



TRANSIT BENCHES

TRANSIT BENCHES

Advertising benches offer the best in affordability. When compared to other forms of advertising, the cost per impression is pennies on the dollar. Nothing compares to Bench Advertising in means of attracting attention for minimum spending.

Bench Billboards are located at bus stops within metropolitan areas at high traffic intersections. They are used primarily to reach pedestrian and vehicular traffic. They are highly effective as point of sale vehicles near supermarkets, shopping malls, movie theaters and tourist attractions.

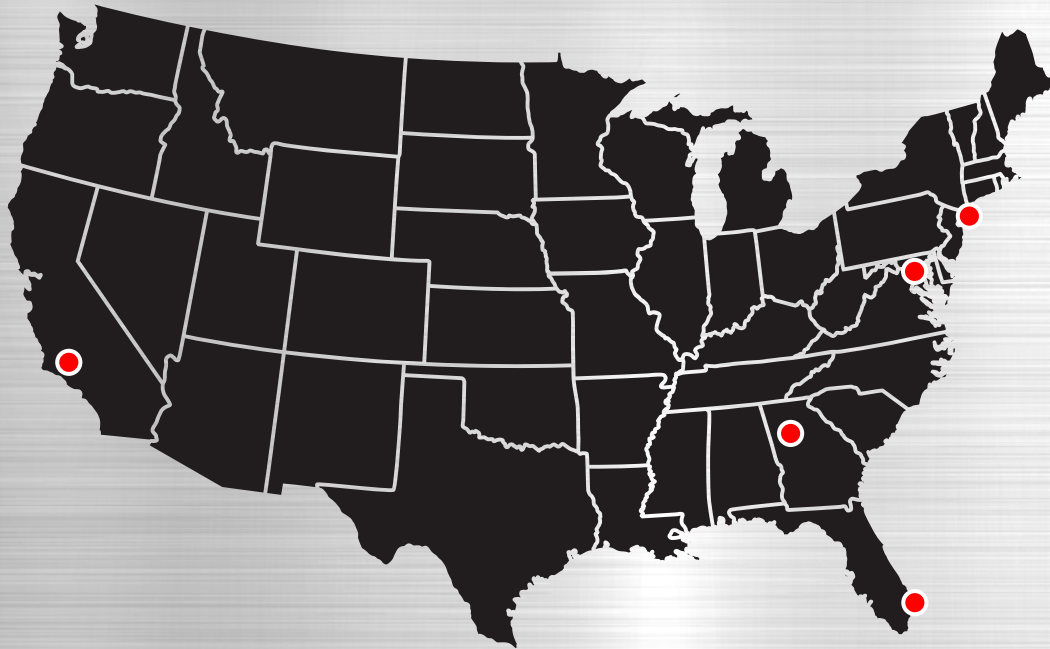
Audited by

geopath

AUDIENCE LOCATION MEASUREMENT

TRANSIT BENCH
COVERAGE

InSite
STREET MEDIA



THE BENEFITS

UNCLUTTERED SHOWCASES FOR ADVERTISING.

Transit bench displays provide 24-hour eye-level visibility to vehicular and pedestrian traffic at high circulation locations.

LOCAL AND NATIONAL METROPOLITAN AUDIENCES

Benches can be purchased and rotated throughout a market on selective locations to reach specific target groups.

They are effective for multiple uses, including point-of-purchase, directional, demographic or geographic targeting.

TARGET AUDIENCES IN AREAS WHERE OTHER MEDIA CAN'T GO.

They can be close to commuters, retail, entertainment venues, and residential areas. These displays allow advertisers to achieve both high reach and frequency at a very low cost per thousand.

BENEFITS
OF TRANSIT BENCH
ADVERTISING

CITY NATIONAL BANK

PRAY



ALIEN
COVENANT

MAY 19

MARKETS



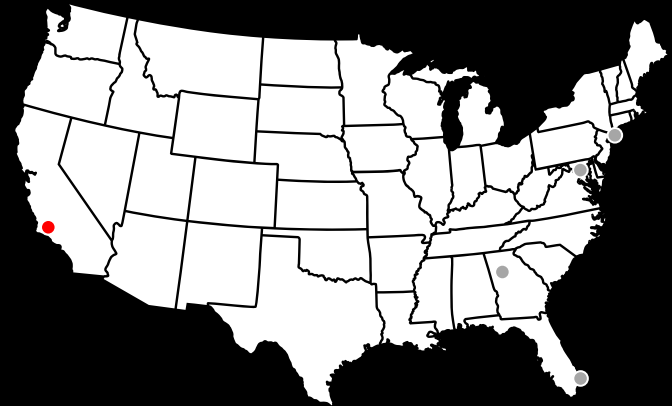
The Grove

LA DMA

LOS ANGELES

Los Angeles is the most populous city in California and the second most populous city in the United States, after New York. The City of Los Angeles is the center of LA County, which has a population of approximately 10 million people and is the economic center of the approximately 22 million people living between Santa Barbara and the Mexican border.

The city population is 3,999,742. The median income for a household in Los Angeles County is \$65,006 and the family household income is \$72,816. The per capita income for the county was \$32,413.



LOS ANGELES DMA

LOS ANGELES

MARKET HIGHLIGHTS

Beverly Center, Staples Center, LA Live, The Grove, Los Feliz/Silverlake, UCLA, USC, Beaches

DMA Rank: 2

Counties Covered: Los Angeles

Transit Benches: 7,042

Top Demographics: Non-Hispanic White, Hispanic, High Income

Creative Opportunities: Side by side benches, Painted benches, Lenticular ads, Consecutive ads



TRANSIT BENCH COVERAGE

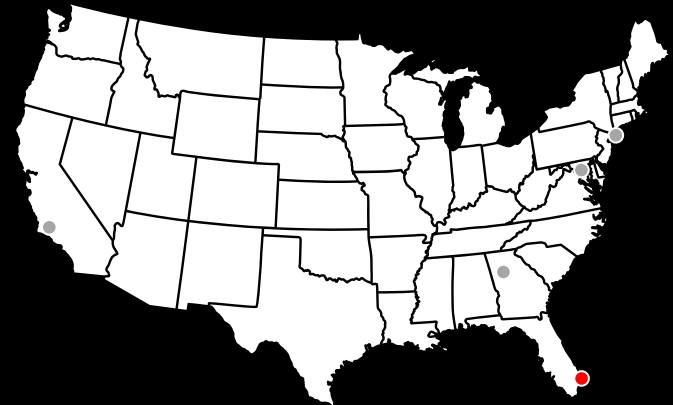


CityPlace Doral

MIAMI

Miami-Dade County and Broward County comprise the two most populous counties in Florida with a combined population of 4,436,503 according to the U.S. Census Bureau. The two counties make up two-thirds of the Miami Metropolitan area, the seventh most populous metropolitan area in the United States.

The median income for a household in Miami-Dade County is \$49,758 and the per capita income for the county is \$46,048. The Broward County median household income is \$56,702 and the county's per capita income is \$48,680.



MIAMI

MARKET HIGHLIGHTS

Beaches, Homestead Air Force Base, Miami International Airport, International Retail Shopping Mecca

DMA: Miami – Ft. Lauderdale

DMA Rank: 16

Counties Covered: Miami-Dade, Broward

Transit Benches: 2,917

Top Demographics: Hispanic , African American

Creative Opportunities: Side by side benches, Lenticular ads and Consecutive ads



TRANSIT BENCH COVERAGE

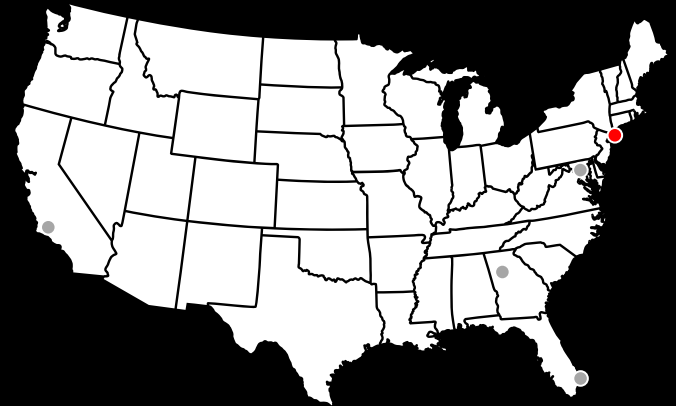


Nassau Veterans Memorial Coliseum

NEW YORK DMA LONG ISLAND

Long Island is one of the most affluent consumer markets in the United States and one of New York City's most densely populated suburbs constituting nearly 40% of New York State's population. The Median Household Income is nearly twice the U.S. average.

Many major forms of transportation serve Long Island, including aviation via John F. Kennedy International Airport, LaGuardia Airport, and Long Island MacArthur Airport, and multiple smaller airports; rail transportation via the Long Island Rail Road and the New York City Subway; bus routes via MTA Regional Bus Operations, Nassau Inter-County Express, and Suffolk County Transit.



NEW YORK DMA

LONG ISLAND

MARKET HIGHLIGHTS

Stony Brook University, Hofstra University, Roosevelt Field Mall, Nassau Veterans Memorial Coliseum, Belmont Park Racetrack, Long Beach, JFK International Airport, NYC Commuters

DMA Rank: 1

Counties Covered: Nassau, Suffolk

Transit Benches: 247

Top Demographics: Non-Hispanic White

Creative Opportunities: Lenticular and Consecutive ads



TRANSIT BENCH COVERAGE

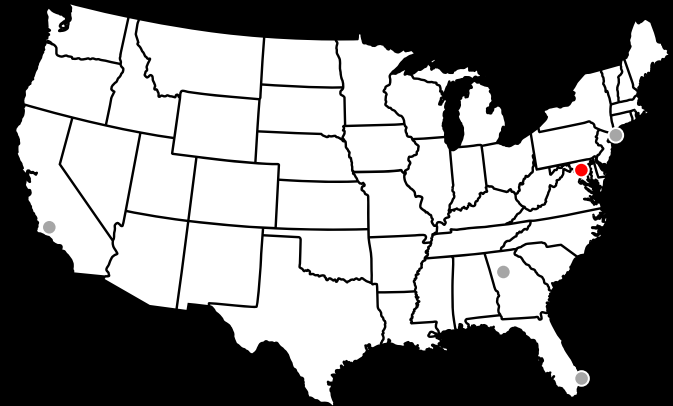


National Harbor

WASHINGTON DC DMA MARYLAND

Uniquely positioned at the heart of the exciting Washington DC region, suburban Maryland is rich in history and diversity. Prince George's County comprises 20% of the entire DMA population.

Prince George's County is the second-most populous county in Maryland. It is one of the richest African American-majority counties in the United States, with five of its communities identified in a 2015 top ten list featured in the Washington Post: Fort Washington, Friendly, Kettering, Mitchellville and Woodmore.



WASHINGTON DC DMA

PGC, MARYLAND

MARKET HIGHLIGHTS

University of Maryland, Andrews AFB, National Harbor/MGM, FedEx Field (Home of the Washington Football Team)

DMA: Washington, DC (Hagerstown)

DMA Rank: 6

Counties Covered: Prince George's

Transit Benches: 24

Top Demographics: African American, Hispanic

Creative Opportunities: Lenticular and Consecutive ads



TRANSIT BENCH COVERAGE

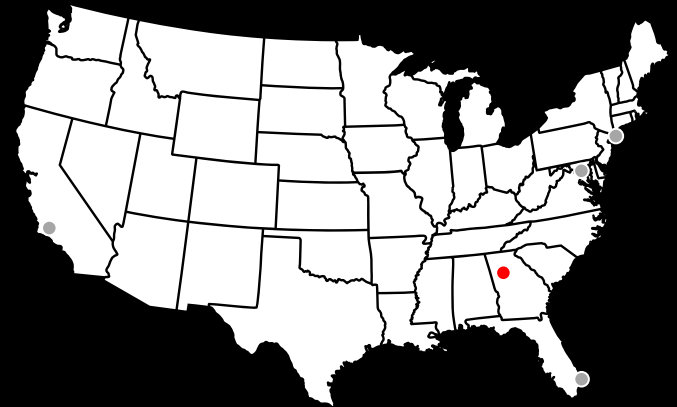


Downtown Historic Norcross

ATLANTA

A leader in the metro Atlanta region, Gwinnett County is known for its highly trained workforce, enviable quality of life, moderate cost environment and experience in technology, manufacturing and bioscience. Gwinnett County consistently ranks among the nation's best economies year after year. Unemployment remains low and per capita income remains high.

Gwinnett County is the second-most populous county in Georgia. It is part of the Atlanta-Sandy Springs-Roswell, GA Metropolitan Statistical Area, making it the ninth largest (MSA) in the United States. Its economic, cultural and demographic center is Atlanta, and has an estimated 2017 population of 5,884,736 according to the U.S. Census Bureau. The population of Gwinnett County is estimated to be 920,260 as of 2017 statistics.



ATLANTA

MARKET HIGHLIGHTS

Waffle House, Cannon, AGCO and Primerica are corporate headquarters

DMA: Atlanta

DMA Rank: 10

Counties Covered: Gwinnett

Transit Benches: 30

Top Demographics: Non-Hispanic White, African American

Creative Opportunities: Lenticular and Consecutive ads



TRANSIT BENCH COVERAGE



InSite

STREET MEDIA

