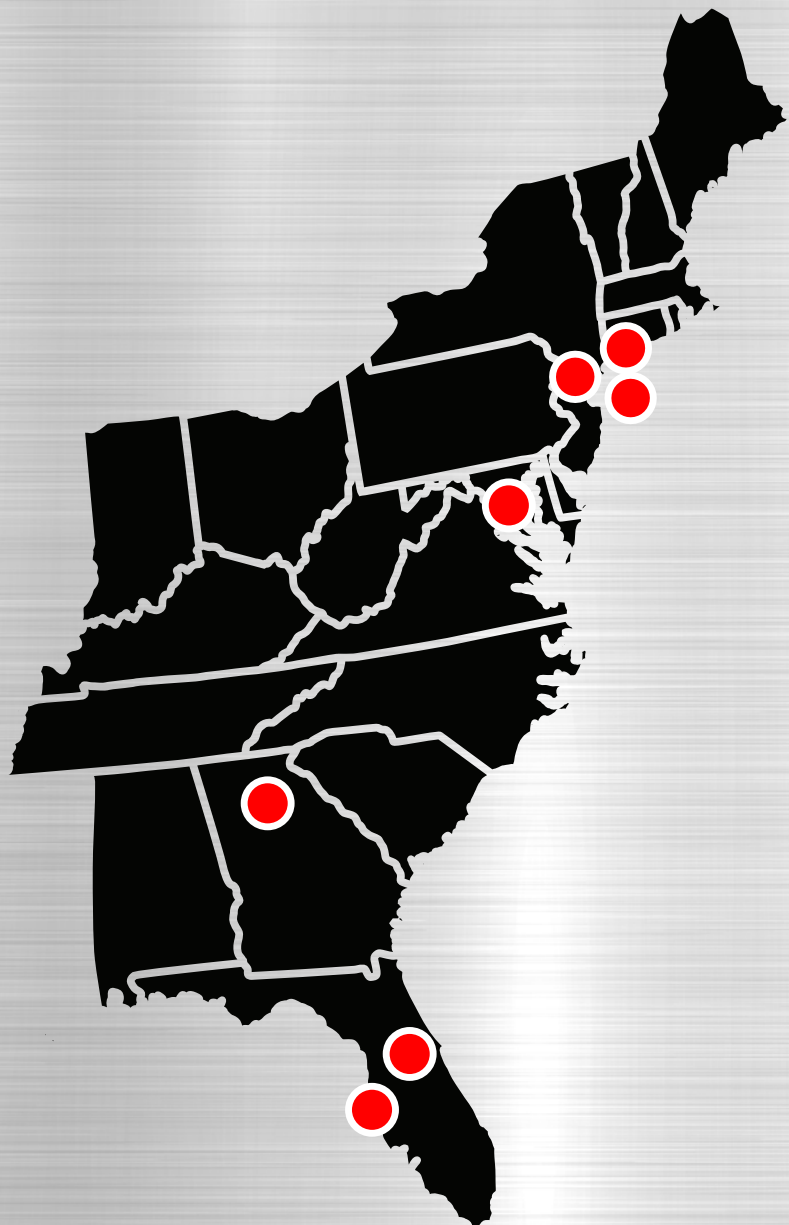




SHELTER WRAPS + PAINTED BENCHES



SHELTER WRAP COVERAGE

SHELTER WRAPS

Wrapped shelters create eye-level billboards that place client identification on all panels of a bus shelter. Shelters are “wrapped” in full color, vinyl materials that “Bring the Shelter to Life”.

When you are looking for an “Out of the Box” idea for your next campaign, wrapped shelters bring HIGH IMPACT creating distinctive, eye-level billboards that place client identification on all panels of a transit shelter. Eye catching colors & images provide 24-hour visibility to vehicular & pedestrian traffic enabling advertisers to reach consumers in a unique & creative ways.

AVAILABLE MARKETS

Atlanta: Cobb County

Connecticut: Stamford and Norwalk

Long Island: Nassau County

Northern New Jersey

Tampa: Hillsborough County

Washington, D.C.: Prince George’s County



THE DETAILS

DESIGN

Design includes printing, production, installation, shipping and taxes. A minimum 12-week commitment is required. All locations and creative are subject to prior approval.

COST

Basic design as shown in Metro by T-Mobile is approximately \$4,000 per shelter on the Tampa V-Box locations. This includes installation, removal, painted bench and trash receptacle.

PRODUCTION

Site surveys and requests outside of sample specifications provided may incur additional cost. Cost per period is based on quantity, design, site survey by market.

SHELTER WRAP

HART
BUS STOP
←46

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WRAP STYLES



BACK TO BACK DISPLAY



BACK TO BACK DISPLAY



V-BOX STYLE





V-BOX STYLE





BACK TO BACK DISPLAY V-BOX STYLE

PAINTED BENCHES

Break through with street level, iconic colored messaging to amplify your program! InSite Street Media can help produce effective creative to reach your market and optimize your design with painted benches.

Ready to Enhance your brand? Create a design that inspires. Branding that resonates. Messaging that sticks. LA Painted Bench Program offers that little something extra that will catch the eye of your target audience.

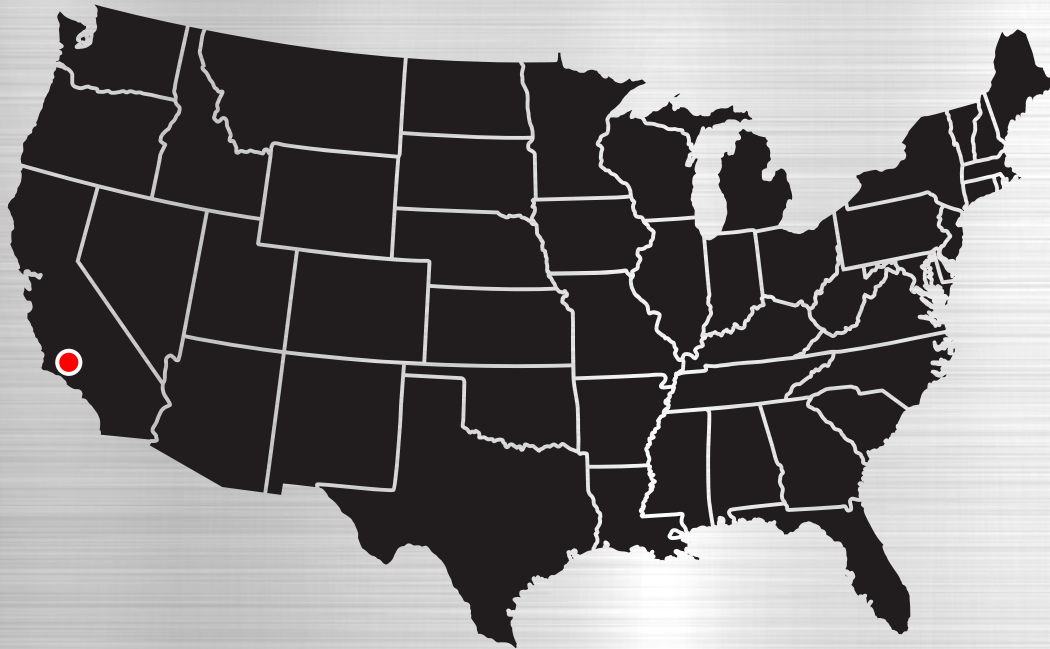
To be perceived as valuable, your brand has to stand out from the rest. Painted benches can help your brand do that. Consider the psychological principle known as the Isolation Effect: It states that an item that “stands out like a sore thumb” is more likely to be remembered. Research clearly shows that participants are able to recognize and recall an item far better — be it text or an image — when it blatantly sticks out from its surroundings.

AVAILABLE MARKETS

LOS ANGELES COUNTY



PAINTED BENCH
COVERAGE



THE DETAILS

PROGRAM

The Painted Bench program is not available as a stand-alone. There is a minimum buy requirement of 150/su (standard units). Painted benches can be hand selected. This program can run for a maximum of 4 weeks.

PACKAGES

BASE BUY	PAINTED BENCH ADD ON
150/su	15
300/su	30
600/su	45

PRODUCTION

A minimum of 60 days advance for approval and color selection is needed to execute this program. Approval is required by the City of Los Angeles. The production costs listed do not include space or ad production.

PAINTED BENCHES





PAINTED STYLES



LOS ANGELES



SIDE BY SIDE DISPLAY

Based on availability





InSite

STREET MEDIA

