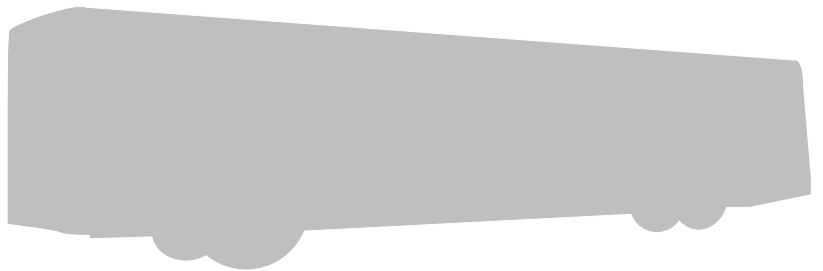




# Transit Advertising



# Benefits of Transit Advertising

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## 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.



# Benefits of Transit Advertising

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## Moving Billboards

Transit Advertising has the ability to stand out in markets without traditional billboards.

Transit Ads create “*Buzz*” with high quality, unique, eye-catching graphics.

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



# Benefits of Transit Advertising

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## Continuous Presence

Bus ads move throughout the heaviest business, residential and entertainment areas, delivering your message throughout the marketplace all day, every day.

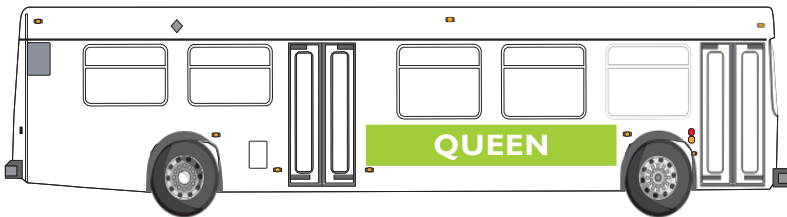
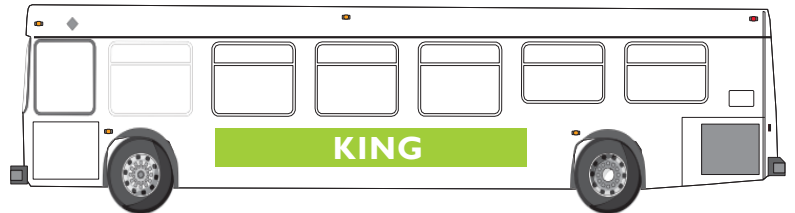
This continuous exposure builds familiarity with your brand, so customers will think of you when making purchasing decisions.



# Traditional Display Options

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King Size Posters



Queen Size Posters

Taillight Display



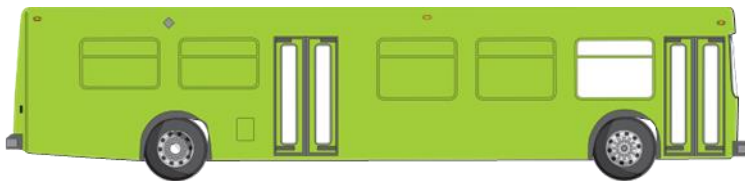
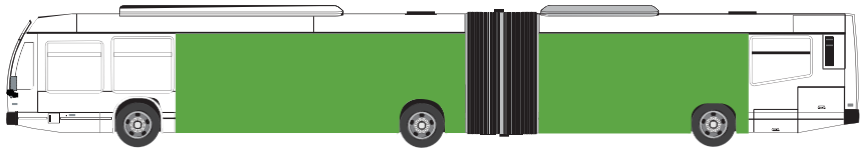
Interior Cards

*Actual display sizes and placement vary by Transit Authority and Bus Model.*

# Large Format Options

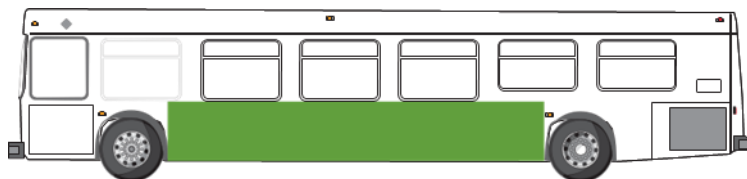
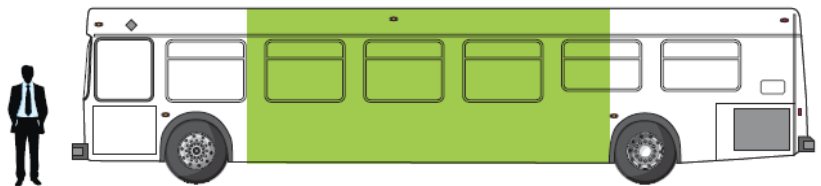
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**Articulated Bus**



**Full Wrap Bus**

**King Kong /  
Ultra Super King**



**Kong Display**

**Full Back Display**



*Actual display sizes and placement vary by Transit Authority and Bus Model.*

## Traditional Products – King Size Posters

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- 🚌 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 be seen by vehicle occupants along its daily routes
- 🚌 Reaches the broadest audience and will be seen the most



Source: (April 2012) *Contractor's Final Report and Selected Appendices for TCRP Project B-39*. Transportation Research Board.



# Traditional Products – Queen Size Posters

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- 🚌 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



Source: (April 2012) *Contractor's Final Report and Selected Appendices for TCRP Project B-39*. Transportation Research Board.



## Traditional Products –Taillight Display

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- 🚌 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



Source: (April 2012) *Contractor's Final Report and Selected Appendices for TCRP Project B-39*. Transportation Research Board.

## Large Format Products – Full Wrap Bus

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- 🚌 *A Rolling Billboard*
- 🚌 Highest exposure – in excess of 85,000 daily
- 🚌 Entire Bus is branded as *your* Bus
- 🚌 Seen everywhere – downtown, suburbs, malls, etc.
- 🚌 Represents a dominant presence in the market



Source: (April 2012) *Contractor's Final Report and Selected Appendices for TCRP Project B-39*. Transportation Research Board.

# Large Format Products – King Kong Display

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



Source: (April 2012) *Contractor's Final Report and Selected Appendices for TCRP Project B-39*. Transportation Research Board.



# Large Format Products – Kong Display

- 🚌 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



Source: (April 2012) *Contractor's Final Report and Selected Appendices for TCRP Project B-39*. Transportation Research Board.

## Large Format Products – Full Back Display

- 🚌 Display covers 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



Source: (April 2012) *Contractor's Final Report and Selected Appendices for TCRP Project B-39*. Transportation Research Board.

# Large Format Products

## Full Wrap Display – Creative Possibilities





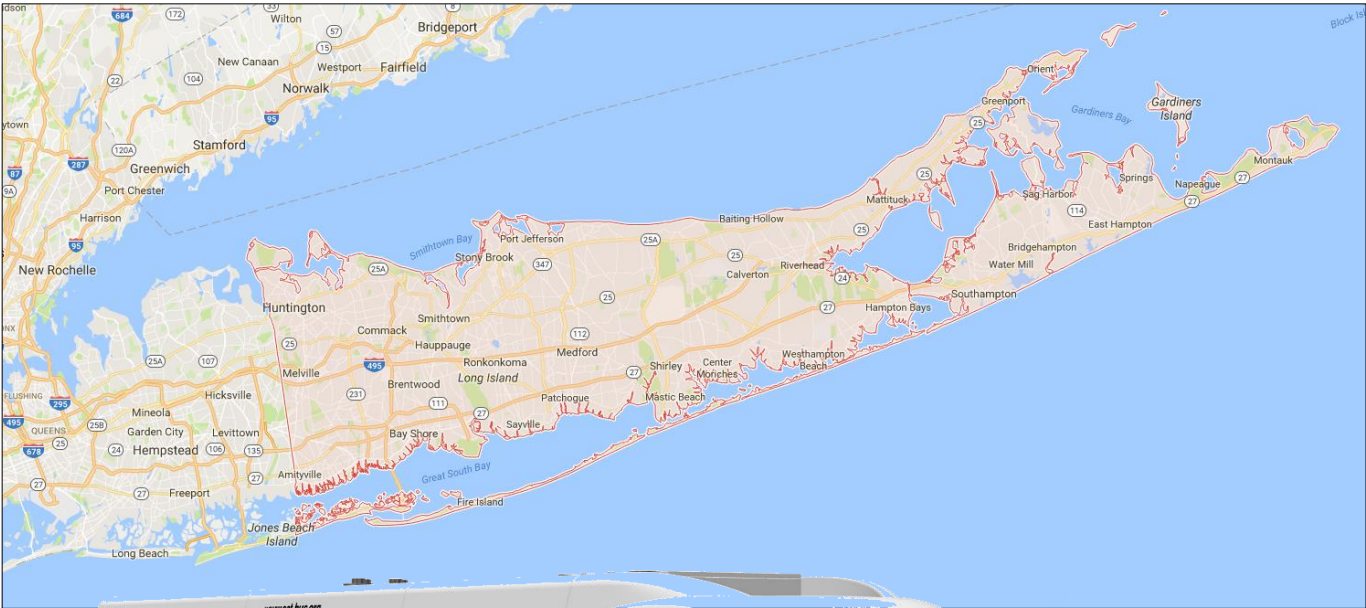
# Bus Interiors – Cards & Michelangelo Displays

- 🚌 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



Source: (April 2012) Contractor's Final Report and Selected Appendices for TCRP Project B-39. Transportation Research Board.

# Suffolk County, New York Bus Coverage



# Western Suffolk County



Western Suffolk County Bus Coverage

## Western Towns

Babylon  
Brookhaven  
Huntington  
Islip  
Smithtown

## Western Villages & Hamlets

Amityville  
Babylon  
Belle Terre  
Bellport  
Brentwood  
Brightwaters  
Center Moriches  
Centereach  
Deer Park  
Dix Hills  
Hauppauge

Huntington Bay  
Islandia  
Lake Grove  
Lindenhurst  
Mastic Beach  
Nesconset  
Northport  
Patchogue  
Port Jefferson  
Ronkonkoma  
Shoreham  
Village of the Branch

# Eastern Suffolk County



## Eastern Towns

East Hampton  
Riverhead  
Southampton  
Southold

## Eastern Villages & Hamlets

Bridgehampton  
East Hampton  
Flanders  
Greenport  
Hampton Bays  
Mattituck  
Montauk

Northhampton  
North Haven  
Orient  
Quogue  
Sag Harbor  
Sagaponack  
Shinnecock Hills  
Southampton  
Westhampton Beach



# Suffolk County, New York

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With 1.5 million residents, Suffolk County is a unique and wonderful place to live, work and play.

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.

Top rated recreational amenities includes The Hamptons – a favorite vacation destination of the rich and famous. The County boasts diverse lifestyle options, from rural farms to quaint villages to sophisticated towns with great restaurants, shops and nightlife.



# Suffolk County Demographics

## Market At A Glance

Total Population	1,501,587
Adults 18+	1,170,040
Educational Attainment	89.9%*
Median HH Income	\$ 88,663
Median Housing Value	\$375,100
Total Housing Units	570,194
Number of Companies	153,688
Mean Travel to Work	31.4 min
Veterans	74,323
Ethnicity: AA	8.5%
Hispanic	19.0%
Asian	4.1%

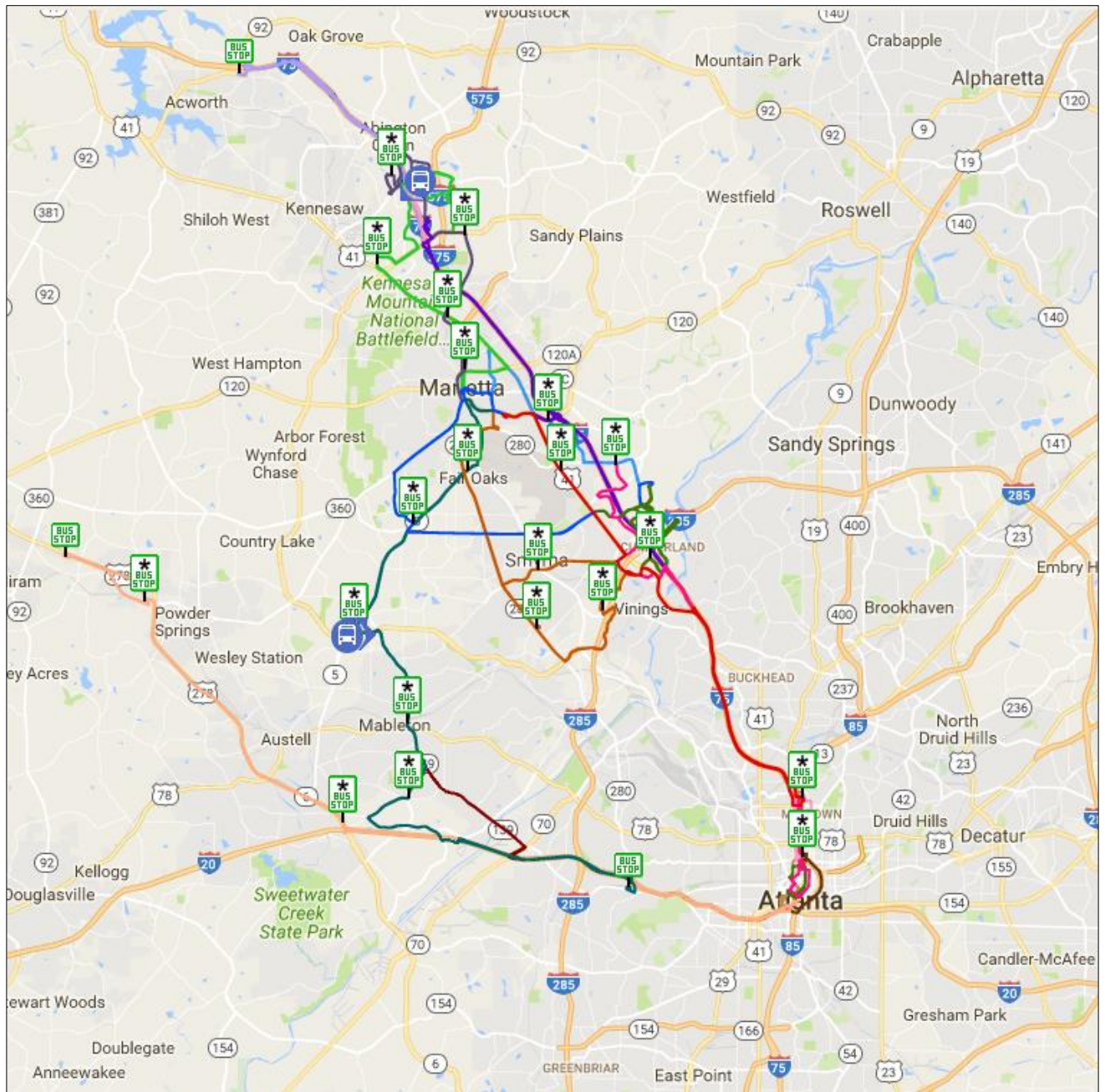
SOURCE: U.S. CENSUS

\* High School Graduate or Higher





# Cobb County, Georgia Coverage



# Cobb County Demographics

Cobb is a thriving blend of historic sites, sports, shopping, dining, cultural arts and adventure. All within 10 minutes of Atlanta.

College-educated residents make up almost 45% of the population. 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.

## Market At A Glance

Total Population	748,150	
Adults 18+	566,350	
Educational Attainment	91.0*	
Median HH Income	\$ 65,873	
Median Housing Value	\$197,400	
Total Housing Units	290,963	
Number of Companies	80,947	
Mean Travel to Work	30.4 min	
Veterans	43,572	
Ethnicity:	AA	28.1%
	Hispanic	12.9%
	Asian	5.3%

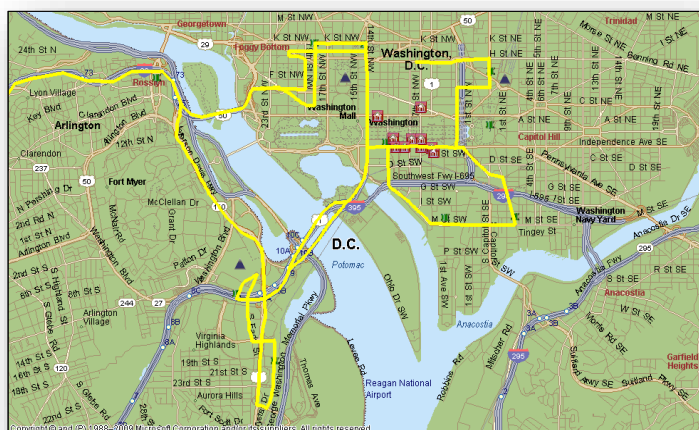
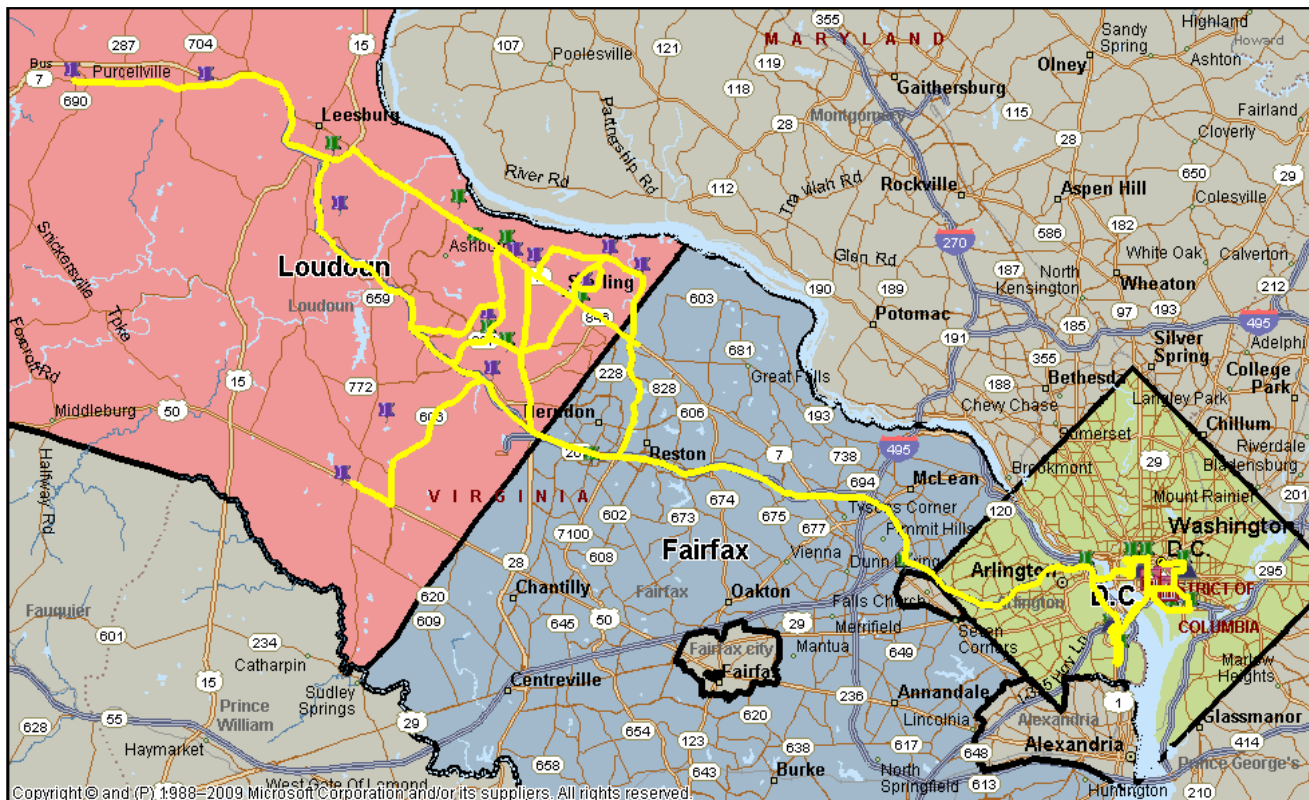
SOURCE: U.S. CENSUS

\* High School Graduate or Higher





# Loudoun County, Virginia Commuter Coverage



# Loudoun County Demographics

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.

Signal Offers Transit Advertising on Loudoun County Commuter Buses, which operates service from Loudoun County to and from Washington DC, stopping near all major landmarks in the District.

## Market At A Glance

Total Population	385,945	
Adults 18+	275,178	
Educational Attainment	93.6*	
Median HH Income	\$123,453	
Median Housing Value	\$452,300	
Total Housing Units	118,919	
Number of Companies	33,392	
Mean Travel to Work	33.0 min	
Veterans	20,949	
Ethnicity:	AA	7.7%
	Hispanic	13.7%
	Asian	18.7%

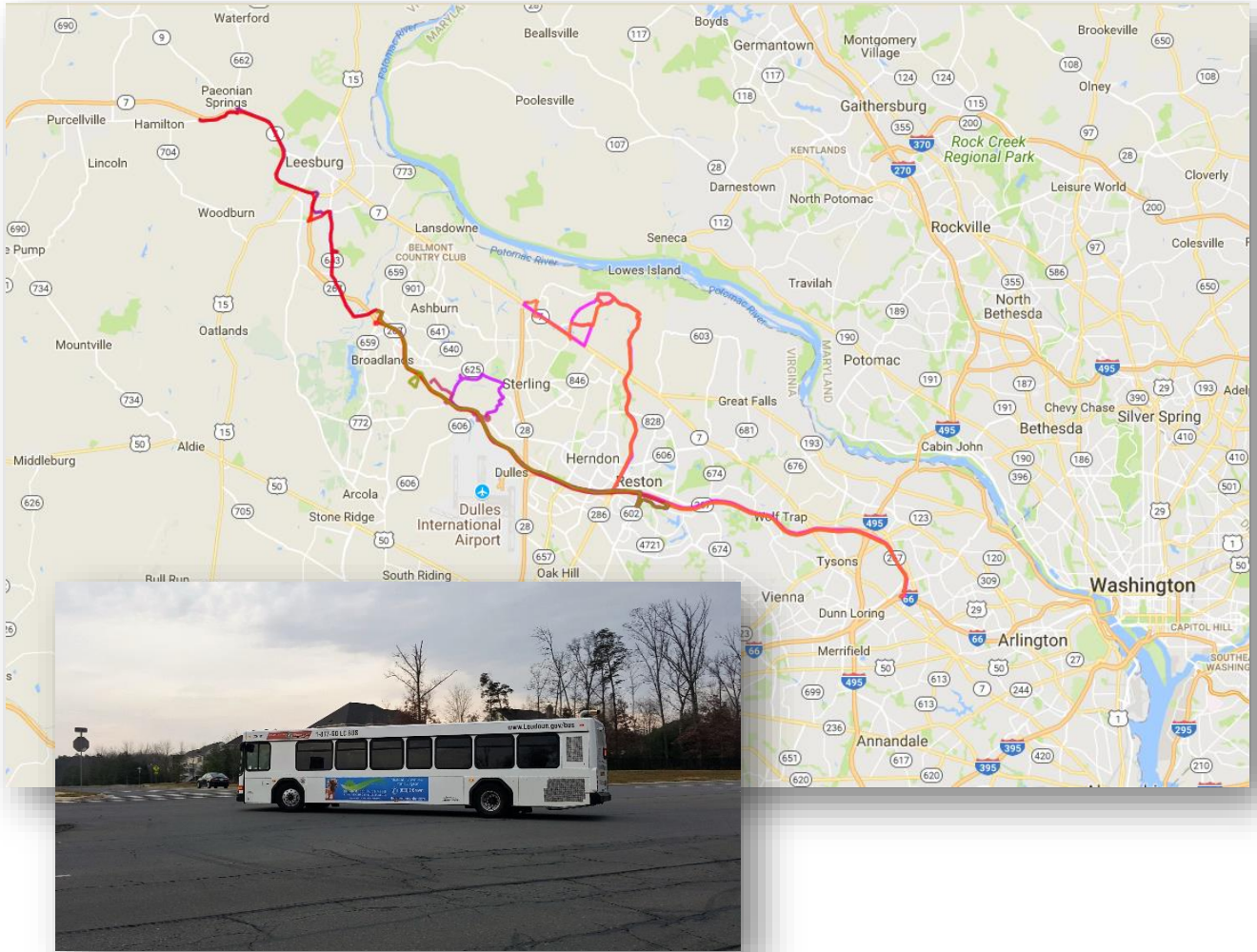
SOURCE: U.S. CENSUS

\* High School Graduate or Higher





# Loudoun County – Metro Connection Routes



Signal now offers Transit Advertising options on Loudoun County's fleet of buses traveling to and from the Wiehle-Reston East and West Falls Church Metrorail Stations servicing these park and ride locations:

Broadlands  
Cascades  
Dulles Town Center  
Goose Creek Village

Leesburg  
Lowes Island  
Broad Run Farms  
Dulles North

East Gate  
Harmony/Hamilton  
Loudoun Station  
Our Lady of Hope