



Get rolling with the

## **MERCED COUNTY TRANSIT BUSES!**

### ***Get Thousands of Exposures For Less Than \$20 a Day!***

With packages ranging from 3 to 12 months, Bus Advertising is an affordable means of promoting and marketing your business. **Thousands** of motorists, businesses and people are all along their routes along for the ride as the Buses travel throughout the heart of Merced County, see *your message*.

#### **King Plan:**

- King Panel (30" x 144") on one bus \$495 a month
- King Panel (30" x 144") on two buses \$470 a month per bus
- King Panel (30" x 144") on three buses \$445 a month per bus

#### **Queen Plan:**

- Queen Panel (30" x 96") on one bus \$445 a month
- Queen Panel (30" x 96") on two buses \$420 a month per bus
- Queen Panel (30" x 96") on three buses \$395 a month per bus

#### **Rear Panel Plan:**

- Rear Panel (21" x 72") on one bus \$445 a month
- Rear Panel (21" x 72") on two buses \$420 a month per bus
- Rear Panel (21" x 72") on three buses \$395 a month per bus

#### **Rear Window Plan: (Bluebird Buses)**

- Back Window (27" x 82") on one bus \$ 445 a month
- Back Window (27" x 82") on two buses \$ 420 a month per bus
- Back Window (27" x 82") on three buses \$ 395 a month per bus



Get rolling with the

## **MERCED COUNTY TRANSIT BUSES!**

How visible is your sign?

TRAFFIC FLOWS ESTIMATES FOR MERCED COUNTY:

- "M" Street and the corner of Loughborough: 17,700
- "M" Street and the corner of South Bear Creek: 27,100
- 16<sup>th</sup> Street and "N" Street: 11,700
- Yosemite, "M" Street, and "G" Street: 8,700
- Highway 59 and the corner of Childs: 11,400
- 24<sup>th</sup> Street and the corner of "G" Street: 7,500

TRAFFIC FLOW ESTIMATES FOR THE CITY OF LOS BANOS:

- Hwy. 152 and the corner of 7<sup>th</sup> Street: 30,000
- Hwy. 165 and the corner of Hwy. 152: 13,600
- Hwy. 165 and the corner of Scripps Rd.: 6,400
- Hwy. 152 and the corner of "I" Street: 24,300

All numbers given are the daily amount of people who have access to your businesses advertising. Statistics courtesy of City Traffic Controllers 2002.

- ✓ Minimum three month agreement
- ✓ Non-cancelable for agreement duration
- ✓ Production and design cost are not included in the pricing
- ✓ Client will make determination of renewal AT LEAST 30 days prior to end of current contract.
- ✓ Radio Merced will not be help responsible for any bus sign that is damaged, stolen, lost, vandalized, or missing.

Contract of Agreement:

Plan: \_\_\_\_\_ # of Buses: \_\_\_\_\_ Start & Stop Date: \_\_\_\_\_ to \_\_\_\_\_

Total Monthly Investment: \_\_\_\_\_

Business Name: \_\_\_\_\_ Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Radio Merced: \_\_\_\_\_