VTA LIGHTRAIL MEDIA

Influence a captive audience of riders, **with tremendous impact and frequency at high-profile locations.** Light Rail advertising traveling throughout Silicon Valley offers unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in Santa Clara County.

Light Rail advertising provides **exceptional value and is the perfect way to command the attention** of busy commuters in a captive settingg.

STATION MEDIA

- Posters
- Dominations

RAIL CAR MEDIA

- Interior Car Cards
- Center Stages
- Wraps

COVERAGE

- Santa Clara County

SAN FRANCISCO BAY AREA
510.527.3350

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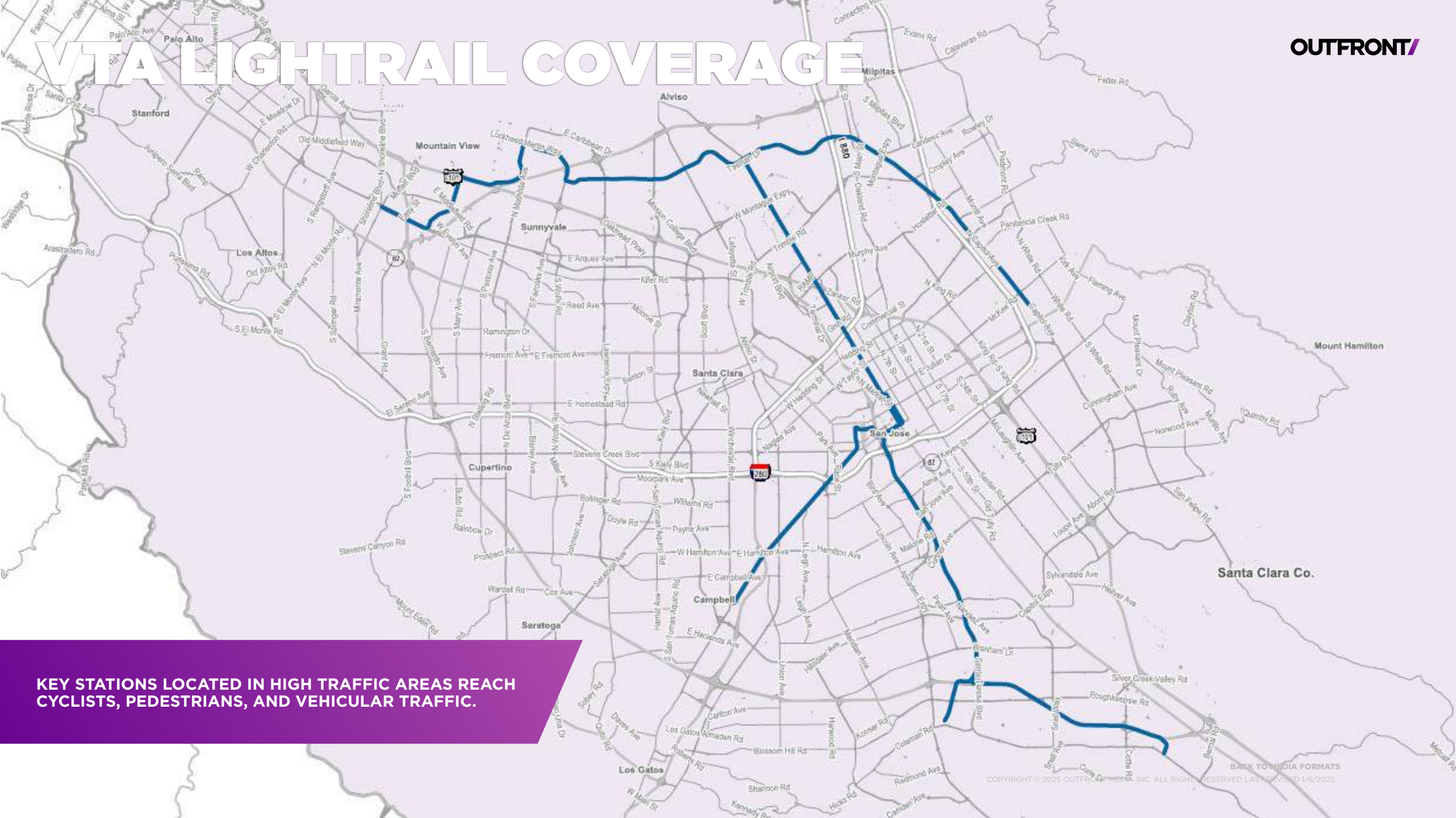
VTA LIGHTRAIL COVERAGE



KEY STATIONS LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.

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STATION DOMINATIONS

Dominate the Rail landscape at key, high traffic commuter centers. Station dominations **transform commuters' daily ride into a total "brand experience,"** delivering multiple campaign messages.

PRODUCT INFORMATION

— Media varies by station

COVERAGE

— San Jose Convention Center
— Mountain View
— Diridon
— Great America

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LIGHTRAIL WRAPS

This **dominating media form cannot be missed** as it moves through Santa Clara County's densely populated areas - The ultimate mass reach media. Rolling through the **"Tech Capital" of the world, wrapped trains pass by many of the heavy-hitters in the tech community, reaching Silicon Valley's elite**. These rolling canvases make a lasting impression on the daily commuter, pedestrian and vehicular traffic passerby.

PRODUCTION INFORMATION

— 11'H x 80'W

COVERAGE

— Santa Clara County
— San Jose
— Silicon Valley

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STATION POSTERS

Forge new relationships with Silicon Valley VTA riders through Light Rail Platform Posters spread throughout the system. **Send multiple messages to Light Rail commuters at all their stopping points!**

Situated on the platforms and walkways throughout Silicon Valley, vibrant and detailed Platform Posters **target key demographics** — both multicultural and upscale audiences.

PRODUCTION INFORMATION

— 28”H x 22”W
— 40”H x 22”W

COVERAGE

— Systemwide
— Targeted audience on a request basis

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CENTER STAGES

Situated between two rail cars, the Center Stage **draws the eye straight to your creative messaging,** keeping your brand top of mind. Center Stages reach **Silicon Valley's affluent consumers where they live, work and play** to ensure the attention of daily riders and vehicular traffic. This medium allows for unlimited artistic possibilities with the ability to spark interest and garner buzz around campaigns.

PRODUCTION INFORMATION

— 132"H x 120"W

COVERAGE

— Santa Clara County
— Silicon Valley
— Downtown San Jose

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RAIL INTERIOR CARDS

Reach a **captive audience.** Interior car cards are bold media formats directly in sight of commuters throughout their entire trip. Long rides in and out of Silicon Valley commuters can ‘take in’ your message and identify with your brand.

PRODUCTION INFORMATION

— 11”H x 28”W

COVERAGE

— Systemwide
— Santa Clara County
— San Jose
— Silicon Valley

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BUS MEDIA

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VTA BUS MEDIA

Reach a large audience with bus advertising, offering high visibility with consistent daily views. With over 70 buses in its fleet, **VTA saturates the Silicon Valley** reaching people and motorists on the go. This big, bold, in your face format becomes part of our everyday outdoor life and offers information in a unique and powerful way. When it comes to **visibility, reach and frequency**, no other media type matches this coverage.

SCAN OR CLICK TO LEARN MORE

AVAILABLE MEDIA

- Kings
- Kongs
- Headliners
- Extensions
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps
- Queens
- Interior Bus Cards

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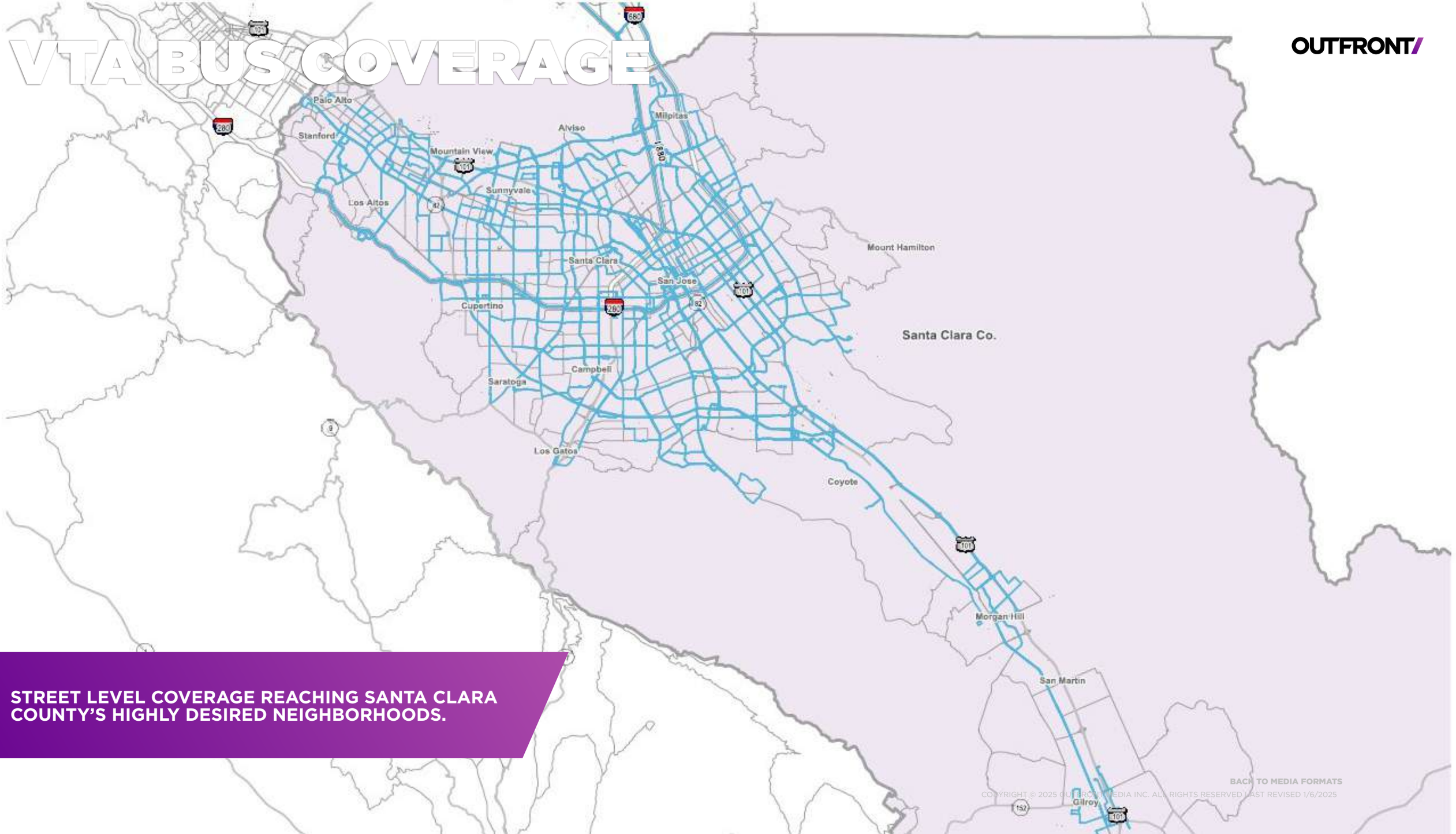
VTA BUS COVERAGE



STREET LEVEL COVERAGE REACHING SANTA CLARA COUNTY'S HIGHLY DESIRED NEIGHBORHOODS.

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BUS KINGS

Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in Santa Clara County. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

PRODUCT INFORMATION

— 30”H x 144”W
— Add a Headliner and/or extension for more impact!

COVERAGE

— Systemwide
— Targeted audience on a request basis

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BUS KONGS

An extension of the traditional Bus Kings, with over 19 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. **Impact vehicular and pedestrian traffic throughout bustling Santa Clara County**.

PRODUCT INFORMATION

— 42”H x 228”W

— Add a Headliner and/or Extension for more impact!

COVERAGE

— Systemwide

— Targeted audience on a request basis

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BUS ULTRA SUPER KINGS

Ultra Super Kings travel the lively streets of Santa Clara County and the surrounding neighborhoods providing advertisers with large format “rolling billboard” **presence where traditional media is zoned out.**.

PRODUCT INFORMATION

— 108”H x 228”W

COVERAGE

— Systemwide
— Targeted audience on a request basis

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BUS TAILS

Continuous visibility to drivers and passengers behind **buses generates lasting impressions!**

Dominate the city with Tails for **frequent exposure and high reach and frequency.** As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION

— 21”H x 72”W

COVERAGE

— Systemwide
— Targeted audience on a request basis

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BUS FULL BACKS

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

PRODUCT INFORMATION

— 108”H x 84”W

COVERAGE

— Systemwide
— Targeted audience on a request basis

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BUS WRAPS

Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that demands the attention of audiences and **make it impossible to ignore.**

PRODUCT INFORMATION

— Sizes vary based on bus type

COVERAGE

— Systemwide
— Targeted audience on a request basis

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BUS QUEEN

Strategic placement of your ad on VTA buses gives your message unique mobility**. Bus Queens let your message resonate as they reach diverse demographic clusters** all over the county.

PRODUCT INFORMATION

— 30”H x 88”W

COVERAGE

— Systemwide
— Targeted audience on a request basis

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BUS INTERIOR CARDS

Maximize on **long dwell time and engage a captive audience** with Bus Interior Cards.

Increase your campaign's **reach and frequency** by including Interior Cards with any media mix.

PRODUCT INFORMATION

— 11"H x 28"W

COVERAGE

— Systemwide
— Targeted audience on a request basis

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