

SAN DIEGO

SACRAMENTO

OAKLAND

LOS ANGELES

AMC 10  
THEATRE

# BENCH AD

OUTDOOR ADVERTISING WITH A DESTINATION

ESTABLISHED  
1950









LOOKING AT BENCH AD





## BENCH AD



We are executing transit advertising campaigns with  
a higher degree of efficiency that the competition can only envy.






Bench Ad is a leader in transit advertising, one of the fastest growing segments of out of home media. We are a family-operated, **full service** advertising company built on providing excellent customer service.

We **specialize** in the Californian market and own 85% of the benches in the state — which is over 18,000 benches. Our company has been in business for over 50 years and continues to offer customers the **choicest locations** in high traffic areas. Our headquarters are located in Los Angeles and we also have offices in San Diego and Sacramento.



We take **pride** in a proven, customized approach to the needs of every client - no matter how large or small - so that you can create an **effective** advertising campaign. We also offer a full range of services to our clients including market **support**, graphic design and production capabilities, printing services and photography.



We are the **largest outdoor transit bench advertising company in North America** for a reason! Not only do we offer the best locations and services, we have also revolutionized the traditional bench by creating a one piece transit bench. This new bench has produced tremendous excitement in many communities throughout California. It's new, clean, easy to maintain and virtually **indestructible!**







## BENEFITS OF BENCH AD






## BENEFITS OF BENCH AD



Bench Ad is the largest transit bench advertising company in North America, and for a reason!







Bench Ad is a leader in transit advertising, one of the fastest growing segments of out of home media. Because the **strategic locations** it commands, this medium has emerged as a key element in effective outdoor advertising strategy.

When it comes to advertising **impact and value**, outdoor has always been a best buy with the lowest cost per thousand of any medium.

Outdoor is the purest form of advertising. The only medium that is “always on.”



As a medium, outdoor advertising allows **direct contact** with your most valuable customers, providing high recognition of all aspects of your business. With Bench Ad as your partner in leveraging the **strength** and potency of outdoor advertising, you’ll meet your goals with a minimum of waste and a maximum of success.



The outdoor media is not a commodity of plastic or wood. The **effective** use of outdoor in California depends upon more than just a space price. **Properly focusing on superior strategy and flawless execution** result in enhanced value to every agency and advertiser.



## BENEFITS OF BENCH AD







**1** SIGHT  
Nothing beats the bold, beautiful images possible.

**2** STRATEGIC LOCATIONS  
benches placed in high traffic areas.

**3** EYEBALLS  
You can beat outdoor for sheer audience size.

**4** MARKET  
California is a market on wheels.

**5** EFFICIENCY  
Outdoor has always been a best buy.



**6** EFFECTIVENESS  
Outdoor is the purest form of advertising.

**7** ADAPTABILITY  
Targeting your customer is easy.

**8** SPEED  
New technologies have increased production  
and quicker posting schedules.

**9** EASE OF ACCESS  
We can target, plan and track your campaign for you.



**10** RELIABILITY  
Bench Ad is the number one bench advertising company  
in the country - for a reason!



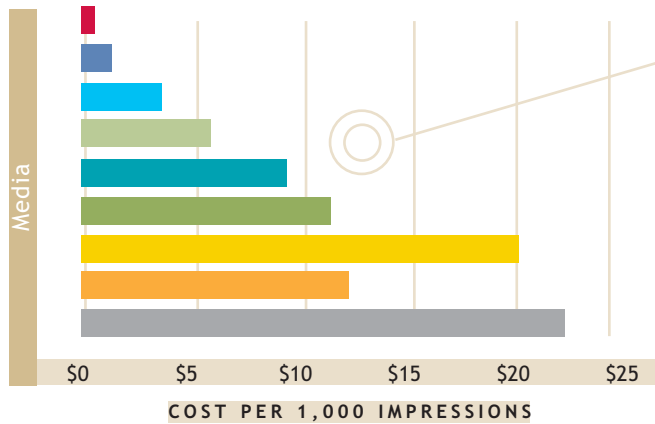
## BENEFITS OF BENCH AD



Bench Ad is the largest transit bench advertising  
company in North America, and for a reason!



## OUTDOOR IS... A LOW CPM



AAAA Media matters Harris Media Systems, AC Nielsen NTI, F.C.C., NAA, MPA

### CHART LEGEND

8 Sheet Posters #50 Showing

30 Sheet Posters #50 Showing

Rotary Bulletins #10 Showing

Radio :60 Drive-Time

Magazine (4 Color Page)

Television (Prime Network :30)

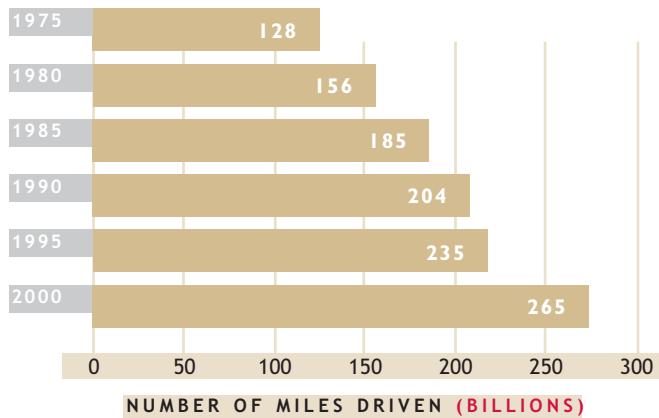
Television (Prime Spot :30)

Newspaper (1/4 P B/W)

Newspaper (1/2 P B/W)

## A REVOLUTION IN MOBILITY

More People More Vehicles  
More Trips More Miles Driven Per Person



Source: Outdoor Advertising Association of America







## COVERAGE





# COVERAGE







**Bench Ad** covers many key markets throughout California. We own more than 18,000 benches in California markets. Our markets are bigger and more **economically powerful** than any other markets. From sunny San Diego to L.A., Oakland to Sacramento - our markets are busy with bustling consumers.

The **dependence** of automobile and a favorable climate provides residents with **year-round** outdoor recreational opportunities, and greatly increases consumer exposure to outdoor advertising. The number of cars on the road is **up 150%** since 1970.

Part of our **strategy** is knowing the facts...

**FACT 1**

California is the 3rd largest economic region on EARTH. 34,000,000++ residents.

**FACT 2**

A number of the communities in California are not well served with outdoor bulletins and posters. Many predominantly residential areas have no posters and bulletins while our transit benches are abundant.

**FACT 3**

9,000 New plastic benches in SoCal by 2002. The development of the new, modern, functional transit bench has gained wide community acceptance.

**FACT 4**

The benches and advertising message can be precisely clustered to pinpoint specific lifestyles, ethnicity's and product distribution patterns.



Hispanics make up one of the largest ethnic group utilizing Southern California's transit system, making them a perfect target for bus bench advertising.









# COVER AGE









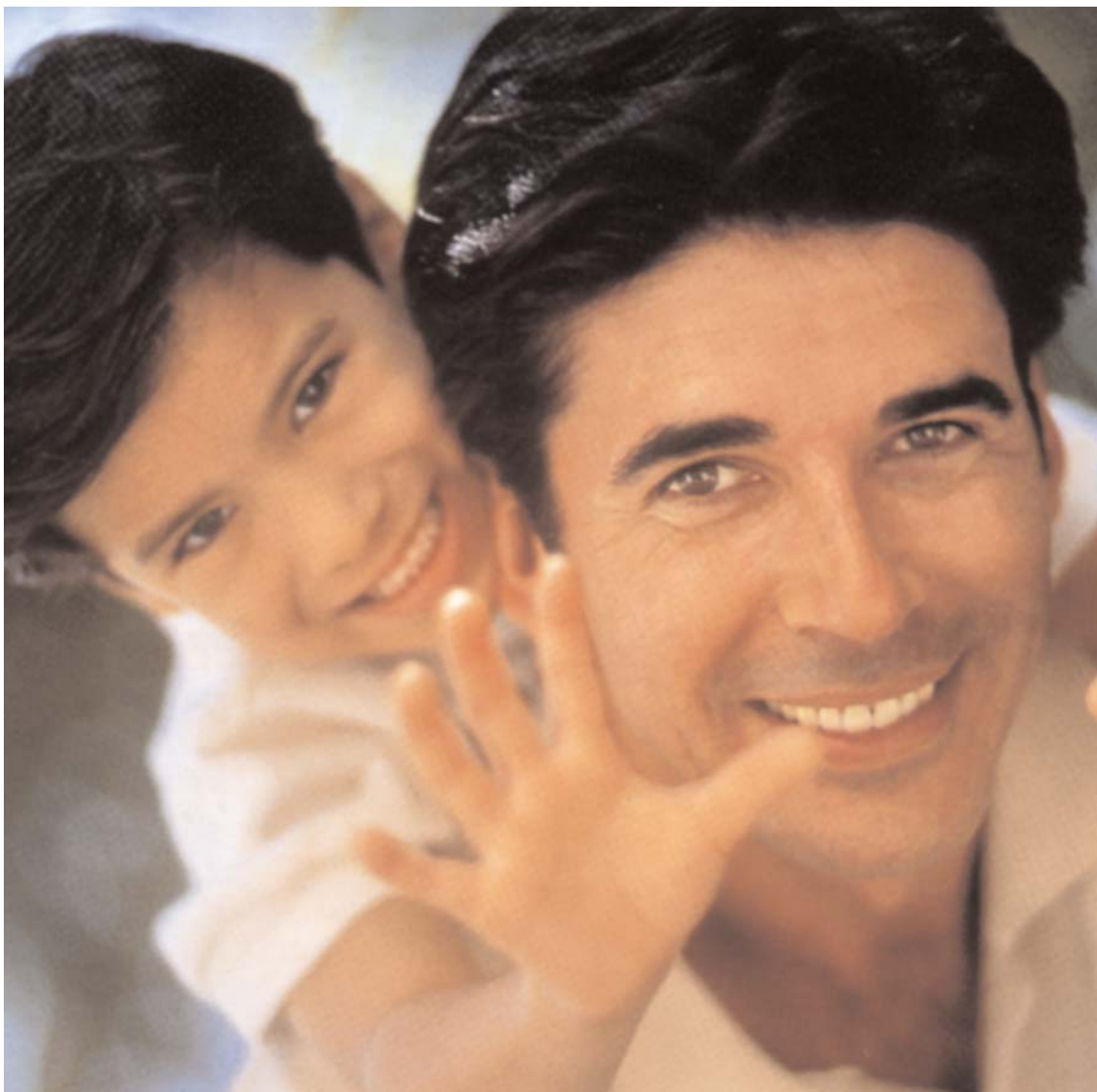




BENCH AD LOCATIONS  
[WITH AREA MAPS]









# SAN DIEGO

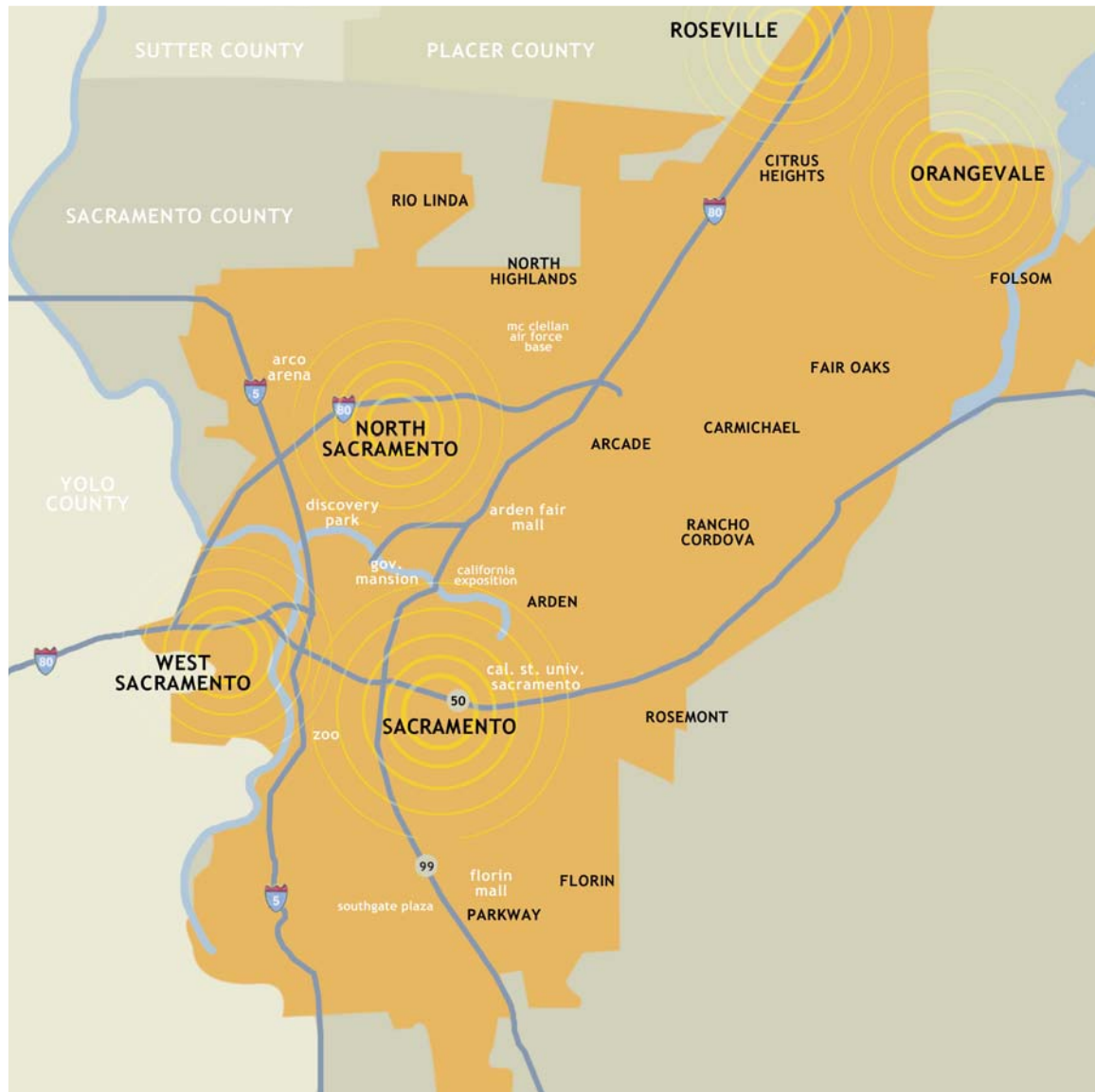








# SACRAMENTO









CATEGORY EXAMPLES




**LUCKY**  
 SIT HERE GET  
 LUCKY BRAND JEANS  
 1-888-SO-LUCKY  
 SAN DIEGO  
 SANTA BARBARA  
 SANTA MONICA  
 LOS ANGELES

h y p e  
 CLOTHING & SHOES

# retail / fashion

**VANS "OFF THE WALL"**  
**GEOFF ROWLEY [XLT] DESIGN**

**california**  
 PREPAID PHONE CARDS • TARJETA PREPAGADA

**80 169**

Armenia	62	140	Jordan	33	75
Dom. Rep.	100	225	Pakistan	13	30
Ecuador	44	100	Peru	44	100
El Salvador	57	130	Philippines	55	117
Ethiopia	13	30	U.A.E.	40	90
Guatemala	44	100	U.S.A.	441	941
Honduras	20	45	Yemen	11	25

**\$5**  
**california**  
 phonecards  
 PARA LLAMADA POR CUBRAR  
 FOR COLLECT CALLS DIAL  
**1-866-853-3900**

**PERRY FARRELL > SONG YET TO BE SUNG**

**IN STORES JULY 31 > ON TOUR THIS SUMMER FRONTING JANE'S ADDICT**

# music

**JANE TALL FOR YOU**







**SNICKERS**  
OFFICIAL SNACK FOOD



**food**

ATM

**PLAY PLACE**



**DRIVE THRU**

**3 MINUTES**

**AT LA PALMA**



**SANDLER NICHOLSON**

**ANGER  
MANAGEMENT**

**APRIL 11**

**TYRESE GIBSON SNOOP DOGG and VING RHAMES**

**baby boy**



**THIS SUMMER** [sony.com/babyboy](http://sony.com/babyboy)

**entertainment**



See The  
First  
and  
Fairest  
of them  
All.

Walt Disney's CLASSIC  
**Snow White**  
and the Seven Dwarfs

July 2. At Theatres Everywhere





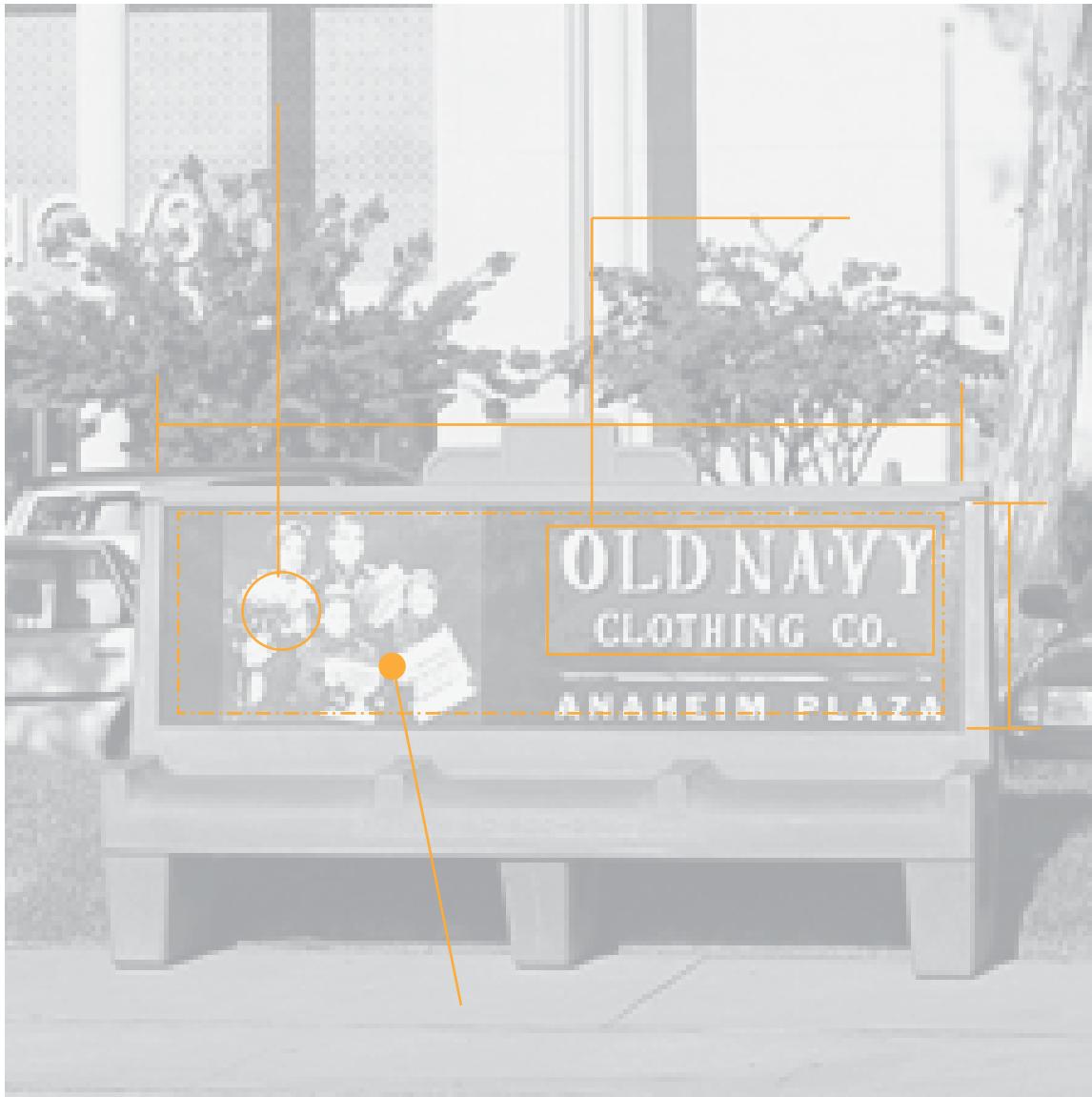


PRODUCTION SPECS  
AND DESIGN IDEAS





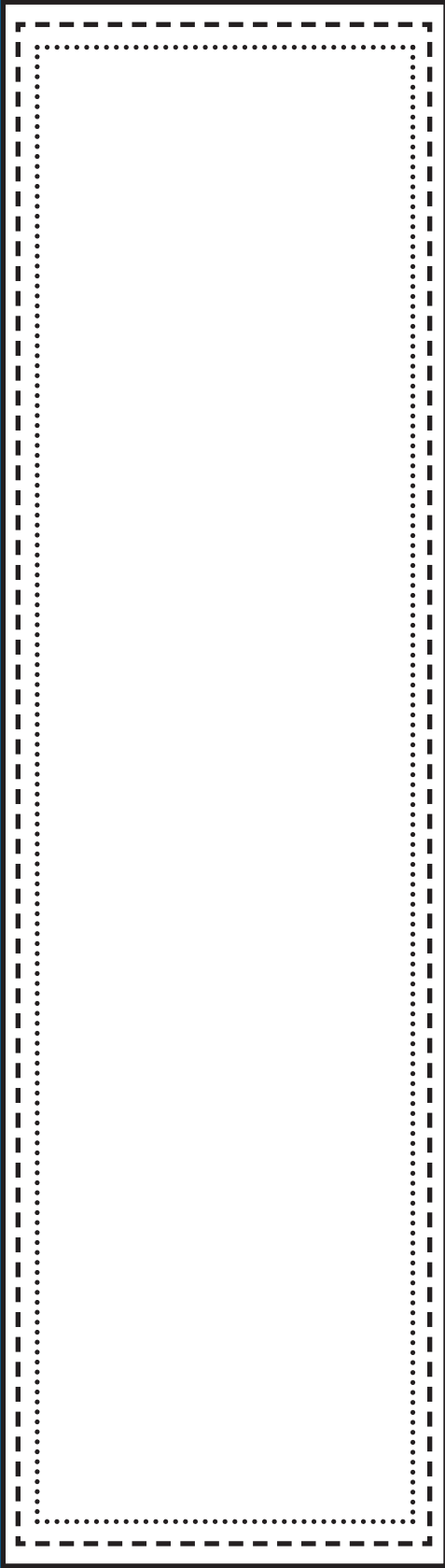
## PRODUCTION AND DESIGN





film specifications

For use when client is to provide film for client designed artwork, all 1/2 tones, duo tones or four color process.



MATERIAL/PANEL SIZE

This is the final size of the actual panels we screen print directly onto. Do not create your image to this size!

IMAGE SIZE

This is the size you need to create your image to. This size allows for a bleed.

VIEW SIZE

This is the size where all live copy can be seen. Any part of your image between the View size and the Image Size will not be seen.

1/4 SCALE		FULL SIZE	
Height	Length	Height	Length
6"	21"	24"	84"
5 <sup>13</sup> / <sub>16</sub> "	20 <sup>13</sup> / <sub>16</sub> "	23 <sup>1</sup> / <sub>4</sub> "	83 <sup>1</sup> / <sub>4</sub> "
5 <sup>5</sup> / <sub>8</sub> "	20 <sup>5</sup> / <sub>8</sub> "	22 <sup>1</sup> / <sub>2</sub> "	82 <sup>1</sup> / <sub>2</sub> "

CLIENT NEEDS TO PROVIDE:

- 1) 1/4 SCALE FILM:
  - FILM NEGATIVE
  - 100 LINE SCREEN
  - RIGHT READING
  - EMULSION SIDE UP

- 2) A MATCHPRINT
  - MUST BE AN ANALOG
  - PROOF FROM THE 1/4
  - SCALE FILM





CALIFORNIA BENCH ADVERTISING

# Standard General Rates

EFFECTIVE JANUARY 1, 2002

## RATES FOR SHOWING BUYS

General Market Showing Size	Number of Bench Panels	CONTRACT LENGTH							
		1 Month		2-5 Months		6-10 Months		12 Months	
		Unit	Per Month	Unit	Per Month	Unit	Per Month	Unit	Per Month
#25	300	\$180	\$54,000	\$124	\$37,200	\$97	\$29,100	\$65	\$19,500
#50	600	\$174	\$104,400	\$121	\$72,600	\$94	\$56,400	\$63	\$37,800
#75	900	\$169	\$152,100	\$117	\$105,300	\$91	\$81,900	\$61	\$54,900
#100	1,200	\$164	\$196,800	\$114	\$136,800	\$88	\$105,600	\$59	\$70,800

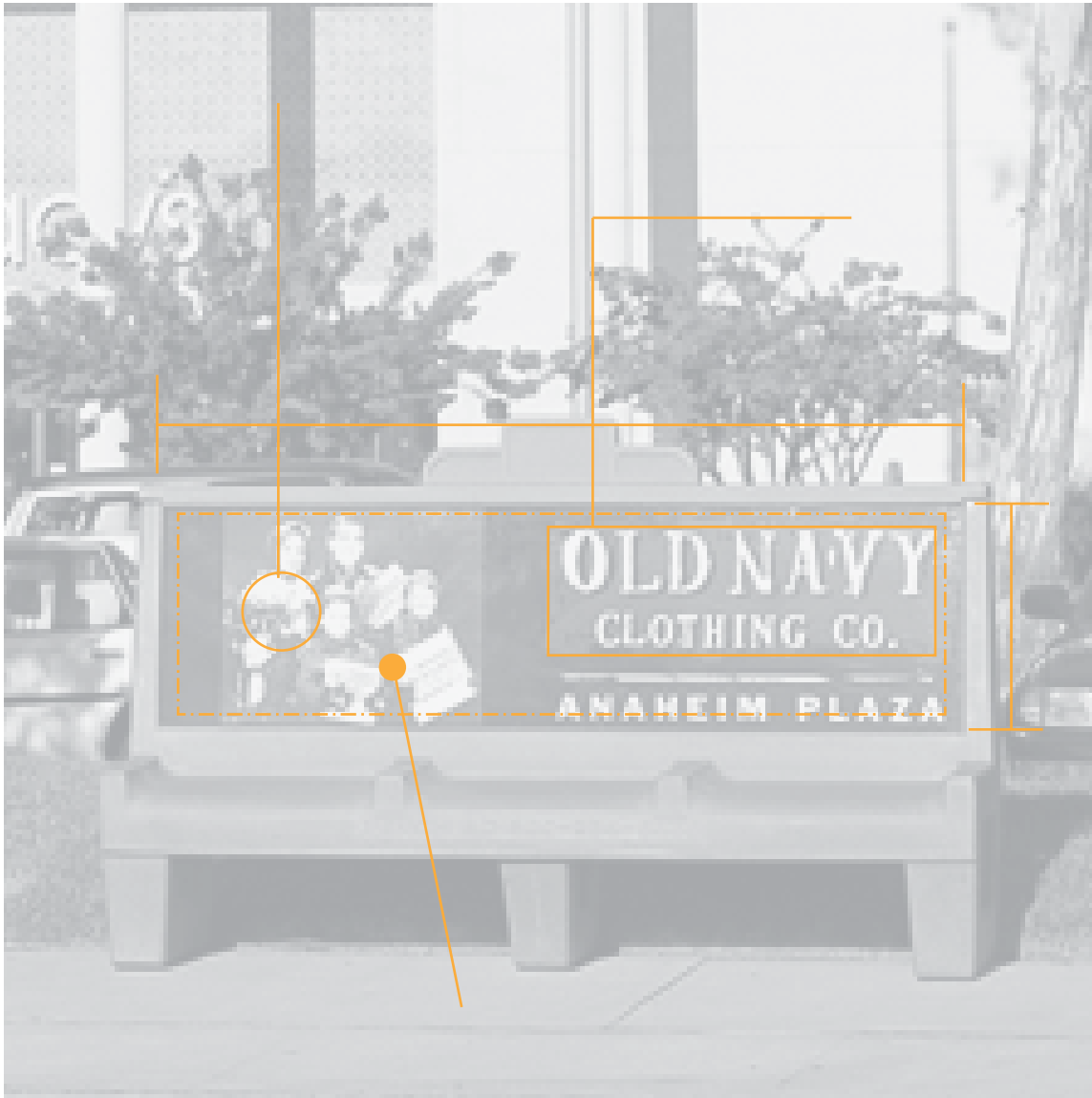
## RATES FOR INDIVIDUAL BENCH BUYS

Per Unit Number of Bench Panels	CONTRACT LENGTH							
	1 Month		2-5 Months		6-10 Months		12 Months	
	Unit	Per Month	Unit	Per Month	Unit	Per Month	Unit	Per Month
1	n/a	-	n/a	-	n/a	-	\$180	\$180
2	n/a	-	n/a	-	n/a	-	\$155	\$310
3	n/a	-	n/a	-	n/a	-	\$130	\$390
4	n/a	-	n/a	-	n/a	-	\$104	\$416
5	\$260	\$1,300	\$180	\$900	\$140	\$700	\$94	\$470
10	\$244	\$2,440	\$169	\$1,690	\$132	\$1,320	\$88	\$880
15	\$237	\$3,555	\$164	\$2,460	\$128	\$1,920	\$85	\$1,275
20	\$230	\$4,600	\$159	\$3,180	\$124	\$2,480	\$83	\$1,660
25	\$223	\$5,575	\$154	\$3,850	\$120	\$3,000	\$80	\$2,000
50	\$210	\$10,500	\$145	\$7,250	\$113	\$5,650	\$76	\$3,800
100	\$197	\$19,700	\$136	\$13,600	\$106	\$10,600	\$71	\$7,100
200	\$185	\$37,000	\$128	\$25,600	\$100	\$20,000	\$67	\$13,400

General market showing size and number of bench panels based on average Daily Effective Circulation (DEC) estimate of 9,500, developed by a preliminary sample audit. Audit circulation procedures developed by the Traffic Audit Bureau for outdoor media measurement. Production and Placement charges are NOT included in the prices quoted above. Please see Production Rate Estimate Sheet for those costs. **Some select bench locations throughout California are leased at a significantly higher rate than those General Rates quoted here.**



## PRODUCTION AND DESIGN





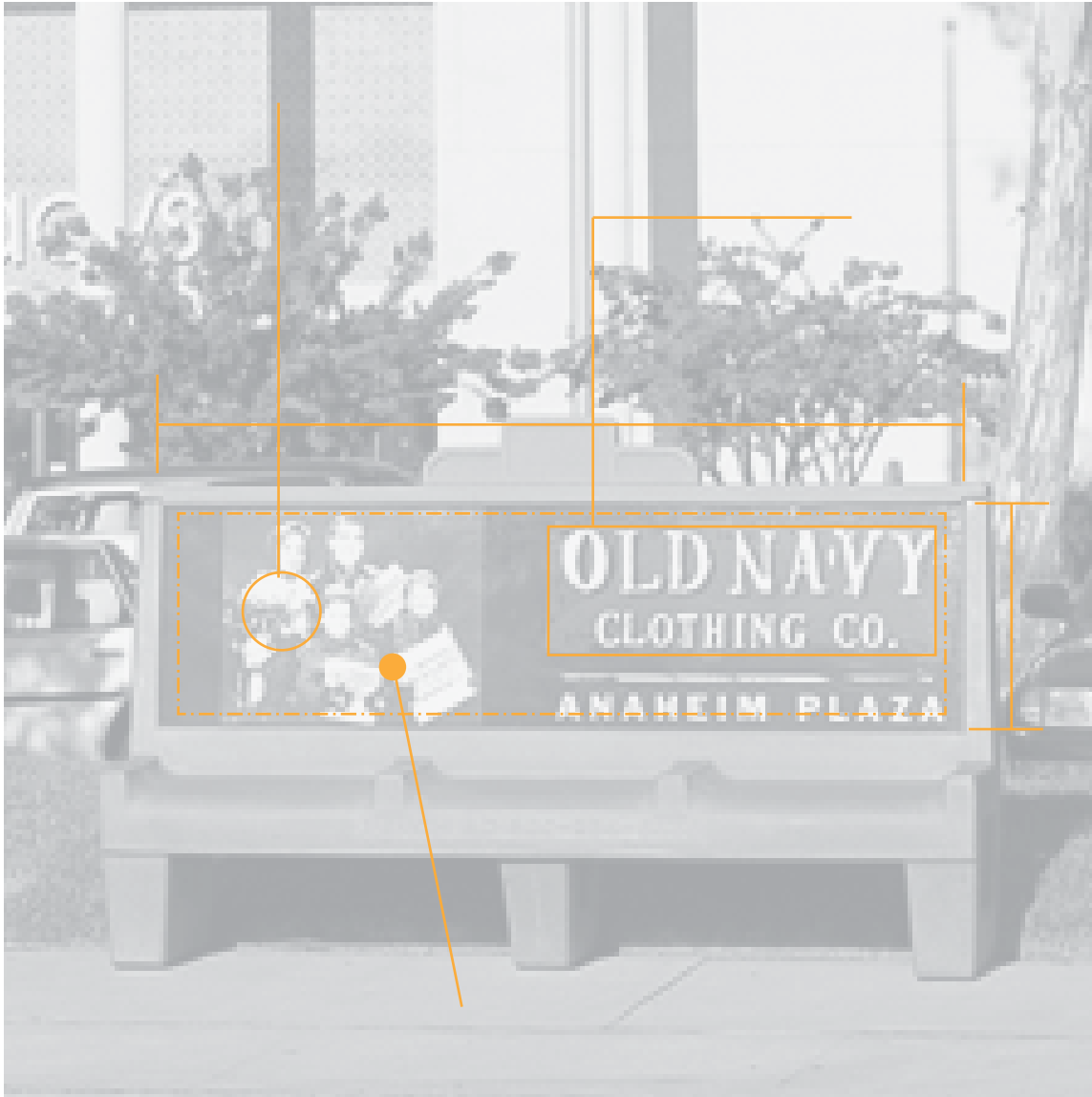
Simplicity is the fundamental guideline for creating good out-of-home design. The most effective outdoor design captures the essence of a message with bold expression. For this reason, good design can lead to better advertising executions in other media.

#### THE FIVE POINTS OF GOOD OUT-OF-HOME DESIGN

- 1 Unify all the elements in a design to create a clear and succinct message. Remember the viewing time for most out-of-home messages is only a few seconds.
- 2 Visual elements are just as important as words. Be sure that each element is clear within the context of a design.
- 3 Use legible typefaces. Out-of-home displays are often seen from far distances, which may cause some typefaces to bleed together while others may lose resolution.
- 4 Minimize words. The most effective outdoor designs contain six or less words.
- 5 Optimize color. Well-balanced color selection can enhance the impact of a message.



## PRODUCTION AND DESIGN



Strong contrast in hue and value is essential  
for creating good out-of-home design.



# The Legibility of Typefaces

**Kerning:** Sufficient kerning between letters assures the legibility of text from far distances. Tight kerning reduces legibility causing adjacent letters to attach together visually. Without proper kerning “clear morning” could be interpreted as “dear mom”.

**Stacking:** A single horizontal line of text allows rapid assimilation of a message without interruption. Multiple text lines increase the time needed to discern a message.

**Leading:** If more than one text line is necessary, use adequate leading between lines. When a text line rides on the line below the interplay of descenders and ascenders, it makes a message difficult to read.

Crowding letters into a restricted space will reduce legibility.

Severely contrasting letter strokes will lose definition when viewed from far distances.

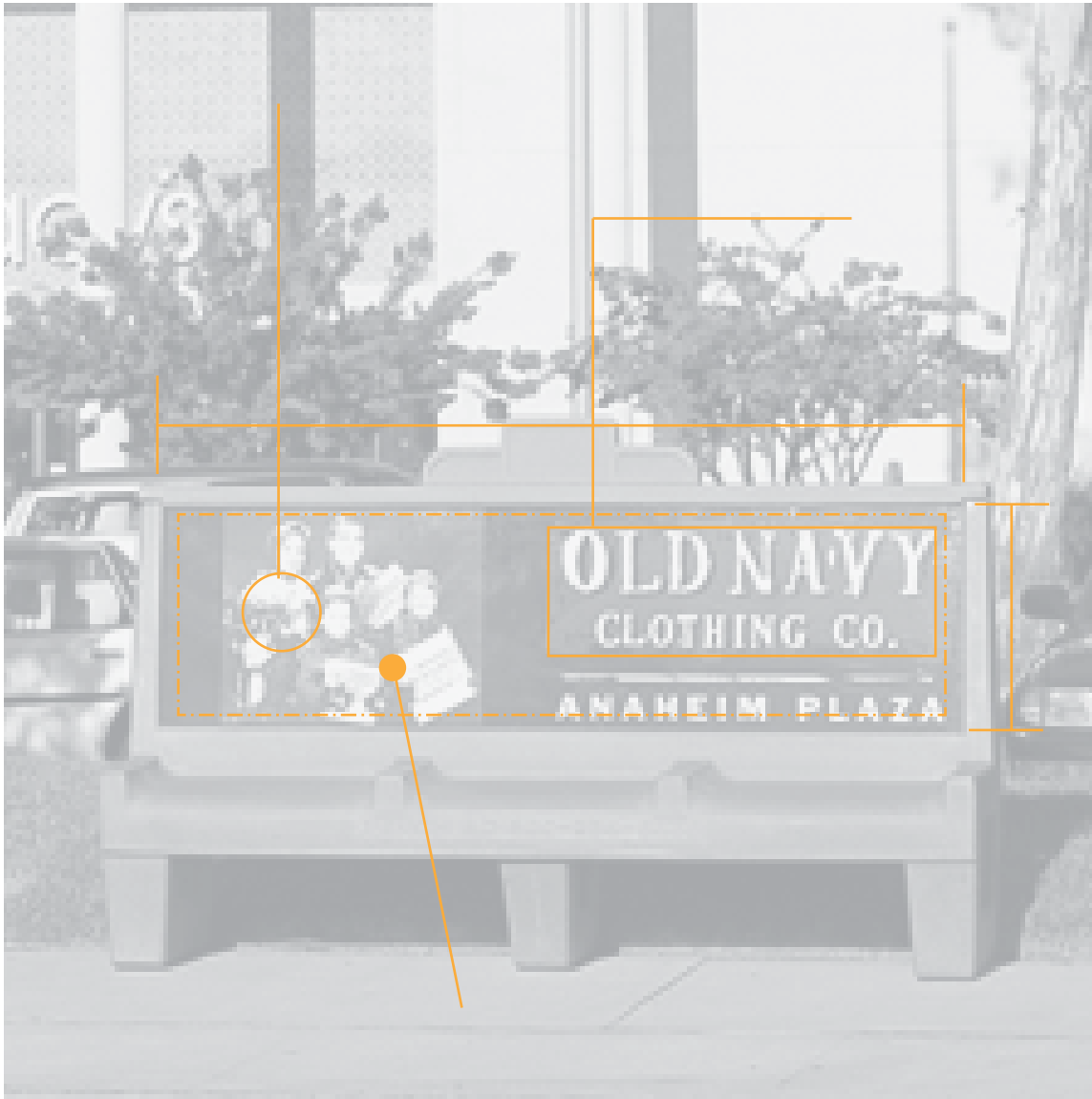
Bulky typefaces lose distinction between letters.

**Script style typefaces are difficult to read at any distance.**

Strong contrast in hue and value is essential for creating good out-of-home design. Hue is the identity of color while value measures a color’s lightness or darkness. Contrasting colors are best when viewing out-of-home designs from far distances.

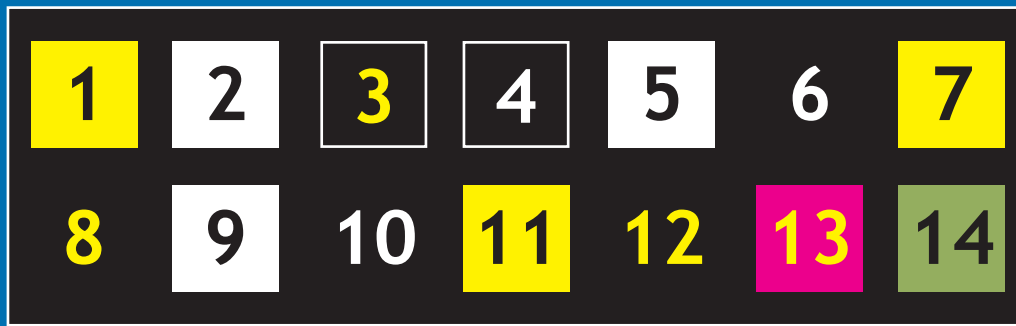


## PRODUCTION AND DESIGN



Any combination of similar color value, will produce low visibility.





The 14 color combinations represent the best use of color contrast for readability. The chart evaluates primary and secondary color combinations taking into account hue and value. Example one is the most legible color combination while example 14 is the least legible.

## COLOR FREQUENCY AND VIBRATION

Like sound waves, light rays have varying wavelengths and frequencies. Some pigments absorb light while others reflect it. Reflected frequencies are perceived as color.

Complementary colors, such as red and green, are not legible together because they have similar values that cause the wavelengths to vibrate. Any combination of similar color value (even with vibration) will produce low visibility. Yellow and black are dissimilar in both hue and value and provide the strongest contrast for out-of-home design.

White complements dark value colors while black complements color with light values.



