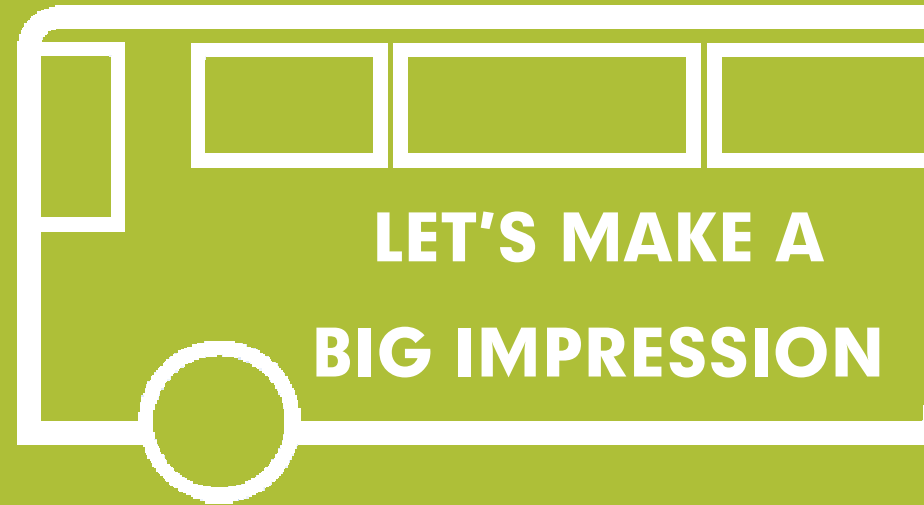


WHY BUS ADVERTISING



Transit Advertising

- **Market Dominance**
- **Target Marketing**
- **Reach & Frequency**
- **Exposure & Repetition**
- **Creative Impact**

Where the People Are



- Follow the population flow
- Appear where people live, work, and play
- Message for the masses

Why Transit - Reach

- Break through the clutter
- Reach active, mobile consumers in their cars... Not transit riders!

Why Transit - Frequency

- **Generate high awareness levels**
- **Reinforce impressions**
- **Familiarity, exposure, retention**

Why Transit - Impact

- **Imposing visual presence**
- **Simple, powerful messages**
- **Create a buzz**

BUS PRODUCTS

Bus Products

- **Penetrates every part of a community, with dynamic displays**
- **High profile exposure**
- **Quick recall for brand awareness**
- **Available in fully wrapped buses or a variety of sizes.**

Bus Advertising - Signature Products



Full Wrap



Full Back



King Kong



Kong



Headliner



Bus Advertising - Traditional Products



King



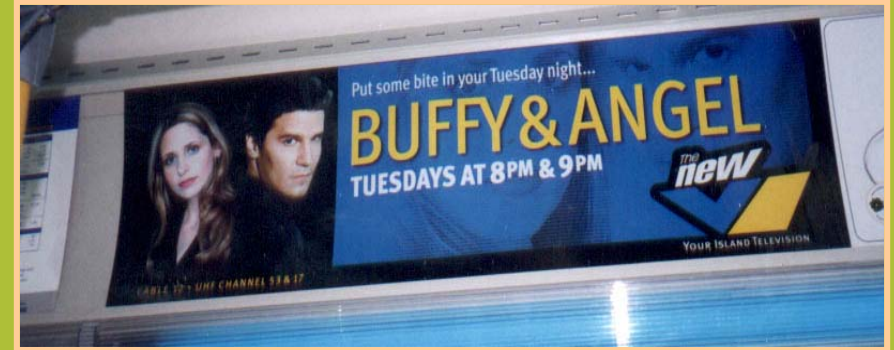
Queen



Taillight



Interiors



Review - Why Transit?

- **Penetrates every part of a community**
- **Dynamic, moving displays**
- **High profile exposures**
- **Quick recall for brand awareness**
- **Cost effective**

**NOW LET US SHOW YOU WHAT
OUT-OF-HOME CAN DO FOR YOU!**

For availability and rates, contact:

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