



VENDSIGHT

***Public Transportation Advertising
Throughout San Diego County***

***MTS San Diego Trolley
NCTD Coaster
NCTD Sprinter***

VendSight offers an unprecedented reach to public transportation consumers throughout San Diego County.

San Diego Trolley

✓ **100 AdMedia Enclosures along the San Diego Trolley lines.**

- San Ysidro-Downtown
- Blue Line, Green Line, Orange Line
- Gaslamp, Old Town, San Diego State, Qualcomm, San Ysidro Border Mission Valley, PetCo Park, San Diego Convention Center, Seaport Village



San Diego County is home to 53 cities and 2.9 million people. San Diego County is ranked as the 2nd largest city in California with the 16th largest population of all metropolitan cities in America.

San Diego is continuously being recognized as a leader in the field of technology. San Diego is also one of the top leaders in biotechnology with UCSD at La Jolla as a world leader in biotechnology research and technology. Top employers of San Diegans include: the Navy, UCSD, technology companies and tourism businesses.

San Diego's major tourism industry is due to such enjoyable attractions as the world famous San Diego Zoo, Sea World, Old Town, Seaport Village, the historic Gaslamp Quarter, Del Mar Racetrack, and some of the best beaches in the world. San Diego is located in a prime area of Southern California in-between Los Angeles and Mexico.

Fast Facts

- ✓ System length 51.1 mi
- ✓ Daily Ridership 118,400
- ✓ Stations: 53
- ✓ Operation Hours: 18-20 Daily



The San Diego Trolley is currently the fourth most ridden light rail system in the United States.



✓ **Ideal communication vehicle for The San Diego Convention Center**



The Sprinter

✓ 50 Available Admedia Enclosures

- 50 3'x4' Advertising Signs
- Station Domination Programs
- Floor Graphics
- Wallscapes
- Transit Guide Advertising-Print
- Bluetooth advertising
- Product Sampling



Print advertising also available



Destinations Include:

Mira Costa College, Cal State San Marcos, Palomar College, Westfield Plaza Camino Real, Wave Water Park, North County Fair, Wild Animal Park

Connecting Oceanside to Escondido. This new for 2008 light rail system offers customers the long sought after connection from North County's Eastern area to the Coast and connections to downtown San Diego and Los Angeles.

Fast Facts

- ✓ System length 22 mi along HWY 78 corridor
- ✓ Daily Ridership 11,000
- ✓ Stations: 15



The Coaster

✓ 50 Available Admedia Enclosures

- Downtown San Diego to Oceanside
- 50 3'x4' Advertising Signs
- Station Domination Programs
- Floor Graphics
- Wallscapes
- Transit Guide Advertising-Print
- Bluetooth advertising
- Product Sampling



Connecting San Diego's North County to downtown San Diego and on to Los Angeles. The Coaster offers an upscale experience for passengers.



3' x 4' fixes signs

Destinations Include:

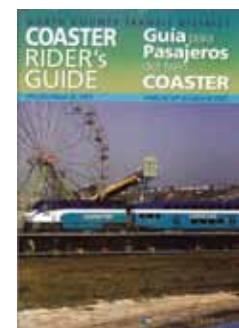
Del Mar Fairgrounds, Downtown Carlsbad, Legoland, Oceanside Pier, Carlsbad Premium Outlets, Fletcher Cove, Balboa Park, Lindbergh Field Airport, Gaslamp Quarter, PetCo Park, Tijuana, Mexico, Horton Plaza

Fast Facts

- ✓ System length 41 mi
- ✓ Daily Ridership 6000
- ✓ Stations: 8
- ✓ Operation Hours: 18 Daily, Limited Sunday Schedule



Admedia Enclosures



Print Advertising



Triangle Kiosks

Media Platforms

✓ Advertising Programs For Every Budget

- Admedia Enclosures
- 3'x4' Advertising Signs
- Station Domination Programs
- Floor Graphics
- Wallscapes
- Transit Guide Advertising-Print
- Bluetooth advertising
- Product Sampling



Back Lighting



Street Visibility



Fixed Signs



Station Domination



Prominent Locations



Floor Graphics



Triangle Kiosks



Sampling Programs

VENDSIGHT

VendSight offers turn-key media production and installation. Rate cards are available upon request. No minimum number of units required. Graphics design services are available.



AdMedia rental units available at select locations. Units available for product displays, promotions, sampling or job recruitment. Call for details.



Rentable Vendor Kiosks



Sampling Programs

Station domination programs available. Call for details.



**Turn Key Vending Management Services Available
Call For Details**

VENDSIGHT CONTRACT FOR ADVERTISING

- Banner
- AdMedia Enclosure
- Station Domination
- Floor Graphics
- Vehicle Wraps
- Vending Enclosure
- WallScape
- Light Poles
- Construction Fence
- Other

CONTRACT NO. _____ DATE _____

ADVERTISER _____

PRODUCT _____

TO:

SHIPPING ADDRESS:

SHIPPING QUANTITY

STATE AND MARKET	SIZE SHOWING	NO. OF DISPLAYS	TYPE OF DISPLAY	SIZE (HEIGHT & WIDTH)	STARTING DATE	NO. OF MONTHS	COST PER MONTH	TOTAL COST

YEAR

Dates	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Ordered												

SPECIAL INSTRUCTIONS

THIS IS YOUR AUTHORITY TO DISPLAY AND MAINTAIN THE SHOWING SPECIFIED ABOVE IN ACCORDANCE WITH THE CONDITIONS ON THE REVERSE SIDE OF THIS CONTRACT.

ACCEPTED AND AGREED TO BY:

COMPANY NAME _____ AGENCY NAME _____

BY _____ DATE _____ BY _____ DATE _____

CONDITIONS

The advertising agency (hereinafter called the "Agency") placing advertising on behalf of the advertiser named on the face of this contract hereinafter called "the Advertiser") and the Advertising Company (hereinafter called "the Company") accepting this contract here by agree that this contract shall be governed by the following conditions:

1. ADVERTISING SERVICE

- A. The Company shall install the advertising displays furnished by the Agency on the locations and dates scheduled on the face of this contract. The Company agrees to maintain the displays in good condition and promptly replace soiled or defaced displays with extra material furnished for that purpose. The Advertisers should have full displays thirty (30) days from average date of installation.
- B. Installation should be completed within five (5) working days following scheduled carding or posting date.
- C. The Agency is entitled to a change of display material once every thirty(30) days without charge on scheduled dates.

2. ADVERTISING DISPLAY MATERIALS

- A. The Agency will provide advertising display materials at places designated by the Company, shipping charges prepaid, at least twenty (20)calendar days prior to installation date. The Company will notify the Agency immediately if materials are not received by that time.
- B. Any advertising display material (used or unused) will be disposed of by the Company upon completion of the schedule called for in this contract ,unless written instructions to do otherwise are received from the Agency.
- C. The Company and any third party that controls the display locations shall have the right to reject any advertising material submitted by the Agency. If such rejection is unreasonable, arbitrary, or capricious, the Agency shall have no obligation to pay for the service for which the rejected material was submitted and shall have the right to terminate this contract in whole or part.
- D. The Company shall not make any alteration in advertising materials without the written consent of the Agency.

3. TERMS OF PAYMENT

- A. Unless otherwise set forth by the Agency on the face of this contract, the Company agrees to hold the Agency solely liable for payment to the extent proceeds have cleared from the Advertiser to the Agency for advertising displayed in accordance with this contract. For sums owing but not cleared to the Agency, the Company agrees to hold the Advertiser solely liable.
- B. Invoices for service shall be rendered monthly within fifteen (15) days of all scheduled displays. Upon request, an affidavit of service and/or carding list shall be furnished. Direct sales to advertisers are due an payable prior to installation of displays.
- C. PHOTO REQUIREMENTS: Within five (5) days of completion of initial posting or copy changes, Company will send the initial completion report(s) to Agency giving date of completion. Completion notice forms will be provided by Agency together with posting instructions. Company shall provide one (1) unaltered, unretouched 3 1/2" x 5" color print (close-up) and one unaltered, unretouched approach photo of each individual bulletin upon completion of each posting. Company shall provide one unaltered, unretouched 3 1/2" x 5" color print (close-up) for each poster/transit/other format upon completion of posting. Each bulletin/poster photo must be labeled with the unit # and location description. Digital photos are acceptable unless otherwise noted.

4. RATES

- A. All rates and adjustments shall be computed on the basis of thirty (30) days to the month.
- B. The Company represents that all of its rates are published and that the rates specified in this contract (including discounts under any plan of continuity, frequency, or quantity) are the lowest rates at which any agency or advertiser may contract for like service at the time this contract is entered into.
- C. For the purpose of computing the applicable discount, the service ordered under this contract shall be combined with the service ordered under any other contract or contracts for any other products or services of the Advertiser and its affiliates. Affiliates include the Advertiser's subsidiaries, parent company, and subsidiaries of the parent company.

5. CANCELLATION AND LOSS OF SERVICE

- A. This contract may be cancelled by either party upon sixty (60) days written notice, including Sundays and holidays, in advance of any scheduled installation date.
- B. In the event of such cancellation by the Agency, the Agency shall pay the Company a short rate charge equal to the difference between the rate earned under this contract and the rate applicable to the service used, determined in accordance with the rate card on which this contract is based and paragraph 4 of this contract.
- C. If the advertising or sale of the product or service to be advertised under this contract is prohibited by law or government regulation, this contract shall terminate as of the effective date of such law or regulation without short rate charge.
- D. If there is any delay or failure by the Company to perform hereunder as the result of force majeure, labor dispute, law, governmental action or order (including termination of transit franchise), or any other similar or dissimilar cause beyond the Company's reasonable control, the Company shall immediately notify the agency. This shall not constitute a breach of contract, but the Agency shall be entitled, at its election, to either an extension of service, additional service, or credit, all on a pro rata basis.

6. GENERAL

- A. The Company shall retain exclusive control and supervision over the installation, maintenance, and removal of the advertising displays and over the locations on which they are displayed and shall pay all taxes, except sales and use taxes, that may be applicable to the ownership of control of such locations or the display of advertising materials thereon.
- B. The Company agrees to hold the Agency and the Advertiser harmless against all liability, including all claims, demands, debts, obligations, or charges, together with reasonable attorney's fees and disbursements (all herein after referred to as liability), arising out of the installation, maintenance, or removal of advertising displays, including all such liability arising out of the Company's failure to remove displays within five (5)working days after expiration of this contract except to the extent that such failure results from force majeure as defined in paragraph 5D. The Agency similarly agrees to hold company, transit advertising operator, and transit company harmless against all liability arising out of the content of the advertising material furnished by the Agency.

Metropolitan Transit System

Estimated 12-Month Passenger Throughput by Station

Station	Line(s) Serving)	Estimated CY 2006			Estimated FY07			Estimated CY 2007			
		Station On's	Station Offs	Trip Ends or Pass' Throughput	Station On's	Station Offs	Trip Ends or Pass' Throughput	Station On's	Station Offs	Trip Ends or Pass' Throughput	
1	INTERNATIONAL BORDER STATION	Blue	3,449,468	2,632,424	6,081,892	3,523,113	2,688,626	6,211,739	3,695,830	2,820,432	6,516,262
2	BEYER ST TROLLEY STATION	Blue	491,025	489,796	980,822	501,509	500,253	1,001,762	526,094	524,778	1,050,872
3	IRIS AV TROLLEY STATION	Blue	937,803	1,236,474	2,174,277	957,825	1,262,873	2,220,697	1,004,781	1,324,783	2,329,564
4	PALM CITY STATION	Blue	696,592	749,136	1,445,728	711,464	765,130	1,476,594	746,343	802,640	1,548,983
5	PALOMAR ST TROLLEY STATION	Blue	1,350,166	1,388,268	2,738,434	1,378,992	1,417,907	2,796,899	1,446,595	1,487,418	2,934,013
6	H ST TROLLEY STATION	Blue	1,008,169	1,029,678	2,037,847	1,029,693	1,051,662	2,081,355	1,080,173	1,103,218	2,183,391
7	E ST BAYFRONT TROLLEY STATION	Blue	672,318	736,538	1,408,855	686,671	752,263	1,438,934	720,335	789,142	1,509,476
8	24TH ST TROLLEY STATION & (NATIONAL	Blue	730,700	841,626	1,572,326	746,300	859,594	1,605,894	782,886	901,735	1,684,621
9	8TH ST TROLLEY STATION & (NATIONAL C	Blue	469,823	479,349	949,172	479,854	489,583	969,437	503,378	513,584	1,016,962
10	PACIFIC FLEET -32ND ST STATION	Blue	248,893	206,796	455,689	254,206	211,211	465,417	266,669	221,565	488,234
11	HARBORSIDE - 28TH ST STATION	Blue	422,810	489,489	912,299	431,837	499,939	931,777	453,007	524,448	977,456
12	CROSBY ST TROLLEY STATION & (BARRIO	Blue	237,831	269,173	507,004	242,908	274,920	517,828	254,817	288,397	543,214
13	12TH & IMPERIAL STATION	Blue & Orange	3,001,461	2,988,556	5,990,017	3,065,542	3,052,360	6,117,902	3,215,826	3,201,999	6,417,825
14	MARKET & 12TH ST STATION	Blue & Orange	815,200	800,144	1,615,344	832,605	817,227	1,649,831	873,422	857,290	1,730,712
15	CITY COLLEGE STATION	Blue & Orange	1,628,557	1,722,276	3,350,833	1,663,326	1,759,046	3,422,372	1,744,869	1,845,281	3,590,150
16	5TH AV STATION - C ST	Blue & Orange	1,448,187	1,591,069	3,039,256	1,479,105	1,625,038	3,104,143	1,551,616	1,704,704	3,256,320
17	CIVIC CENTER STATION	Blue & Orange	1,185,467	1,162,114	2,347,580	1,210,776	1,186,924	2,397,700	1,270,133	1,245,112	2,515,245
18	AMERICAN PLAZA	Blue & Orange	1,067,473	1,096,050	2,163,523	1,090,263	1,119,450	2,209,713	1,143,712	1,174,330	2,318,042
19	SANTA FE DEPOT	Blue	270,095	251,658	521,753	275,861	257,031	532,892	289,385	269,632	559,016
20	COUNTY CENTER - LITTLE ITALY	Blue	309,733	296,828	606,561	316,346	303,165	619,511	331,854	318,027	649,881
21	MIDDLETOWN PALM STATION	Blue	94,641	117,072	211,712	96,661	119,571	216,232	101,400	125,433	226,833
22	WASHINGTON ST STATION	Blue	200,958	182,214	383,172	205,248	186,104	391,352	215,310	195,228	410,538
23	OLD TOWN TRANSIT CENTER	Blue & Green	3,383,097	3,298,903	6,682,000	3,455,325	3,369,334	6,824,659	3,624,718	3,534,512	7,159,230
24	MORENA TROLLEY STATION	Green	188,974	201,572	390,546	193,009	205,876	398,884	202,471	215,969	418,439
25	FASHION VALLEY TROLLEY STATION	Green	671,088	717,794	1,388,883	685,416	733,119	1,418,535	719,018	769,059	1,488,077
26	HAZARD CENTER TROLLEY STATION	Green	221,545	222,160	443,705	226,275	226,903	453,178	237,368	238,026	475,394
27	MISSION VALLEY TROLLEY STATION	Green	307,275	319,873	627,148	313,835	326,702	640,537	329,221	342,719	671,939
28	RIO VISTA TROLLEY STATION	Green	180,370	191,125	371,495	184,221	195,205	379,427	193,252	204,775	398,028
29	FENTON PARKWAY	Green	178,219	216,322	394,541	182,024	220,940	402,964	190,948	231,771	422,719
30	QUALCOMM TROLLEY STATION	Green	87,881	93,104	180,985	89,757	95,092	184,849	94,157	99,754	193,911
31	MISSION SAN DIEGO STATION	Green	147,799	126,597	274,396	150,955	129,300	280,255	158,355	135,639	293,994
51	SANTEE TRANSIT CENTER	Orange	315,879	264,871	580,750	322,623	270,526	593,148	338,439	283,788	622,227
52	Gillespie Field TROLLEY STATION	Orange & Green	191,740	191,432	383,172	195,833	195,519	391,352	205,434	205,104	410,538
53	ARNELE TROLLEY STATION	Orange & Green	243,669	233,836	477,505	248,871	238,829	487,700	261,072	250,537	511,609
54	EL CAJON TRANSIT CENTER	Orange & Green	985,738	1,037,667	2,023,405	1,006,783	1,059,821	2,066,604	1,056,139	1,111,778	2,167,917
55	AMAYA DRIVE TROLLEY STATION	Orange & Green	345,070	347,528	692,598	352,437	354,948	707,384	369,715	372,348	742,063
56	GROSSMONT CENTER STATION	Orange & Green	883,415	809,362	1,692,777	902,276	826,642	1,728,918	946,509	867,167	1,813,676
57	LA MESA BLVD STATION (LA MESA)	Orange	321,102	304,509	625,612	327,958	311,011	638,968	344,035	326,258	670,293
58	SPRING STREET STATION	Orange	274,396	306,353	580,750	280,255	312,894	593,148	293,994	328,233	622,227
59	BROADWAY (LG) STATION	Orange	529,127	563,849	1,092,977	540,424	575,887	1,116,312	566,918	604,120	1,171,037
60	MASSACHUSETTS AV STATION	Orange	171,459	178,527	349,986	175,120	182,338	357,458	183,705	191,277	374,982
61	62ND ST TROLLEY STATION & (ENCANTO)	Orange	388,703	328,784	717,487	397,001	335,804	732,805	416,464	352,266	768,730
62	EUCUID TROLLEY STATION	Orange	730,700	776,484	1,507,183	746,300	793,061	1,539,361	782,886	831,940	1,614,827
63	47TH ST TROLLEY STATION	Orange	172,381	181,599	353,981	176,062	185,477	361,538	184,693	194,569	379,262
64	32ND & COMMERCIAL ST STATIO	Orange	277,777	277,469	555,246	283,707	283,393	567,100	297,615	297,286	594,902
65	25TH & COMMERCIAL ST STATIO	Orange	330,321	328,784	659,105	337,373	335,804	673,176	353,912	352,266	706,178
66	SEAPORT VILLAGE	Orange	117,994	128,441	246,434	120,513	131,183	251,696	126,421	137,614	264,035
67	CONVENTION CENTER WEST	Orange	154,252	152,716	306,968	157,545	155,976	313,521	165,269	163,623	328,891
68	GASLAMP - CONVENTION CENTER	Orange	105,395	76,819	182,214	107,645	78,459	186,104	112,923	82,305	195,228
80	70TH ST TROLLEY STATION	Green	168,387	147,799	316,186	171,982	150,955	322,936	180,413	158,355	338,768
81	ALVARADO TROLLEY STATION	Green	172,381	131,821	304,202	176,062	134,635	310,697	184,693	141,236	325,928
82	SDSU TROLLEY STATION	Green	1,096,357	1,156,583	2,252,940	1,119,764	1,181,275	2,301,039	1,174,659	1,239,186	2,413,845
83	GRANTVILLE TROLLEY STATION	Green	300,515	310,962	611,477	306,931	317,601	624,532	321,978	333,171	655,149
			34,380,375	34,380,375	68,760,750	35,114,385	35,114,385	70,228,770	36,835,827	36,835,827	73,671,654

The most current number is for 2007.... We had more riders this past fiscal year, setting a record for trolley at more than 37 million trips

Rob Schupp
 Director of Marketing and Communications

NCTD 2008 forecast average daily boarding by station

Includes Sprinter, Breeze and Coaster Boarding

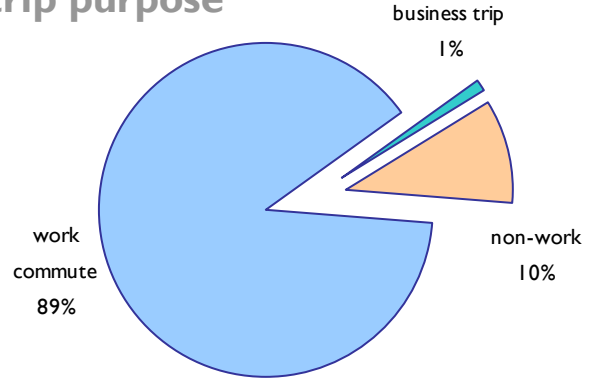
	Mode of Access				All modes		
	Walk	Auto	Transfer	bus subtotal	SPRINTER	Total Boarding	Total Boardings & Departings
Oceanside Transit Center	999	407	1,495	2,900	710	3,610	7,219
Coast Highway	279	61	694	1,033	610	1,643	3,286
Crouch Street	421	31	3	454	434	888	1,775
El Camino Real	226	98	569	892	831	1,723	3,445
Rancho Del Oro	137	140	619	896	466	1,362	2,723
College Boulevard	306	139	137	581	556	1,137	2,274
Melrose	358	140	154	651	773	1,424	2,848
Vista Transit Ctr.	573	135	2,333	3,040	1,977	5,017	10,034
Escondido Ave	401	125	2	528	763	1,291	2,581
Buena Creek	295	124	165	583	447	1,030	2,060
Palomar College	1,389	168	702	2,258	548	2,806	5,612
San Marcos Civic Center	376	0	49	424	326	750	1,500
CSU San Marcos	712	0	0	712	71	783	1,565
Nordahl Road	577	152	32	760	608	1,368	2,736
Escondido Transit Center	590	379	3,440	4,409	2,526	6,935	13,869
Total	7,635	2,097	10,389	20,118	11,646	31,764	63,527

2007 Passenger Counting Program - Average Daily Boardings

	<u>BREEZE</u>	<u>COASTER</u>	<u>Total Boardings</u>	<u>Total Boardings & Departings</u>
PLAZA CAMINO REAL	1,456		1,456	2,912
TOWN CENTER NORTH & WAL-MART	726		726	1,452
NORTH COUNTY FAIR TRANSIT CTR	450		450	900
MISSION AV & NEVADA ST	336		336	672
UNIVERSITY TOWNE CENTER	203		203	406
MIRA COSTA COLLEGE &	186		186	372
ORANGE GLEN HIGH SCHOOL	165		165	330
CARLSBAD VILLAGE STATION	412	703	1,115	2,230
ENCINITAS TRANSIT CENTER	612	560	1,172	2,344
SOLANA BEACH STATION		224	224	448
CARLSBAD POINSETTIA STATION		698	698	1,396
SORRENTO VALLEY STATION		1,017	1,017	2,034



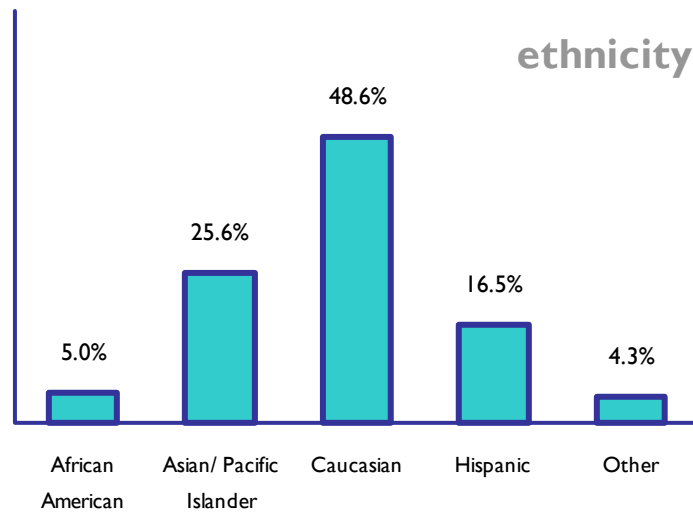
trip purpose



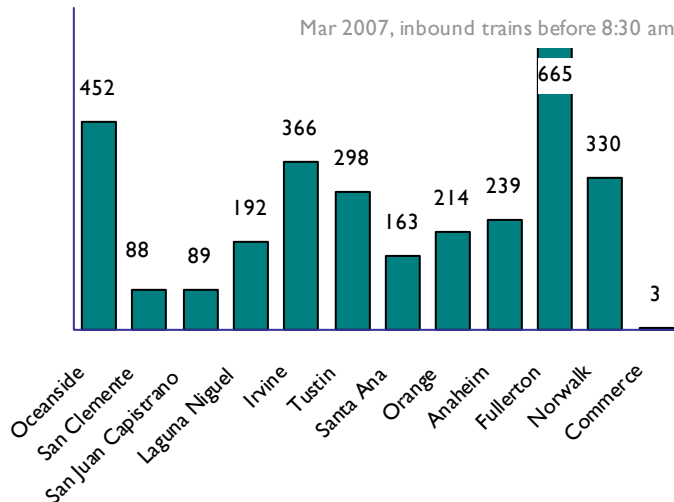
ridership stats

Average weekday ridership (April 2007)	7,841
Average trip length (miles)	38.8
Riders with car available	88.4%
Gender	
Male	56.5%
Female	43.5%
Median household income (2005)	\$88,259
Employment status	
Employed (full-time)	84.0%
Employed (part-time)	3.9%
Self-employed	4.6%
Retired	1.7%
Not employed/seeking employment	0.7%
Student (full-time)	5.2%

ethnicity



daily station boardings



generational segment

