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## 2021 ST. JOHNS COUNTY TRANSIT ADVERTISING MEDIA KIT

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## WHY USE TRANSIT ADVERTISING?

- You can't zap it.
- You can't ignore it.
- It can't be turned off like television.
- It reaches drivers and passengers no matter what radio stations they're listening to.
- The large, colorful designs demand attention.
- You have exclusivity in your space.

## VALUE ON THE GO

### *HIGH VISIBILITY – CONSISTENT VIEWS – BOLD GRAPHICS*

Transit advertising brings your message to our county's busiest and most high-profile locations at lower prices than traditional billboard advertising.

The US Census reports that St. Johns County is a vibrant, growing area with an ever-increasing number of residents. And these residents are on the move—they spend an average of an hour a day driving to and from work. This makes them a captive audience for relevant, high-profile messaging delivered via transit advertising.



OVERALL  
POPULATION:  
**254,261**



MEDIAN HOUSEHOLD  
INCOME:  
**\$73,640**



MEAN TRAVEL  
TIME TO WORK:  
**27.2 MINS**

## YELLOW "SUNSHINE" FIXED ROUTE

Six days per week, twelve hours per day. Routes run throughout St. Johns County with destinations as far north as the Avenues Mall and as far south as DuPont Center.



## YELLOW "SUNSHINE" FIXED ROUTE GROUPS

The buses in the yellow "Sunshine Bus" fixed route fleet offer front, back, and side panel advertising spaces as noted in the images below. Size and placement vary by vehicle model and year. Selection is limited, and vehicle advertising space is sold on a first-come, first-served basis.

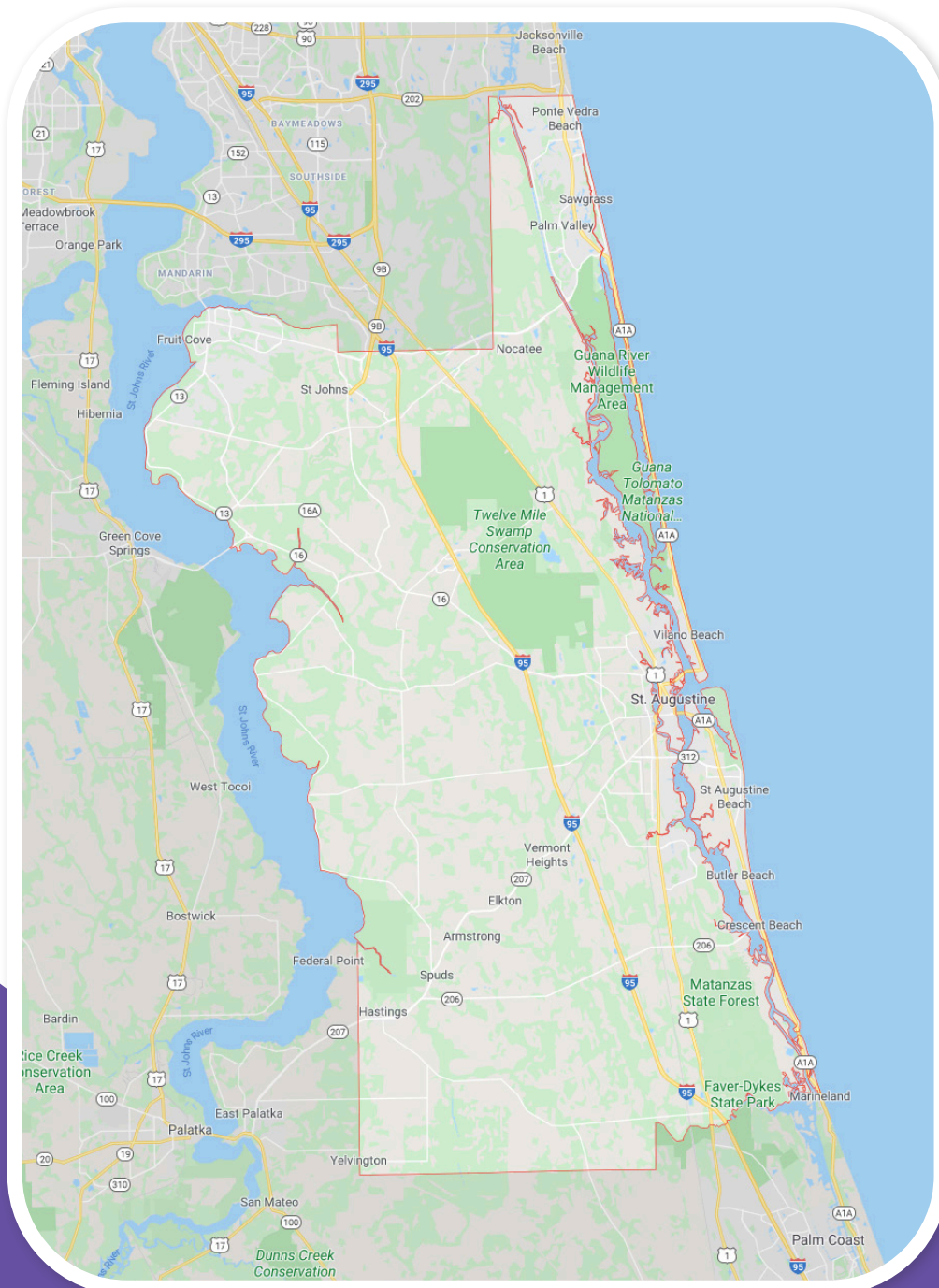
**Please ask your Hybrid Design representative for detailed information on currently available buses.**

	DRIVER SIDE	PASSENGER SIDE	FRONT	BACK
GROUP 1			NO AD PANEL	
GROUP 2				
GROUP 3			NO AD PANEL	

## WHITE COA PARATRANSIT ROUTES

Seven days per week, with expansive county-wide variable routes depending on rider needs.

See below for area map of St. Johns County.




For more information, please call Kerry Tustin at 904-814-7790 or Laura Smith at 904-540-4220.

1301 PLANTATION ISLAND DRIVE SOUTH, SUITE 205 B • ST. AUGUSTINE, FL 32080 • HYBRIDSTUDIOS.NET

## WHITE COA PARATRANSIT GROUPS

The buses in the white “COA” (Council on Aging) paratransit fleet offer front, back, and side panel advertising spaces as noted in the images below. Size and placement vary by vehicle model and year. Selection is limited, and vehicle advertising space is sold on a first-come, first-served basis.

**Please ask your Hybrid Design representative for detailed information on currently available buses.**

	DRIVER SIDE	PASSENGER SIDE	FRONT	BACK
GROUP 1				
GROUP 2				
GROUP 3				
GROUP 4				
GROUP 5				



## ANNUAL PRICING

**FULL BUS ADVERTISING** ..... \$10,000 PER YEAR

- Includes advertising space on all available bus panels or windows. See individual bus spec sheets for details.
- Includes one design for all available bus panels or windows, as applicable per bus specifications. Additional revisions will be billed at \$150 per hour.

**FULL BUS PRODUCTION COST** ..... \$2,200 - \$2,500 PER BUS

- Includes vinyl printing on all applicable bus panels or windows.

### FULL BUS A LA CARTE OPTIONS

• **ADDITIONAL BUS DESIGN** ..... \$1000 PER BUS

Includes one design for all applicable panels or windows with two rounds of revisions. Additional revisions will be billed at \$150 per hour.