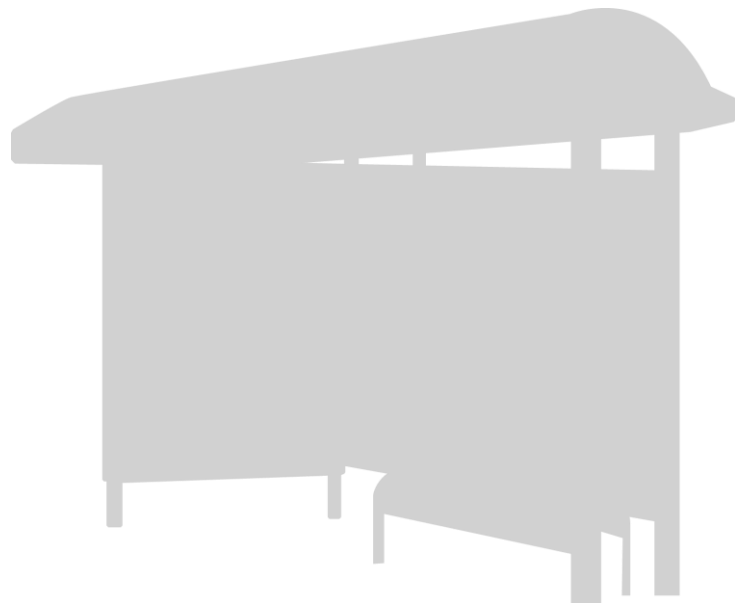




Bus Shelter Advertising Programs



Benefits of Bus Shelter Advertising

Bus Shelter Displays offer uncluttered showcases for advertising. They provide eye-level visibility to vehicular and pedestrian traffic at high circulation locations.



Benefits of Bus Shelter Advertising

Bus Shelter Displays are primarily used to reach metropolitan audiences for both national and local advertisers. They can be purchased and rotated throughout a market or by selective locations to reach specific target groups. They are effective for multiple uses, including point-of-purchase, directional, demographic or geographic marketing.

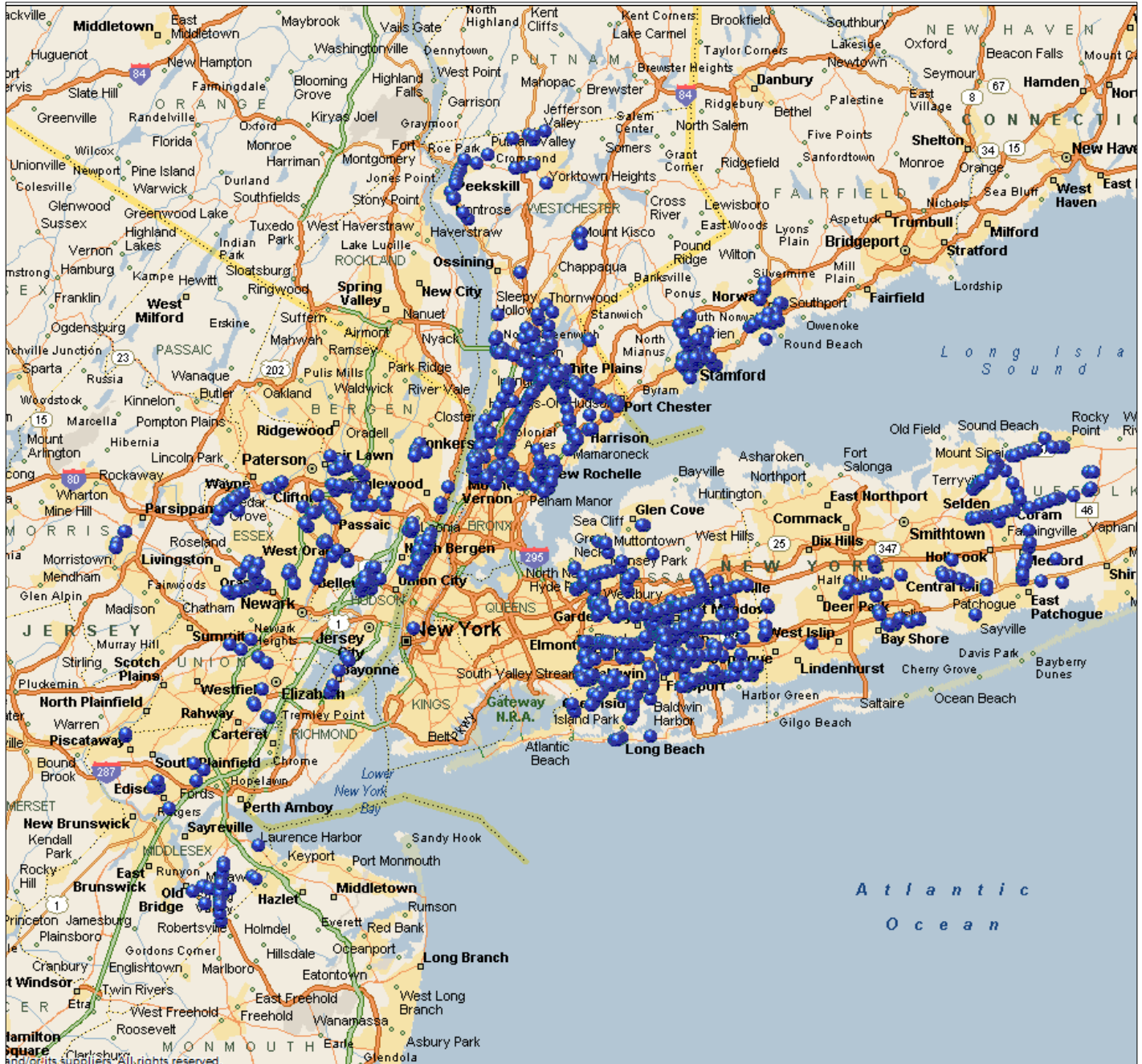


Benefits of Bus Shelter Advertising

Bus Shelter Displays can target specific audiences in areas that other out-of-home 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.



New York Metro Coverage



● Shelter Coverage

New York Metro Coverage

The New York DMA is the most populous metropolitan area in the United States with an estimated population of 19,831,858 – that's over 6% of the entire U.S.

Signal has the ability to reach nearly **one-half** the area's population with shelter coverage in Westchester, Nassau and Suffolk Counties, NY; Fairfield, CT; Bergen, Essex, Hudson, Middlesex, Passaic, Morris, and Union, NJ.

100 Weekly Target GRP

Adults 18+	7,423,855
Panels	208
Impressions	29,563,000
Target Reach	55%
Frequency	7.2 times

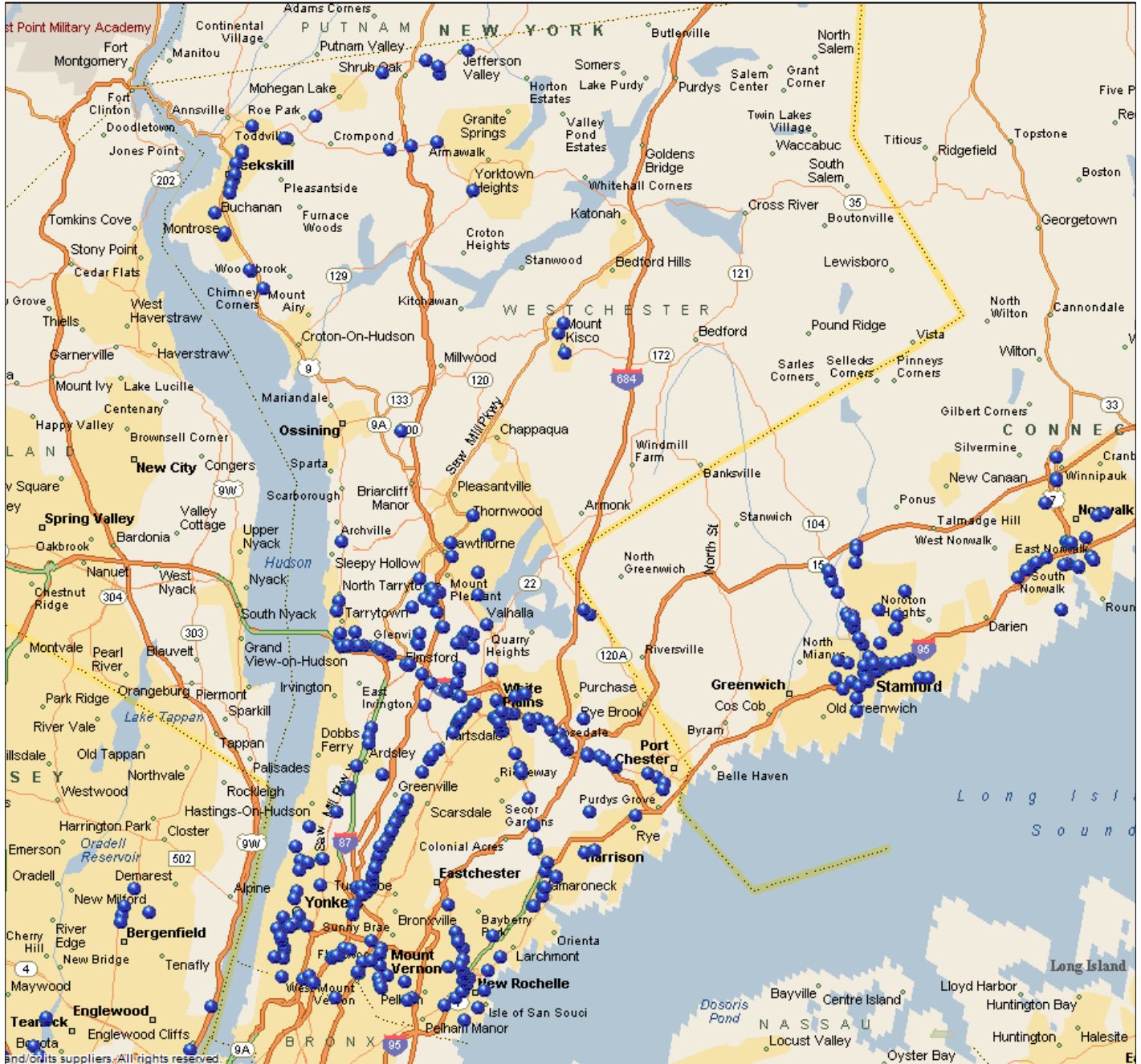
SOURCE: Geopath OOH Plan



geopath

AUDIENCE LOCATION MEASUREMENT

Westchester County Coverage



● Shelter Coverage

Westchester Coverage

Westchester County has the second highest per capita income in the state of New York and a mean household income of **\$133,325**, which is nearly twice the national average. The average household net worth is \$994,529, more than twice the national average. Westchester 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. Westchester County covers 48 municipalities with ridership of the Bee-Line exceeding 32 million passengers annually.

100 Weekly Target GRP

Adults 18 +	751,493
Panels	23
Impressions	2,982,000
Target Reach	56%
Frequency	7.1 times

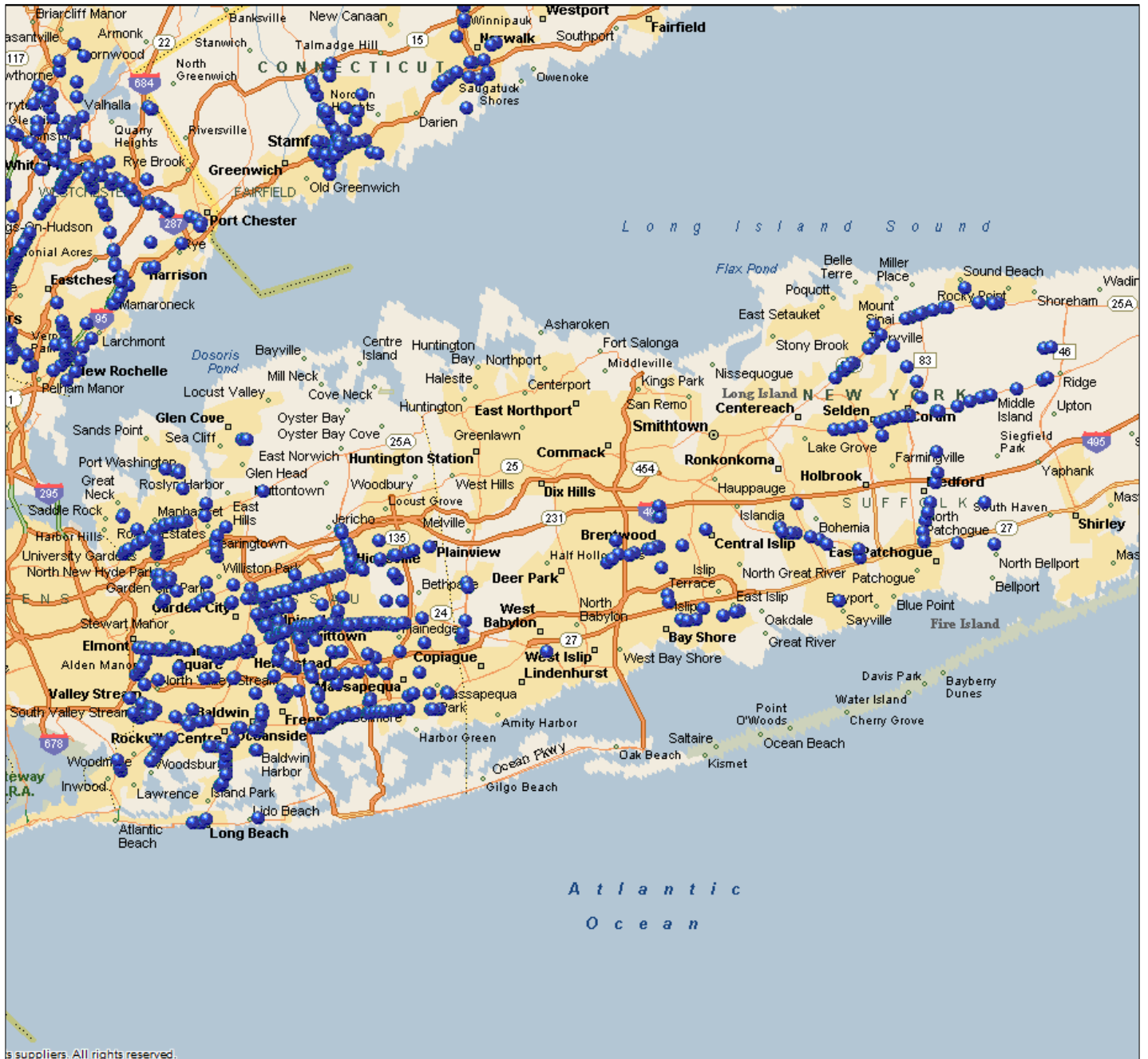
SOURCE: Geopath OOH Plan



geopath

AUDIENCE LOCATION MEASUREMENT

Long Island Coverage



Shelter Coverage

Long Island Coverage

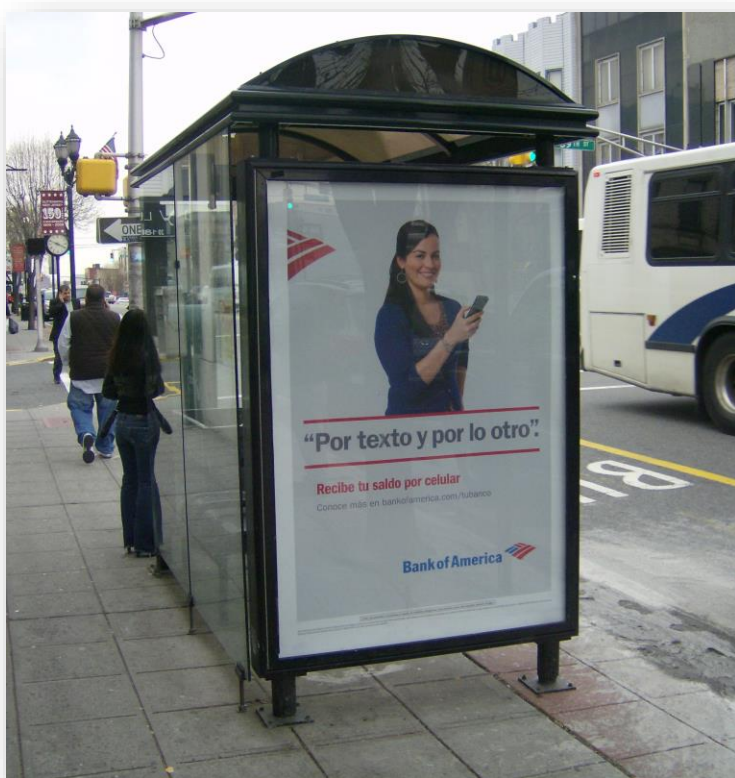
Long Island is one of the most affluent consumer markets in the United States and one of New York City's most densely populated suburbs. The Median Household Income is nearly twice the U.S. average. Shelter Coverage includes these highly desirable areas:

- Malls: Roosevelt Field, The Source, Americana and Sunrise Malls
- Colleges: Hofstra, Adelphi, Nassau Community College
- Nassau Coliseum, Eisenhower Park, Mineola Station and More

100 Weekly Target GRP

Adults 18 +	2,219,964
Panels	56
Impressions	8,825,000
Target Reach	55%
Frequency	7.2 times

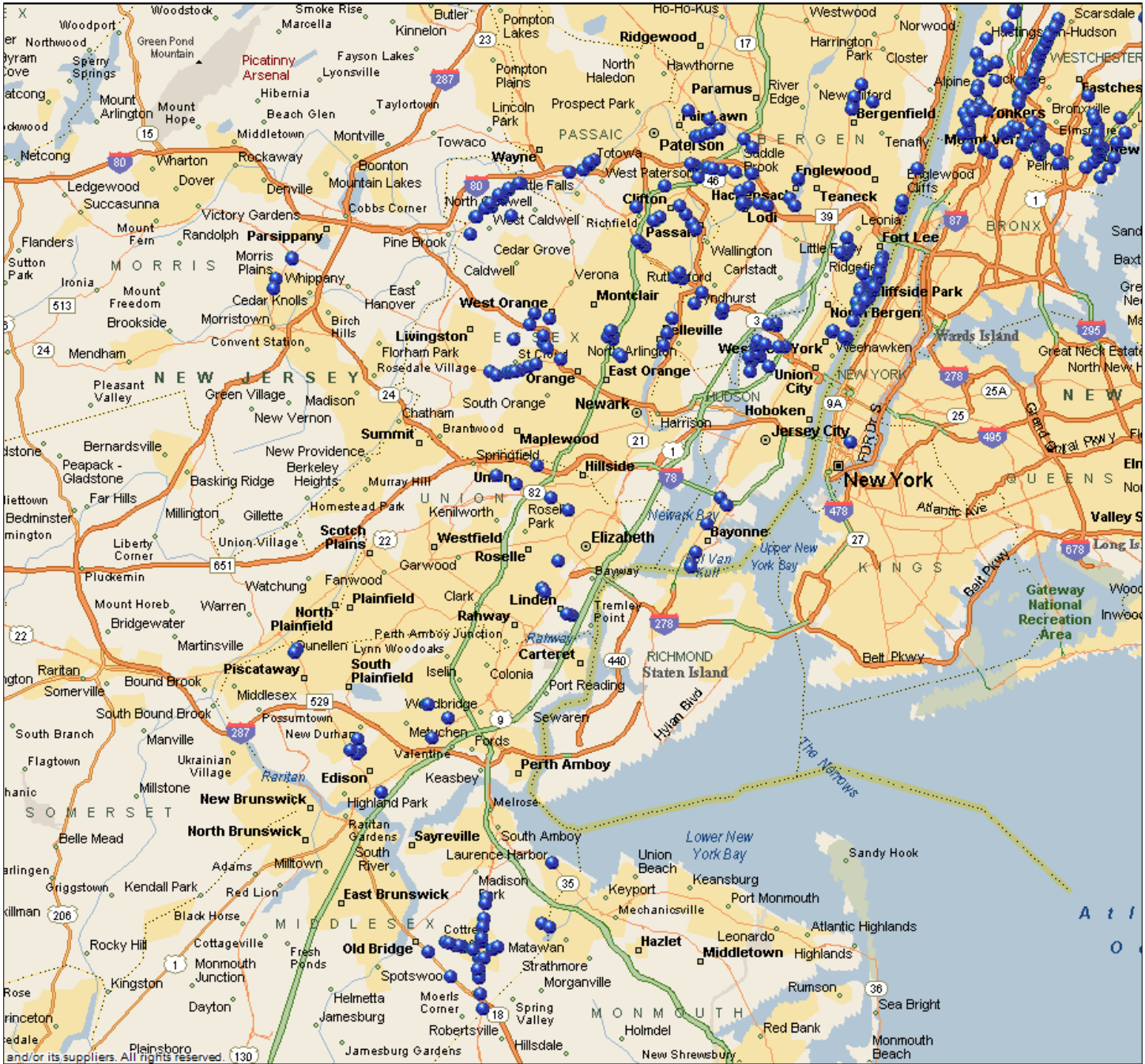
SOURCE: Geopath OOH Plan



geopath

AUDIENCE LOCATION MEASUREMENT

Suburban New Jersey Coverage



 Shelter Coverage

Suburban New Jersey Coverage

Bergen, Hudson, Essex, Morris, Passaic, Union and Middlesex Counties

Northern New Jersey offers advertisers the opportunity to target a large, highly educated, and affluent population. The Northern New Jersey area is home to prestigious companies such as BMW, Volvo, Verizon, Ricoh, Sony, Minolta, and Johnson & Johnson.

Signal Outdoor's transit shelter coverage includes Route 4, leading to the "Mall Mecca" of New Jersey. Some of the largest Malls in the Tri-state area are located here, including Bergen Mall, the Garden State Plaza, Riverside Square, The Fashion Center and Paramus Park.

100 Weekly Target GRP

Adults 18 +	3,728,086
Panels	104
Impressions	14,853,000
Target Reach	54%
Frequency	7.4 times

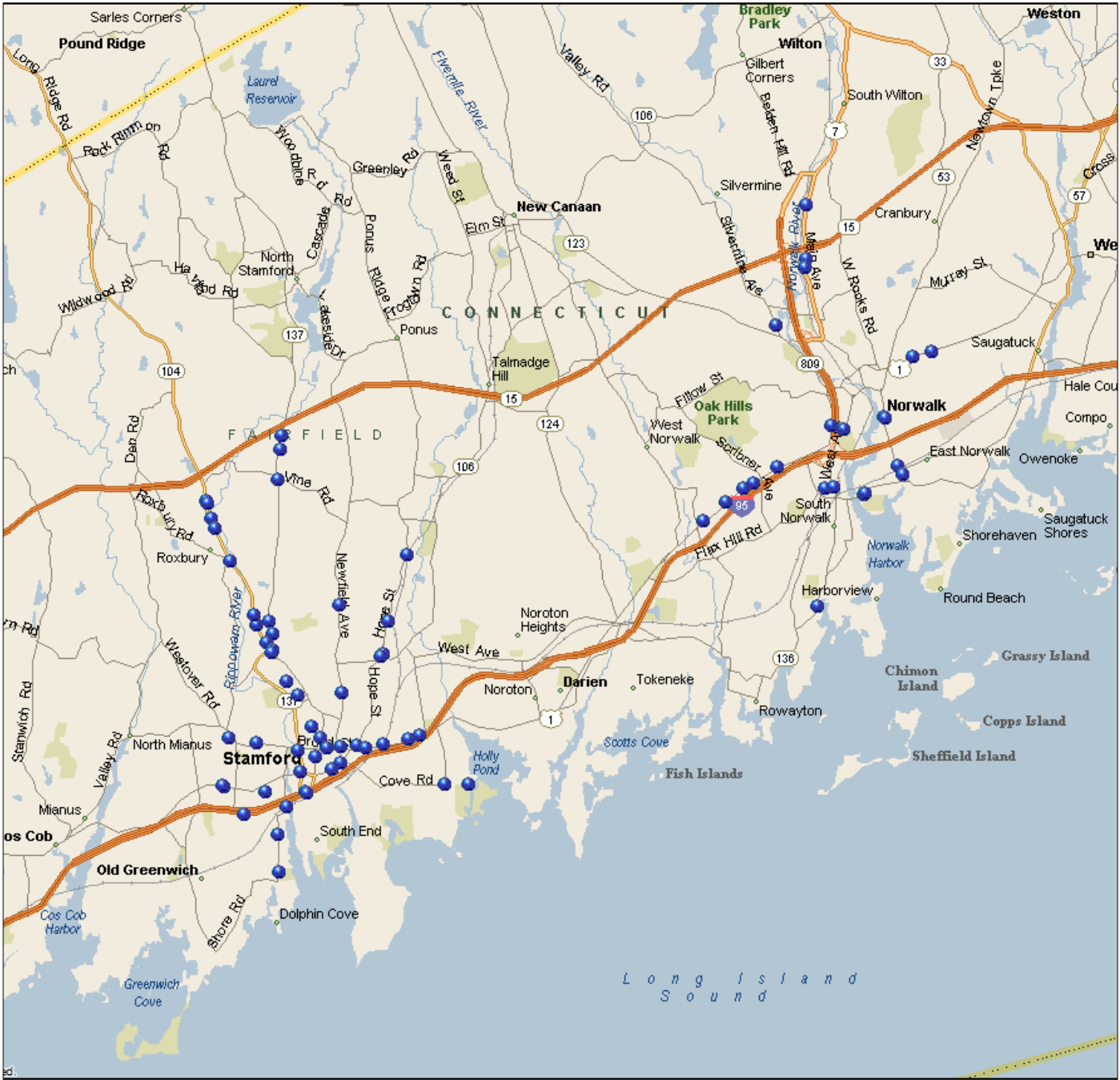
SOURCE: Geopath OOH Plan



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AUDIENCE LOCATION MEASUREMENT

Suburban Connecticut Coverage



● Shelter Coverage

Suburban Connecticut Coverage

Fairfield County is a key part of the New York DMA and is the third largest corporate center in the country after New York City and Chicago. Shelters in Fairfield County offer exposure to traffic in and around I-95, the Merritt Parkway, Route 1 and Route 7.

Local areas of interest include the Maritime Center of Norwalk, Rich Forum in Stamford, Beardsley Zoological Gardens in Bridgeport and Barnum Museum. Universities in the area include the University of Bridgeport, Sacred Heart, Fairfield University and the University of Connecticut.

100 Weekly Target GRP

Adults 18 +	724,950
Panels	25
Impressions	2,903,000
Target Reach	59%
Frequency	6.8 times

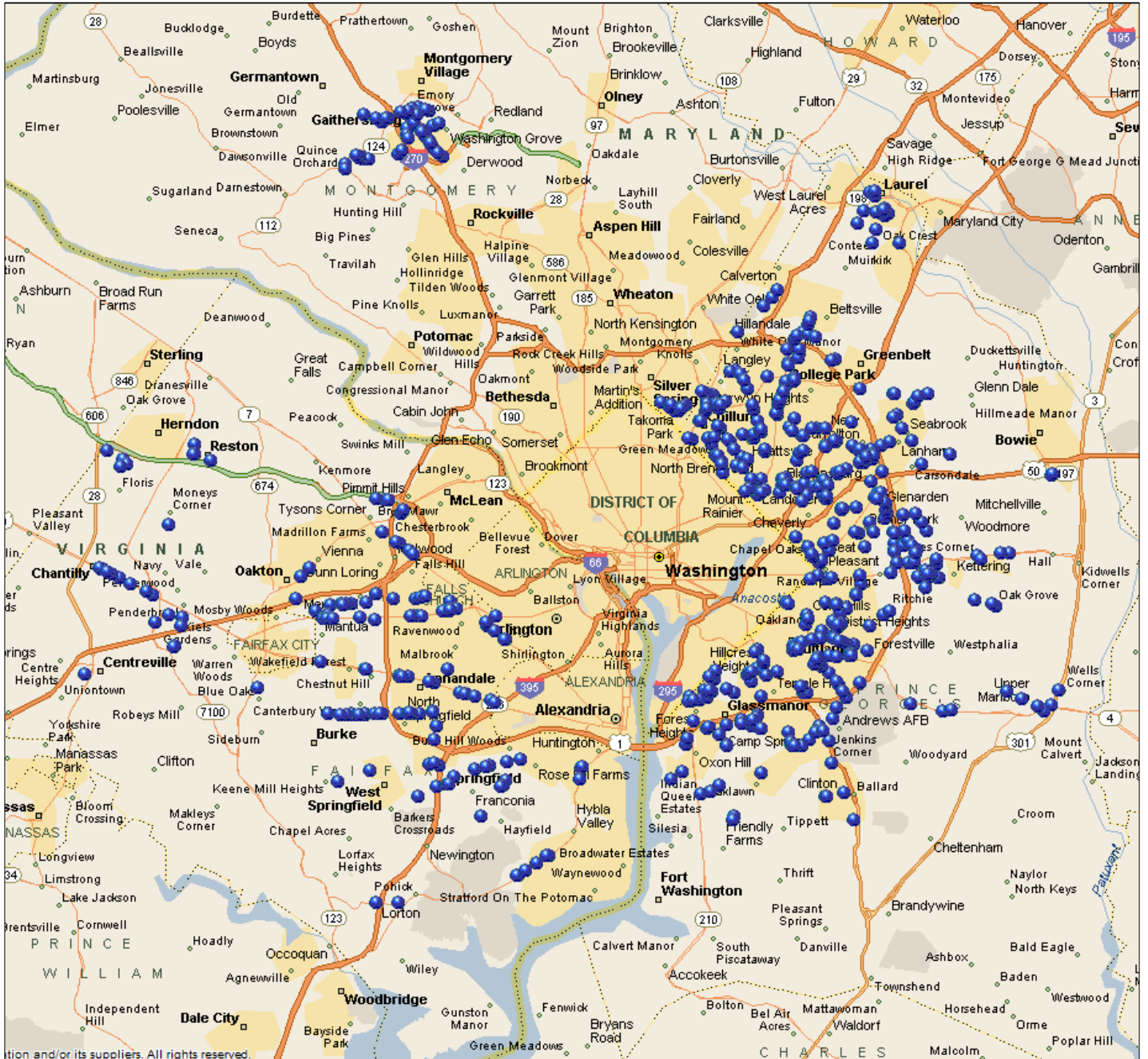
SOURCE: Geopath OOH Plan



geopath

AUDIENCE LOCATION MEASUREMENT

Washington DC Metro Coverage



● Shelter Coverage

Washington DC Metro Coverage

The Washington Metropolitan Area is the most educated and affluent metro area in the United States.

The urban area is the 8th largest in the Country with a population in excess of 3.9 million people. Signal Outdoor gives you the ability to reach nearly half of this upscale market with its DC Metro Shelter Coverage.

100 Weekly Target GRP

Adults 18 +	2,371,179
Panels	65
Impressions	10,223,000
Target Reach	56%
Frequency	7.8 times

SOURCE: Geopath OOH Plan



geopath

AUDIENCE LOCATION MEASUREMENT

Suburban Virginia Coverage



● Shelter Coverage

Suburban Virginia Coverage

Signal Outdoor is pleased to be the exclusive provider of transit shelter advertising within Fairfax County.

Fairfax County 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.

100 Weekly Target GRP

Adults 18 +	872,634
Panels	19
Impressions	3,495,000
Target Reach	57%
Frequency	7.0 times

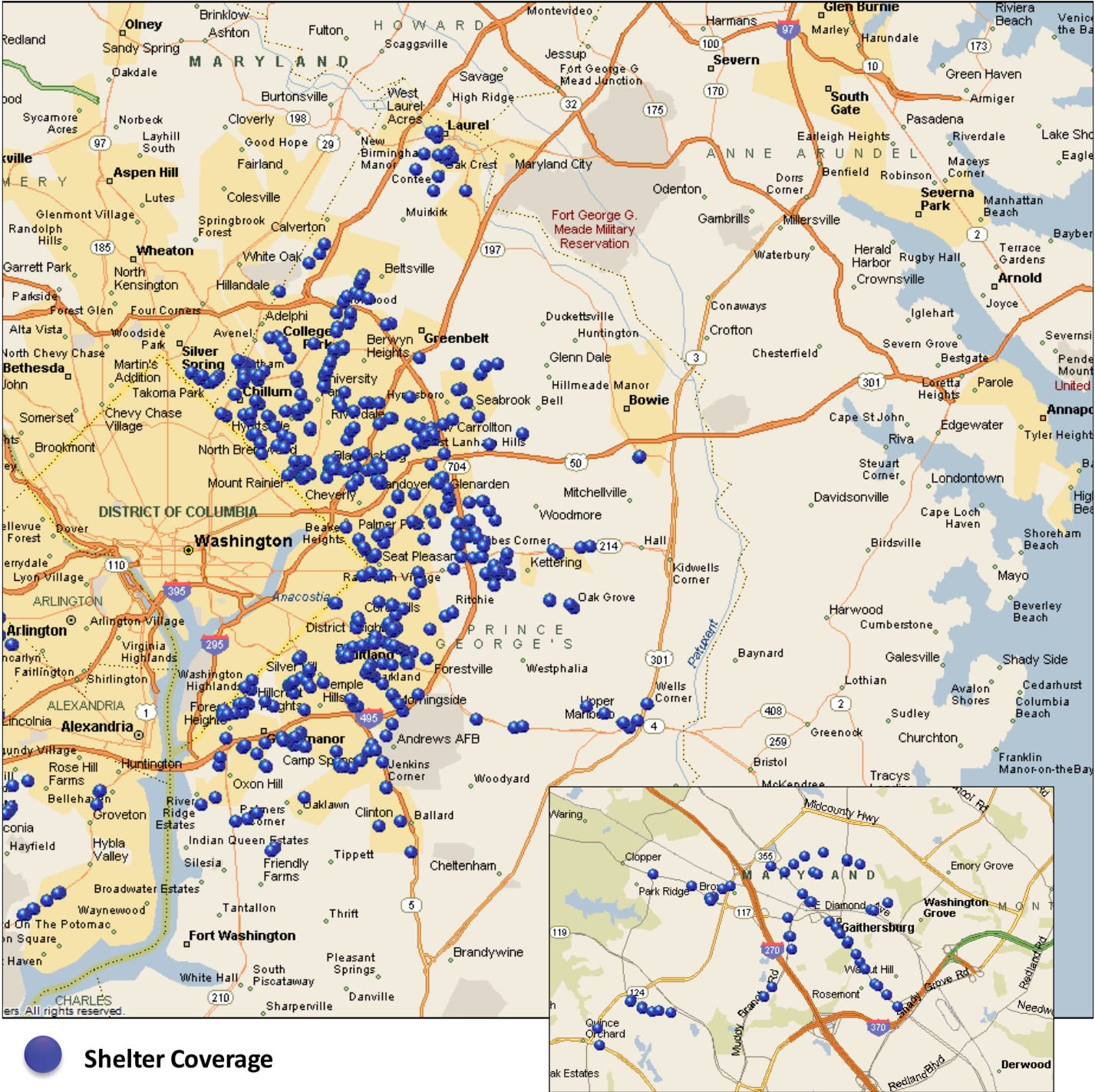
SOURCE: Geopath OOH Plan



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AUDIENCE LOCATION MEASUREMENT

Suburban Maryland Coverage



Suburban Maryland Coverage

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. Major attractions include the National Harbor, FED-EX Field, Six Flags Amusement Park, the NASA Goddard Space Center and the University of Maryland at College Park.

100 Weekly Target GRP

Adults 18 +	1,498,545
Panels	46
Impressions	5,977,000
Target Reach	51%
Frequency	7.9 times

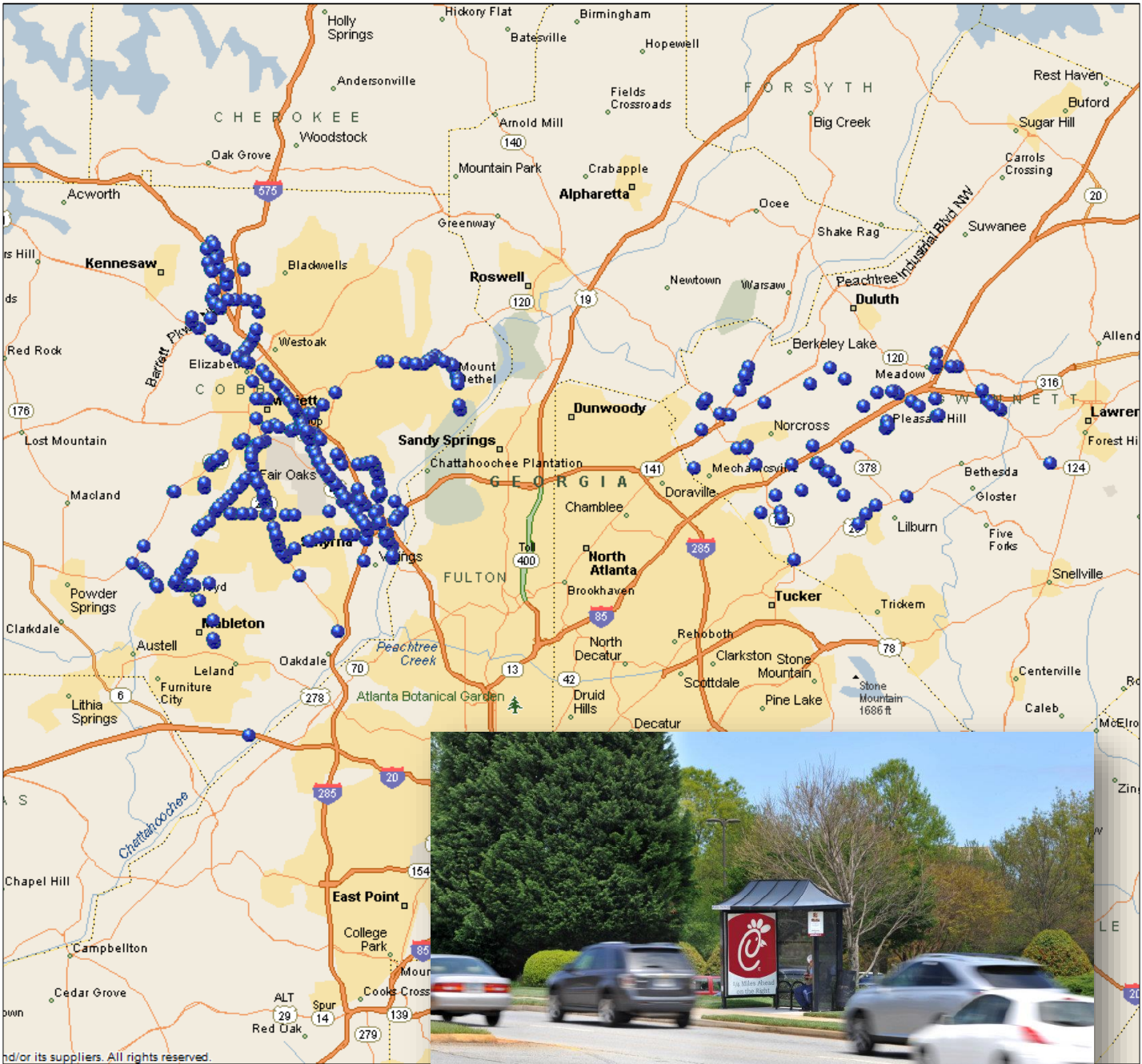
SOURCE: Geopath OOH Plan



geopath

AUDIENCE LOCATION MEASUREMENT

Atlanta Metro Coverage



 Shelter Coverage



Atlanta Metro Coverage/Cobb & Gwinnett Counties

The very best of Atlanta is located in the northern suburbs of Cobb and Gwinnett Counties. These two counties comprise over 28% of the Metro's population.

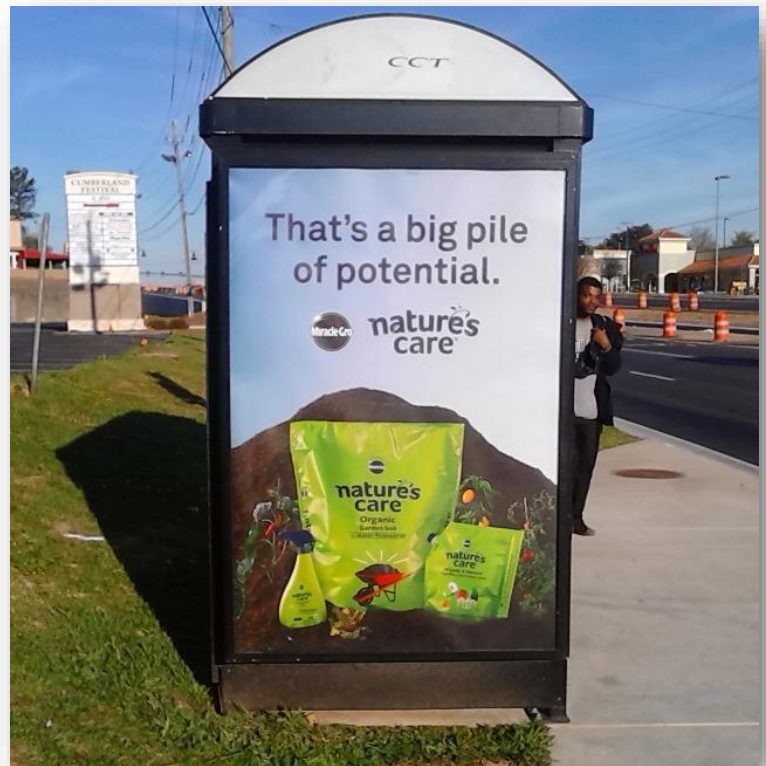
A vibrant community in the Metro's northwest, Cobb is a thriving blend of historic sites, sports, shopping, dining, cultural arts, outdoor and adventure. All situated within 10 minutes of downtown Atlanta.

A leader in the metro Atlanta region, Gwinnett County is known for its highly trained workforce, 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.

100 Weekly Target GRP

Adults 18+	1,187,722
Panels	27
Impressions	4,900,000
Target Reach	58%
Average Frequency	7.1 times

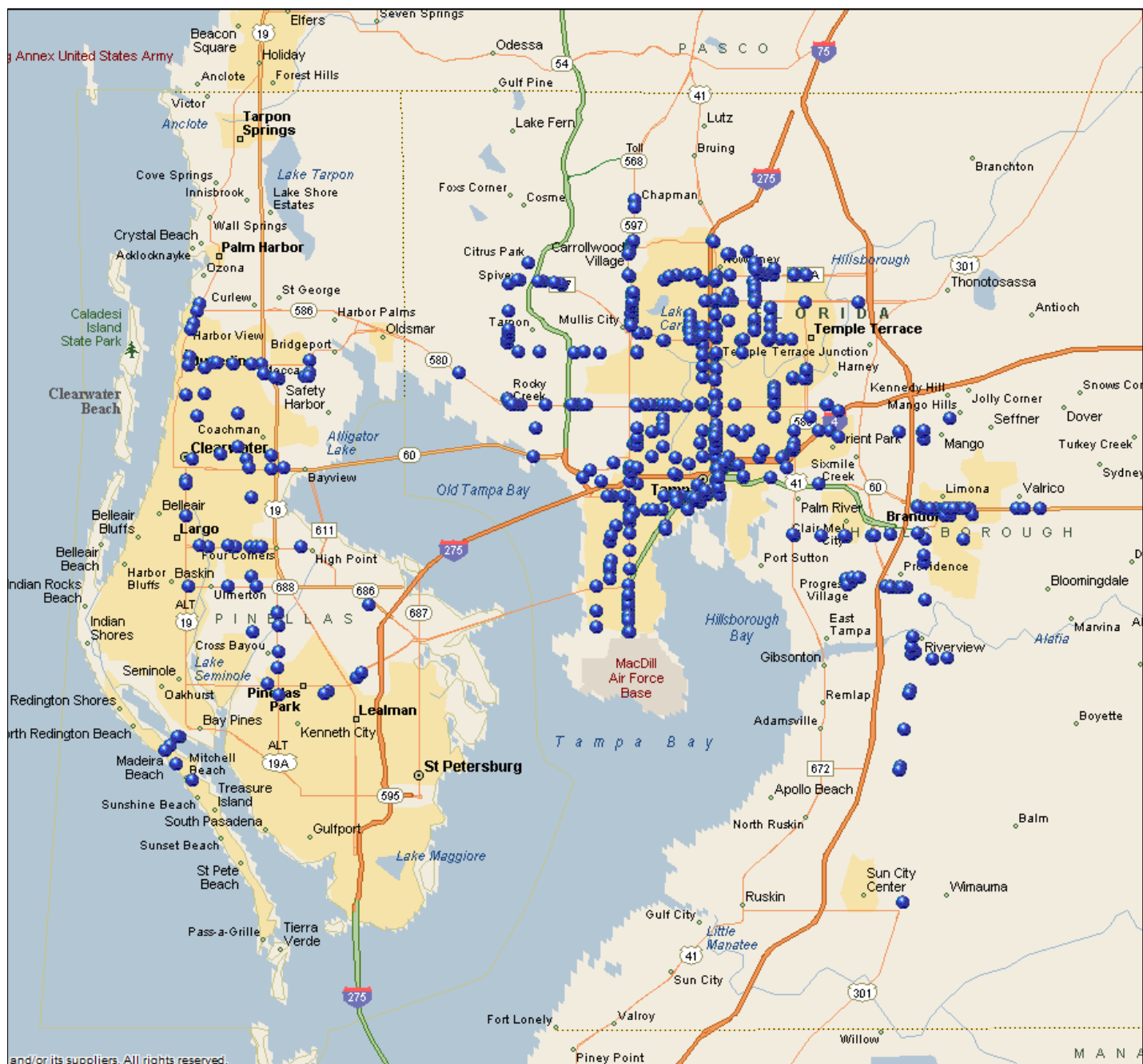
SOURCE: Geopath OOH Plan



geopath

AUDIENCE LOCATION MEASUREMENT

Tampa/St. Pete Coverage

 **Shelter Coverage**

Tampa/St. Pete Coverage

The Tampa DMA is the 11th largest market in the United States. The City of Tampa is the largest city in Hillsborough County and is the third most populous city in Florida. 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.

100 Weekly Target GRP

Adults 18+	2,311,948
Panels	36
Impressions	9,111,000
Target Reach	56%
Average Frequency	7.0 times

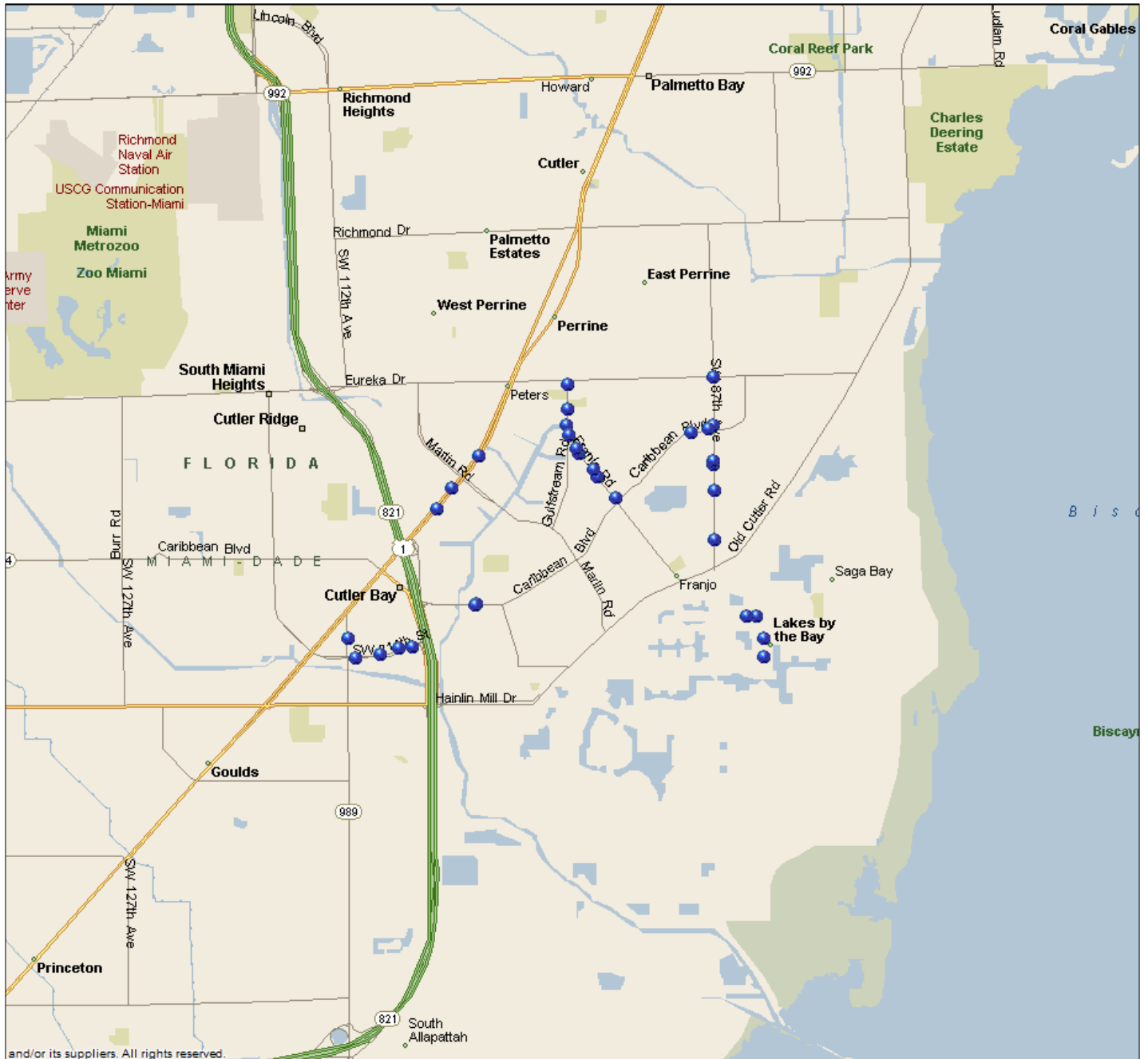
SOURCE: Geopath OOH Plan



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AUDIENCE LOCATION MEASUREMENT

Miami/Cutler Bay Coverage



● Shelter Coverage

Miami-Dade/Cutler Bay Coverage

Situated between Kendall and Homestead Florida, the Town of Cutler Bay spans 10 square miles in Southeast Miami-Dade County. Recently incorporated in 2005, Cutler Bay is home to over 40,000 residents.

The town is in close proximity to several area attractions, including Biscayne National Park, The Miami Metrozoo, the Miami Seaquarium and Homestead Air Force Base.

Cutler Bay is proud to be the first “Green City” in the County to be Silver Certified by the Florida Green Building Coalition.

100 Weekly Target GRP

Adults 18+	31,844
Panels	6
Impressions	638,000
Target Reach	5%
Average Frequency	6.3 times

SOURCE: Geopath OOH Plan



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AUDIENCE LOCATION MEASUREMENT