

LAMAR



# TRI-VALLEY WHEELS TRANSIT ADVERTISING



# GET YOUR MESSAGE ON THE MOVE!

## Advertising your business or Tri-Valley Event on Wheels!

Advertising on Wheels buses reaches over 200,000 residents within the communities of Dublin, Livermore and Pleasanton.

This larger-than-life advertising is cost-effective and immediately reaches your audience, unlike other traditional media forms.

When you promote your business or event on Wheels buses you are actively reaching your audience 365 days per year on a fleet of 73 buses traveling 40 square miles.

Each year, our buses travelled almost 2 million miles, literally taking your message directly to your customers. Wheels buses are moving billboards!

With a high recall rate and high visibility, advertising with Wheels is an excellent choice when attempting to attract a vast and varied audience in today's busy world.

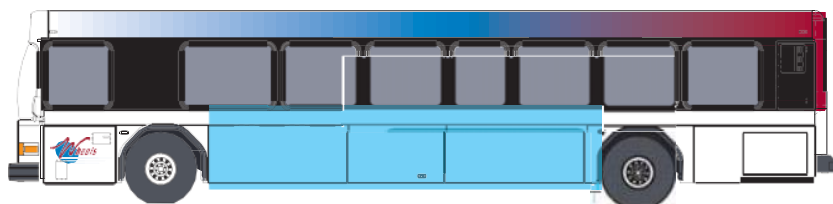


# SIGNATURE DISPLAYS

40' LF GILLIG SERIES

## STREETSIDE DISPLAYS

Kong: 42" X 232" approx



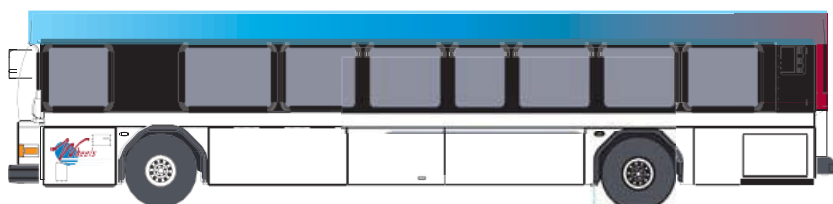
King Kong: 102" X 232" approx



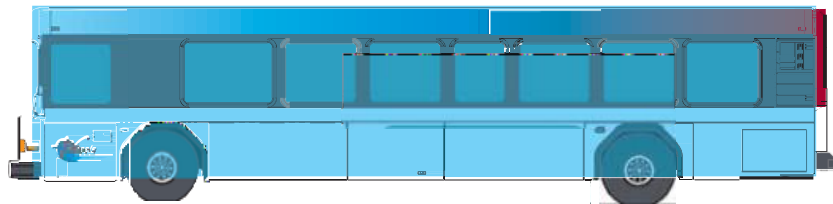
Halfside Mural: 42" X 480" approx



Headliner: 16" X 480" approx



Fullside Streetside: 102" X 480"

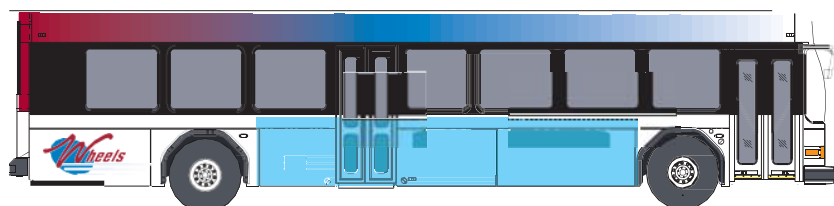


## CURBSIDE DISPLAYS

Empress: 42" X 114" approx



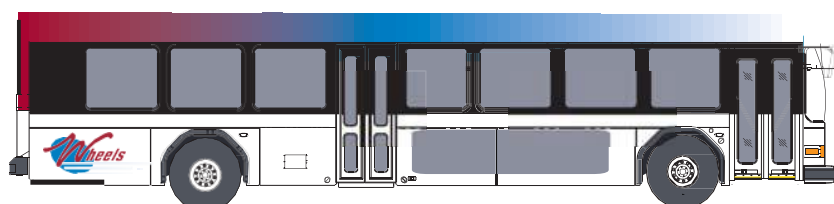
Curbside Kong: 102" X 232" approx



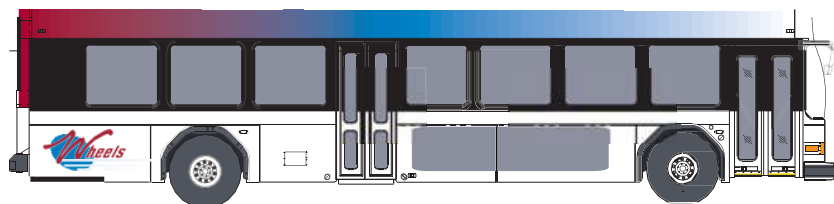
Curbside King Kong: 102" X 232" approx



Curbside Headliner: 16" X 480" approx



Fullside Curbside: 102" X 480"



## BUS BACK DISPLAYS

Supertail  
34" X 84"

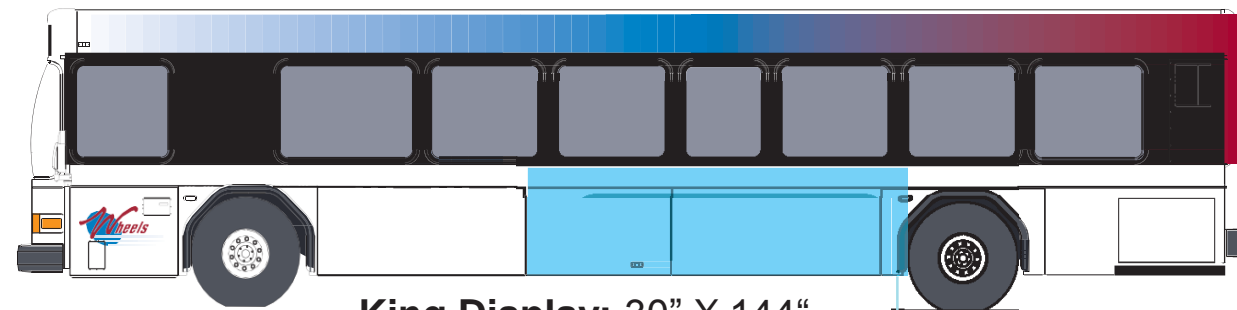


Full Back  
84" X 102"

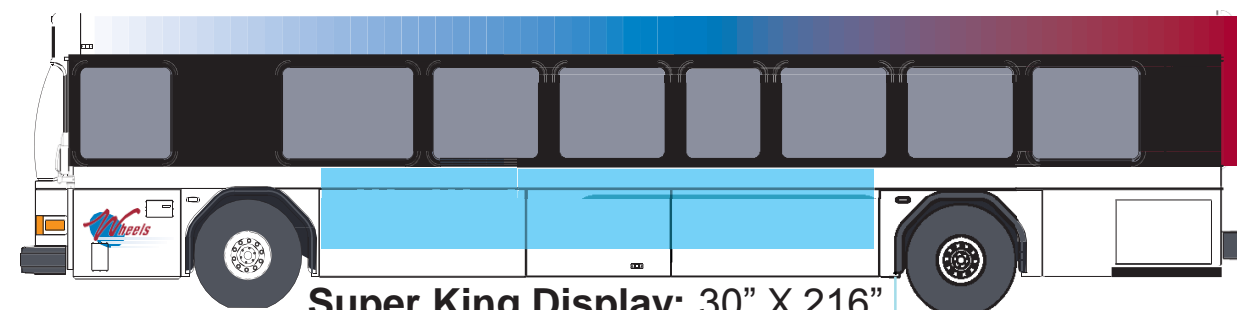


# TRADITIONAL DISPLAYS

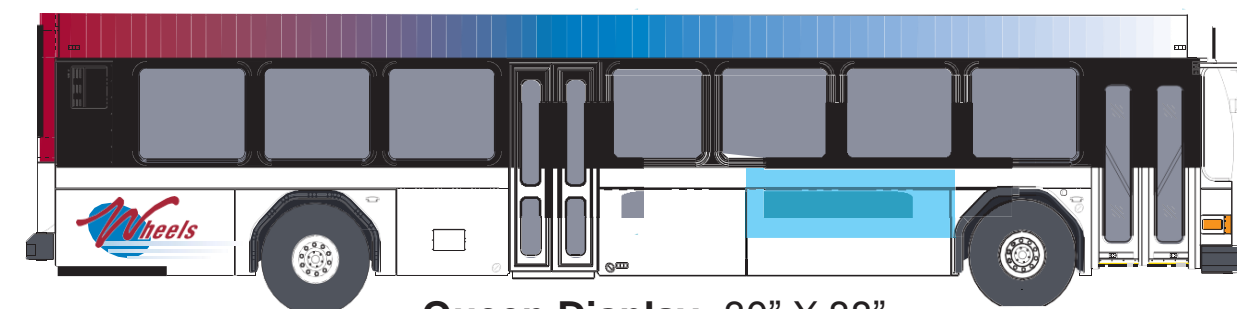
40' LF GILLIG SERIES



King Display: 30" X 144"



Super King Display: 30" X 216"



Queen Display: 30" X 88"



Tail Display: 21" X 70"







## LAMAR OF BAY AREA

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\*PICTURED IN OAKLAND

# Thank you!

**We appreciate the opportunity to be  
your Out of Home media partner.**

Please contact your Lamar Representative  
or our office to discuss availability and  
any questions you may have.

We're ready to help you build  
an effective campaign.