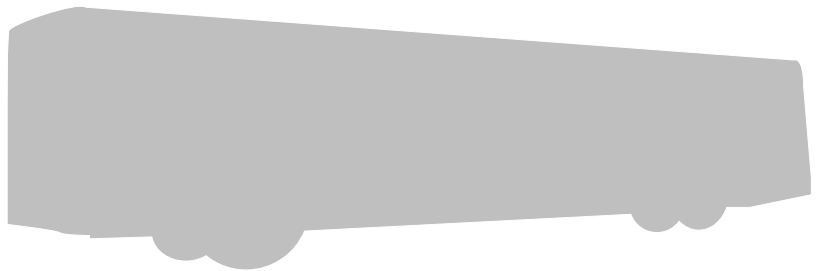
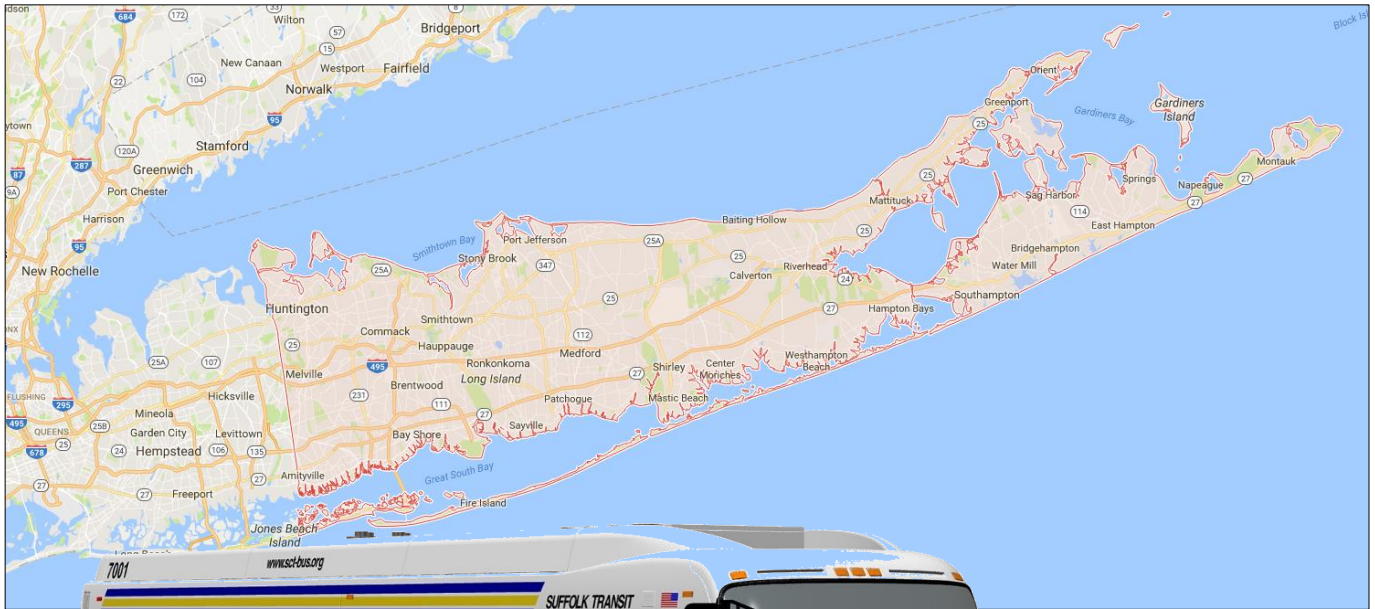




Suffolk County Transit Advertising



Signal Is Pleased To Announce It Has Been Awarded The Exclusive Agreement For Advertising Sales On The Suffolk County, New York Transit Bus Fleet



Suffolk County, New York

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



Western Suffolk County Bus Coverage



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 Bus Coverage



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

Benefits of Transit Advertising

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

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

Continuous Presence

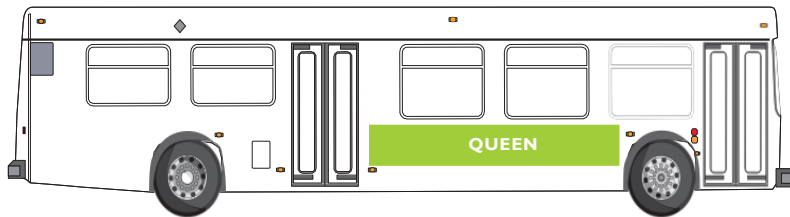
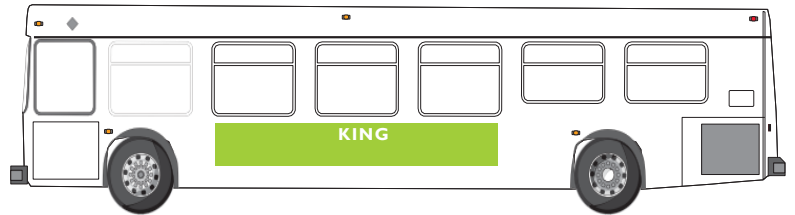
Bus ads move throughout the heaviest business, residential and entertainment areas, delivering your message throughout the marketplace all day, every day.

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



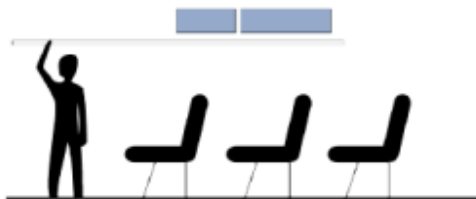
Traditional Display Options

King Size Posters



Queen Size Posters

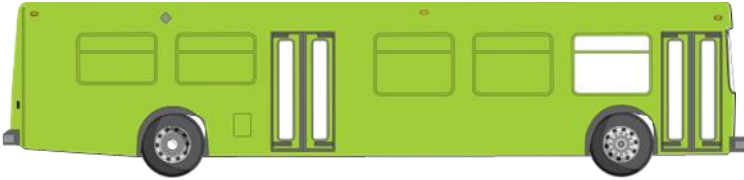
Taillight Display



Interior Cards

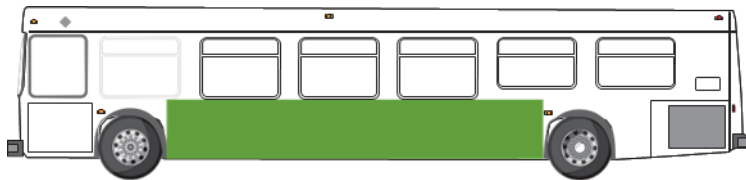
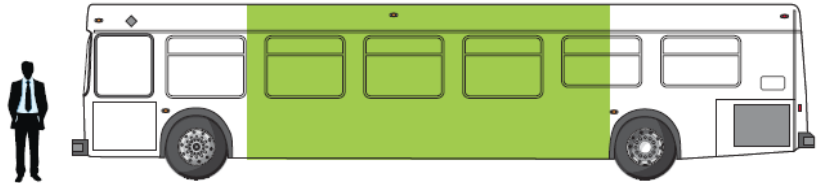
Actual display sizes and placement vary by Transit Authority and Bus Model.

Large Format Options



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

- 🚌 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

- 🚌 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

- 🚌 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

- 🚌 *A Rolling Billboard*
- 🚌 Highest exposure
- 🚌 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

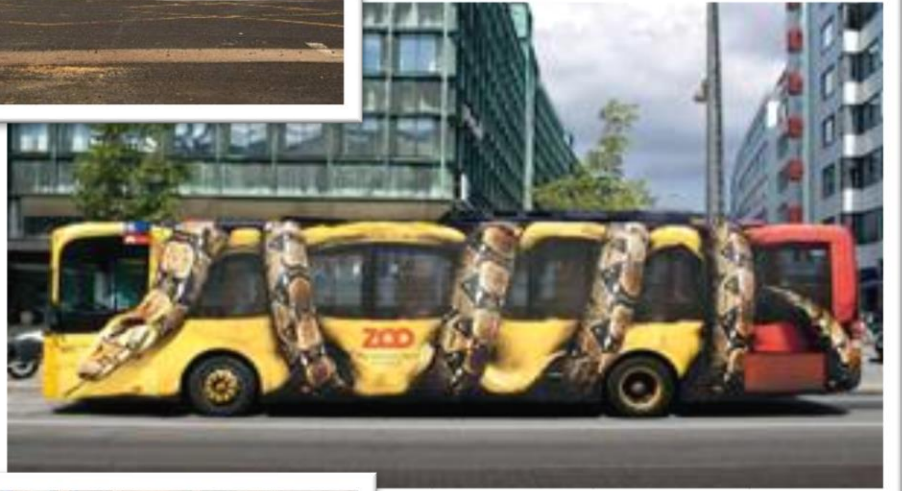
- 🚌 Display covers the entire back of the Bus
- 🚌 Can be seen by additional vehicles behind for several car lengths
- 🚌 Convey a very strong message along with additional **WOW** factor



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.