

Welcome to Tesoro Media

Welcome to the new web site for Tesoro Media. Tesoro Media is based in Riverside California, offering forms of outdoor advertising on bulletins, 30 sheet posters and 8 sheet posters on local and major arteries between Los Angeles and Palm Springs. The outdoor ads provide for an uncluttered platform which can not be avoided or turned off. Billboards have been woven into the American landscape. Tesoro Media has recently renovated the billboard inventory so advertisers can present their products and services on an updated and clean stage. While we have many large brands, for instance, Cingular Wireless, Starbucks and recently Wells Fargo, Tesoro Media creates awareness for the regional and mid size companies. Cities which lie between LA, Riverside, Redlands, Hemet and Palm Springs show significant growth where Tesoro dominates. San Bernardino is one of the fastest growing counties according to the latest US Census, and the fifth worst traffic in the U.S. reported by the LA Times. The average person will spend almost 56 hours per year in traffic delays costing them close to \$1000 in fuel waste and wages. What the numbers mean locally is that it took 81 percent longer to travel over freeways and major arterials during rush hour than it did during periods when traffic was free-flowing. This translates favorably for the clients of Tesoro Media who garner even more face time with potential consumers. Let Tesoro Media place your company on the map.