

San Diego MTS Bus Interiors

Cost: \$25 per poster per 4 weeks

Production Cost: ~ \$15 per poster

Poster size: 11" by 28"

Minimum of 50 required

Space Available:

Central Zone = 250

East County Zone = 50

South Bay Zone = 250

Minimum investment = \$1,250 net

- 50 posters up for 4 weeks
- Production = \$750
- \$2,000 total

Monthly Bus Ridership: over 4,400,000

Placement:

The posters are installed inside the buses along the top of the sides, where they can be seen by everyone on the bus.

Geographical Range:

- As far North as La Jolla, Escondido, Mira Mesa, and Rancho Bernardo.
- East out to El Cajon and Spring Valley
- All of central San Diego and extending down to the Boarder.
- See attached maps for bus routes, however space is sold by Zone.

