

LAMAR | TRANSIT

# TRI-VALLEY TRANSIT MEDIA GUIDE



Lamar is one of the largest  
out of home advertising  
companies in the world, with  
***over 351,000 displays***  
in North America.



**LAMAR**



# *Reach a Captive Audience*

The best way to reach your target audience is with Lamar-partnered Tri-Valley Wheels' extensive bus networks.

Transit goes where people go - where they live, work, and shop - and so does Transit Advertising.

Lamar Transit is everywhere your audience is - telling them stories, giving them directions and demanding attention.

Stay with your audience. Go where they go!





# MARKET PROFILE

*Tri-Valley Population: 2,848,280*



*48% Male*



*52% Female*



*43% College Graduates*



*65% HHI  $\geq$  \$75K*

Source: U.S.Census; Nielsen (Contra Costa and Alameda Counties)



LAN

# MARKET PROFILE

*Tri-Valley Population: 2,848,280*



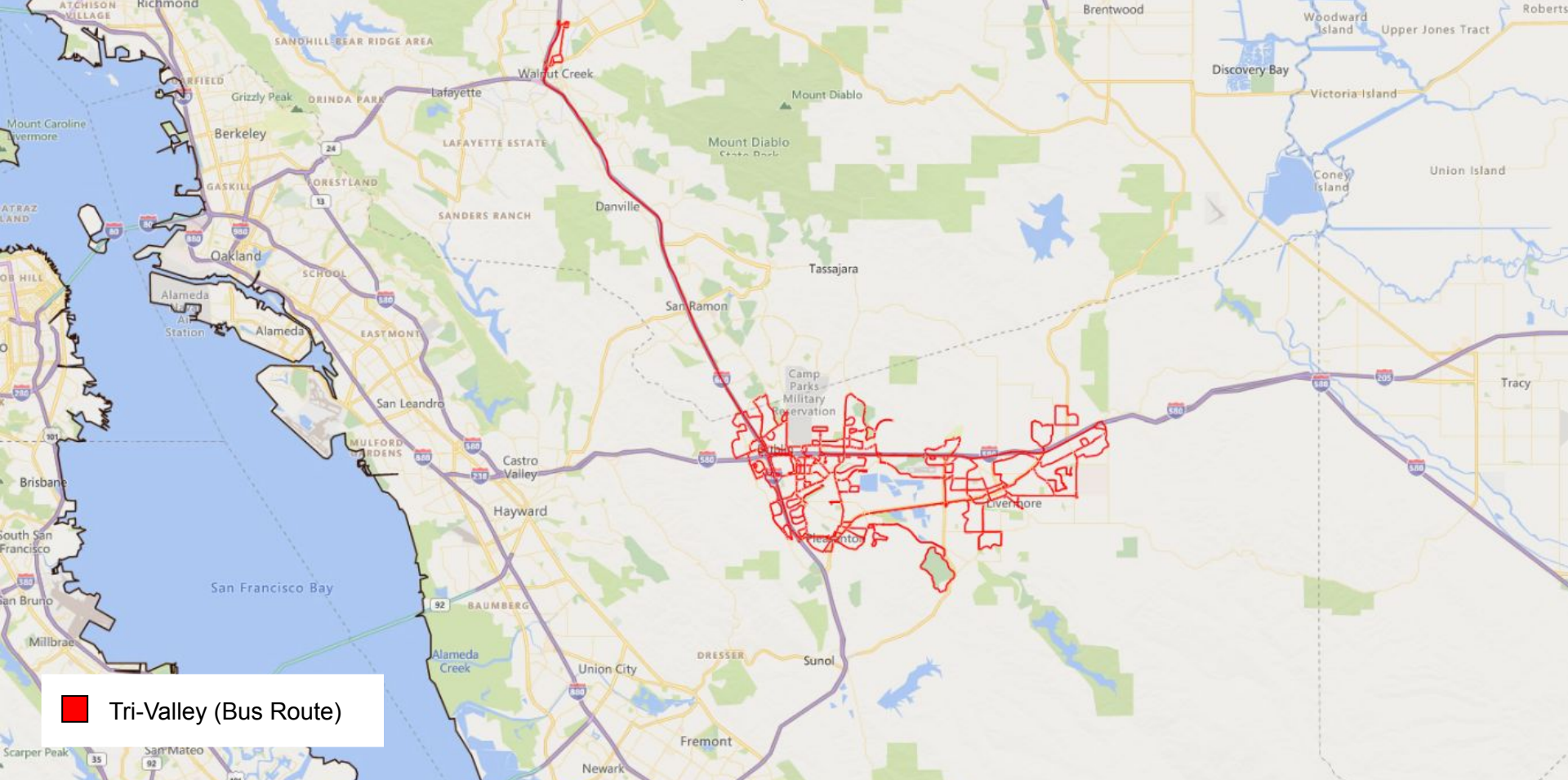
*58% are Homeowners  
39% are Renters*



*88% Drive Weekly  
50% Commute to Work*







# SIGNATURE DISPLAYS



# SIGNATURE DISPLAYS

SUPER TAIL 35" X 84"



FULL BACK 88" X 107"



EMPRESS 43" X 130"



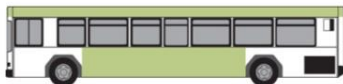
EMPRESS WITH HEADLINER 43" x 130" + 14" x 500"



KONG 43" X 178"



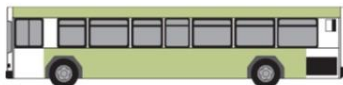
KONG WITH HEADLINER 43" X 178" + 15" X 430"



HALF SIDE 43" X 292"



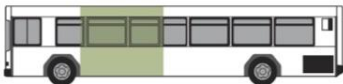
HALF SIDE WITH HEADLINER 43" X 292" + 16" X 377"



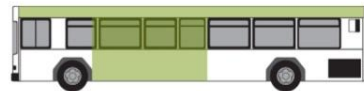
KING KONG 100" X 178"



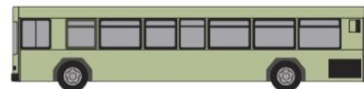
SUPER SQUARE 100" X 100"



SUPER SQUARE WITH HEADLINER 100" X 100" + 15" X 430"



FULL SIDE 100" X 430"



FULL WRAP 100" X 430" + 88" X 107"





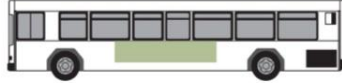
# TRADITIONAL DISPLAYS



# TRADITIONAL DISPLAYS

---

KING 30" X 144"



QUEEN 30" X 88"



SUPER KING 30" X 216"



TAIL 19" X 59" & 21" X 70"



INTERIOR 11" X 28"







On average,  
***39 miles***  
are driven daily.

A man with a short beard and mustache, wearing a dark blue suit, a light blue and white striped shirt, and a dark tie, is smiling and holding a silver smartphone to his ear. He is standing outdoors with a blurred background of trees and a street. The right side of the image has a dark green background with white text.

# MAKE DAILY IMPRESSIONS

Americans spend nearly 70% of their waking hours out of their homes.

Leading residents to spend an average of 20 hours a week on the road.



**LAMAR** | TRANSIT

# LAMAR OF TRI-VALLEY

**BRAD SMITH**

BRADSMITH@LAMAR.COM

520.618.5337

