



## GROW YOUR BUSINESS WITH GET!

GET buses are visually unavoidable. Inside and out.  
Contact Kathleen McNeil at 661-869-6341 or [kmcneil@getbus.org](mailto:kmcneil@getbus.org)



## WHY YOU SHOULD CHOOSE GET

**GOLDEN EMPIRE TRANSIT** advertising is larger than life, high-impact with high brand recall and it cannot be fast-forwarded or tossed aside.

- **HIGHLY EFFECTIVE**

Transit provides a variety of unmissable advertising sizes and opportunities either on the exterior or interior of the buses that present 'Billboards-On-Wheels' right at consumer eye-level.

- **COMPLETE COVERAGE**

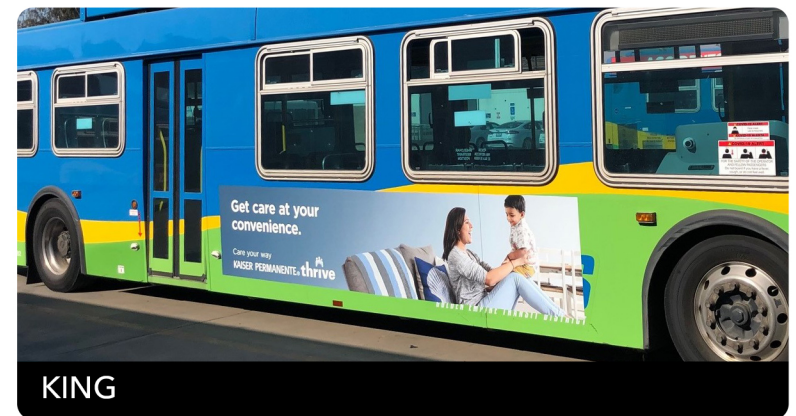
Transit captures attention where people live, shop, work and play. Visible in both business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage to other OOH formats.

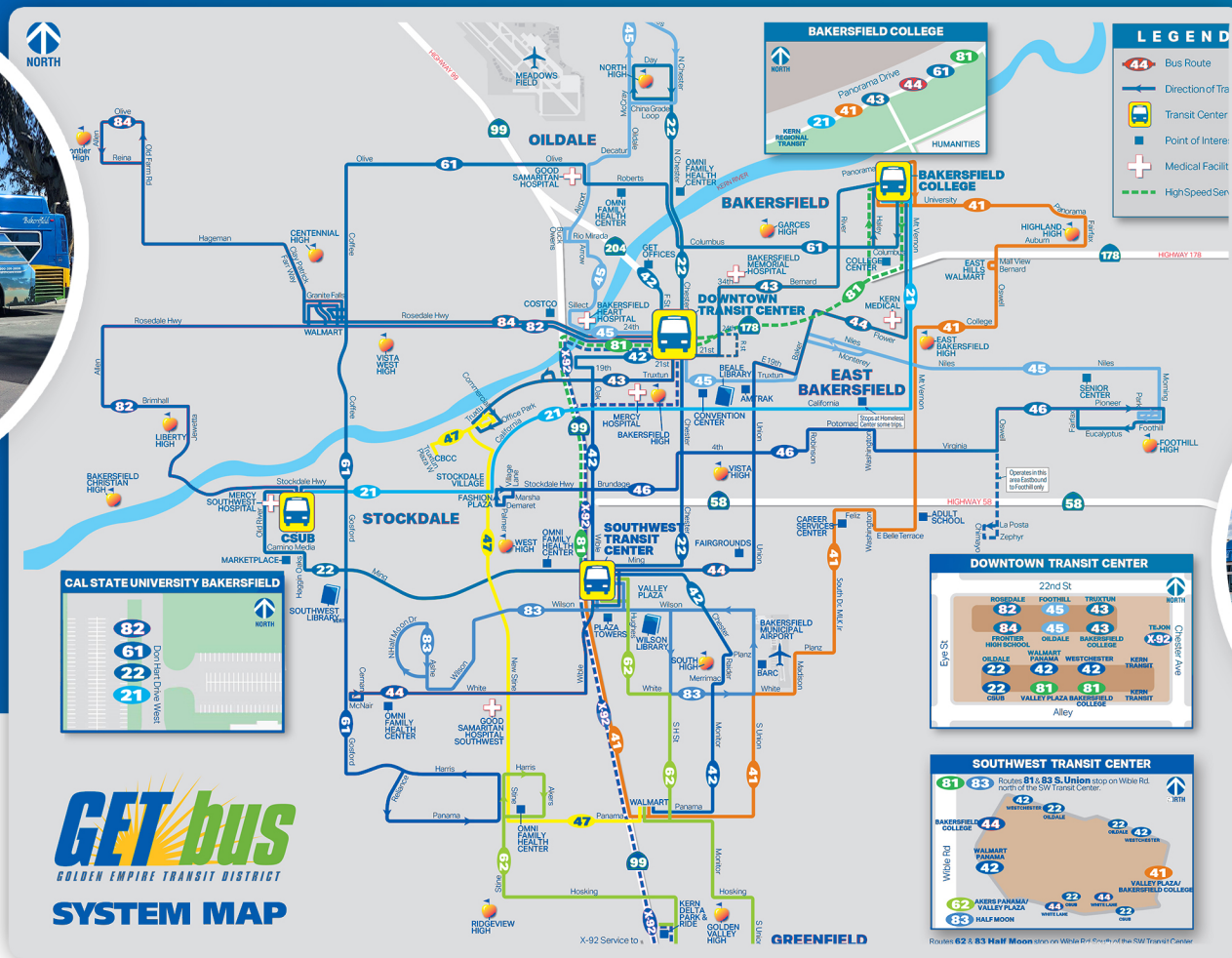
- **REACH**

With fragmented media sources competing for smaller and smaller audiences, transit advertising delivers some of the strongest CPM's in advertising and reaches consumers far more effectively than other media.

- **FREQUENCY**

Transit advertising targets your market all day: GET's 16 fixed routes operate 12 hours a day, 7 days a week. Repeated viewing creates top-of-mind awareness and brand recognition in any media campaign.





**GOLDEN EMPIRE TRANSIT DISTRICT (GET)** was formed in July 1973. It is the primary public transportation provider for the Bakersfield Urbanized Area. GET is the largest public transit system within a 110 mile radius. The District's legal boundary includes Bakersfield city limits as well as adjacent unincorporated areas. GET has a fleet of 82 Compressed Natural Gas buses as well as 10 hydrogen fuel cell buses. All fixed route buses are equipped with wheelchair lifts and bike racks. GET services 16 routes, which operate 7 days a week and transport more than **6 million passengers** each year with its fixed-route buses. In addition, GET operates 45 Compressed Natural Gas On-Demand buses. GET has an economic impact; every \$1.00 GET spends and invests creates \$5.80 in return. The International Standards Organization formally recognizes GET for its certified Environmental Management System.



### Production Handled by the Advertiser

Please see Design Specifications for Production requirements. Materials (finished advertisements) due to GET 10-days prior to display start date. Failure to submit materials in a timely manner may result in a delayed start. GET is not responsible for lost time due to a delayed delivery.

### Production Handled by Golden Empire Transit District

Please see Design Specifications for Artwork requirements. Artwork due to GET a minimum of 14-days prior to display start date. GET is not responsible for lost time due to the delayed delivery of artwork files.

### Material Supply Address

Attn. Kathleen McNeil  
Golden Empire Transit  
1830 Golden State Ave.  
Bakersfield, CA 93301

### Market Coverage

Bakersfield

### Details

Rates are NET and represent space only, subject to change. Signature product sizes are approximate and reflect the average bus length within a market. Icons are provided for reference only. Please contact us for exact design size and specifications. Tax and installation not included.

\*Impressions are provided by Geopath OOH Ratings and are based on custom market size (Kern County)

*\* Production and Installation Costs Additional*



PRODUCT		*SPACE RATE UNIT
<b>KING</b> 30" x 144"		\$630
<b>SUPER KING</b> 30" x 216"		\$746
<b>QUEEN</b> 30" x 88"		\$473
<b>SUPER TAIL</b> 36" x 80"		\$511
<b>SUPER SQUARE</b> 30" x 88"		\$893
<b>L-SIDE</b> Main: 38" x 246, Ext: 45" x 48"		\$893
<b>KONG</b> 38" x 246"		\$788
<b>KING KONG</b> 98" x 246"		\$1,365
<b>HALF SIDE</b> 45" x 362"		\$840
<b>FULL SIDE</b> 98" x 480"		\$2,048
<b>HEADLINER</b> 15" x 480"		\$210
<b>FULL WRAP</b> Basic 84"x98", Sides 98"x480"		\$4,725





## DESIGN SPECIFICATIONS

### SOFTWARE & FORMATS

Native file formats for Adobe Photoshop, Illustrator, InDesign or PDF. If Illustrator or InDesign files have links, the files must be embedded or provided. All fonts must be converted to outlines.

### SCALE / RESOLUTION / LIVE, TRIM & BLEED AREAS

Build at full scale at 56ppi, or 1/16th scale at 896ppi. Live area: Same as trim. Do not add bleed.

### COLOR MATCHING

If precise color matching is critical please provide a quality matchprint and/or Pantone callouts for solid colored areas.

Files should be submitted electronically whenever possible. Please mark all shipped materials "Attn: Kathleen McNeil" and reference the Client and posting dates. Discs containing client artwork WILL NOT BE RETURNED.

E-mail: [kmcneil@getbus.org](mailto:kmcneil@getbus.org) (files less than 10 MB)

### QUESTIONS / CONCERNS

Contact GET Advertising Account Executive Kathleen McNeil at 661-869-6341 or [kmcneil@getbus.org](mailto:kmcneil@getbus.org)

### MATERIALS / SUBSTRATES

Displays must be printed on 3M IJ36-20 changeable material. For postings less than 9 months a UV protective clearcoat must be applied. For postings greater than 9 months a protective overlam is required.

### SHIPPING REQUIREMENTS

Displays must be stacked in alternating left and right panels, rolled "image out" and shipped in boxes that weigh no more than 100 lbs. Attach a photocopy of the design to the outside of each box.

### Shipping Address

Attn: Kathleen McNeil  
Golden Empire Transit  
1830 Golden State Ave  
Bakersfield, CA 93301

### OVERAGE

On quantities of ten or more displays a 10% overage may be required. Contact your representative.

### DELIVERY

Marketing must receive copy 10 working days prior to post date.

