

The Commuter Advertising Partnership

Commuter Advertising

Commuter Advertising creates, manages and sells ten-second audio advertising spots on buses and trains. This is a brand-new media option for advertisers who spend billions of dollars on advertising media every year. Commuter Advertising links seamlessly with public transit announcement audio systems to deliver audio ads. The audio ads can be aligned to transit vehicles serving specific locations near businesses improving the impact and relevance of the message. The result is a significant, new revenue opportunity for transit authorities.

AD SPOT EXAMPLE: "NEXT STOP, MAIN ST... HAD A LONG DAY AT WORK? STOP BY MAIN ST. SALON FOR SOME PAMPERING. TEXT THE WORD 'SALON' FOR \$5-OFF YOUR NEXT HAIRCUT!"

Scope of Services

The complete Commuter Advertising scope of services includes selling, creating, approving, producing, uploading, implementing, tracking and invoicing advertising spots.

This model allows transit authorities to focus on the core business of providing transportation in your communities while CA generates new audio advertising revenue.



Revenue Opportunity

Commuter Advertising partnerships generate revenue for transit authorities through revenue splits of advertising sales in your market. Commuter Advertising works with Continental to leverage existing audio infrastructure to create a new revenue opportunity every time a bus makes a stop. Even conservative sales forecasts at affordable price points present a significant revenue opportunity. Please contact us for a complete analysis of your transit system today.

Commuter Advertising also adds value to transit services by building relationships with businesses located at or near transit stops, improving the rider experience through special promotions and entertaining content, and promoting transit services in all Commuter Advertising communications. We offer an ideal Public-Private partnership opportunity.

Commuter Experience

Commuters benefit from Commuter Advertising spots in many ways. Entertaining and relevant content is a hallmark of the ads ensuring a fun experience for commuters. Active, integrated advertising campaigns create unique advantages for transit riders including discounts, promotions and give-aways. New revenue to transit authorities may result in enhanced service and infrastructure resulting in an improved commute. Finally, Commuter Advertising carefully considers both frequency and volume of ads to ensure an enjoyable transit experience. Commuter Advertising conducts focus-groups in each market to solicit commuter feedback prior to the launch of an advertising program.

Technically Speaking & Free Safety Alerts

Uploading messages are easy, simple to execute and require minimal monthly maintenance. We work with you to provide free safety alerts, route change information and holiday greetings on behalf of your transit agency to speak directly to your riders.

Product Advantages

Partnerships between transit authorities and Commuter Advertising result a new advertising media that provides many advantages for advertisers including:

- Captive Audience
- Active Media
- Targeted Messaging
- Affordable Mass-Media
- Proximity to Business
- Tangible Results
- Socially Responsible Business Model!

Current Market Position

Commuter Advertising is the first and only company to offer transit agencies the ability to earn revenue by selling short-form audio advertisements on trains and buses. We currently own eight contracts in six cities and reach over 85-million transit rides each year! We would like for you to be part of the CA network!

Visit us at commuter-advertising.com to join the Commuter Advertising network!