



# CommuterAds

## National Leaders in Digital Transit Media

CommuterAds is the nation's leading expert in onboard digital transit media. Reach a hyper-targeted mass audience at the right time and place with the right message using CA's captivating media options below.

Learn more at [commuterads.com](http://commuterads.com).



### SIGNATURE PRODUCT

## Geo-Targeted Digital Transit Media

CommuterAds taps into onboard technology to broadcast hyper-targeted digital messages at exact locations along transit routes. Target a stop, block, neighborhood, zip code, market or the entire nation with geo-relevant onboard media. Digital audio plays across onboard speakers, drawing attention to a visual LED text scroll across the onboard marquee.

## Transit Mobile Media

Vibrant digital banner ads reach consumers on-the-move in relevant locations with geo-targeted and predictive technology on transit mobile apps.



## In-Station Digital Media

Audio spots broadcast across in-station speakers, commercials play on video screens and digital display ads rotate with maps on passenger information displays.

## Onboard Video Spots & Digital Signage

15-second commercials or digital display ads broadcast across onboard video screens at exact locations and times in tandem with audio spots.



## Social Hash Tags & SMS Campaigns

Incorporate a social hash tag into your CommuterAds audio + digital text scroll campaign or use an SMS short-code into your transit media campaign to engage commuters with mobile messaging. Social hash tags can help reinforce your social media messaging and actively captivate riders!

## Transit Signage: Exterior, Shelters & In-Station

Buses and trains are moving 18 hours each day. With transit signage, your visual message travels with them, gaining city-center and suburban visibility. Add shelters and in-station signs for maximum outdoor reach.

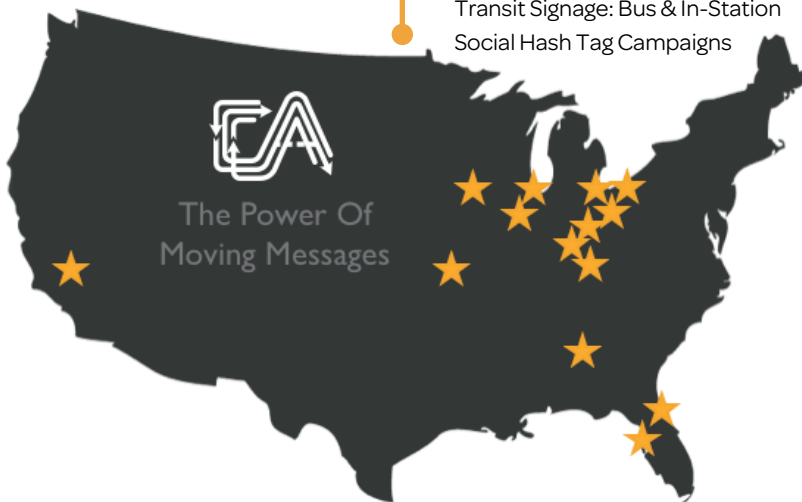


CommuterAds  
855-4CA-TODAY  
[commuterads.com](http://commuterads.com)

Currently  
Moving  
Messages  
Here:

**REACHING  
261M RIDERS  
ANNUALLY**

**OVER 1BILLION  
IMPRESSIONS  
EACH YEAR**



## Atlanta, GA

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Champaign, IL

Location-Based Digital Media  
Transit Signage: Bus  
Social Hash Tag Campaigns

## Chicago, IL

Location-Based Digital Media  
Time-Based Digital Media  
Transit Mobile Media  
Social Hash Tag Campaigns

## Cincinnati, OH

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Cleveland, OH

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Columbus, OH

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Dayton, OH

Location-Based Digital Media  
Time-Based Digital Media  
Onboard Video Media  
Onboard Digital Signage  
In-Station Digital Video & Signage  
Transit Signage: Bus & In-Station  
Social Hash Tag Campaigns

## Des Moines, IA

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Jacksonville, FL

Location-Based Digital Media  
Time-Based Digital Media  
Website Advertising  
Naming Rights  
Social Hash Tag Campaigns

## Kansas City, MO

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Lexington, KY

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## San Bernardino, CA

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Tampa, FL

Location-Based Digital Media  
Time-Based Digital Media  
Social Hash Tag Campaigns

## Toledo, OH

Location-Based Digital Media  
Time-Based Digital Media  
Transit Signage: Bus & Shelter  
Social Hash Tag Campaigns

Learn more at:

<http://bit.ly/caonboardmedia>



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855-4CA-TODAY  
commuterads.com

# REACH RIDERS AROUND THE U.S.

With CommuterAds  
Digital Onboard  
Transit Media

## Atlanta, GA

**Metropolitan Atlanta Rapid Transit  
Authority**

Annual Ridership: 62M rides  
Fleet Size: 570 buses  
Transit Stops Served: 8,941

## Champaign, IL

**Champaign-Urbana Mass Transit District**

Annual Ridership: 13.5M rides  
Fleet Size: 102 buses  
Transit Stops Served: 3,200

## Chicago, IL

**Pace Suburban Bus Service**

Annual Ridership: 31.6M rides  
Fleet Size: 736 buses  
Transit Stops Served: 35,000

## Cincinnati, OH

**Cincinnati Metro**

Annual Ridership: 16.4M rides  
Fleet Size: 346 buses  
Transit Stops Served: 4,900

## Cleveland, OH

**Greater Cleveland Regional Transit  
Authority**

Annual Ridership: 48.5M rides  
Fleet Size: 426 buses | 108 rail cars  
Transit Stops Served: 8,557

## Columbus, OH

**Central Ohio Transit Authority**

Annual Ridership: 19.3M rides  
Fleet Size: 336 buses  
Transit Stops Served: 3,500

## Dayton, OH

**Greater Dayton Regional Transit  
Authority**

Annual Ridership: 10M rides  
Fleet Size: 163 buses | 20 trolleys  
Transit Stops Served: 3,500

## Des Moines, IA

**Des Moines Area Regional Transit**

Annual Ridership: 4.4M rides  
Fleet Size: 88 buses  
Transit Stops Served: 1,642

## Jacksonville, FL

**Jacksonville Transportation  
Authority**

Annual Ridership: 12.5M rides  
Fleet Size: 156 buses & trolleys | 27  
shuttles  
Transit Stops Served: 3,200

## Kansas City, MO

**Kansas City Area Transportation  
Authority**

Annual Ridership: 15.8M rides  
Fleet Size: 350 buses  
Transit Stops Served: 5,900

## Lexington, KY

**Lextran**

Annual Ridership: 4M rides  
Fleet Size: 73 buses  
Transit Stops Served: 1,200

## San Bernardino, CA

**OmniTrans**

Annual Ridership: 14.8M rides  
Fleet Size: 267 buses  
Transit Stops Served: 2,537

## Tampa, FL

**Hillsborough Area Regional Transit  
Authority**

Annual Ridership: 15.4M rides  
Fleet Size: 180 buses  
Transit Stops Served: 3,200

## Toledo, OH

**Toledo Area Regional Transit Authority**

Annual Ridership: 3M rides  
Fleet Size: 125 buses  
Transit Stops Served: 1,400



INQUIRE ABOUT THE  
GO O-H-I-O CAMPAIGN  
5-OH CITIES, 1-GREAT MEDIUM



Learn more at:  
[commuterads.com/markets](http://commuterads.com/markets)

# Client Testimonials

Read what advertisers are saying about CA's digital transit media

"We want to be the first medical group people think of when they need health services. CommuterAds offered an affordable and innovative way to plant our name in the heads of potential patients. **We've attracted new customers as a result of CA's audio messages** and we are confident our patient intake will continue to increase."

Carolina Armas, Marketing Director



MCCI Medical Group

"We like the targetability of the messaging, both on a geographic and time-specific basis. This allows clients to **optimize limited budgets by effectively engaging consumers at the right place and time...** in a captive environment." **Caroline Alcock, Media Planning Supervisor**

Kelly Scott Madison Media Agency



"CommuterAds has always been a great avenue for getting our marketing messages out to our customers. **Their creative solutions have matched up very nicely with our audience.** The CA team... offers solutions that go beyond just playing a radio ad, such as targeting specific bus stops for our ads to play. We have many volunteers who say, 'we hear you all the time on the bus!'" **Benjamin Sieve, Marketing Coordinator**

Marketing Coordinator

Quintiles



"We saw a significant increase in the amount of Champaign-Urbana college students that visited Tanger Outlet Center based on their visitor numbers from the 2011 holiday season. CA has been nothing but helpful to Tuscola Tourism during the entire process."

Carly McCory, Marketing & Communications Specialist



TUSCOLA

Tuscola Tourism

CA has proven to work for these industries:

- Healthcare
- Education
- Food & Beverage
- Retail
- Telecommunications
- Clinical Research
- Crime Stoppers & Legal
- Housing
- Gov' & Non-profit
- QSR

"CommuterAds has allowed us to use a unique marketing vehicle to reach our student population. The MTD is the most widely used mode of transportation on campus, so **we reach a large audience.** Our sales point person has been responsive in working with us to make

the advertising work for our needs and budget." **Erik Riha, Director of Marketing**



University of Illinois

"We touch a lot of people and we have a captive audience... **You just have to try it.** You don't know what's working unless you try it. We always seem to gravitate to traditional ways of getting your message out, but... everyone doesn't watch TV.

Everyone doesn't listen to radio.

Everyone doesn't read the newspapers."

Wyllie Hodges, Executive Director



First Coast Crime Stoppers

Call CommuterAds today to discuss how digital transit media can enhance your media mix.



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