



# TRANSIT SHELTER



## FEATURES AND BENEFITS:

- Transit Shelters offer 24 hour visibility to both pedestrian and vehicle traffic.
- In many markets, dusk to dawn illumination provides increased level of exposure.
- Transit Shelters can be used for directional purposes or brand awareness campaigns.
- Excellent for providing instant consumer awareness for seasonal promotions, special events and new product launches.
- Because Transit Shelters are typically located in high traffic retail areas, advertising reaches consumers just before point of purchase.
- Outstanding full color magazine quality image ensures the advertising message and company image are delivered in a clear and vibrant format.
- Transit Shelters are often found in locations where there may be limited or no other outdoor opportunities.
- Transit Shelters are extremely cost efficient and lower the CPM (cost per thousand impressions) when added to an existing advertising campaign.

## LOCATIONS:

- Located primarily in metropolitan areas along heavily traveled roadways.
- Often found in retail and business districts.

## PRODUCTION:

- Advertisement can be produced on translucent vinyl, offering quality back lighting or paper displayed in a glass showcase.

## PROGRAM LENGTH:

- Available in four week periods to long term programs.