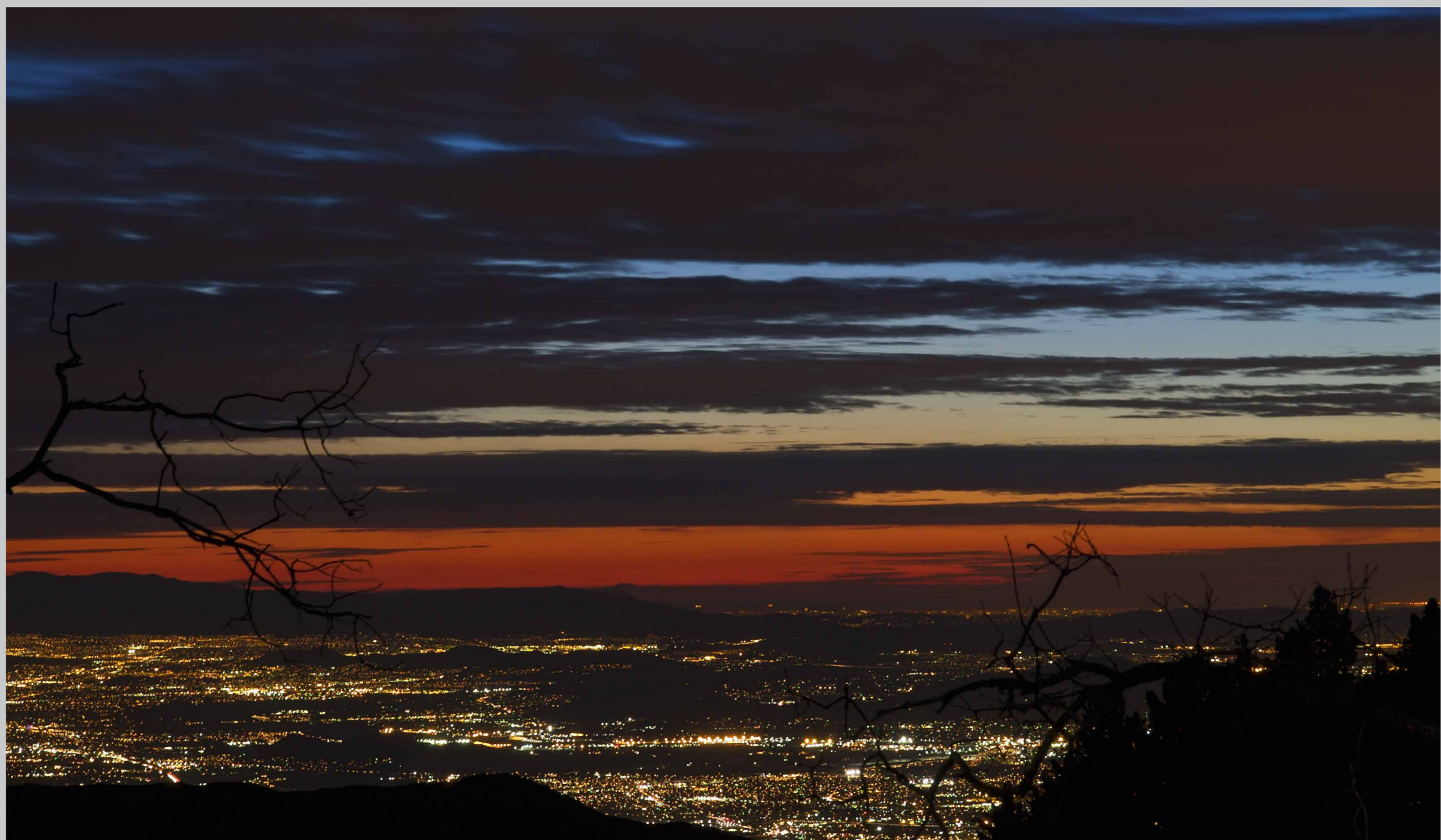


LAMAR

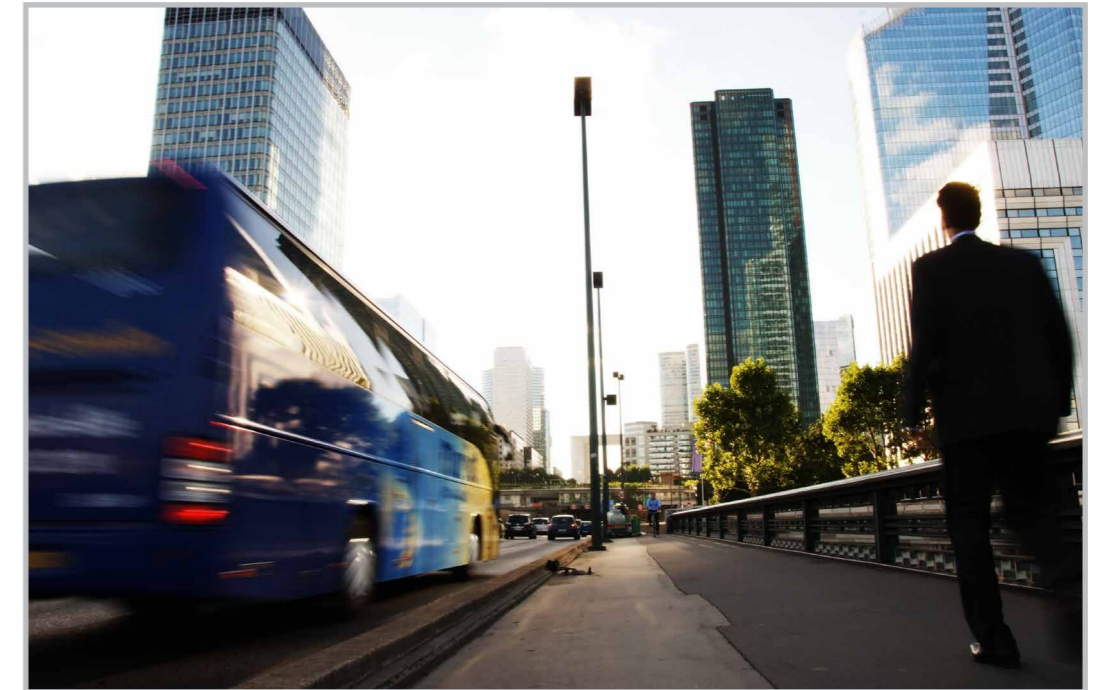


SAN BERNARDINO

TRANSIT MEDIA GUIDE

WHO ARE WE?

Lamar is one of the largest out of home (OOH) advertising companies in the world, with over 325,000 displays in North America.

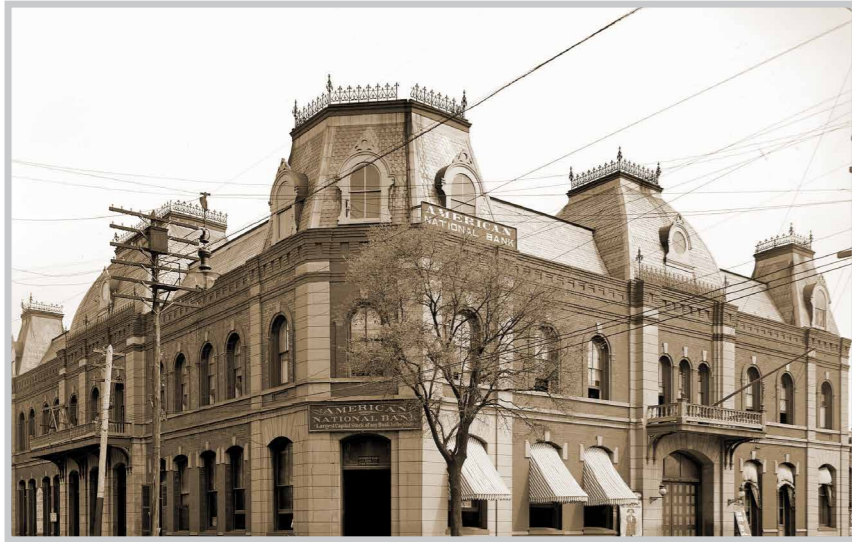


Lamar offers our advertisers a variety of transit, airport, billboard, and interstate logo advertising formats, helping both local businesses and national brands reach broad audiences every day.

We partner with many transit authorities across the US and Canada to provide advertising that moves with your audience.

Our transit products offer exposure to local commuters, drivers, and pedestrians by circulating through core residential and business areas of the market.

OUR HISTORY

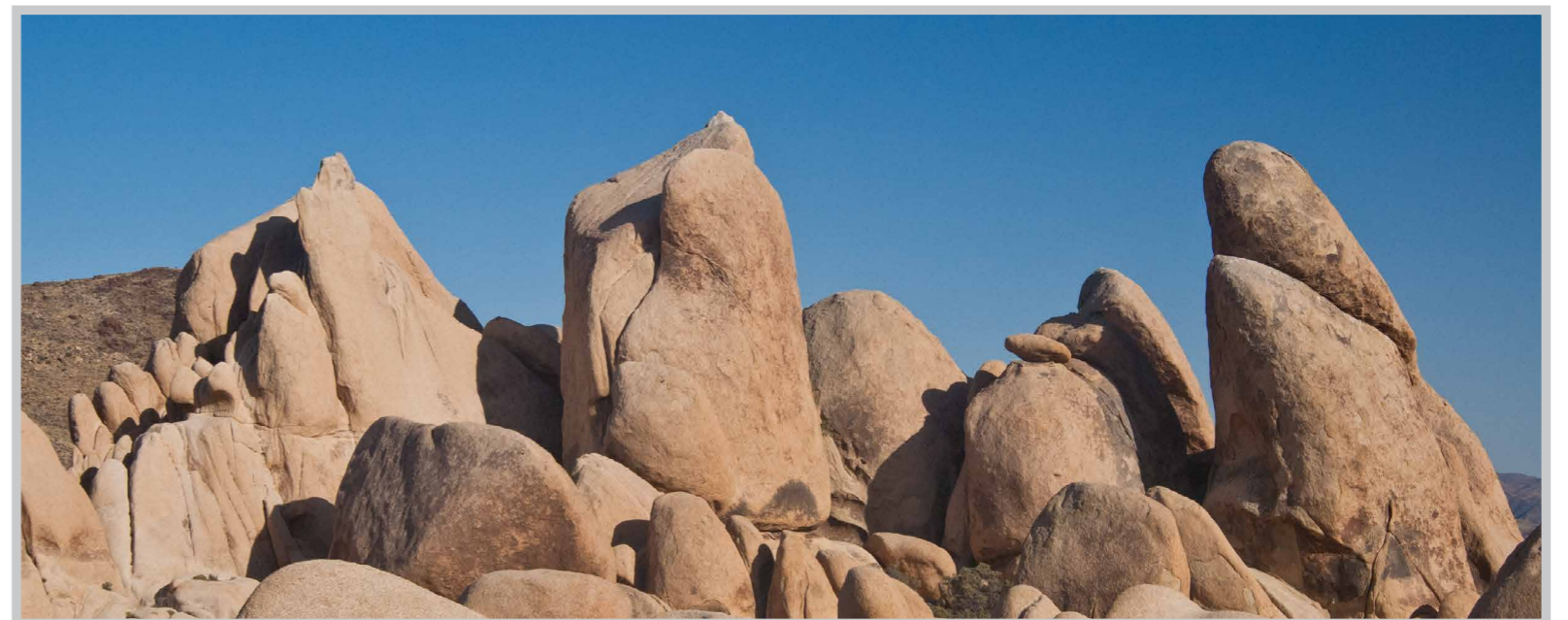
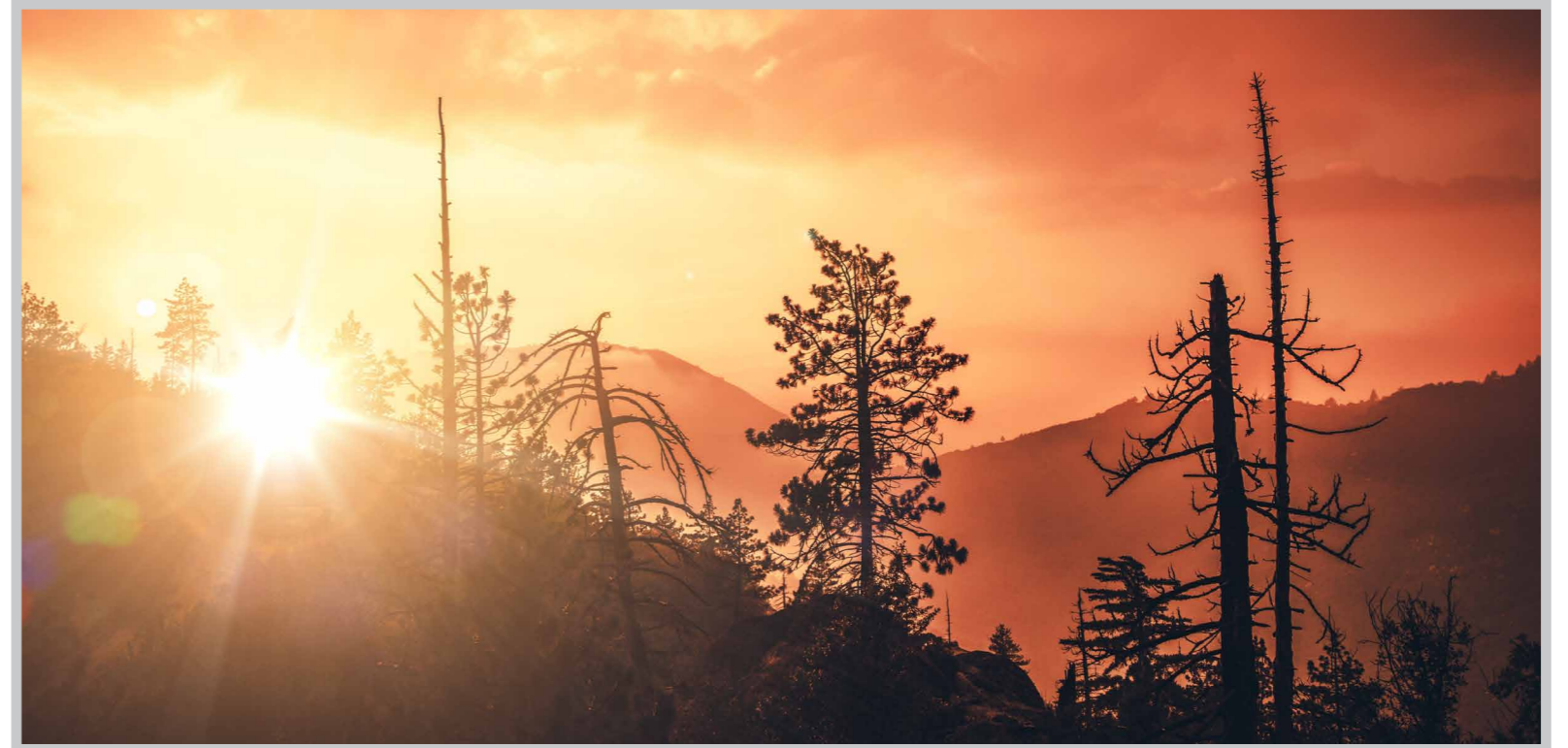


A simple flip of the coin in Pensacola, Florida, landed Charles W. Lamar Sr. the opportunity of a lifetime. In 1908, when Mr. Lamar and J.M. Coe decided to dissolve their three-year partnership, a coin toss was used to divide their assets: the Pensacola Opera House and the Pensacola Advertising Company, the small poster company created to promote the Opera House. Mr. Lamar lost the toss, and was left with the less-lucrative poster company, which he renamed Lamar Outdoor Advertising Company. Over the course of the next century, Mr. Lamar and his descendants built Lamar Advertising from a small sign company on the Gulf Coast into one of the largest providers of Out-of-Home advertising in the nation. Through generations of commitment, integrity, and innovation, Lamar has changed the nation's landscape while still maintaining the character of a family business.

ABOUT SAN BERNARDINO

San Bernardino is the heart of southern California. Also known as the “Inland Empire,” the city of San Bernardino spans 81 square miles on the floor of the San Bernardino Valley, roughly 60 miles east of Los Angeles. San Bernardino is the 17th largest city in California, and the 100th largest city in the United States. The city is home to several colleges and universities, museums and historic sites, performing arts venues, and college and minor league athletics. San Bernardino is divided into several districts, boasting both ethnic and economic diversity.

The best way to reach this enterprising audience is with OmniTrans’ bus network. Omnitrans fixed-route service area covers 15 cities and portions of the unincorporated areas of San Bernardino County, to major destinations such as transportation centers, medical centers, educational facilities, shopping malls, business parks, and community centers. Lamar Transit is everywhere your audience is... telling them stories, giving them directions and demanding attention. It’s advertising that looks for people. It’s advertising that knows where they work, where they live and where they play. So stay with your audience... Go where they go!



MARKET PROFILE [SAN BERNARDINO]



POPULATION:

1,581,150



18-24 y/o	10.9%	45-54 y/o	12.7%
25-34 y/o	14.1%	55-64 y/o	10.9%
35-44 y/o	12.8%	65 & older	12.4%

20% OF RESIDENTS ARE COLLEGE GRADUATES

49% ARE HISPANIC; 8% ARE AFRICAN AMERICAN

37% OF HOUSEHOLDS EARN > \$75,000/YEAR

65% OWN THEIR RESIDENCE WHILE 35% RENT

30% LIKE TO LOOK AT ADVERTISING

37% BASE PURCHASING DECISIONS ON ADS

SOURCE: NIELSEN LOS ANGELES, CA 2016 (RELEASE 2), US CENSUS

MARKET PROFILE [SAN BERNARDINO]

AVAILABLE PRODUCTS IN THIS AREA:

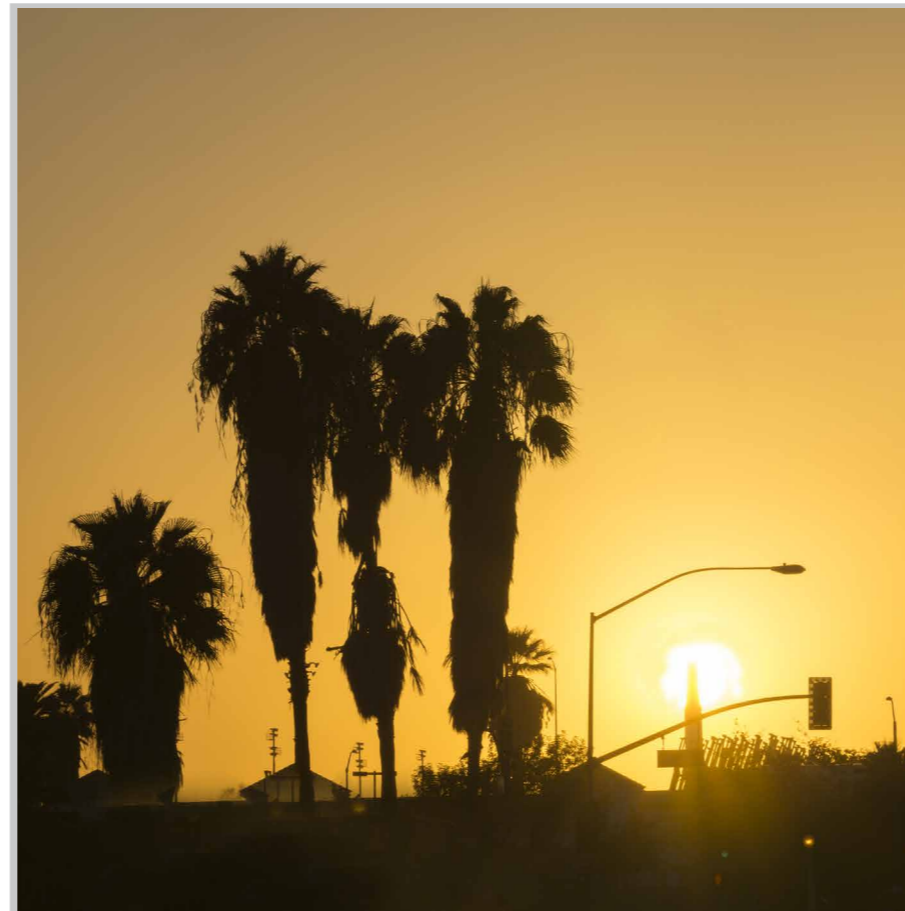


36%

OF ADULTS HAVE TRAVELED MOSTLY ON LOCAL OR SURFACE STREETS IN THE PAST 7 DAYS.

49%

WALK A MILE OR MORE IN TOWN EACH WEEK, MAKING THEM HIGHLY RECEPTIVE TO TRANSIT ADVERTISING.



MAIN ROADWAYS

FWY 210 | Northpark Blvd W
FWY 405 | W Fern Ave | FWY 60
FWY 15 | Kendall Dr | FWY 91
FWY 215 | California St | I-215
I-10 | W 5th St | E Mill St
E Highland Ave | I-15

87%

OF ADULTS IN THIS AREA DRIVE EVERY WEEK.

56%

COMMUTE TO WORK EACH DAY.
34% COMMUTE OVER 40 MINUTES DAILY.

SOURCE: NIELSEN LOS ANGELES, CA 2016 (RELEASE 2)

MARKET PROFILE [SAN BERNARDINO]

AREA EVENTS & ATTRACTIONS:

Riverside Dickens Festival | Upland Lemon Festival | Paddle Fest | Big Bear Huck Finn Jubilee Bluegrass Fest | Christmas on Euclid | Coussoulis Arena Berdo Bikes & Blues Rendezvous | Route 66 Rendezvous | Ontario Mills National Orange Show Festival | Big Bear Lake | Auto Club Speedway Rancho Santa Ana Botanic Garden | San Bernardino National Forest San Manuel Stadium | Route 66 Museum | Robert V. Fullerton Museum of Art Inland Empire Military Museum | Arrowhead Springs Hotel and Spa

HIGHER EDUCATION:

San Bernardino Valley College | Loma Linda University | Cal State-San Bernardino University of Redlands | Chaffey College

SPORTS:

Inland Empire 66ers | Cal State Coyotes | Valley College Wolverines | Rancho Cucamonga Quakes | Ontario Reign

1,719,131

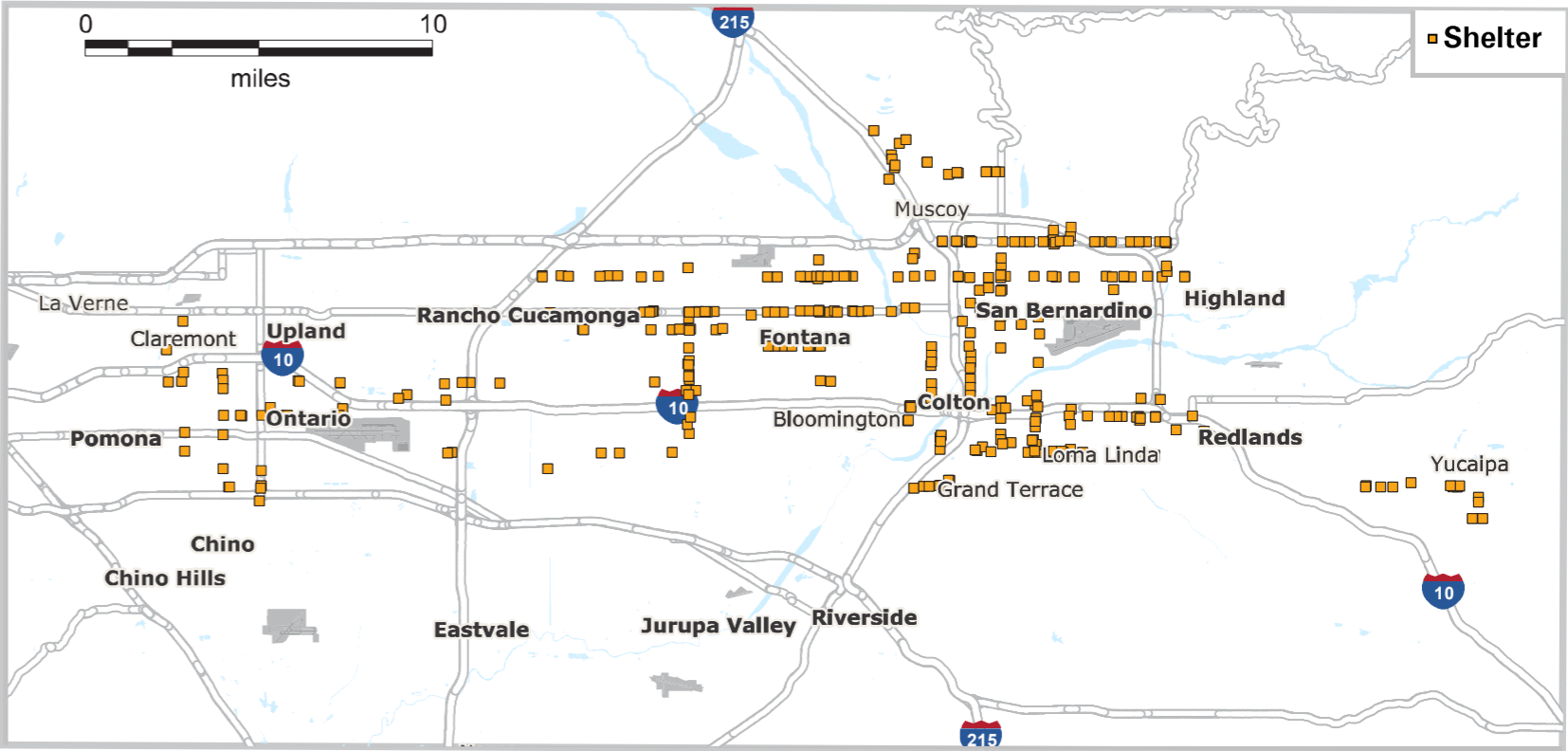
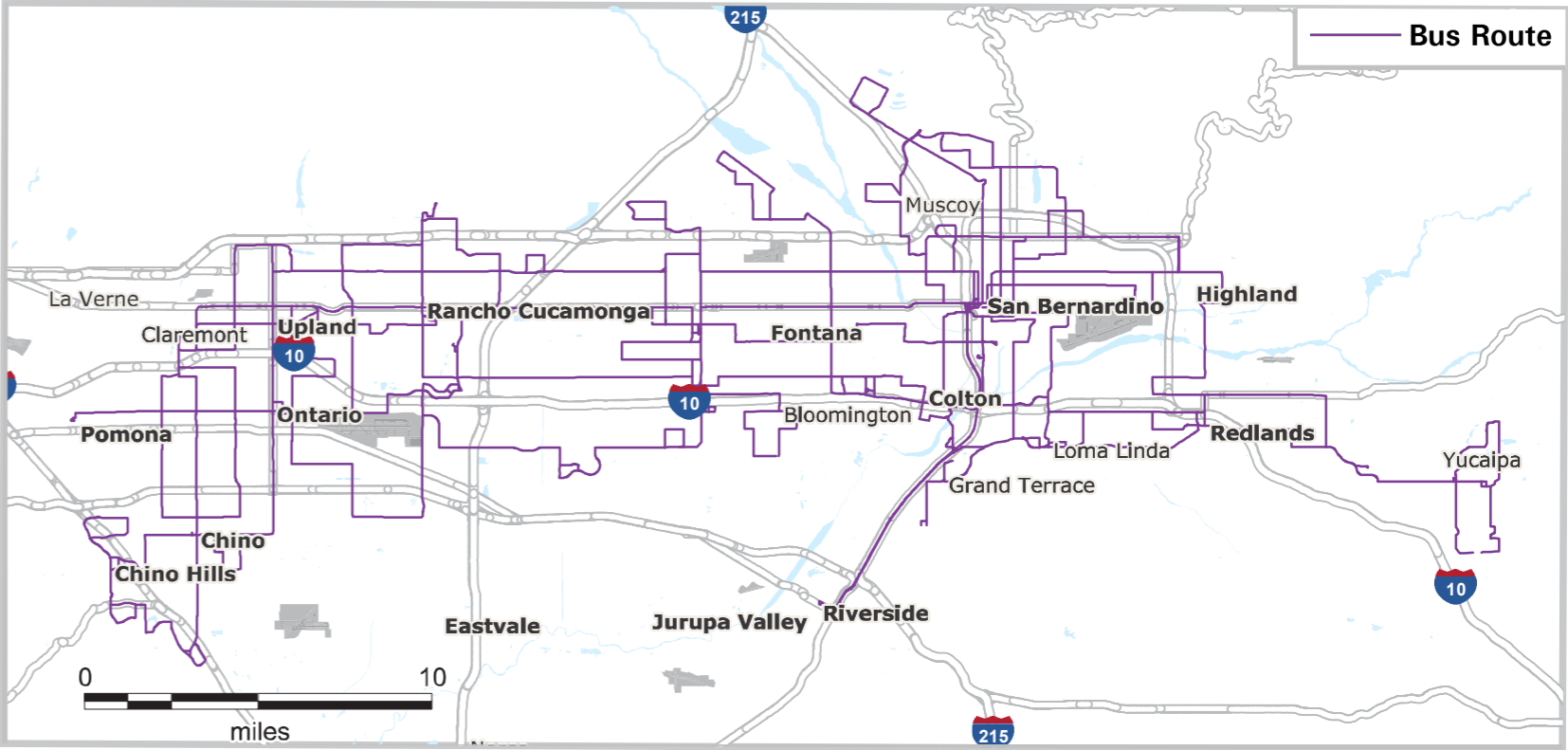
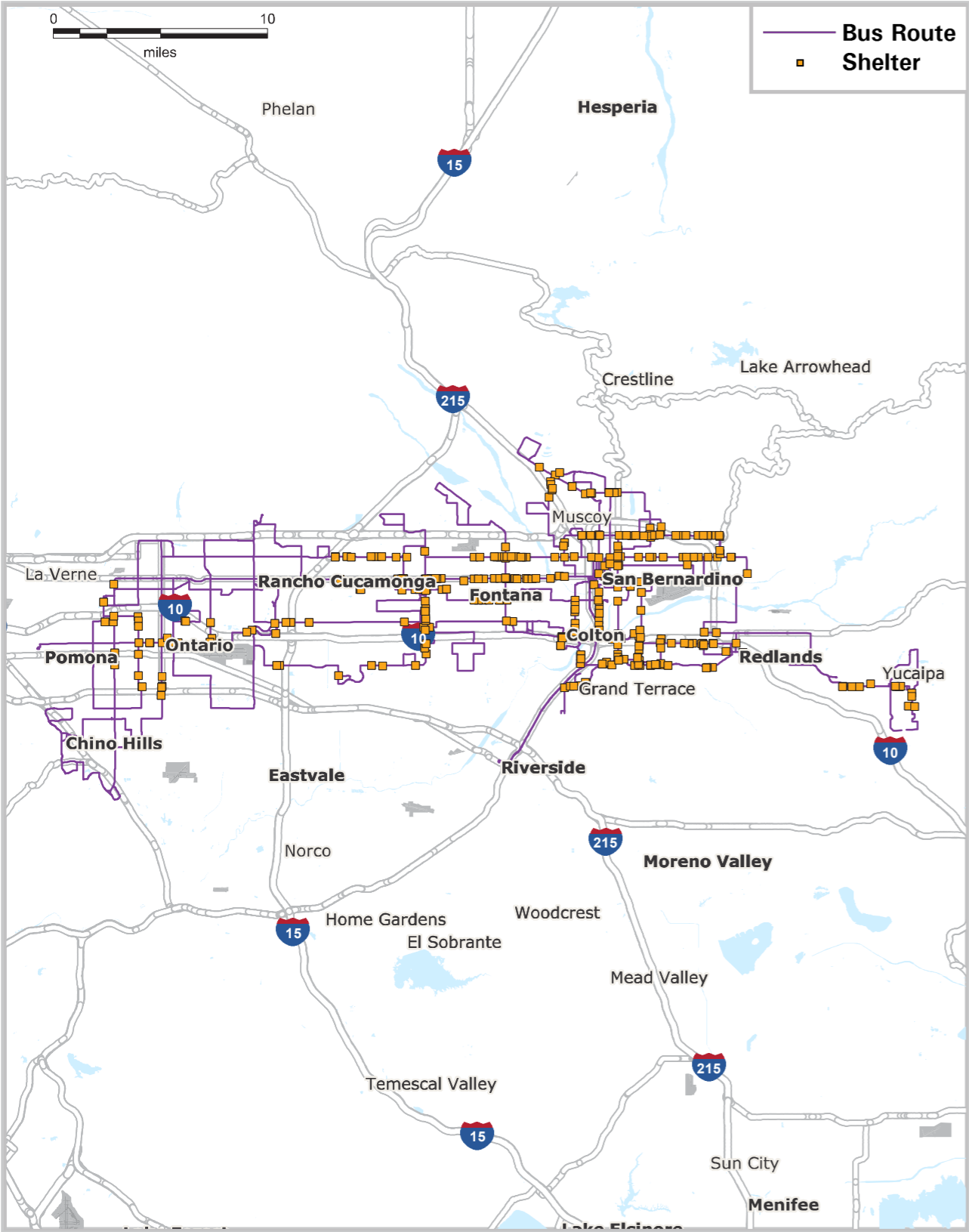
RESIDENTS ARE ENROLLED AT A COLLEGE/ UNIVERSITY.

4,579,335

ADULTS IN THE LOS ANGELES DMA HAVE ATTENDED A PROFESSIONAL SPORTS EVENT.

SOURCE: NIELSEN LOS ANGELES, CA 2016 (RELEASE 2)

TRANSIT COVERAGE



COMPETITIVE MEDIA PRESENCE

LAMAR

Out-of-Home is a constant media companion.

Outdoor ads deliver consistent impressions as trends shift in other forms of advertising. Out-of-Home can compliment, reinforce, and extend the reach of other ad types in your campaign as part of a media mix strategy.

RADIO

37%

of San Bernardino residents use an online music service.

SOCIAL MEDIA

93%

of San Bernardino residents *have not* clicked on a social media ad in the past 30 days.

TELEVISION

56%

of San Bernardino homes *do not* subscribe to cable television.

MOBILE

69%

of San Bernardino residents find cell phone ads *annoying*.

NEWSPAPER

64%

of San Bernardino residents say they *have not* read a newspaper in the past week.

SOURCE: NIELSEN LOS ANGELES, CA 2016 (RELEASE 2)

LAMAR

THE TRANSIT ADVANTAGE

Transit advertising is highly effective Out-of-Home media, offering some of the best **reach, frequency** and **impact** in the industry. Transit displays are larger than life, uncluttered and offer exposures throughout the day.

REACH

Consumers now spend more time on the road and less time at home than ever before. As fragmented media sources compete for smaller audiences at home, transit advertising delivers one of the greatest demographic profiles and lowest cost per thousand figures in the industry. Transit can reach a market area more effectively than any other medium.

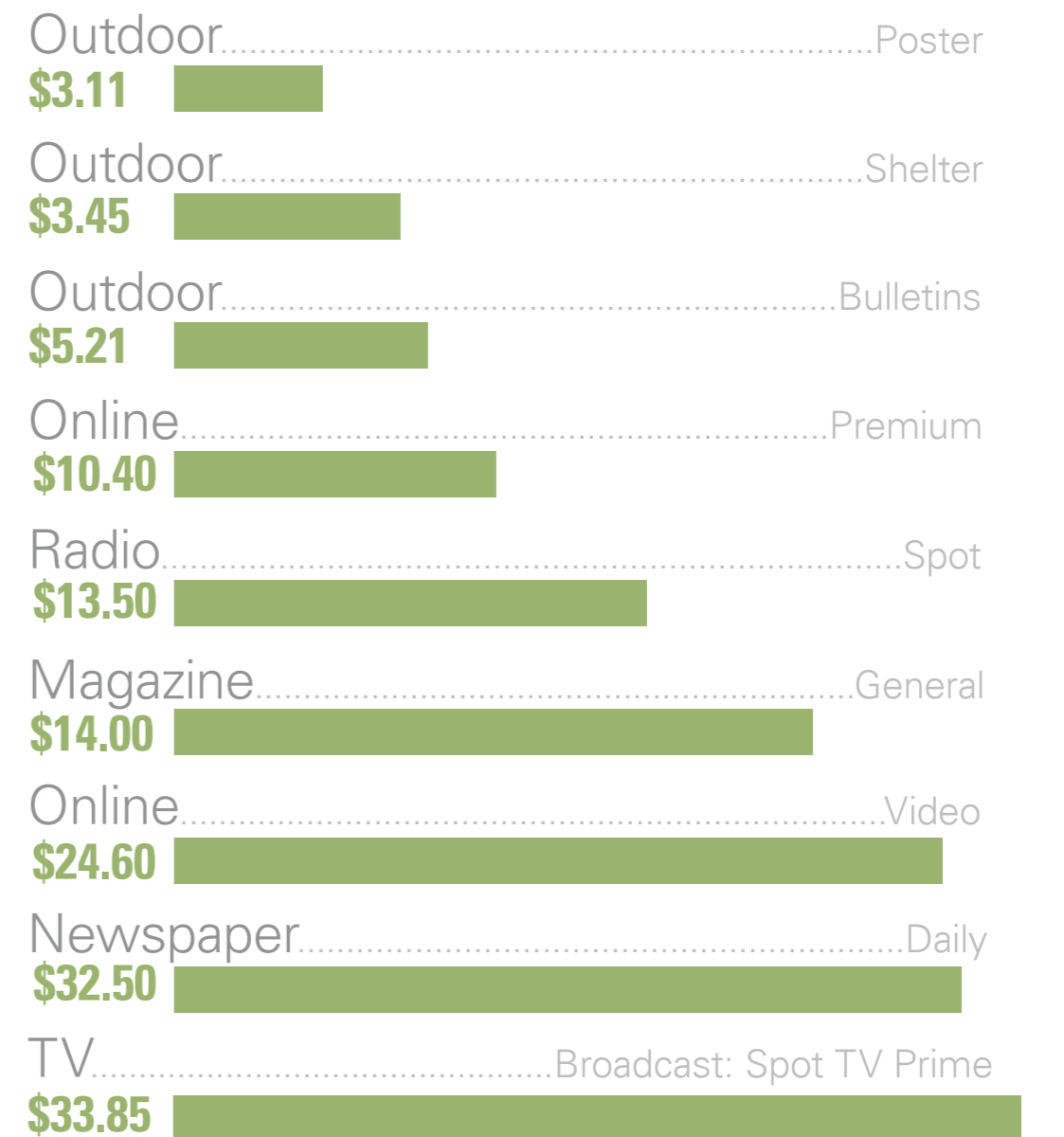
FREQUENCY

Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Through repetition, one display can create top-of-mind awareness and brand recognition in any media campaign. Transit displays are the answer for reaching an audience that has already turned off the radio and thrown the paper away.

IMPACT

Transit advertisements capture attention where people live, shop, work and play. Visible in downtown business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage and unrivaled impact.

CPM COMPARISON



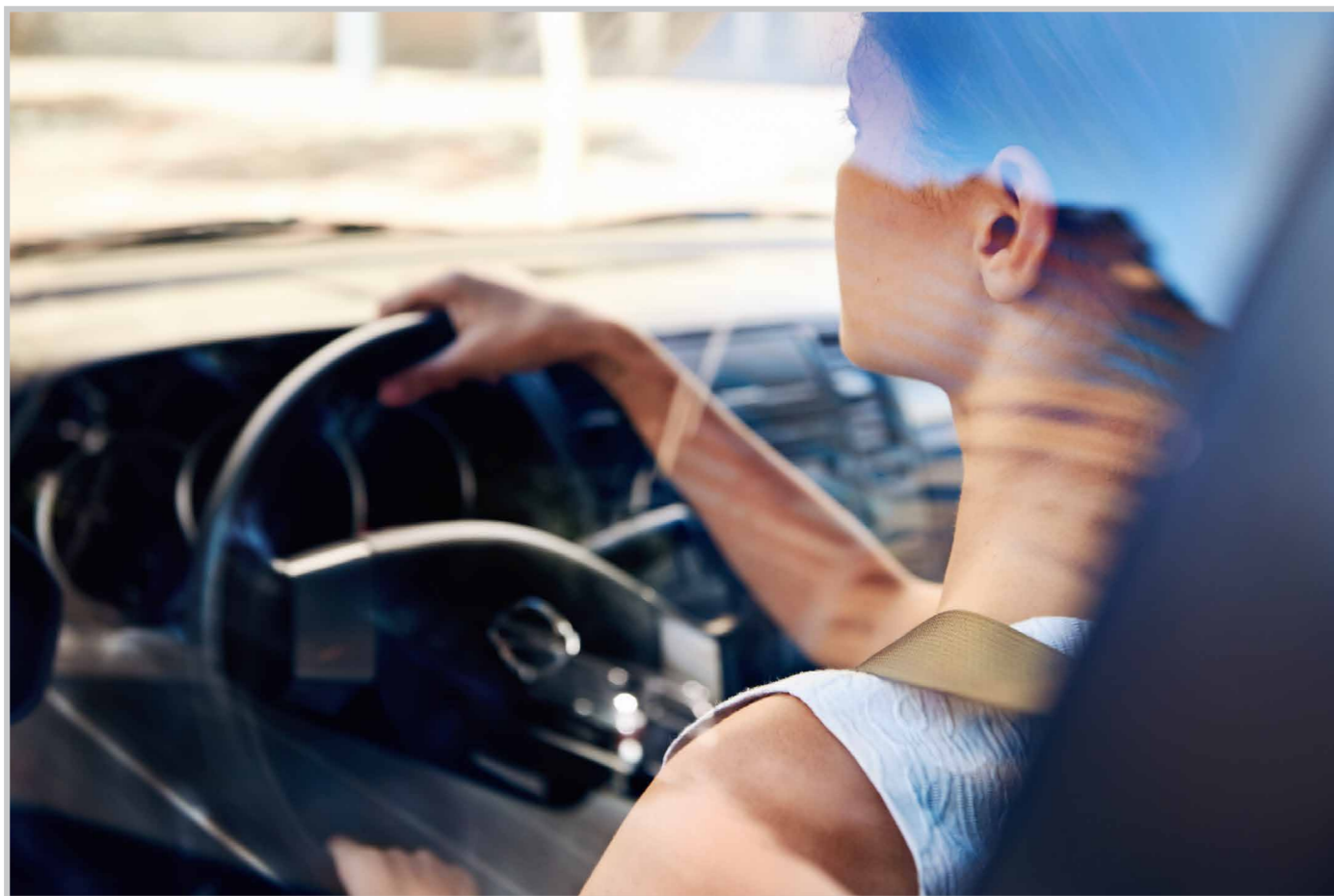
SOURCE: Peter J Solomon 2016 from Outdoor Advertising Association of America, Inc 2016



OOH INFLUENCES CONSUMERS

Consumers are steadily on-the-go, and they see Out-of-Home ads along the way.

Nielsen's recent study revealed that not only do consumers notice Out-of-Home ads, but they take action after seeing them.



83% of people who notice OOH ads also notice the **ad's message.**

37% notice the message most/all of the time.

46% notice the message some of the time.

80% of consumers have noticed an OOH ad in the **past month.**

62% notice an OOH ad each week.



61%
DIGITAL BILLBOARD



54%
BUS AD



45%
STREET LEVEL AD



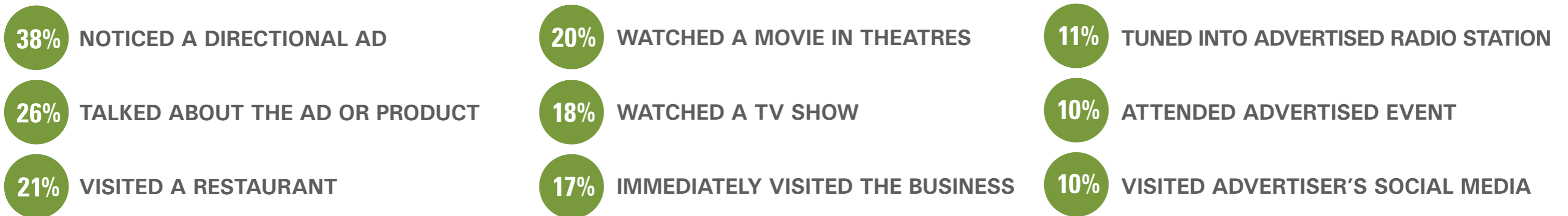
33%
SHELTER AD

SOURCE: NIELSEN 2016 OOH STUDY

OOH INFLUENCES CONSUMERS

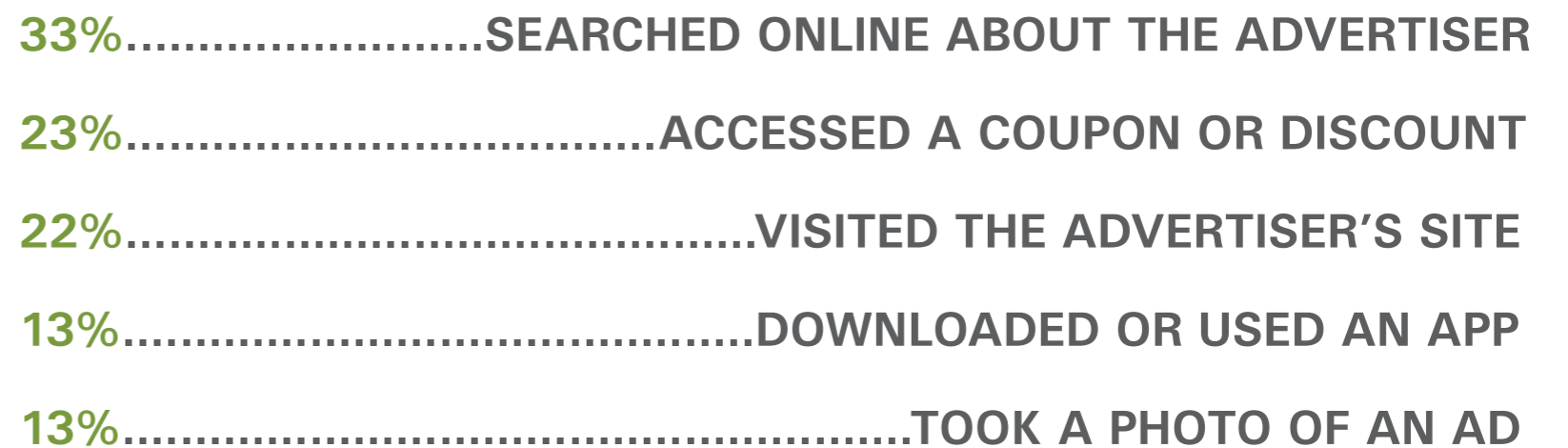
OOH GETS RESULTS

Participants reported the following actions in response to Out-of-Home ads (in the past month):



OOH CONNECTS TO MOBILE

Participants reported the following actions on their smartphone in response to OOH ads (in the past month):



SOURCE: NIELSEN 2016 OOH STUDY

OUR PRODUCTS : BUSES

Circulating in the busiest areas of major metropolitan cities, **BUS** advertising offers exposure to local commuters, drivers and pedestrians. These 'moving billboards' are typically displayed on the exterior of the bus and come in a variety of sizes and high-impact formats to reach your audience.

BUS BENEFITS:

- Buses are moving throughout residential and core business areas, on secondary arteries and busy streets, every day.
- Moving billboards are available in a variety of sizes and formats, ranging from side panel displays to fully wrapped buses.
- Bus ads deliver quick bursts of essential info throughout the marketplace and are seen by both pedestrians and vehicular traffic at the same time.
- Wraps and embellishments make your ad stand out.

BUS PRODUCT TYPES

TRADITIONAL:

Traditional transit products deliver high reach and frequency, while providing consistent repetition of your message.

SIGNATURE:

Signature transit products deliver high impact and recall, while providing a clear brand message in areas that no other medium can reach efficiently.

OUR PRODUCTS : BUSES



King | 30" x 144"



Tail | 21" x 70"



Super King | 30" x 216"



Queen | 30" x 88"



Michelangelo | 24" x 48"

OUR PRODUCTS : BUSES



Empress w/ Headliner + Extension



King Kong



Kong w/ Headliner



Super Tail



Super Square

OUR PRODUCTS : BUSES



Half Side w/ Extension



Full Wrap



Full Side



Full Back



Mini Tail

OUR PRODUCTS : SHELTER

Strategically located along busy streets in major metropolitan cities, BUS SHELTERS provide excellent exposure to pedestrian and vehicular traffic. Shelters give consumers something to look at while they're waiting for the bus, and are particularly effective for advertising point-of-purchase and directional information.

BUS SHELTER BENEFITS:

- Shelters offer ad space located along bus routes.
- These structures provide eye-level visibility to pedestrians and vehicular traffic in major cities.
- Target specific audiences and reach areas where Out-of-Home advertising cannot go.
- The ability to deliver specific target audiences at low costs makes bus shelters a valuable component of any advertising campaign.



Shelter

TRADITIONAL PRODUCTS

product		rate/unit	impressions/4wks*
KING 30"x 144"		\$600	89,000
SUPER KING 30"x 216"		\$675	99,000
QUEEN 30"x 88"		\$500	56,000
TAIL 21"x 70"		\$400	36,000
MINI TAIL 16.5"x 68"		\$300	36,000
INTERIOR CARD 11"x 28"		\$21	N/A
MICHELANGELO 24"x 48"		\$40	N/A

STREET FURNITURE

product		rate/unit	impressions/4wks*
SHELTER 69"x 48"		\$290	107,000

MARKET COVERAGE

Rancho Cucamonga, Colton, San Bernardino, Fontana, Loma Linda, Rialto, Montclair, Ontario, Yucaipa, Highland, Grand Terrace, Chino, Chino Hills, Upland and Redlands

SIGNATURE PRODUCTS

product		rate/unit	impressions/4wks*
SUPER TAIL VARIES		\$475	36,000
FULL BACK VARIES		\$800	72,000
EMPRESS VARIES		\$500	89,000
SUPER SQUARE VARIES		\$800	99,000
KONG VARIES		\$750	99,000
KING KONG VARIES		\$1,200	102,000
HALF SIDE VARIES		\$800	102,000
FULL SIDE VARIES		\$1,950	105,000
FULL WRAP VARIES		\$4,500	319,000
HEADLINER VARIES		\$200	N/A
EXTENSION VARIES		\$15 per sq ft.	N/A

DETAILS

Rates are NET and represent space only, subject to change. Materials may be provided for Traditional products. Signature product sizes are approximate and reflect the average bus length within a market. Icons are provided for reference only. Please contact your Lamar rep for exact design size and specifications.

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

TRADITIONAL PRODUCTS

product		production/unit	impressions/4wks*
KING 30"x 144"		\$65	89,000
SUPER KING 30"x 216"		\$150	99,000
QUEEN 30"x 88"		\$60	56,000
TAIL 21"x 70"		\$40	36,000
MINI TAIL 16.5"x 68"		\$35	36,000
INTERIOR CARD 11"x 28"		\$18	N/A
MICHELANGELO 24"x 48"		\$40	N/A

STREET FURNITURE

product		production/unit	impressions/4wks*
SHELTER 69"x 48"		\$125	107,000

MARKET COVERAGE

Rancho Cucamonga, Colton, San Bernardino, Fontana, Loma Linda, Rialto, Montclair, Ontario, Yucaipa, Highland, Grand Terrace, Chino, Chino Hills, Upland and Redlands

SIGNATURE PRODUCTS

product		production/unit	impressions/4wks*
SUPER TAIL VARIES		\$100	36,000
FULL BACK VARIES		\$450	72,000
EMPRESS VARIES		\$125	89,000
SUPER SQUARE VARIES		\$800	99,000
KONG VARIES		\$325	99,000
KING KONG VARIES		\$1,200	102,000
HALF SIDE VARIES		\$600	102,000
FULL SIDE VARIES		\$2,000	105,000
FULL WRAP VARIES		\$5,500	319,000
HEADLINER VARIES		\$175	N/A
EXTENSION VARIES		\$15 per sq ft.	N/A

DETAILS

Rates are NET and represent production only, subject to change. Materials may be provided for Traditional products. Signature product sizes are approximate and reflect the average bus length within a market. Icons are provided for reference only. Please contact your Lamar rep for exact design size and specifications.

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



LAMAR OF SAN BERNARDINO

301 N. 9th St., Suite 211, Redlands, CA, 92374

Phone: 909.792.3400 | Fax: 909.792.3402

lamar.com/SanBernardino



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.