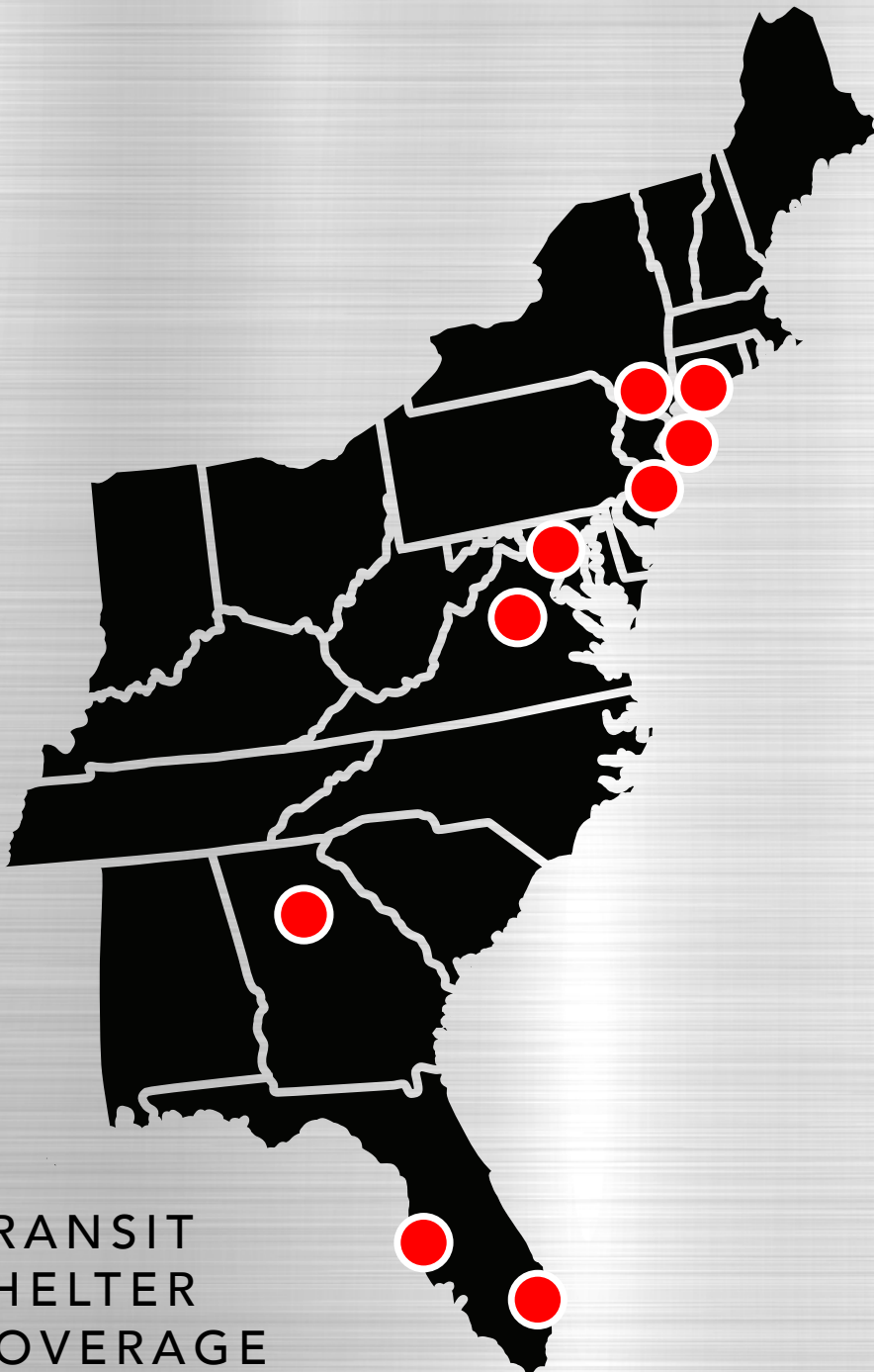




# TRANSIT SHELTERS

TRANSIT  
SHELTER  
COVERAGE



# TRANSIT SHELTERS

Transit shelter display panels serve as curbside billboards showcasing advertisers' messaging in backlit, glass mounted frames. Transit shelters provide 24hour visibility to vehicular and pedestrian traffic at high circulation locations, usually along main arteries of metropolitan markets.

Transit shelter ads are primarily used to reach metropolitan audiences for both national and local advertisers. The street-level shelter posters can be purchased and rotated throughout the market or by selective locations to reach specific target groups. Transit shelters are effective for multiple uses, including point-of-purchase, directional, residential coverage, ethnic or hyper-local marketing.



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## THE BENEFITS

### UNCLUTTERED SHOWCASES FOR ADVERTISING.

Transit shelter displays provide eye-level visibility to vehicular and pedestrian traffic at high circulation locations with 24hour visibility to vehicular and pedestrian.

### LOCAL AND NATIONAL METROPOLITAN AUDIENCES

Shelters can be purchased and rotated throughout a market or selective locations to reach specific target groups. They are effective for multiple uses, including point-of-purchase, directional, demographic or geographic marketing.

### TARGET AUDIENCES IN AREAS WHERE OTHER MEDIA CAN'T GO.

They can be in close proximity to commuters, retail, entertainment venues and residential areas. These displays allow advertisers to achieve both high reach and frequency at a very low cost per thousand.

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**BENEFITS  
OF TRANSIT SHELTER  
ADVERTISING**

the *bee-line* system



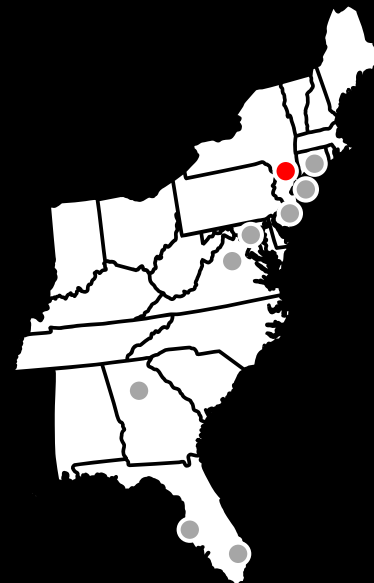
MARKETS



The Westchester

## NEW YORK DMA WESTCHESTER

Westchester County has the second-highest per capita income in the state of New York and a median household income of \$133,325, which is near twice the national average. The average household net worth is \$994,529, more than twice the national average. Westchester County's thriving population centers of Mount Vernon, Yonkers, New Rochelle, and White Plains make the Westchester advertising market one of America's most desirable. Westchester County covers 48 municipalities with a ridership of the Bee-Line exceeding 32 million passengers annually.



# NEW YORK DMA

## WESTCHESTER

### MARKET HIGHLIGHTS

Hudson River Valley Coverage, The Westchester, NYC Commuters, Corporate HQ: IBM, Pepsi & Mastercard, Trendy Towns (Scarsdale, Ardsley, Rye, Croton on Hudson, Tarrytown)

DMA Rank: 1

Counties Covered: Westchester

Transit Shelter Faces: 619

Top Demographics: Non-Hispanic White, Asian, Hispanic, High Income

**Creative Opportunities:** Consecutive ads on major roadways and Lenticular ads



## TRANSIT SHELTER COVERAGE

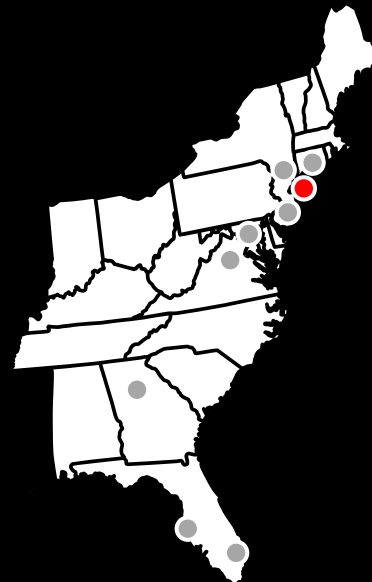


LIRR Long Island

## NEW YORK DMA LONG ISLAND

Long Island is one of the most affluent consumer markets in the United States and one of New York City's most densely populated suburbs constituting nearly 40% of New York State's population. The Median Household Income is near twice the U.S. average.

Many significant forms of transportation serve Long Island, including aviation via John F. Kennedy International Airport, LaGuardia Airport, and Long Island MacArthur Airport, and multiple smaller airports; rail transportation via the Long Island Rail Road and the New York City Subway; bus routes via MTA Regional Bus Operations, Nassau Inter-County Express, and Suffolk County Transit.



# NEW YORK DMA

## LONG ISLAND

### MARKET HIGHLIGHTS

Stony Brook University, Hofstra University, Roosevelt Field Mall, Nassau Veterans Memorial Coliseum, Belmont Park Racetrack, Long Beach, NYC Commuters

DMA Rank: 1

Counties Covered: Nassau, Suffolk

Transit Shelter Faces: 694

Top Demographics: Non-Hispanic White, Hispanic

**Creative Opportunities:** Transit shelter wraps (Nassau County), Bus Wraps (Suffolk County), Lenticular ads, Consecutive ads



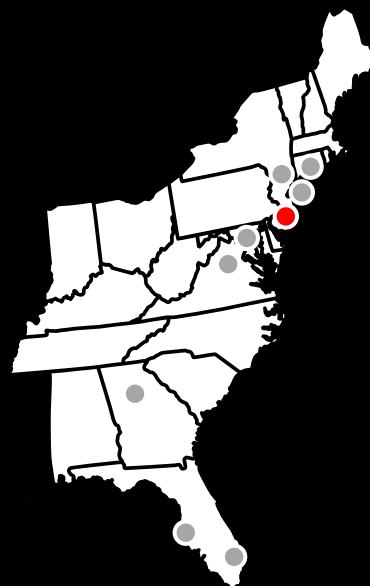
## TRANSIT SHELTER COVERAGE



MetLife Stadium

## NEW YORK DMA NEW JERSEY

Northern New Jersey offers advertisers the opportunity to target a large, highly educated, and affluent population. A high level of economic output characterizes the region emanating from economic engines, including Paramus in Bergen County, which has become the top retail ZIP code (07652) in the United States. The municipality generates over US\$6 billion in annual retail sales; Bergen County is New Jersey's most populous county. It serves as the western terminus for the George Washington Bridge, the world's busiest motor vehicle bridge, connecting Fort Lee, New Jersey to Upper Manhattan in New York City.



# NEW YORK DMA

## NORTHERN NEW JERSEY

### MARKET HIGHLIGHTS

MetLife Stadium (Home of NY Giants), American Dream Mall (2nd largest mall in the world), Large Asian Community, NYC Commuters

DMA Rank: 1

Counties Covered: Essex, Hudson, Passaic, Morris, Union, Somerset, Middlesex, Bergen

Transit Shelter Faces: 441

Top Demographics: Non-Hispanic White, Hispanic

**Creative Opportunities:** Lenticular ads, Consecutive ads



## TRANSIT SHELTER COVERAGE

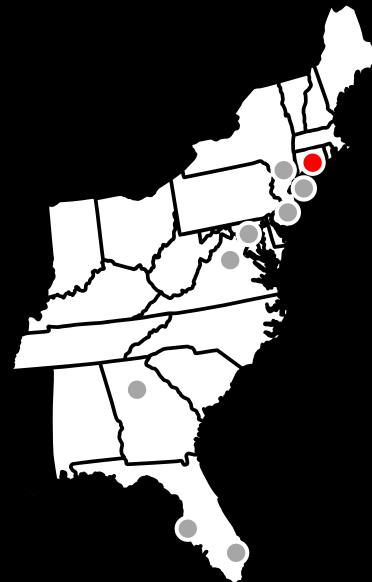


Barnum Museum

## NEW YORK DMA CONNECTICUT

Fairfield County is a key part of the New York DMA and is the third-largest corporate center in the country after New York City and Chicago. Shelters in Fairfield County offer exposure to traffic in and around I-95, the Merritt Parkway, Route 1, and Route 7.

Though compact in area, Connecticut's robust landscape has much to offer. It is a nucleus of thriving businesses, conveniently located between New York City and Boston. It provides a balance of quaint towns and coastal cities, small suburbs, and bustling urban centers that over a dozen Fortune 500 corporations call home. It hosts two of the largest casinos on the east coast, Foxwoods and Mohegan Sun, it has long been renowned as The Insurance Capital of the World, and it boasts one of the most prestigious Ivy League schools – Yale University.



# NEW YORK DMA

## SOUTHERN CONNECTICUT

### MARKET HIGHLIGHTS

Maritime Center of Norwalk, Rich Forum, Barnum Museum, Sacred Heart University, Fairfield University, University of Connecticut., NYC Commuters, Corporate HQ: Henkel, KPMG, Bigelow Tea, Trendy Towns (Greenwich, Stamford, Westport, New Canaan)

DMA Rank: 1

Counties Covered: Fairfield

Transit Shelter Faces: 163

Top Demographics: Non-Hispanic White, African American, Asian, Hispanic

**Creative Opportunities:** Transit shelter wraps, Lenticular ads, Consecutive ads on major roadways



## TRANSIT SHELTER COVERAGE

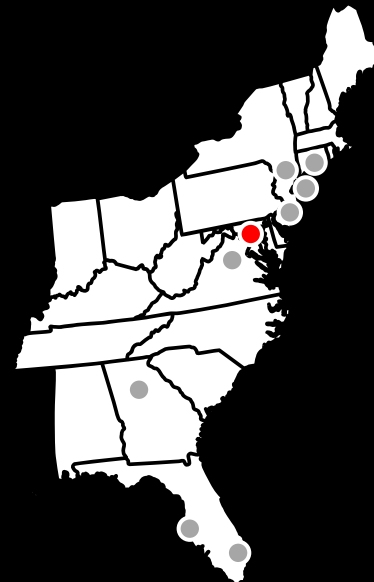


FedEx Field

## WASHINGTON DC DMA MARYLAND

Uniquely positioned at the heart of the exciting Washington DC region, Suburban Maryland is rich in history and diversity. Prince George's County comprises 20% of the entire DMA population. Prince George's County is the second-most populous county in Maryland. It is one of the wealthiest African American-majority counties in the United States, with five of its communities identified in a 2015 top ten list featured in the Washington Post: Fort Washington, Friendly, Kettering, Mitchellville, and Woodmore.

Montgomery County has the 2nd highest, and Prince George's County has the 3rd largest commuter ridership on Metrorail and Metrobus in the DMV region. The uniqueness of both counties is commuter transportation, which includes bus and metro. The majority of residents that work in DC live in both counties for the entire DMV.



# WASHINGTON DC DMA

## PGC, MARYLAND

### MARKET HIGHLIGHTS

University of Maryland, Andrew AFB, National Harbor/MGM, FedEx Field (Home of the Washington Redskins)

DMA Rank: 6

Counties Covered: Prince George's, Montgomery

Transit Shelter Faces: 1,014

Top Demographics: African American, Hispanic

**Creative Opportunities:** Transit shelter wraps, Lenticular ads, Consecutive ads on major roadways

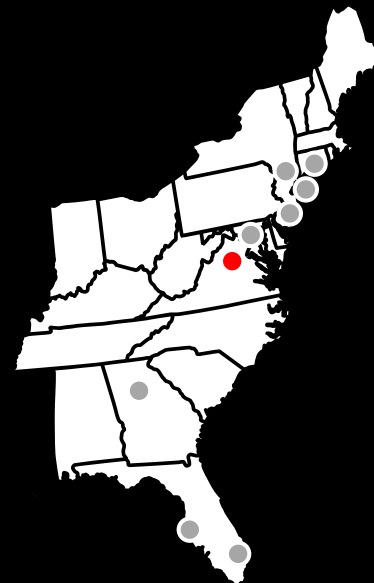


## TRANSIT SHELTER COVERAGE

# WASHINGTON DC DMA FAIRFAX

InSite Street Media is pleased to be the exclusive provider of transit shelter advertising within Fairfax County. Fairfax County is the largest jurisdiction in the Washington D.C. area and contains some of its most desirable residential communities. Additionally, the County is one of the premier centers of commerce and technology in the United States.

Fairfax County's economy revolves around professional services and technology. Many residents work for the government or contractors of the federal government. The government is the largest employer, with Fort Belvoir in southern Fairfax being the County's single largest location of federal employment. Fairfax County is now the second-richest county in the nation with a median annual household income of \$112,021.



# WASHINGTON DC DMA

## FAIRFAX, VIRGINIA

### MARKET HIGHLIGHTS

Cybersecurity/Technology mecca, Tyson's Corner, Fort Belvoir, Large Asian Community, DC coverage (buses)

DMA Rank: 6

Counties Covered: Fairfax

Transit Shelter Faces: 422

Top Demographics: Non-Hispanic White, High Income

**Creative Opportunities:** Lenticular ads, Consecutive ads on major roadways

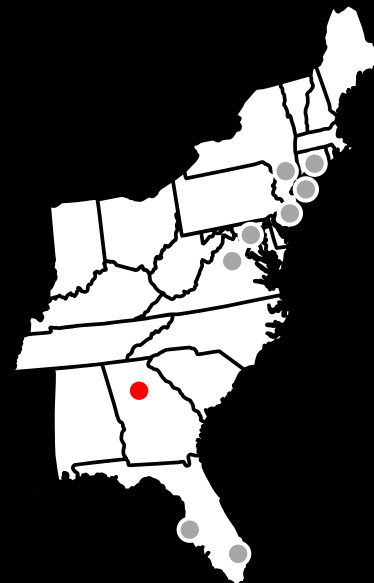


## TRANSIT SHELTER COVERAGE

# ATLANTA

The very best of Atlanta is in the northern suburbs of Cobb and Gwinnett Counties. These two counties comprise over 28% of the Metro's population. A vibrant community in the Metro's northwest, Cobb is a thriving blend of historic sites, sports, shopping, dining, cultural arts, outdoor and adventure. All situated within 10 minutes of downtown Atlanta.

A leader in the metro Atlanta region, Gwinnett County is known for its highly trained workforce, an enviable quality of life, a moderate cost environment, and experience in technology, manufacturing, and bioscience. Gwinnett County consistently ranks among the nation's best economies year after year. Unemployment remains low and per capita income remains high.



# ATLANTA

## MARKET HIGHLIGHTS

Truist Park (Home of the Atlanta Braves), Kennesaw State University, The Battery Atlanta, Kennesaw Mountain National Battlefield Park, Marietta National Cemetery, Dobbins Air Force Base

DMA: Atlanta

DMA Rank: 10

Counties Covered: Cobb & Gwinnett

Transit Shelter Faces: 677

Top Demographics: Non-Hispanic White, African American

**Out of the Box Ideas:** Transit shelter wraps, Lenticular ads, Consecutive ads on major roadways



## TRANSIT SHELTER COVERAGE

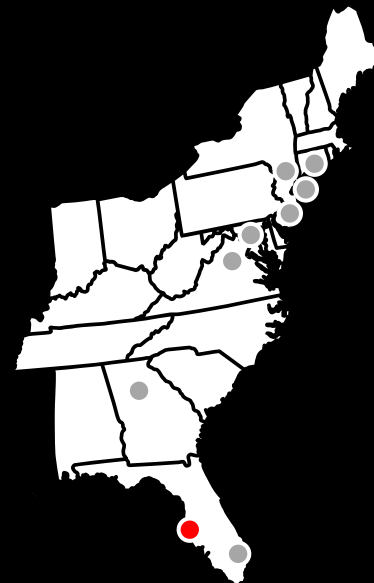


Ybor City

# TAMPA

The City of Tampa is the largest city in Hillsborough County. It is the third-most populous city in Florida & the fourth largest metro area in the Southeastern U.S. The area is founded on a diverse base that includes tourism, agriculture, construction, finance, health care, government, technology, and the port of Tampa.

Pinellas County is the leading tourist destination on the Gulf Coast in the U.S., drawing more than 14 million visitors annually. The area is best known for its record-breaking sunshine, 35 miles of spectacular white-sand beaches, and a wide array of cultural offerings.



# TAMPA

## MARKET HIGHLIGHTS

MacDill AFB, Busch Gardens, Zoo Tampa at Lowry Park, University of S. Florida, University of Tampa, The Florida Aquarium, Amalie Arena, Downtown Tampa, Tampa Riverwalk, Ybor City, Pinellas County Beaches

DMA: Tampa - St. Petersburg

DMA Rank: 11

Counties Covered: Hillsborough, Pinellas

Transit Shelter Faces: 901

Top Demographics: Non-Hispanic White, African American, Hispanic

**Creative Opportunities:** Transit shelter wraps, Lenticular ads, Consecutive ads on major roadways



## TRANSIT SHELTER COVERAGE

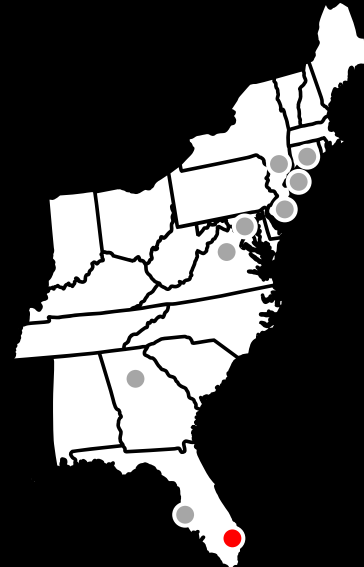


North Miami Beach

# MIAMI

Situated between Kendall and Homestead, Florida, the Town of Cutler Bay spans 10 square miles in Southeast Miami-Dade County. Recently incorporated in 2005, Cutler Bay is home to over 40,000 residents. Cutler Bay is proud to be the first "Green City" in the County to be Silver Certified by the Florida Green Building Coalition.

Located midway between Miami and Ft. Lauderdale and adjacent to the Golden Glades Interchange, where I-95, Florida's Turnpike, and the Palmetto Expressway meet, North Miami Beach is truly at the "Crossroads of South Florida." The central location and easy access have made North Miami Beach one of South Florida's best-known regional shopping areas and one of its most popular sites for office users. However, North Miami Beach isn't all business. Parks, beaches, and bays abound, along with a wide assortment of recreational, cultural, and dining opportunities.



# MIAMI

## MARKET HIGHLIGHTS

Beaches, Homestead Air Force Base, Miami International Airport

DMA: Miami – Ft. Lauderdale

DMA Rank: 16

Counties Covered: Miami-Dade, Broward

Transit Shelter Faces: 74

Top Demographics: Hispanic , African American

**Creative Opportunities:** Lenticular ads, Consecutive ads on major roadways



## TRANSIT SHELTER COVERAGE