

6/8/2011

HAND-OUT
ITEM G.2.
TPC 06.08.11



COMMUTER ADVERTISING
the power of moving messages


Presentation to: Madison Transit & Parking Commission
June 09, 2011




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Introduce Commuter Advertising to Madison Metro
Review new revenue opportunity
Determine next steps

OBJECTIVES



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COMMUTER ADVERTISING HIGHLIGHTS

Only provider of transit audio advertising in the country


Able to generate creative new revenue for Madison Metro

Currently generating new advertising revenue and ready to expand!

- Chicago, IL
- Dayton, OH audio and print
- Champaign, IL
- Seattle, WA (next)
- Kansas City, MO/KS
- Toledo, OH audio and print
- Rockland County NY

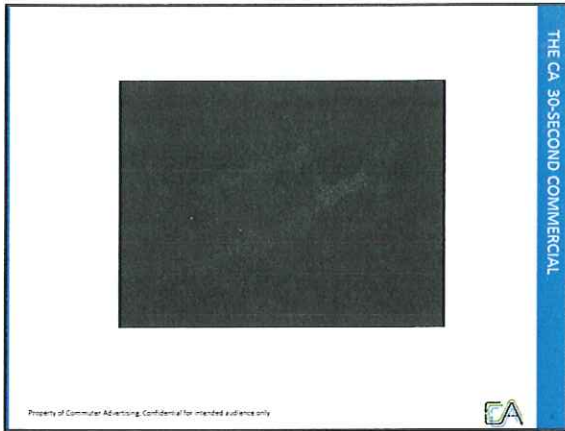
Provide free production of PSA's and other transit messaging including security announcements and re-route information

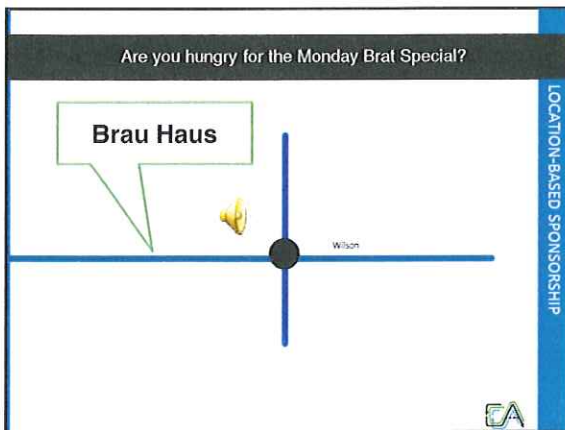
Ideal public-private partnership opportunity



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SCOPE OF SERVICE

- Sell media
- Produce campaigns
- Collect fee
- Approve copy
- Implement sponsorships
- Create revenue

Commuter Advertising Network

- Create access
- Manage inventory

- Utilize current communication systems
- No new equipment or maintenance
- Zero cost incurred by Madison Metro
- Capped at 5%-20% of total available inventory

EA

ADVERTISERS

Customer waitlist using only Commuter Advertising

EA

Affinity For Audio Sponsorship Messages

80-92% OF ALL MARKET EITHER LIKE/INDIFFERENT TO AUDIO SPONSORSHIP MESSAGES

EA

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- Madison area neighborhood advertising content
- Proximity to local businesses
- Captive audience
- Active media
- Targeted messaging
- Affordable mass-media
- Untapped revenue source
- Lasting beneficial relationships
- Tangible results
- Socially responsible business model




AUDIO ADVERTISING ADVANTAGES

*Advantages drive new revenue for
Madison Metro Buses*

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METRO ANTICIPATED NET REVENUE: \$456,000 OVER FIRST 5-YEARS



REVENUE FORECAST TAKING INTO ACCOUNT 5M-2005 INVENTORY

CA's Business Model Calls For 5%-20% Of Total Available Stop Inventory

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- Finalize ideal implementation of pilot
- Create a great partnership that generates revenue for Madison Metro quickly and easily

THANK YOU TO THE MADISON TRANSIT & PARKING COMMISSION



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THANK YOU

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