertisement must follow County Express Advertising Policies and must be approved by the San Benito County Local Transportation Authority before production. For more information contact the San Benito County Local Transportation Authority at 330 Tres Pinos Road, Suite C7 in Hollister, CA or online at www.SanBenitoCountyExpress.org.

Interested parties should contact County Express Administration at (831) 637-7665 for more information and availability.

###