STREET MEDIA PROGRAMS

WHO WE ARE

InSite Street Media is a leading outdoor advertising company known for innovation and excellence in the development of out-of-home media properties.

Our expertise stems from decades of ownership and management of a multitude of outdoor advertising products, including bus passenger benches, transit advertising, bus shelters, informational kiosks, billboards, large format wallscapes, and other non-traditional out of home formats.

InSite Street Media was formed in 2018 by a merger of Signal Outdoor Advertising and InSite Martin Street Ads. Signal was established in 1998 after acquiring Culver-Amherst and Martin roots go back to 2007. The merger combined a management team formed of highly successful out of home veterans with more than 100 years of industry experience.

InSite now has more than 15,000 faces and contracts with more than 50 municipalities in CA, FL, NY, CT, NJ, VA, MD, and GA.

InSite
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TRANSIT SHELTERS

Transit shelter display panels serve as curbside billboards showcasing advertisers' messaging in backlit, glass mounted frames. Transit shelters provide 24hour visibility to vehicular and pedestrian traffic at high circulation locations, usually along main arteries of metropolitan markets.

Transit shelter ads are primarily used to reach metropolitan audiences for both national and local advertisers. The street-level shelter posters can be purchased and rotated throughout the market or by selective locations to reach specific target groups. Transit shelters are effective for multiple uses, including point-of-purchase, directional, residential coverage, ethnic or hyper-local marketing.

- New York
- Washington DC
- Atlanta
- Tampa/St. Petersburg
- Miami/Ft. Lauderdale

Audited by

geopath
AUDIENCE LOCATION MEASUREMENT

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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.

- Los Angeles
- Miami/Ft. Lauderdale
- New York
- Washington DC
- Atlanta

Audited by

geopath
AUDIENCE LOCATION MEASUREMENT

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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.

- New York
- Washington DC
- Atlanta

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OUTDOOR
ADVERTISING

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STREET MEDIA

THE BENEFITS

UNCLUTTERED SHOWCASES FOR ADVERTISING

Out-of-home displays provide uncluttered, eye-level visibility to vehicular and pedestrian traffic at high circulation locations with 24hour visibility throughout suburban and urban areas.

LOCAL AND NATIONAL METROPOLITAN AUDIENCES

Space can be purchased and rotated throughout a market or selective locations to reach specific target groups. They are effective for multiple uses, including point-of-purchase, directional, demographic or geographic marketing.
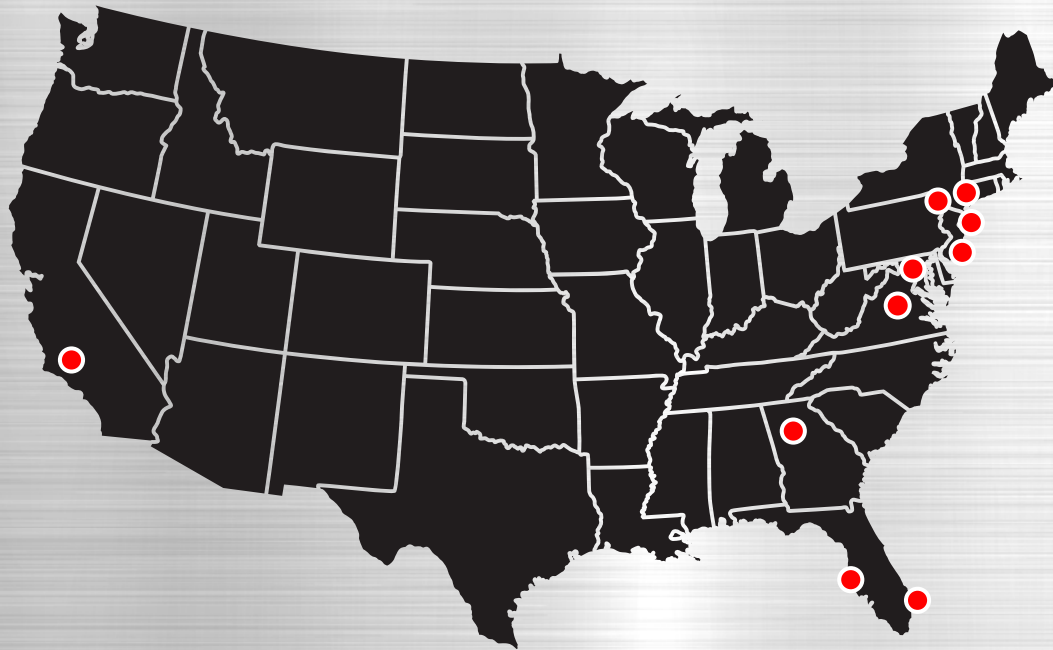
TARGET AUDIENCES IN AREAS WHERE OTHER MEDIA CAN'T GO

They can be in close proximity 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 OUTDOOR
ADVERTISING

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MARKETS

New York
/ Long Island
/ Westchester
/ Northern New Jersey
/ Southern Connecticut

Los Angeles

Washington DC
/ Maryland
/ Northern Virginia

Atlanta

Tampa / St. Petersburg

Miami / Fort Lauderdale

NATIONAL COVERAGE

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The New York DMA is the most populous metropolitan area in the U.S. InSite Street Media has the ability to reach one-half the area's population with shelter, bench & bus coverage.

Westchester County has the second-highest per capita income in the state of New York. The County's thriving population centers of Mount Vernon, Yonkers, New Rochelle, and White Plains make the Westchester advertising market one of America's most desirable.
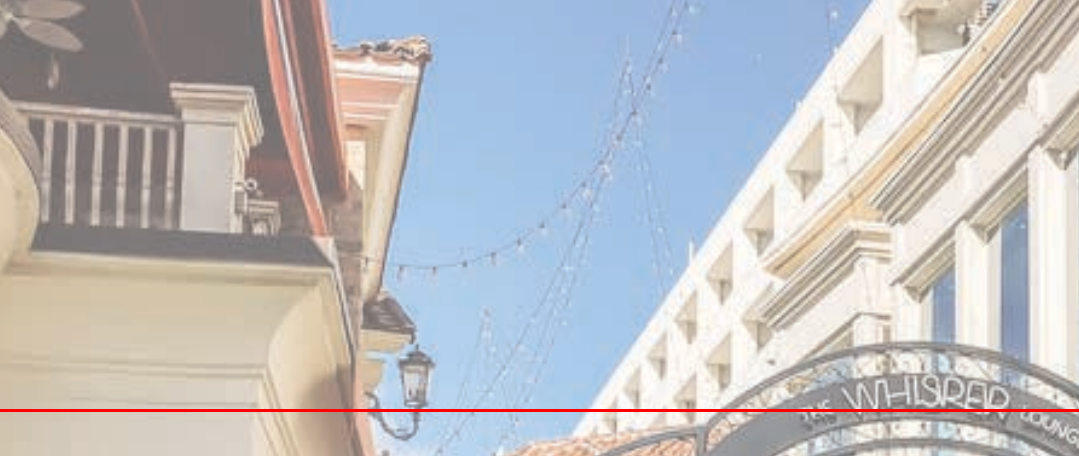
Long Island is one of the most affluent consumer markets in the US and one of NYC's most densely populated suburbs. The Median Household Income is near twice the U.S. average..

Northern New Jersey offers advertisers the opportunity to target a large, highly educated, and affluent population. A high level of economic output characterizes the region emanating from economic engines, including Paramus, which has become the top retail ZIP code (07652) in the US. Bergen County serves as the western terminus for the George Washington Bridge, connecting Fort Lee, New Jersey to Upper Manhattan in NYC.

Fairfield County is the third-largest corporate center in the country. Connecticut's robust landscape has much to offer such as thriving businesses, quaint towns, coastal cities, and bustling urban centers. It has also long been renowned as The Insurance Capital of the World.

LONG ISLAND / WESTCHESTER
NEW JERSEY / CONNECTICUT

MARKET HIGHLIGHTS
NYC Commuters, Nassau Veterans Memorial Coliseum, Belmont Park Racetrack, MetLife Stadium, American Dream Mall, Long Beach, The Hamptons, Sag Harbor, Montauk, Corporate HQ: IBM, Pepsi, Mastercard, Henkel, KPMG, & Bigelow Tea, Universities: Stony Brook, Hofstra, Sacred Heart, Fairfield, UCONN

DMA Rank: 1

Counties Covered: Westchester, Nassau, Suffolk, Essex, Hudson, Passaic, Morris, Union, Somerset, Middlesex, Bergen and Fairfield

Transit Shelter Faces: 1,917

Transit Benches: 247

Transit Buses: 159

Creative Opportunities: Consecutive ads on major roadways, Transit shelter wraps, Bus Wraps (Suffolk County), Lenticular ads, Add Transit Shelter and Bench ads to your bus program for added effectiveness.

INSITE OOH
COVERAGE

Insite
STREET MEDIA

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

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

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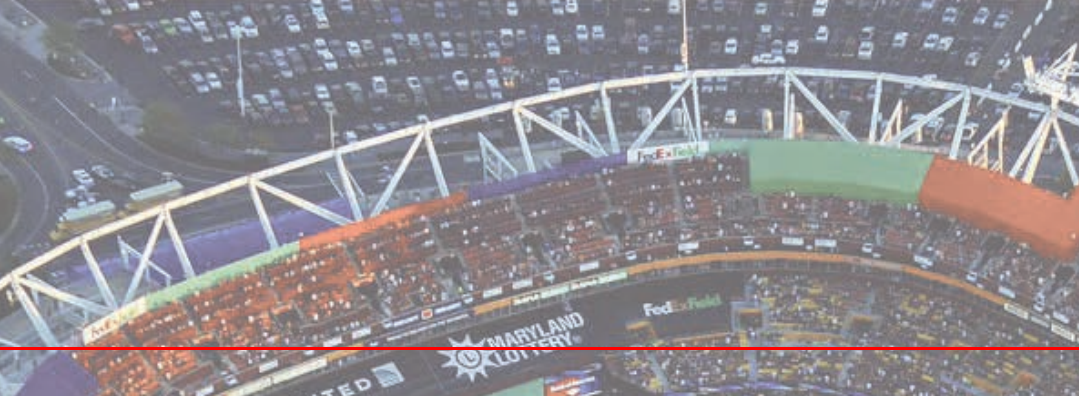
INSITE OOH
COVERAGE

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STREET MEDIA

MARYLAND / NORTHERN VIRGINIA

MARKET HIGHLIGHTS
University of Maryland, Andrew AFB, National Harbor/MGM, FedEx Field (Home of the Washington Football Team), Cybersecurity/Technology mecca, Tyson's Corner, Fort Belvoir, Large Asian Community, DC coverage (buses), Cybersecurity/Technology Mecca, Washington DC Coverage

DMA Rank: 6

Counties Covered: Prince George's, Montgomery, Fairfax, Loudoun, Washington D.C.

Transit Shelter Faces: 1,436

Transit Benches: 24

Transit Buses: 80

Creative Opportunities: Transit shelter wraps, Lenticular ads, Consecutive ads on major roadways, Bus Wraps (Loudoun County) Add Transit Shelter and Bench ads to your bus program for added effectiveness.
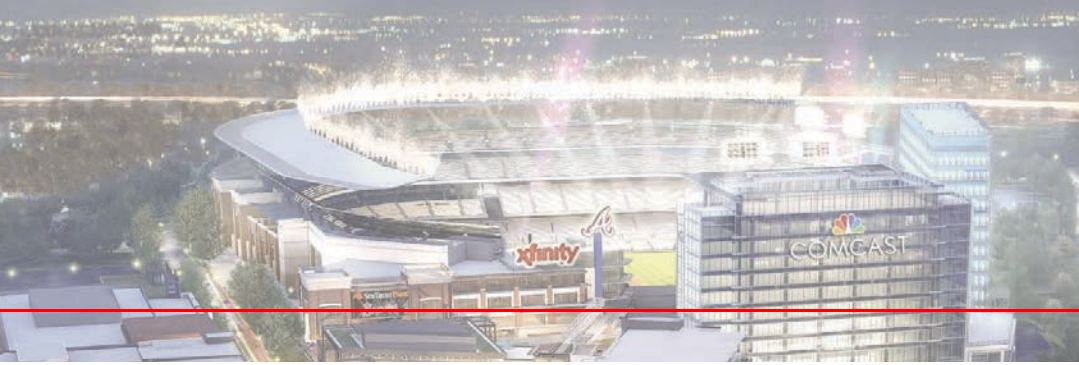
Uniquely positioned at the heart of the Washington DC region, Suburban Maryland is rich in history and diversity. Prince George's County comprises 20% of the entire DMA population. It is one of the wealthiest African American-majority counties in the United States. Montgomery County has the 2nd highest, and Prince George's County has the 3rd largest commuter ridership on Metrorail and Metrobus in the DMV region. The uniqueness of both counties is commuter transportation, which includes bus and metro. The majority of residents that work in DC live in these counties.

InSite Street Media is the exclusive provider of transit shelter advertising within Fairfax County, which is the largest jurisdiction in the Washington D.C. area and contains some of its most desirable residential communities. Additionally, the County is one of the premier centers of commerce and technology in the United States. The government is the largest employer, with Fort Belvoir in southern Fairfax being the County's single largest location of federal employment. Fairfax County is now the second richest county in the nation.

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.
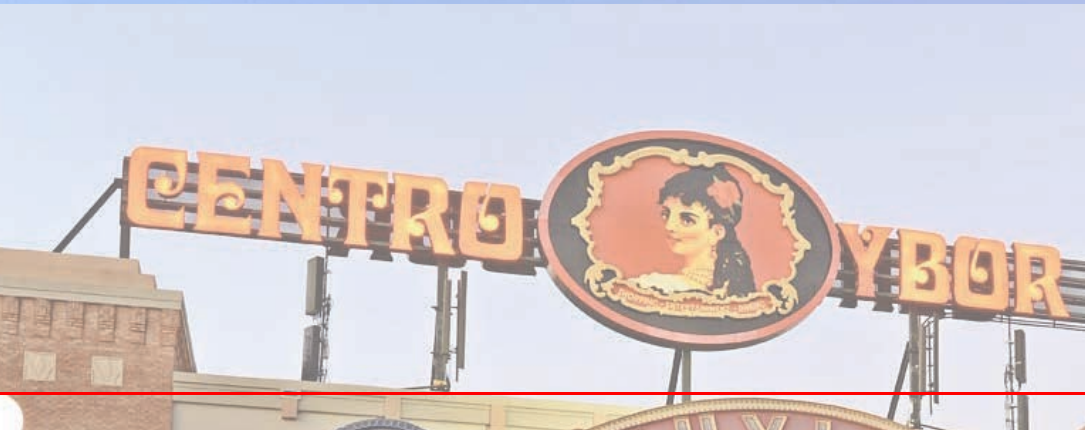
INSITE OOH COVERAGE

ATLANTA

The very best of Atlanta is in the northern suburbs of Cobb and Gwinnett Counties. These two counties comprise over 28% of the Metro's population. A vibrant community in the Metro's northwest, Cobb is a thriving blend of historic sites, sports, shopping, dining, cultural arts, outdoor and adventure. All situated within 10 minutes of downtown Atlanta.

A leader in the metro Atlanta region, Gwinnett County is known for its highly trained workforce, an enviable quality of life, a 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.

ATLANTA

MARKET HIGHLIGHTS
Truist 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, Waffle House, Cannon, AGCO and Primerica are corporate headquarters

DMA Rank: 10

Counties Covered: Cobb, Gwinnett

Transit Shelter Faces: 677

Transit Buses: 31

Transit Benches: 30

Creative Opportunities: Transit shelter wraps, Lenticular ads, Consecutive ads on major roadways, Add Transit Shelter and Bench ads to your bus program for added effectiveness.

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.

INSITE OOH
COVERAGE

InSite
STREET MEDIA

TAMPA /
ST. PETERSBURG

The City of Tampa is the largest city in Hillsborough County. It is the third-most populous city in Florida & the fourth largest metro area in the Southeastern U.S. The area is founded on a diverse base that includes tourism, agriculture, construction, finance, health care, government, technology, and the port of Tampa.

Pinellas County is the leading tourist destination on the Gulf Coast in the U.S., drawing more than 14 million visitors annually. The area is best known for its record-breaking sunshine, 35 miles of spectacular white-sand beaches, and a wide array of cultural offerings.

TAMPA

MARKET HIGHLIGHTS
MacDill AFB, Busch Gardens, Zoo Tampa at Lowry Park, University of S. Florida, University of Tampa, The Florida Aquarium, Amalie Arena, Downtown Tampa, Tampa Riverwalk, Ybor City, Clearwater & other Pinellas County Beaches

DMA Rank: 11

Counties Covered: Hillsborough, Pinellas

Transit Shelter Faces: 901

Creative Opportunities: Transit shelter wraps, Lenticular ads, Consecutive ads on major roadways

INSITE OOH
COVERAGE

Insite
STREET MEDIA

MIAMI /
FT. LAUDERDALE

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
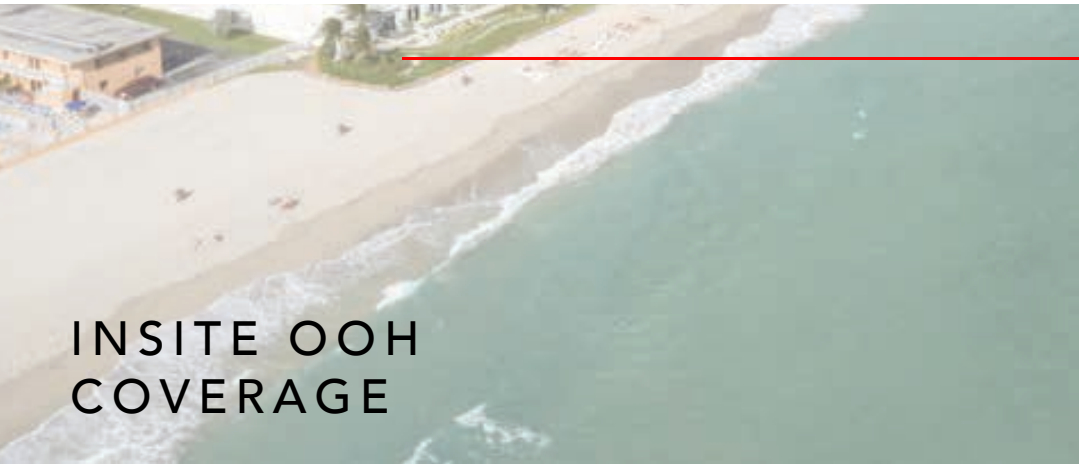
DMA Rank: 16

Counties Covered: Miami-Dade, Broward

Transit Shelter Faces: 74

Transit Benches: 2,917

Creative Opportunities: Lenticular ads, Side by side benches, Consecutive ads on major roadways

INSITE OOH
COVERAGE

Insite
STREET MEDIA