

Your Audience

MST's moving billboards are a great way to reach the approximately 415,000 residents of Monterey County. MST also serves Gilroy, Morgan Hill and San Jose in Santa Clara County, Watsonville in Santa Cruz County and Fort Hunter Liggett, San Miguel and Paso Robles in San Luis Obispo County. In addition to this year-round population, there is an estimated seven million annual visitors to our beautiful Central Coast. This is your audience when you choose to advertise on MST's bus fleet. In addition to these impressive numbers is the wide demographic profile of the County. Your business is exposed to the entire range of the population. MST's fleet of 109 buses travel over four million miles each year in a 280-square-mile area. This enables your message high visibility while moving around the market like no other advertising venue.

Interested in on-board advertising with an interior card? MST's annual ridership is 4.5 million passenger trips—or more than 14,000 riders each weekday.

Communities Reached

Big Sur	Greenfield	Pebble Beach
Carmel	King City	Prunedale
Carmel Valley	Marina	Salinas
Castroville	Monterey	Sand City
Chualar	Morgan Hill	San Jose
Del Rey Oaks	Moss Landing	San Miguel
Elkhorn	Pacific Grove	Seaside
Gilroy	Pajaro	Soledad
Gonzales	Paso Robles	Watsonville



Rates + Sizes

Outdoor Ad Rates

Rates are per ad, per month net.

Ad Size	1 Month	3 Months	6 Months	12 Months
King	\$380	\$360	\$340	\$320
Queen	\$195	\$185	\$175	\$165
Tail	\$170	\$160	\$150	\$140
Shelter	\$430	\$405	\$385	\$365
Minibus	\$200	\$185	\$170	\$155

Interior Car Card Rates

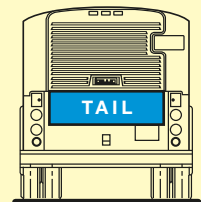
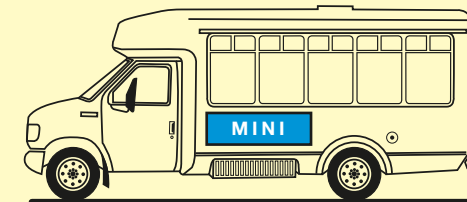
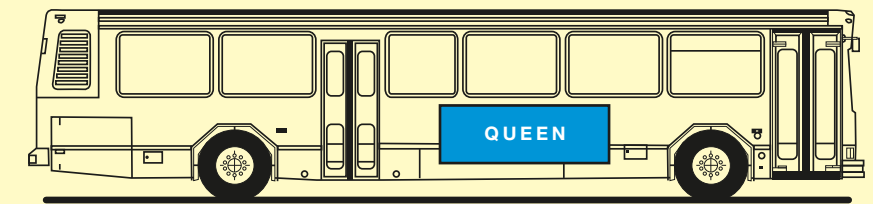
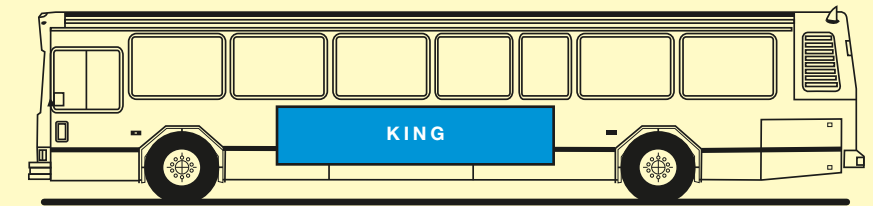
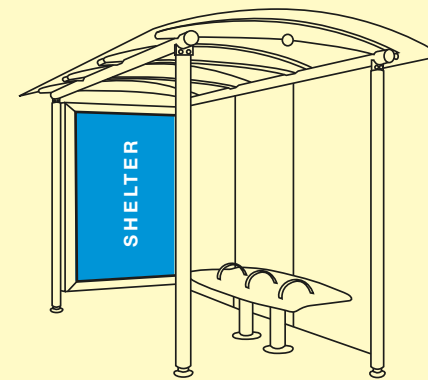
Rates are per ad, per month net.

Quantity	1 Month	3 Months	6 Months	12 Months
10 Cards	\$12.00	\$11.75	\$11.50	\$11.00
11-20 Cards	\$11.00	\$10.75	\$10.50	\$10.00
21+ Cards	\$10.00	\$9.75	\$9.50	\$9.00

Nonprofit organizations receive two months of advertising for the price of one. Offer restricted to space availability. Please refer to www.mst.org for current pricing.

Sizes

King	30" x 144"	Street side
Queen	30" x 88"	Curb side
Tail	21" x 72"	Back
Shelter	68" x 47"	
Interior Cards	11" x 17"	
Minibus	21" x 72"	Street + Curb side



Individual elements not to scale.

Terms + Specifications

Terms

A deposit equal to one month's payment is due in advance to reserve space. Succeeding months are billed at the beginning of each contract month and are payable upon receipt. The deposit will be held until the end of the contract term and will be applied to the final month of the contract. Non-payment will result in immediate removal of signs and cancellation of contract.

Posters become the property of MST. Used posters are disposed of after their contract has expired and will not be returned to clients or designers/artists nor will they be stored by MST. New vinyl posters are required to resume advertising following any break between advertising periods.

Restrictions

MST does not accept political, religious or sexually explicit advertising, nor does MST accept alcohol or tobacco messages.

Mechanical Requirements

Advertiser is responsible for design, production and printing of posters. MST will work with local signage companies to provide mounting in order to simplify shipping and delivery of unmounted posters. Please call your local signage company for production and mounting pricing.

Exterior posters are to be printed on 4 mil. Flexcon Busmark adhesive-backed vinyl. All ads must be mounted to 5 mm. Coroplast. Ads are to be mounted as one piece. Coroplast must be cut to the exact size of the bus ad frame. All four corners of mounted ad are to be trimmed at a 45° angle. Ad frame dimensions can be found in the rates section of this media kit. Live areas should be no closer than 2" from all four borders to allow for frame.

Shelter ads are to be printed on backlit film.

Shipping

Mounted ads must arrive at MST a minimum of three days prior to start of ad campaign. Mounted ads may be shipped directly to MST at: One Ryan Ranch Road, Monterey, CA 93940. Do not ship unmounted ads to MST. Delivery location for printing and/or mounting is available on request.

Contact

To reserve advertising space or confirm space availability, call Chris Chidlaw of Chidlaw Marketing at (831) 641-0657.

Ad Production Rates

Production and mounting costs include labor and materials. Ad production rates are provided for estimation purposes only, and do not include tax. Ad production is a service provided by signage companies, not MST. Please contact your local signage company for exact costs.

Ad Size	Printing, Mounting & Delivery (per ad)	Mounting & Delivery Only (per ad)	Printing & Delivery Only (per ad)
King	\$240	\$75	—
Queen	\$150	\$55	—
Tail	\$90	\$40	—
Shelter	—	—	\$228
Minibus	\$61-85	—	—