



# **BUS ADVERTISING PROGRAM**

**GOLD COAST TRANSIT DISTRICT**

**Presentation to the Board  
November 3, 2021**

# Background



- In 2018, GCTD's Board approved a revised advertising policy allowing for non-commercial advertising.
- Since then, several non-profit organizations and public entities have advertised on GCTD buses, promoting public education campaigns related to public health and safety.
- GCTD has seen an increase in ad revenue of 60% since 2018.
- The last rate increase took place in 2019. GCTD is now proposing another rate increase to remain competitive and comparable to peer transit agencies to begin in 2022.

# Advertisers



- Commercial



- Non - Commercial



# Ad Spaces



## Ultra Super King



## King



## Queen

## Tail



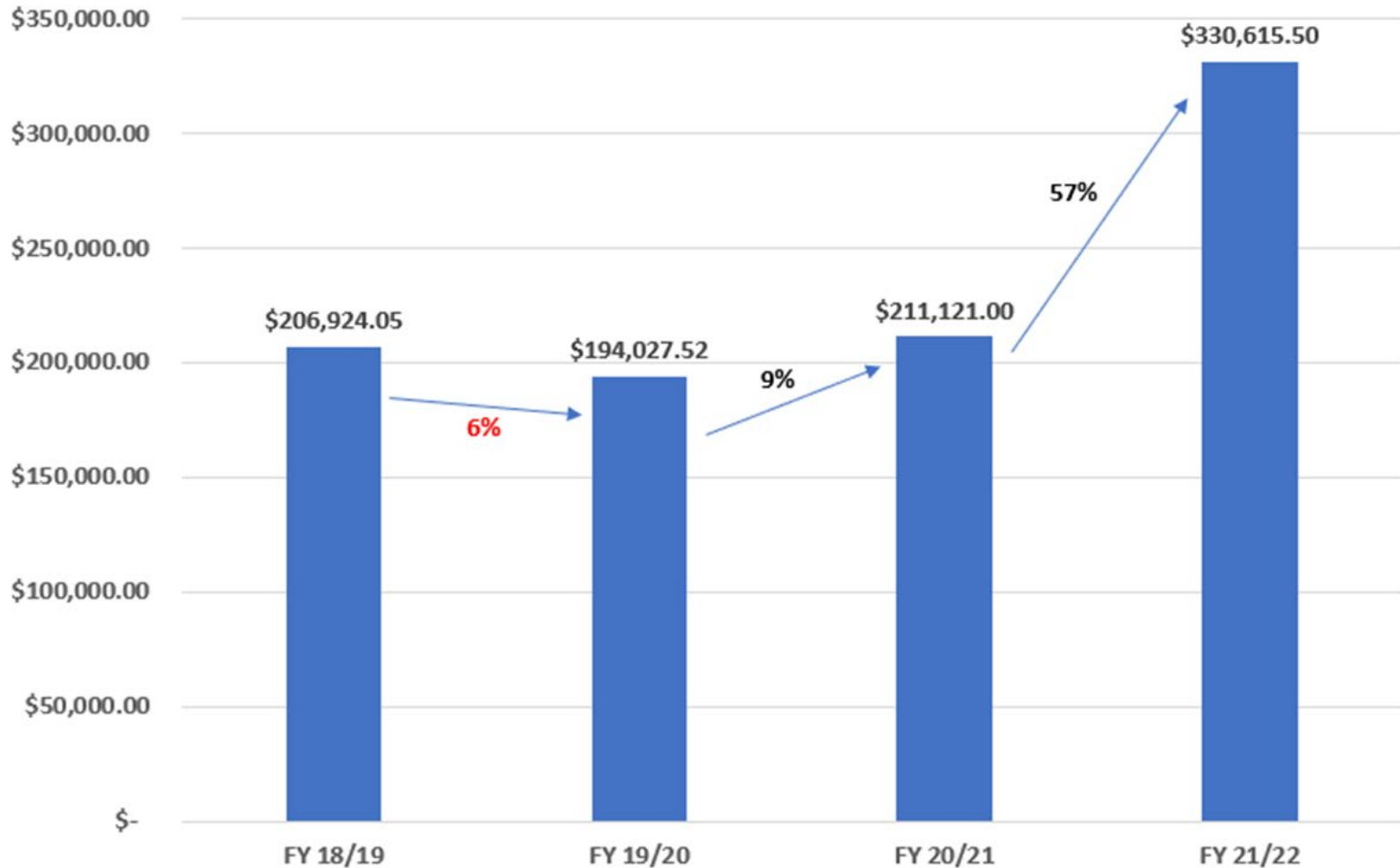
## Interior



# 2018 – 2022 Ad Revenue

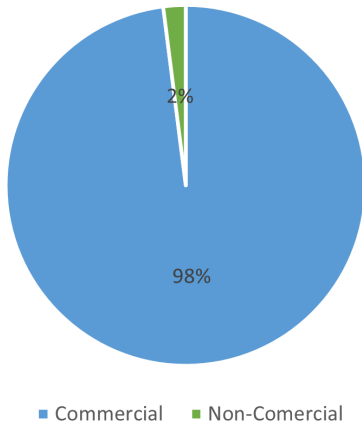


## Advertising Revenue

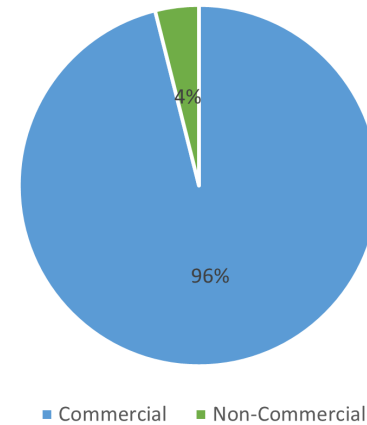


# Commercial vs. Non-Commercial

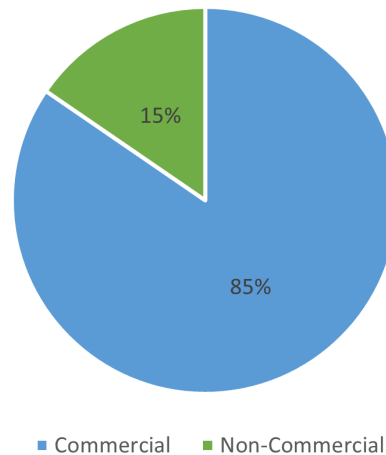
Revenue for FY 2018/2019



Revenue for FY 2019/2020



Revenue for FY 20/21



# Ad Rates



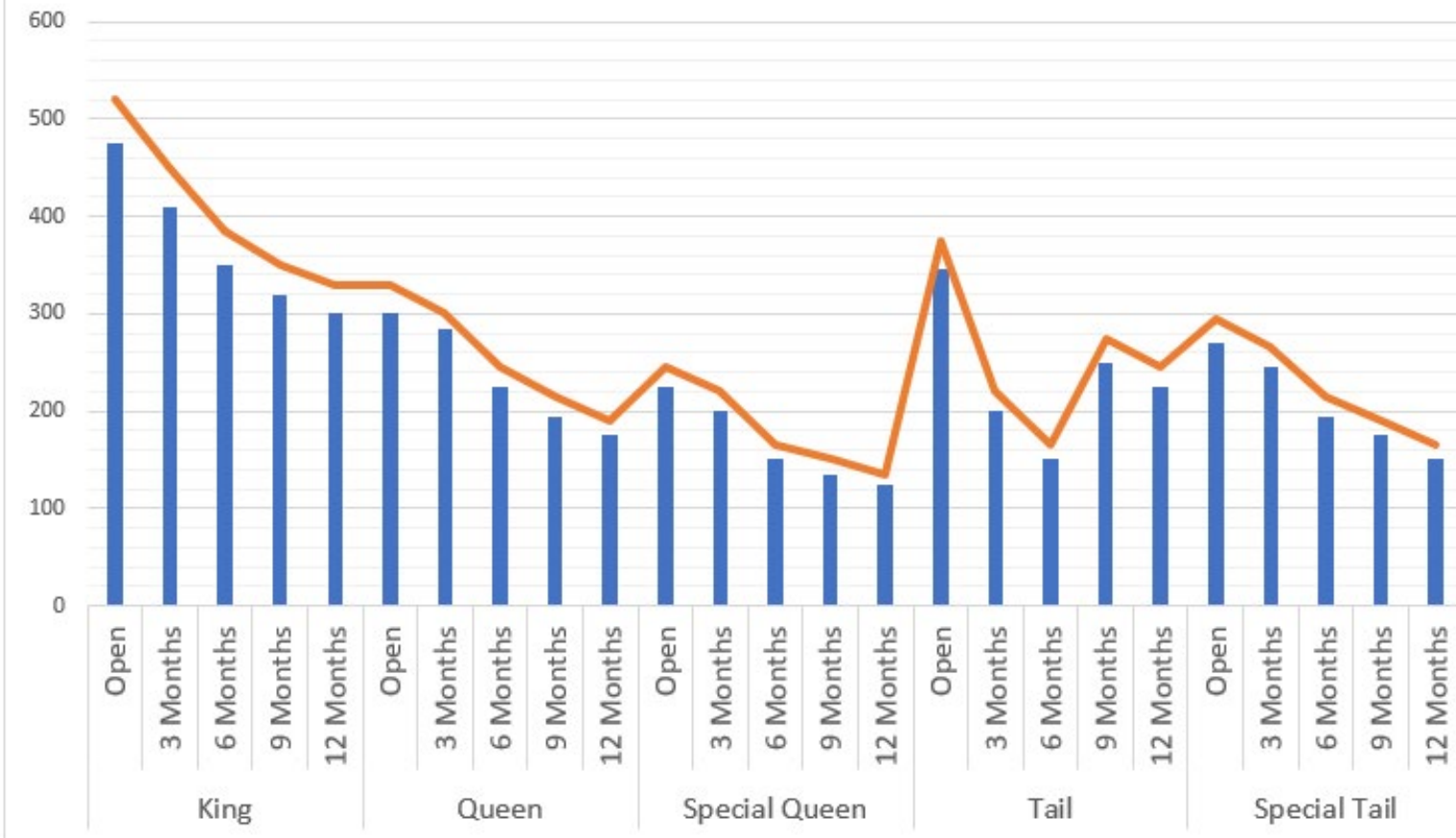
Ad Package		2021	Proposed 2022 Rates	Proposed Percent Increase
King	Open	\$475.00	\$520.00	8%
	3 Months	\$410.00	\$450.00	8%
	6 Months	\$350.00	\$385.00	9%
	9 Months	\$320.00	\$350.00	8%
	12 Months	\$300.00	\$330.00	9%
Queen	Open	\$300.00	\$330.00	9%
	3 Months	\$285.00	\$300.00	5%
	6 Months	\$225.00	\$245.00	8%
	9 Months	\$195.00	\$215.00	9%
	12 Months	\$175.00	\$190.00	7%
Special Queen	Open	\$225.00	\$245.00	8%
	3 Months	\$200.00	\$220.00	9%
	6 Months	\$150.00	\$165.00	9%
	9 Months	\$135.00	\$150.00	10%
	12 Months	\$125.00	\$135.00	7%
Tail	Open	\$345.00	\$375.00	8%
	3 Months	\$200.00	\$220.00	9%
	6 Months	\$150.00	\$165.00	9%
	9 Months	\$250.00	\$275.00	9%
	12 Months	\$225.00	\$245.00	9%
Special Tail	Open	\$270.00	\$295.00	8%
	3 Months	\$245.00	\$265.00	7%
	6 Months	\$195.00	\$215.00	9%
	9 Months	\$175.00	\$190.00	8%
	12 Months	\$150.00	\$165.00	9%

# Ad Rates



## Bus Ad Rates Comparison

■ 2021    — 2022



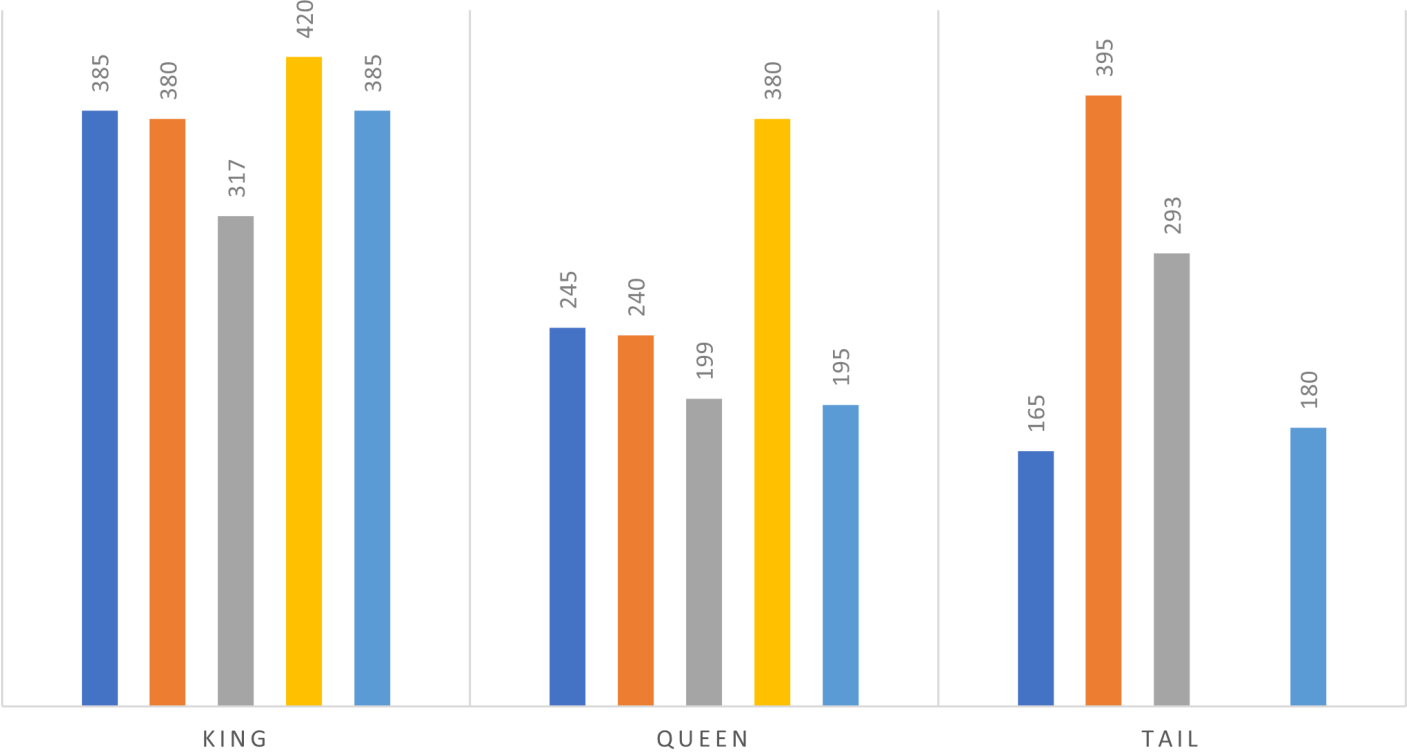


# Peer Agencies



### GCTD 2022 & PEER AGENCIES 2021 6 MONTH RATES

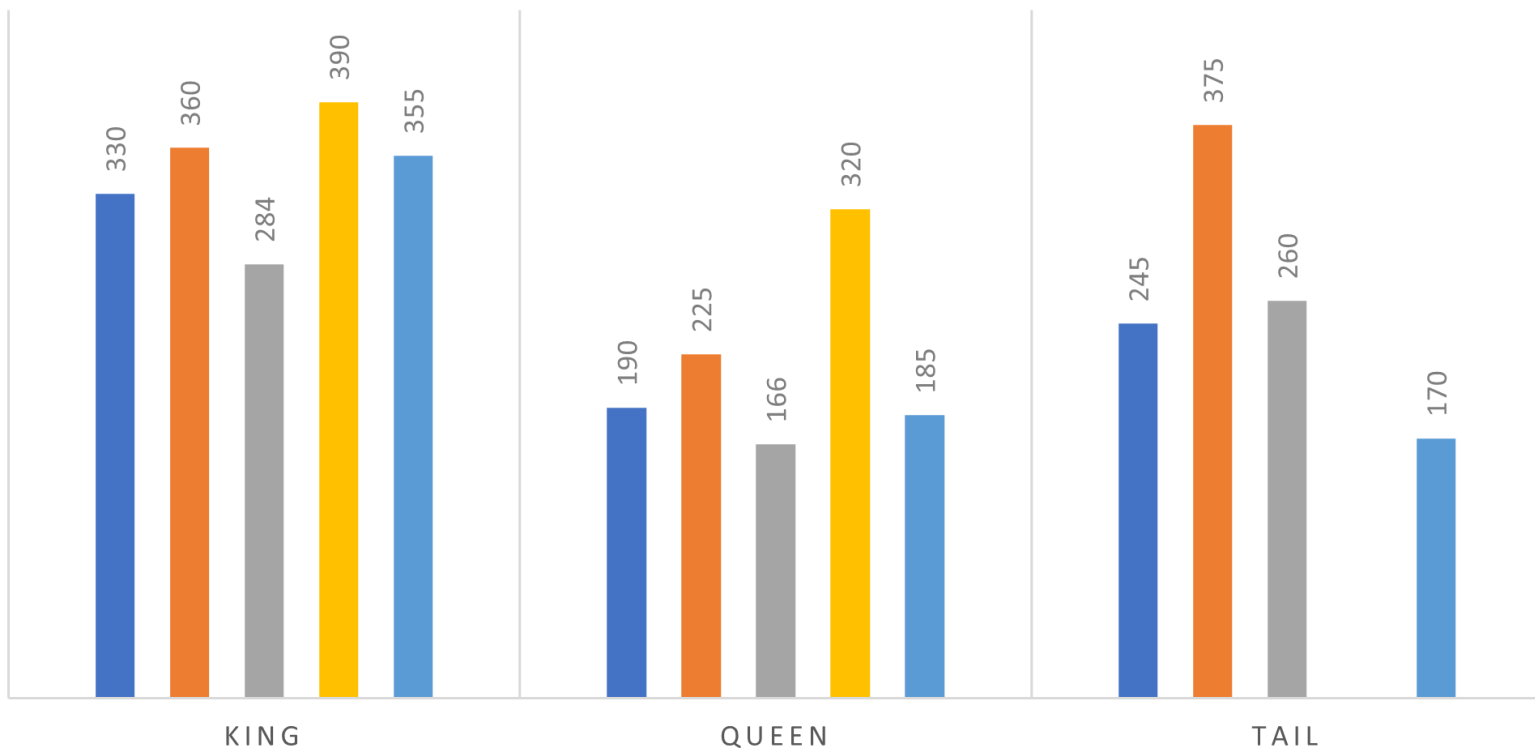
■ GCTD ■ Santa Cruz ■ Santa Barbara ■ Riverside ■ Monterey-Salinas



# Peer Agencies

## GCTD 2022 & PEER AGENCIES 2021 12 MONTH RATES

■ GCTD ■ Santa Cruz ■ Santa Barbara ■ Riverside ■ Monterey-Salinas



# Other Important Notes



## **GCTD offers discounts in the form of:**

- ✓ Longer term contracts have deeper discounts per ad.
- ✓ Chamber Members and Advertising Agencies received a 10% and 15% discount. New: Non-Commercial advertisers will receive a 10% discount in 2022.
- ✓ Final rates and discounts are negotiated and approved by the General Manager.

# Conclusion



**Questions?**

## **Board Recommendation:**

**It is recommended that the Board of Directors receive and file this presentation and grant the General Manager the authority to modify the advertising rates effective 2022.**

**THANK YOU!**

