



TRANSIT BUSES



TRANSIT BUS
COVERAGE

TRANSIT BUSES

Transit advertising is advertising placed in or on public transportation areas and vehicles. InSite Street Media offers bus advertising in multiple markets along the east coast.

Ads can be placed anywhere on the bus from the sides, back, tail, or interior. Buses can also be fully wrapped with an advertiser's message for a significant impact. Bus advertising reaches bus riders, drivers and pedestrians depending upon ad placement. Bus advertising has the added bonus of getting your message in & out of the heaviest trafficked suburban & metro areas.

Audited by



AUDIENCE LOCATION MEASUREMENT

AVAILABLE MARKETS

- Atlanta
- Long Island
- Northern Virginia-Washington DC



THE BENEFITS

MOVING BILLBOARDS

Transit Advertising can stand out in markets without traditional billboards.

Transit Ads penetrate a city's most densely populated areas impacting hard to reach consumers.

CONTINUOUS PRESENCE

Bus Ads move throughout the heaviest business, residential and entertainment areas, delivering your message throughout the marketplace all day, every day. This continuous exposure builds familiarity with your brand, so customers will think of you when making purchasing decisions.

BUSES GO WHERE PEOPLE GO!

Circulating in the busiest areas of major metropolitan cities, bus advertising offers exposure to local commuters, drivers and pedestrians. These displays on the exterior of buses come in a variety of sizes and high-impact formats to reach your audience.

TRANSIT BUS
ADVERTISING

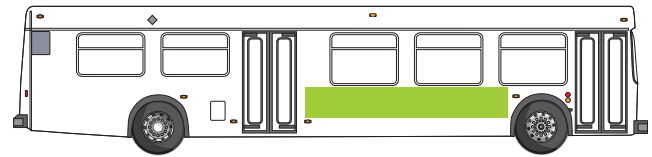




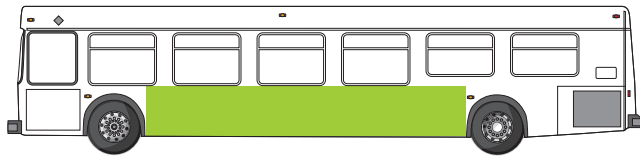
KING



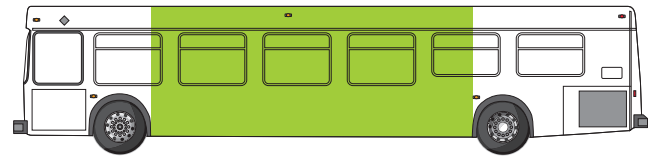
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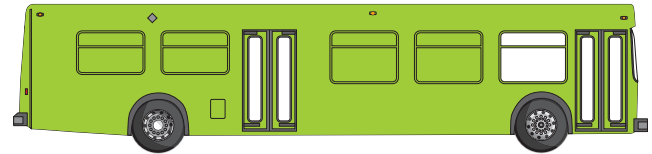
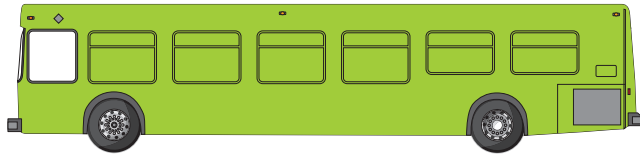
QUEEN



KONG



KING KONG



FULL WRAP

TRANSIT ADVERTISING DISPLAY OPTIONS



Loudoun County **LC Transit**

WORKING 4 YOU
TODAY



MARKETS



Main Street Southampton

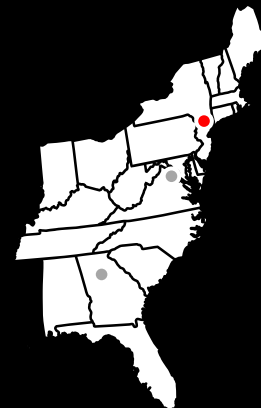
NEW YORK DMA LONG ISLAND

With 1.5 million residents, Suffolk County is a unique and wonderful place to live, work and play. The County incorporates the easternmost extreme of the New York City metropolitan area and is the largest of Long Island's four counties and the second largest of 62 counties in New York State.

Suffolk, named after the English county from which its earliest settlers came, is today one of the wealthiest counties in the state, and offers a diverse economic and geographic landscape. The County has a rich agricultural and marine heritage, which is due to its abundance of natural resources.

Ten towns and 33 villages are located within Suffolk County. The County is home to numerous colleges and universities and has a highly educated workforce. It also boasts diverse lifestyle options from rural farms to quaint villages to sophisticated towns with great restaurants, shops and nightlife.

InSite Street Media offers transit advertising on Suffolk County Transit which provides coverage for the entire County.



NEW YORK DMA

LONG ISLAND

MARKET HIGHLIGHTS

Tanger Outlets, The Hamptons, NYC Commuters

DMA Rank: 1

Counties Covered: Suffolk

Transit Buses: 159

Top Demographics: Non-Hispanic White, Hispanic

Creative Opportunities: Add Transit Shelter and Bench ads to your bus program for added effectiveness.



TRANSIT BUS COVERAGE



Broad Street Boardwalk

ATLANTA

Cobb County is a thriving blend of historic sites, sports, shopping, dining, cultural arts and adventure all within 10 minutes of Atlanta. It is situated immediately to the northwest of Atlanta's city limits.

College-educated residents make up almost 45% of the population. It has ranked among the top 100 highest-income counties in the United States. The County is home to more than 350 international firms; many have their U.S. headquarters located in Cobb. There are 14 Fortune 500 companies with headquarters here including: Home Depot, Coca-Cola Enterprises and Genuine Auto Parts.

InSite Street Media offers transit advertising on CobbLinc which provides local bus service within Cobb County and commuter bus service from the county to and from Downtown and Midtown Atlanta.



ATLANTA

MARKET HIGHLIGHTS

SunTrust Park (Home of the Atlanta Braves), Kennesaw State University, The Battery Atlanta, Kennesaw Mountain National Battlefield Park, Marietta National Cemetery, Dobbins Air Force Base, Downtown/Midtown Atlanta coverage

DMA: Atlanta

DMA Rank: 10

Counties Covered: Cobb, Fulton

Buses: Local CobbLinc: 12 / Commuter CobbLinc: 19

Top Demographics: Non-Hispanic White, African American

Creative Opportunities: Add Transit Shelter and Bench ads to your bus program for added effectiveness.



TRANSIT BUS COVERAGE



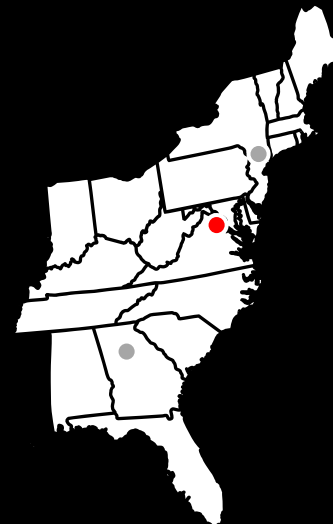
The Capitol

WASHINGTON DC DMA No. VIRGINIA

You can't find a better balance of location and potential than Loudoun County, VA. Just 25 miles from D.C., the County features a robust technology business infrastructure and one of the most skilled and educated workforces anywhere in the world. This rapidly growing County is ranked #1 in median household income in the U.S., narrowly edging out neighboring Fairfax County, which holds second place.

InSite offers transit advertising on Loudoun County Commuter Buses which operates from Loudoun County to and from Washington DC, stopping near all major landmarks in the District.

We also offer advertising on the Loudoun County Connector buses traveling to and from the Wiehle-Reston East & West Falls Church Metrorail Stations.



WASHINGTON DC DMA NORTHERN VIRGINIA

MARKET HIGHLIGHTS

Cybersecurity/Technology Mecca, Washington DC Coverage

DMA: Washington, DC (Hagerstown)

DMA Rank: 6

Counties Covered: Loudoun, Washington D.C.

Transit Buses: Commuter: 14 / Connector: 66

Top Demographics: Non-Hispanic White, High Income

Creative Opportunities: Add Transit Shelter and Bench ads to your bus program for added effectiveness.



TRANSIT BUS COVERAGE



FORMATS



BUS KING

- Seen by vehicular traffic as well as pedestrian traffic
- Curbside or Roadside placement allows you to target your audience
- Displays are eye-level and can be seen by vehicle occupants along its daily routes
- Reaches the broadest audience and will be seen the most



BUS QUEEN

- Seen by vehicular traffic as well as pedestrian foot traffic
- Curbside or Roadside placement allows you to target your audience
- Displays are eye-level between the doors, ensuring ridership eyes
- High market penetration



TAIL

- Seen by vehicular traffic almost exclusively
- Displays are eye-level and can convey a strong message
- Seen by highest financial demographic – people who tend to be employed and have disposable income



FULL BACK

- Display cover the entire back of the Bus
- Can be seen by additional vehicles behind for several car lengths
- Convey a very strong message along with additional WOW factor



KONG

- Seen by vehicular traffic as well as pedestrian foot traffic
- Curbside or Roadside placement allows you to target your audience
- Displays are eye-level and can convey a strong message
- Increased size has a WOW factor at 28 feet wide



KING KONG

- Sometimes referred to as an Ultra Super King
- Seen by vehicular traffic as well as pedestrian foot traffic
- Flexible creative and design possibilities
- Offers high impact and retention of a full wrap with cost effective production



WRAP

- Seen by vehicular traffic as well as pedestrian traffic
- Curbside or Roadside placement allows you to target your audience
- Displays are eye-level and can be seen by vehicle occupants along its daily routes
- Reaches the broadest audience and will be seen the most



INTERIOR CARD

- Posted on interior of bus
- Benefit from extended viewing time – average ride is 22 minutes
- Seen exclusively by riders
- Displays can be extremely informative
- Interior cards can be interactive with QR codes



InSite

STREET MEDIA

