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Interior Advertising Fact Sheet

Individuals read and remember interior bus advertising. While riding, passengers have a chance to read your message and you will be reaching a wide range of people, including parents, students, seniors, business commuters, and more.

The B-Line fixed route fleet currently has 34 fixed route vehicles. These vehicles provide service on up to 21 routes throughout Butte County. Prior year ridership on these routes was nearly 1.5 million, with an average weekday ridership of 4,700. There are up to 26 buses on the streets at any given time.

Placement.....Advertising Cards are placed on all 34 rack equipped vehicles. Vehicles are not route specific. Exact placement position of the ad within the vehicles cannot be guaranteed; however, if two cards are placed in a single vehicle, every effort will be made to place them at opposite ends. For contracts longer than two months, the advertiser can replace cards with new ad copy every two months.

Cost.....Advertising space in the vehicles is sold as a package for all 34 rack equipped vehicles (one card placed in each vehicle). A second ad card can be placed in the buses (68 total cards) with the 2nd card receiving a 50% discount. Prices vary depending on the length of the placement and the size of the ad card. Non-profit agencies receive a 50% discount from the posted rates. Please refer to the rate card for price.

Ad Card SpecsThe rate is for placement only. Advertisers are responsible for furnishing their own ad cards. The racks are standard 11" in height (If you are laminating your card, be sure the final size is 11"). Several width sizes are accepted (17, 28, 34/35, 42). The top and bottom edges are seated in a groove, so remember to account for ¼" on each edge. Ads must be produced on card stock, laminated, or other sturdy material.

ApprovalCopy for ad is subject to approval by B-Line. If there is any question as to the acceptability of any ad, it is recommended you show the ad to B-Line prior to production, to avoid the possibility of printed cards being rejected. B-Line does not accept ads with the following themes: tobacco, alcohol, political or pornographic.

DeliveryAll printed material must be delivered to the B-Line office at least one week prior to the start date.

VandalismB-Line is not responsible for any vandalism done to the ad cards. Vandalized cards, however, will be replaced if extra cards have been provided. (Please note that in general vandalism within our buses is not a problem).

QuestionsContact B-Line at (530) 809-4616, or email jpeplow@bcag.org.