



## Benefits to Advertising on Bus Station Billboards

### Huge Exposure:

On average, each bus station is seen by 350,000 adults every 4 weeks, with some of our spots having over 500,000 impressions!

### Effective Exposure:

Build immediate and effective brand awareness. Outdoor Media offers the advertiser an opportunity to reach a captive audience with an exclusive, uncluttered message. Your ad will be seen again and again and will be memorable!

### Cost-effective Exposure:

Our bus stations cost only 4.5 cents per 1,000 views, in contrast to most print media which costs 50-60 cents per 1,000 views!

### Hi-Class Exposure:

Your attractive ads are showcased in high-class, glass-encased panels, and are illuminated in the evenings.

### Exclusive Exposure:

Unlike other media, your ad is competing with nothing else! Your ad is the ONLY ad up there on your exclusive spot; not situated among 200 other ads such as in a magazine or online.

### Powerful Exposure:

Hit Your Target Audience Just where they are! Reach thousands of pedestrians and vehicular traffic exactly when you need to: just as they are on the streets doing their shopping!

You can further zero in on your audience by reaching them even more effectively by placing your ads exactly WHERE you want them to see you! (Example: Place food ads directly in front of supermarkets etc.)

### Prominent Exposure:

An ad on bus station billboards lend an air of credibility and prominence to your image. Look Important; look like the Big Guys!

### Wide Exposure:

Not all customers purchase/pick up print media. Not all customers access online or digital media. But- ALL customers do go outside- and those customers *will* see your ads!

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### **Repetitive Exposure:**

Studies show that one is more inclined to act upon seeing an ad that one has seen repetitively. Your ads will be up 24/7 for at least 4 weeks in your spots of choice!

### **Wild Exposure:**

Be Creative: our bus stations offer the opportunity for real, cool, creative campaign ideas! Have fun and get the town buzzing about your ad campaign!

## **Why Outdoor Media??**

### **Fun Facts:**

- Consumers spend 70% of their waking hours away from home, which means they are more exposed to out of home (OOH) ads than any other form of advertising. (Source: OAAA)
- People out of home have a 33% heightened alertness compared with people in the home. (Source: Outdoor Media Centre).
- 75% of total U.S. adults have noticed advertising on billboards, bus shelters, and news stand kiosks in the past month; viewership among travelers is 84% (Source: Arbitron)
- Purchasing decisions are made away from home! Over 2/3 of travelers make their purchasing decisions at a location outside of their home over the course of a typical week. Over half report making their purchasing decisions most frequently when not at home. (Source: Arbitron)
- Your Brand is Amplified with OOH: Outdoor advertising has disruptive power by targeting audiences whether they are driving, walking, taking public transportation, on their lunch hours, shopping, heading to work/meetings etc. OOH builds upon other media components and ensures the message breaks through in more ways and in more environments. (Source: OAAA)
- Blank Canvas: Outdoor Media offers creative potential to break through the clutter and holds people's attention! (Source: OAAA)

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