

## Communities Reached

**Big Sur**  
**Carmel**  
**Carmel Valley**  
**Castroville**  
**Chualar**  
**Del Rey Oaks**  
**Elkhorn**  
**Gilroy**  
**Gonzales**  
**Greenfield**  
**King City**  
**Marina**  
**Monterey**  
**Morgan Hill**  
**Moss Landing**  
**Pacific Grove**  
**Pajaro**  
**Pebble Beach**  
**Prunedale**  
**Salinas**  
**Sand City**  
**San Jose**  
**Seaside**  
**Soledad**  
**Watsonville**

## Why Bus Advertising?

**M**ST's moving billboards are a great way to reach the nearly 500,000 residents of Monterey County. MST also serves Gilroy, Morgan Hill and San Jose in Santa Clara County and Watsonville in Santa Cruz County.

In addition to this year-round population, there is an estimated 7 million annual visitors to our beautiful Central Coast. This is your audience when you choose to advertise on MST's bus fleet.

In addition to these impressive numbers is the wide demographic profile of the County. Your business is exposed to the entire range of the population.

MST's fleet of 99 buses travel more than three million miles each year in a 280-square-mile area. This enables your message high visibility while moving around the market like no other advertising venue.

Interested in on-board advertising? MST's annual ridership is 5 million passenger trips—or more than 15,000 riders each weekday.

To reserve advertising space or confirm space availability, call MST's Marketing & Sales Specialist, at (831) 393-8115.

