



**South Shore Line
Market Overview and Media Kit**





Why Transit?

HIGHLY EFFECTIVE

Transit provides a variety of unmissable advertising sizes and opportunities either on the interior or exterior of the buses that present 'billboards-on-wheels' right at consumer eye-level

COMPLETE COVERAGE

Transit captures attention where people live, shop, work and play. Visible in both downtown business centers and upscale suburbs, these displays provide local, regional and national advertisers a competitive advantage to other OOH formats

REACH

With fragmented media sources competing for smaller and smaller audiences, transit advertising delivers some of the strongest CPM's in advertising and reaches consumers far more effectively than other media.

FREQUENCY

Transit advertising targets your market all day: during the drive to work, walk to lunch and bike ride before dinner. Repeated viewing creates top-of-mind awareness and brand recognition in any media campaign.

South Shore Line

South Shore Overview



The South Shore Line allows advertisers to reach professionals and families who live in “bedroom communities” outside of Chicago. The commuter rail transports over 1.5 million riders per year and is the preferred method of transportation for those looking to travel into the city from Northwest Indiana.

The South Shore Line has multiple advertising opportunities including signage on train platforms of each major station and multiple options on the interior of the train itself.



Fast Facts:

- 1.5 MM+ riders per year
- 52% of riders are aged 25-54, the most economically active years
- 64% of riders take the train more than 3x per week, ensuring your message is seen over and over

Available Formats – Exterior Signage

*One period = 4 weeks



Train Wrap – Dominate The Exterior Of One Car			
# of Units	3 Periods	6 Periods	13 Periods
1	\$1,250 Per Period	\$1,125 Per Period	\$1,000 Per Period

\$2,500 per wrap for production and installation

Two-Sheet Posters – Advertise On The Platform			
# of Units	3 Periods	6 Periods	13 Periods
1	\$250 Per Period	\$225 Per Period	\$200 Per Period

\$150 per two-sheet for production and installation

Available Formats – Interior Signage

*One period = 4 weeks



Interior Cards – Ads Running Across The Sides and Bulkheads Of Each Car			
# of Units	3 Periods	6 Periods	13 Periods
25	\$3,125 Per Period	\$2,500 Per Period	\$1,875 Per Period

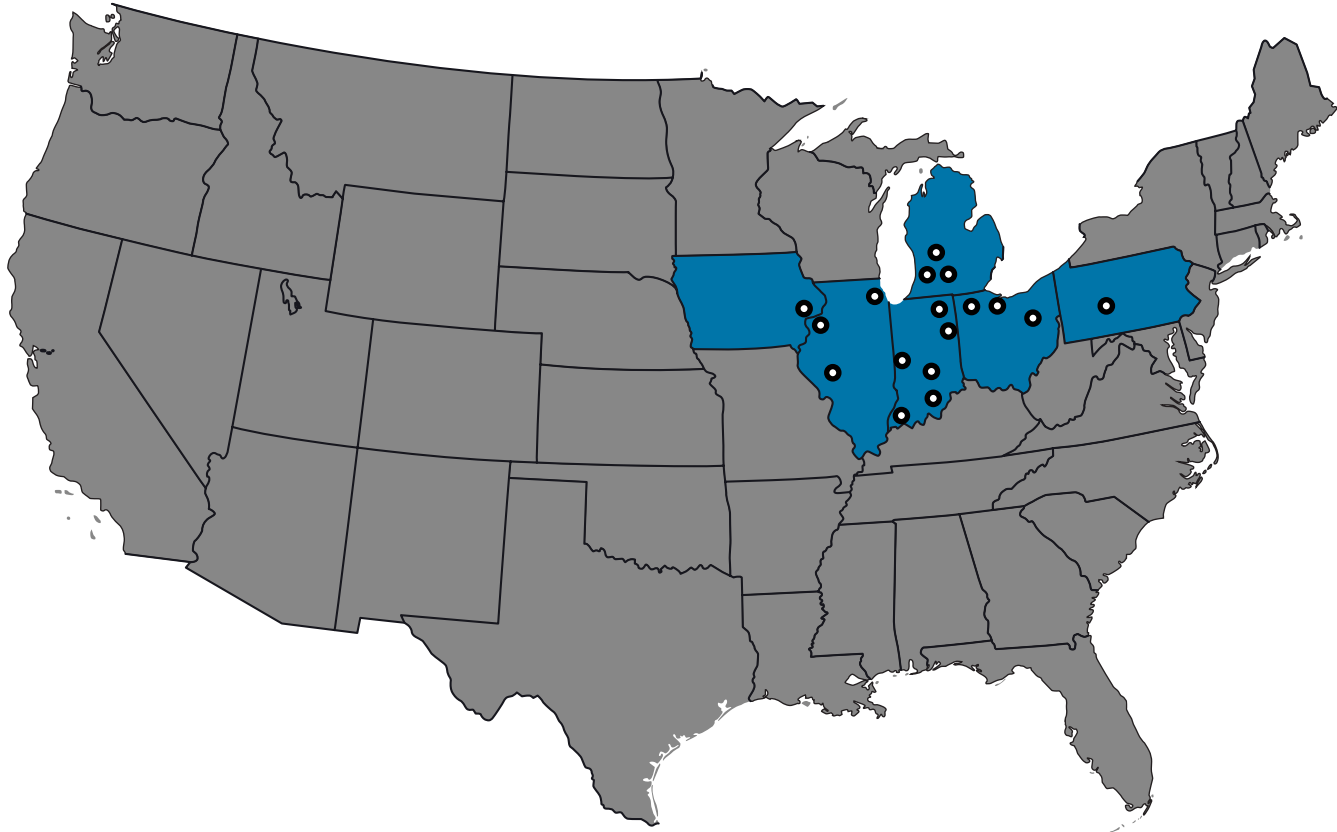
\$30 per car card for production and installation

Michelangelo's – Ads Running Across The Top Of Each Car			
# of Units	3 Periods	6 Periods	13 Periods
25	\$3,000 Per Period	\$2,400 Per Period	\$1,800 Per Period

\$50 per car card for production and installation

Mesmerize

Our Coverage



FORMATS BY DMA

Media	Bus	Rail	Shelters
ILLINOIS			
Chicago		●	
Moline	●		
Quincy	●		
INDIANA			
Bloomington	●		
Evansville	●		
Ft. Wayne	●		●
Indianapolis	●		●
Lafayette	●		
South Bend	●	●	●
Terra Haute	●		
IOWA			
Davenport	●		●
MICHIGAN			
Battle Creek	●		●
Grand Rapids	●		
Kalamazoo	●		
OHIO			
Canton	●		
Sandusky	●		
Toledo	●		
PENNSYLVANIA			
State College	●		

For information on rates and availability, please contact your sales rep



Thank You

 **MESMERIZE**
Out of home. Into action.