

# WHAT LAMAR'S CLIENTS ARE SAYING...



*...Lamar not only helped us reach our target audience, but grow our brand awareness...*

*...I have been using Lamar for the past 3 years, and have always been completely satisfied...*



*...They do an excellent job, provide value, creative marketing campaigns and offer the utmost in customer service....*



LAMAR Advertising | 2300 Clayton Road, Suite 615, Concord CA 94520  
(925) 373-1900 phone | (925) 373-1991 fax | [lamar.com/bayarea](http://lamar.com/bayarea)



# SIGNATURE DISPLAYS

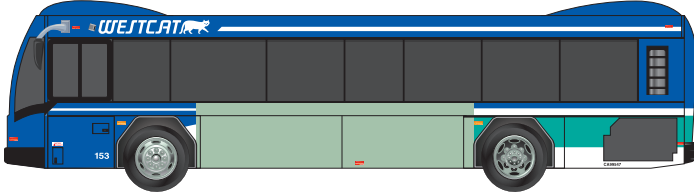
40' LF GILLIG BRT '08 SERIES

WESTCAT, CA

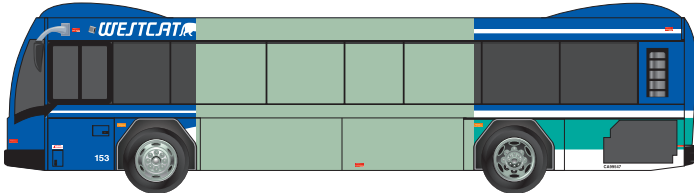
\* Fullwraps are available on this series and consist of two Fullsides (street and curb) and a Full Back.

## STREETSIDE DISPLAYS

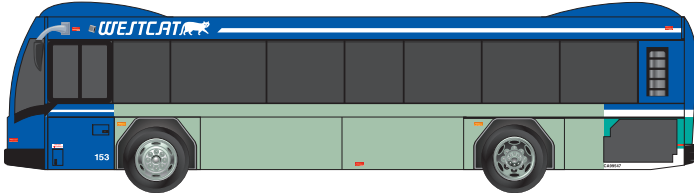
**KONG:** 42" x 178" approx



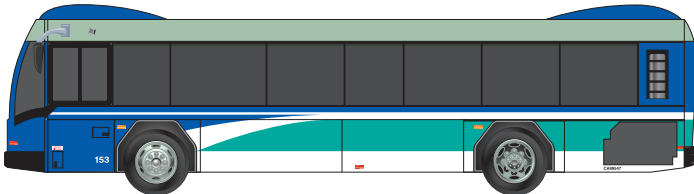
**KING KONG:** 100" x 178" approx



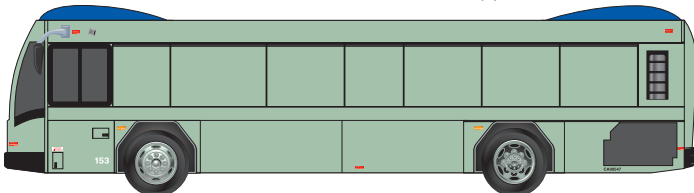
**HALFSIDE MURAL:** 42" x 314" approx



**HEADLINER:** 14" x 434" approx

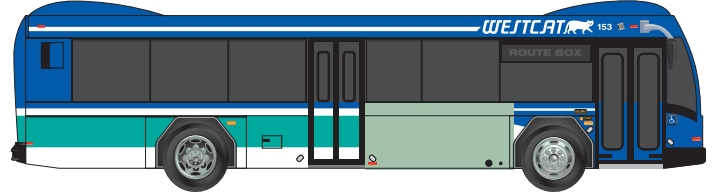


**FULLSIDE STREETSIDE:** 100" x 446" approx

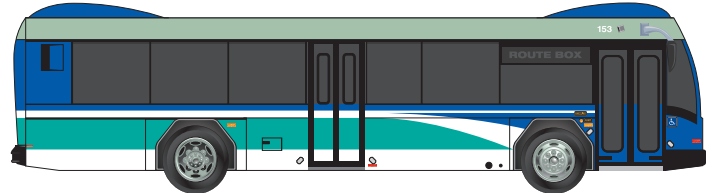


## CURBSIDE DISPLAYS

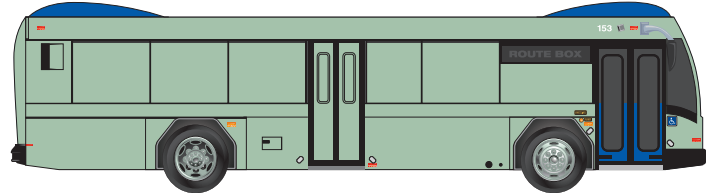
**EMPRESS:** 42" x 96" approx



**CURBSIDE HEADLINER:** 14" x 434" approx

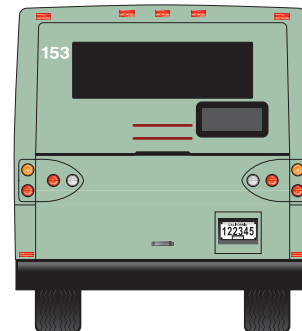


**FULLSIDE CURBSIDE:** 100" x 446" approx

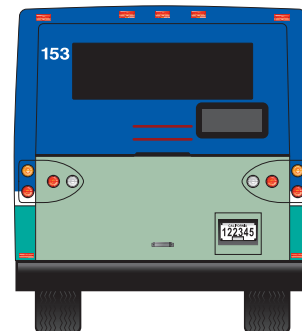


## BUS BACK DISPLAYS

**FULL BACK:**  
84" x 100" approx



**SUPERTAIL:**  
34" x 84" approx



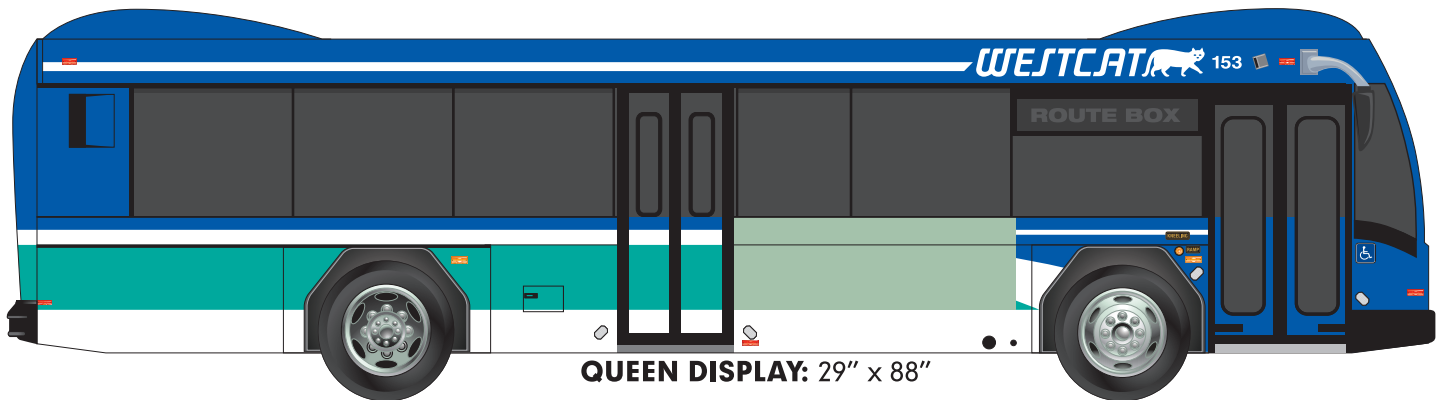
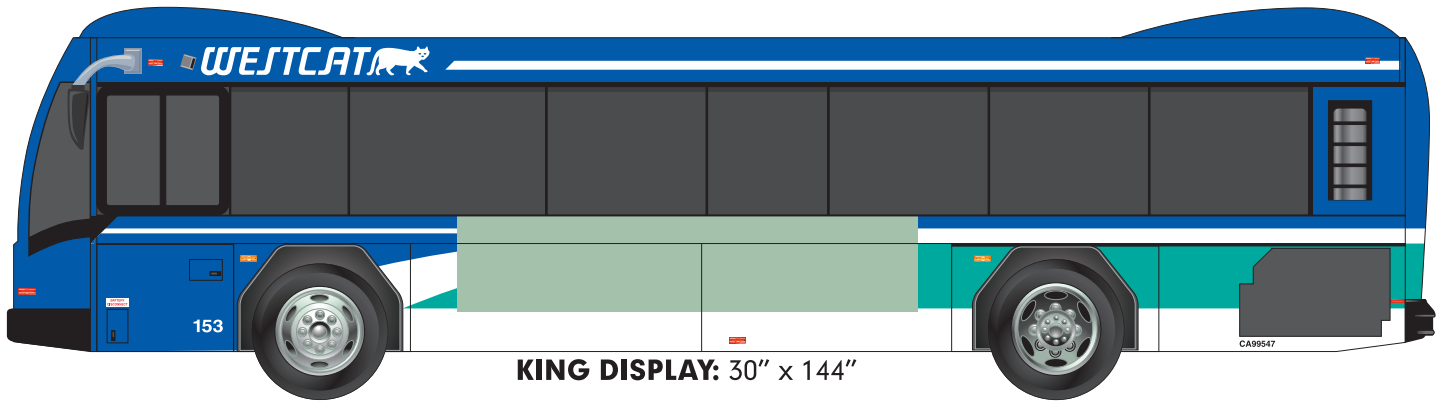
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# TRADITIONAL DISPLAYS

35' LF GILLIG BRT '08 SERIES

WESTCAT, CA



**TAILLIGHT: 21" x 70"**

## ADVERTISE YOUR BUSINESS OR EVENT ON WESTCAT!

Advertising on WestCAT buses ensures your message will reach over 62,000 residents covering 20 square miles including Pinole, Hercules, Martinez, Richmond, Rodeo, Crockett, and Port Costa.

This larger than life advertising is cost effective and immediately reaches your audience, unlike other traditional media forms. When you promote your business or event on WestCAT buses, you are actively reaching your audience 365 days in highly visible residential and business neighborhoods!



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