



TRANSIT
MEDIA GROUP
“The art of being everywhere”

THE TMG MISSION:

Our mission is written in stone; Provide superior service in an area we excel, that provides the client with measured results that can be tracked. All the while looking to the future and setting trends that breed success.



Continuously
MOVING IDEAS

“Dedicated to the success of customers...
that's what sets us apart from other agencies.”

TRANSIT MEDIA GROUP • 16872 Bolsa Chica Street, Suite 204 • Huntington Beach, California 92649

909.581.0887

Transit Media Group provides your company with local & national advertising campaigns that can be placed in any region in the United States. Our trucks do not deliver cross-country so your ad campaign will stay in the market that you request, 6-7 days a week, 12-16 hours per day.

These ads are presented on the sides of the newest and cleanest 48'-53' tractor-trailers. Half of our fleet is Bio-Diesel friendly so you can rest assured we are doing our part in keeping our environment a safer and cleaner place to live.

Our staff is dedicated to ensure your branding will not be compromised by damage or wear and tear. Each campaign is washed twice a month and if we feel your ad is damaged in any way, we will replace it at no cost to you.

Truckside advertising has been delivering an unforgettable message to a captive audience for over 60 years. We did not create truckside advertising, we just found a way to make it affordable and effective for you.

Our ads cut through the clutter of daily life and reinforce messages that intercept consumers consistently throughout the course of a day.



“Advertising over the years has offered so many unique ways to reach their target audience. Transit media group offers another affordable way to showcase consumer products.”

Add truckside advertising to your normally scheduled programs.
It's **1/4 the cost** of most media buys with over **20,000,000 impressions** per year in a major metropolitan market.



TELEVISION



MAILERS



BILLBOARDS



RADIO



“As a client for 4 years, I cannot think of a more affordable and effective way to spend our outdoor budget. Transit has delivered a sure product to our Radio Stations, year after year.”

Bill McNulty, General Manager
KCXX / KATY FM - All Pro Broadcasting

Transit Media Group has teamed together with 3 major national & regional dedicated trucking companies to create a fresh, exciting, effective, and economical opportunity to own some of the most unique and valuable media space in the nation.

Transit Media Group will place your ads at some of the best known retail locations in the U.S. including: **Trader Joes, Whole Foods, Wal-Mart, Target, US Airways Terminals, Best Buy, Albertsons, Ralph's, Stater Bros., Costco, Ace Hardware, Longs Drugs, Safeway, Food for Less**, and many other great locations.

Also offering for Southern & Northern California clients, a dedicated route that travels to all **AMERICAN Tire and DISCOUNT Tire Centers**. These routes offer massive exposure and can be kept local or regional depending on your campaign.

Transit Media Group has hundreds of dedicated routes that are traveled 7 days a week, in major metropolitan areas.

By mixing and matching routes, you can reach a broad audience at a price will below that of a multi-billboard campaign. TMG offers multiple markets per truck so we can help you get the most out of your advertising budget.

Note: The following represents only a segment of what we offer and is meant to give an idea of the breadth of our coverage in major metropolitan areas.

Transit Media Group can provide you with dedicated routes anywhere in the country.



STATE	POPULATION
California	39,144,818
Texas	27,469,114
Florida	20,271,272
New York	19,795,791
Illinois	12,859,995
Pennsylvania	12,802,503
Ohio	11,613,423
Georgia	10,214,860
North Carolina	10,042,802
Michigan	9,922,576
New Jersey	8,958,013
Virginia	8,382,993
Washington	7,170,351
Arizona	6,828,065
Massachusetts	6,794,422
Indiana	6,619,680
Tennessee	6,600,299

STATE	POPULATION
Missouri	6,083,672
Maryland	6,006,401
Wisconsin	5,771,337
Minnesota	5,489,594
Colorado	5,456,574
South Carolina	4,896,146
Alabama	4,858,979
Louisiana	4,670,724
Kentucky	4,425,092
Oregon	4,028,977
Oklahoma	3,911,338
Connecticut	3,590,886
Puerto Rico	3,474,182
Iowa	3,123,899
Utah	2,995,919
Mississippi	2,992,333
Arkansas	2,978,204

STATE	POPULATION
Kansas	2,911,641
Nevada	2,890,845
New Mexico	2,085,109
Nebraska	1,896,190
West Virginia	1,844,128
Idaho	1,654,930
Hawaii	1,431,603
New Hampshire	1,330,608
Maine	1,329,328
Rhode Island	1,056,298
Montana	1,032,949
Delaware	945,934
South Dakota	858,469
North Dakota	756,927
Alaska	738,432
Vermont	626,042
Wyoming	586,107

Source: U.S. Census Bureau, Population Division

RANK	MARKET	% HISPANIC
1	Hialeah, Florida	94.7
2	Laredo, Texas	94.1
3	Brownsville, Texas	92.5
4	McAllen, Texas	81.3
5	El Paso, Texas	80.0
6	Santa Ana, California	79.0
7	Salinas, California	72.0
8	Pomona, California	71.3
9	Downey, California	70.4
10	Oxnard, California	70.1
11	Miami, Florida	69.4
12	El Monte, California	68.6
13	Norwalk, California	68.4

RANK	MARKET	% HISPANIC
14	Ontario, California	64.3
15	Fontana, California	63.1
16	San Antonio, Texas	61.2
17	Pasadena, Texas	59.2
18	Corpus Christi, Texas	58.1
19	Elizabeth, New Jersey	56.7
20	San Bernardino, California	56.6
21	Chula Vista, California	55.6
22	Paterson, New Jersey	55.1
23	Moreno Valley, California	52.5
24	West Covina, California	52.5
25	Anaheim, California	52.4

Source: U.S. Census Bureau, Population Division



NORTHERN CALIFORNIA

Modesto, CA 95356	Stockton, CA 95207	San Jose, CA 95129	San Jose, CA 95120	Sunnyvale, CA 94087
San Francisco, CA 94118	Emeryville, CA 94608	Fremont, CA 94538	Castro Valley, CA 94546	El Cerrito, CA 94530
Daly City, CA 94015	Mountain View, CA 94040	Millbrae, CA 94030	Santa Rosa, CA 95403	Fairfield, CA 94533
Roseville, CA 95678	Folsom, CA 95630	Sacramento, CA 95819	Concord, CA 94520	Danville, CA 94526
Campbell, CA 95008	Los Altos, CA 94024	Los Gatos, CA 95032	San Rafael, CA 94901	San Francisco, CA 94103
Alameda, CA 94501	Fresno, CA 93710	Clovis, CA 93611	San Mateo, CA 94402	Menlo Park, CA 94025
Petaluma, CA 94954	Napa, CA 94558	Santa Rosa, CA 95407	Sacramento, CA 95821	Fair Oaks, CA 95628
Pleasanton, CA 94588	Concord, CA 94518	Lafayette, CA 94549		

SOUTHERN CALIFORNIA

Santa Monica, CA 90405	West Los Angeles, CA 90064	Torrance, CA 90505	Westchester, CA 90045	Manhattan Beach, CA 90266
Culver City, CA 90232	Redondo Beach, CA 90277	Rancho Palos Verdes, CA 90275	Manhattan Beach, CA 90266	West Los Angeles, CA 90034
Torrance, CA 90503	West Hollywood, CA 90069	Los Angeles, CA 90027	Los Angeles, CA 90036	West Hollywood, CA 90046
Eagle Rock, CA 90041	LaMesa, CA 91942	San Diego, CA 92103	Long Beach, CA 90803	Whittier, CA 90603
Cerritos, CA 90703	Bixby Knolls, CA 90807	South Pasadena, CA 91030	San Gabriel, CA 91755	Pasadena, CA 91105
Monrovia, CA 91016	Pasadena, CA 91107	Pasadena, CA 91101	Valencia, CA 91355	Bakersfield, CA 93311
Palmdale, CA 93551	Orange, CA 92865	Santa Ana, CA 92704	Yorba Linda, CA 92886	Brea, CA 92821
Huntington Beach, CA 92648	Palm Desert, CA 91107	Oceanside, CA 92054	Encinitas, CA 92024	Escondido, CA 92025
Cathedral City, CA 92234	Simi Valley, CA 93065	San Luis Obispo, CA 93401	Westlake Village, CA 91362	Santa Barbara, CA 93103
Goleta, CA 93117	Camarillo, CA 93010	Arroyo Grande, CA 93420	Santa Barbara, CA 93105	Ventura, CA 93003
La Canada, CA 91011	Granada Hills, CA 91344	Sherman Oaks, CA 91423	West Hills, CA 91307	LaCrescenta, CA 91214
Glendale, CA 91205	Toluca Lake, CA 91602	Encino, CA 91316	Studio City, CA 91604	Burbank, CA 91502
Chatsworth, CA 91311	Capitola, CA 95010	Pacific Grove, CA 93950	LaJolla, CA 92037	San Diego, CA 92019
San Diego, CA 92128	Upland, CA 91786	Riverside, CA 92506	San Dimas, CA 91773	Redlands, CA 92374
Temecula, CA 92591	San Clemente, CA 92673	Costa Mesa, CA 92627	Irvine, CA 92604	Laguna Hills, CA 92653
Laguna Niguel, CA 92677	Irvine, CA 92612	Newport Beach, CA 92657	Mission Viejo, CA 92692	

NEVADA

Las Vegas, NV 89128	Henderson, NV 89014	Las Vegas, NV 89102	Reno, NV 89502
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WASHINGTON

Burien, WA 98148	Seattle, WA 98119	Seattle, WA 98105	Federal Way, WA 98003	Vancouver, WA 98683
Lynnwood, WA 98037	Bellevue, WA 98007	Kirkland, WA 98034	Issaquah, WA 98027	Everett, WA 98208

OREGON

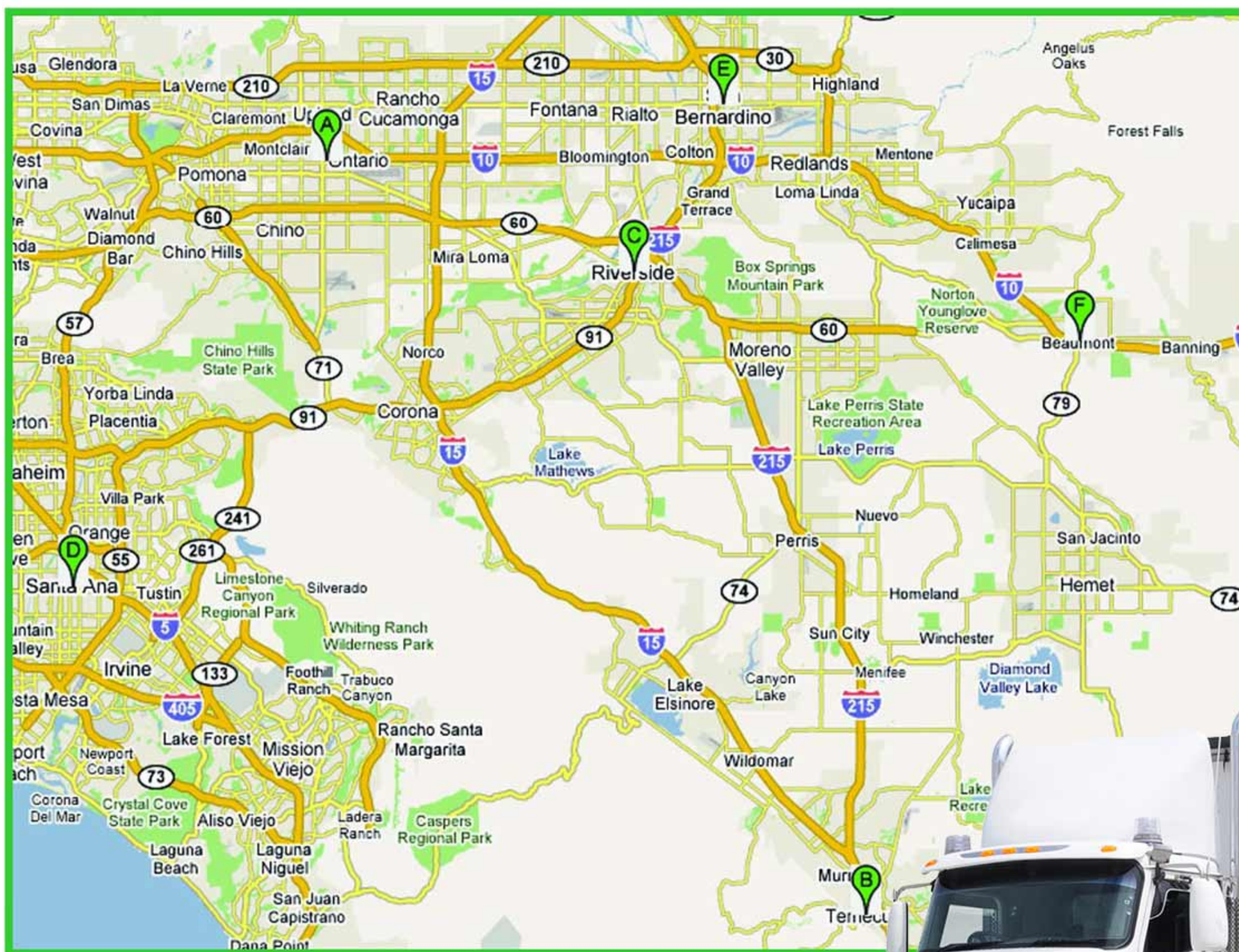
Beaverton, OR 97005	LK Oswego, OR 97035	Portland, OR 97202	Portland, OR 97213	Eugene, OR 97401
Portland, OR 97210				

ARIZONA

North Scottsdale, AZ 85260	Mesa, AZ 85204	Tempe, AZ 85283	Scottsdale, AZ 85253	Tucson, AZ 85712
Tucson, AZ 85712	Oro Valley, AZ 85704	Phoenix, AZ 85016	Phoenix, AZ 85051	Glendale, AZ 85308
Sun City, AZ 85351				

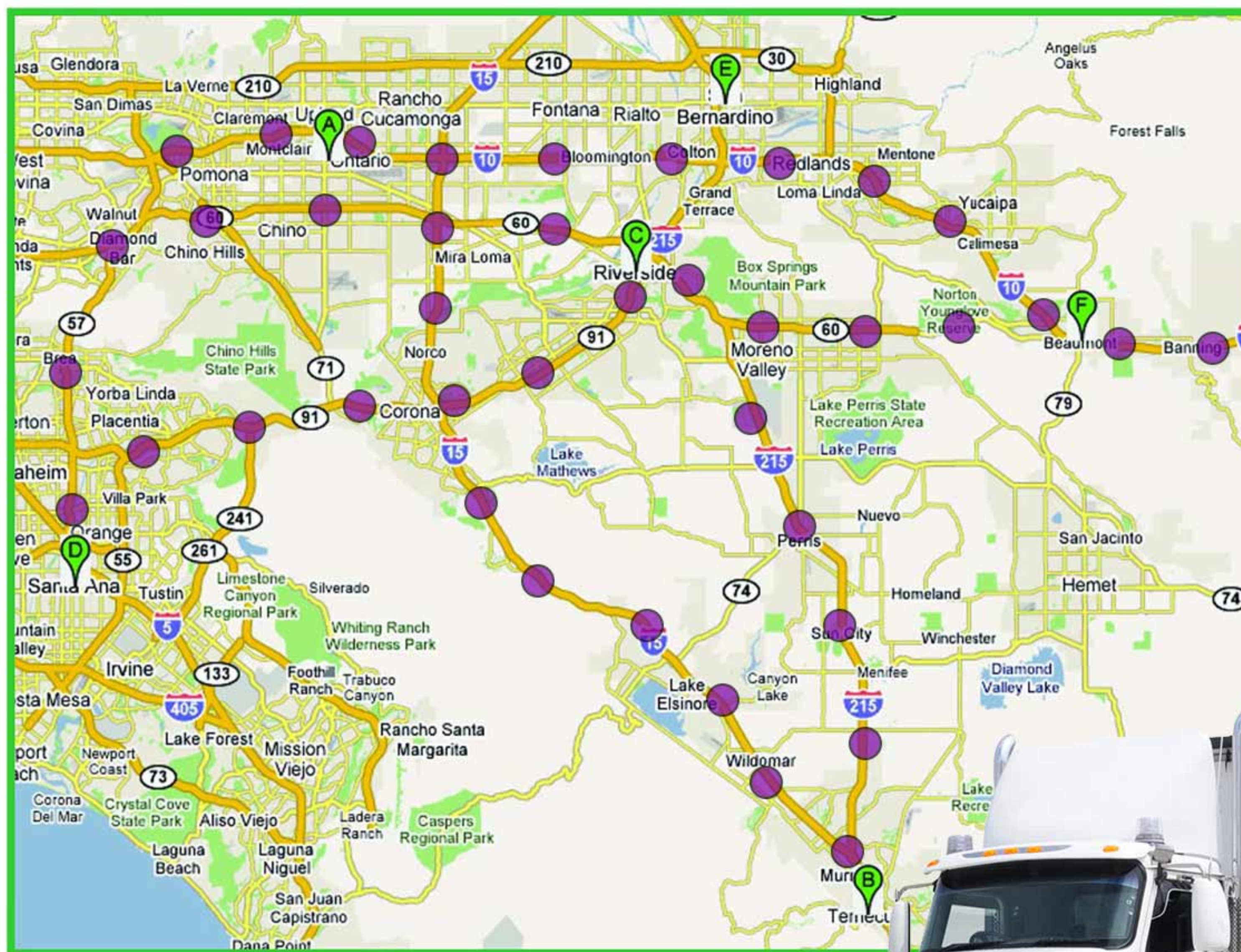
Didn't find your targeted or desired market? Just ask a Transit Media Group Representative for the advertising market of your choice. Even though we don not show your market here, we have it available anywhere in the United States, Canada, & Overseas!





A. ONTARIO
B. TEMECULA
C. RIVERSIDE
D. SANTA ANA
E. SAN BERNARDINO
F. BEAUMONT





WITH MIXING AND MATCHING ROUTES, WE WILL DELIVER COVERAGE OUTLINED IN PURPLE DOTS FOR THE DESIRED MARKETS YOU REQUESTED.

- A. ONTARIO**
- B. TEMECULA**
- C. RIVERSIDE**
- D. SANTA ANA**
- E. SAN BERNARDINO**
- F. BEAUMONT**





Transit Media Group will work very close with its partner trucking firms to ensure your trucks will stay in the dedicated markets that you request.

We work hand and hand with the fleet logistics departments and go over each and every deliver to get the highest output per truck.

We mix and match routes so your campaign will hit not one, but multiple market selections made by you each and every day.







I found the entire herd at Hemborg Ford!
G' Day!
-DEAL HUNTER

Smart Choice. Right Price. 866-Hemborg • In Norco

Hemborg FORD



Albertsons

FRESH PRODUCE DAILY!



where you

BIG BEAR MOUNTAIN RESORTS
BEAR MOUNTAIN • SNOW SUMMIT

get more!
www.bearmountain.com

**2006**

CMT, Cox Communications and The Boys & Girls Club teamed up with Transit Media Group to drive and collect donations across the nation to help re-build the Boys & Girls Club of New Orleans after Hurricane Katrina. The campaign was a total success.

- Showcase billboards can be parked or driven through events.
- Multiple showcase billboards can caravan together for special events creating a massive media spectacle.
- Showcase billboards can be positioned in other specific desired locations



Transit Media Group is dedicated on making your ad campaign look as good as it possibly can look. Rather than using a vinyl adhesive application, we use a proprietary rail system that allows your ad campaign to sit above the trailer's sides so all you see is your ad and not the trailer rivets and corrugations. Once the rail system has been installed, changing your ad is simple, cheap, and quick. No matter what part of the country your advertising campaign is located, Transit Media Group's staff can handle any size installation. Rain, snow, and heat will not stop your advertising campaign from continuously moving your company's branding.

GO TO WWW.TM-G.COM TO SEE OUR INSTALLATION VIDEO.

***INCLUDES PRODUCTION, RENTAL OF MEDIA SPACE, AND POSTING & DEPOSITING OF GRAPHICS**

1-10 TRUCKS

DEDICATED PRIME ROUTES

CONTRACT LENGTH (MONTHS)	3	6	9	12
RATE	\$3,000	\$2,000	\$1,750	\$1,500

11-25 TRUCKS

DEDICATED PRIME ROUTES

RATE	\$2,850	\$1,900	\$1,663	\$1,425

26-50 TRUCKS

DEDICATED PRIME ROUTES

RATE	\$2,708	\$1,805	\$1,579	\$1,354

- Rates include space and production (both vehicle sides).
- Does not include: shipping, packaging, or any applicable taxes.
- Rates may be changed without notice at any time.
- Pricing for REAR DOORS available upon request.
- Rear doors included in all campaigns of 6 months or longer.

Advertising At Tiffany's
 Al & Ed's Auto Sound
 All Pro Broadcasting
 Big Bear Mountain Resorts
 Blue Fountain Pools
 Boot Barn
 Budweiser
 CMT – Country Music Television
 Enviro-Techs ECS
 Express Clydesdales
 Farmers Insurance

Ford
 Gotham
 Harley Davidson
 Initiative
 JT Sports
 K2
 KATY FM
 KCXX – X1039 Fm
 King Of The Cage
 King Of The Cage International
 King Of The Cage Pay Per View

L'Oreal
 MJA Advertising and Associates
 MTV
 Outrageous Bargains Furniture
 Rage Unlimited
 RCA Records
 Redken
 San Manuel Casino
 Scuba.com
 Snow Summit Resorts
 Soboba Casino

Standard Pacific Homes
 Symbolic Motors
 The M&M Group
 The Mill Oak & Pine Furniture
 Toyota / Scion
 Vail Ski Resorts
 Vail Ski Resorts
 Vertical Advertising
 VH-1
 Wild 96.1 FM

