



# MEDIA KIT



SERVING GARY AND  
NORTHWEST INDIANA



2023



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# WHY TRANSIT ADVERTISING?

Nothing does it like an advertisement on the bus! You can't tune it out. You can't change the channel. You can't zap it with the remote. You can't ignore it by taking a different route. You aren't bundled together for a :10 second spot that fits their schedule but not yours.



01

## REACH

No other media puts you in front of more people.

02

## FREQUENCY

Potential customers see your ad - over and over.

03

## HIGH VISIBILITY

Face it. A bus is hard to miss.

04

## DELIVERY

Buses deliver your ad to where potential customers are.

05

## ALL DAY EXPOSURE

All Day! No :10 second or :30 seconds here.

06

## EYE-LEVEL

Attention grabbing ad delivers your message to potential buyers.

07

## INESCAPABLE

Bus ads command attention. You can't tune them out.

08

## ATTENTION GRABBING

Rolling Billboards create instant recognition.



# OOH Benefits

Consumers are steadily on-the-go, and they see Out-of-Home ads along the way. Nielsen's recent study revealed that not only do consumers notice Out-of-Home ads, but they take action after seeing them.

**83%** of people who notice OOH ads also notice the ad's message.

37% notice the message most/all of the time.

46% notice the message some of the time.

**80%** of consumers have noticed an OOH ad in the past month.

62% notice an OOH ad each week.



61%

DIGITAL BILLBOARD



54%

BUS AD



45%

STREET LEVEL AD



33%

SHELTER AD



## Out-Of-Home Advertising Connects to Mobile

Participants reported the following actions on their smartphone in response to OOH ads (in the past month):

**33%** SEARCHED ONLINE ABOUT THE ADVERTISER

**23%** ACCESSED A COUPON OR DISCOUNT

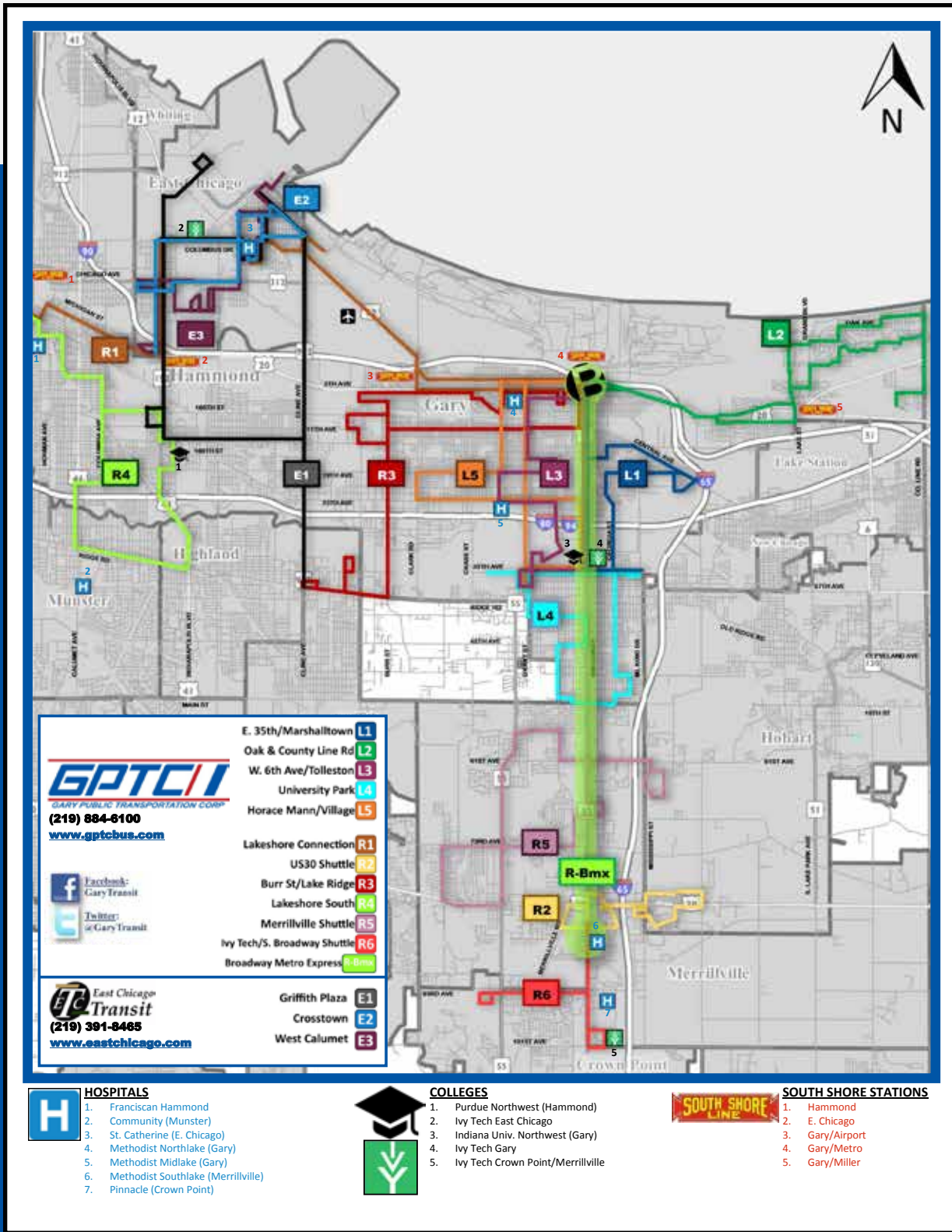
**22%** VISITED THE ADVERTISER'S SITE

**13%** DOWNLOADED OR USED AN APP

**13%** TOOK A PHOTO OF AN AD

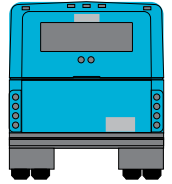
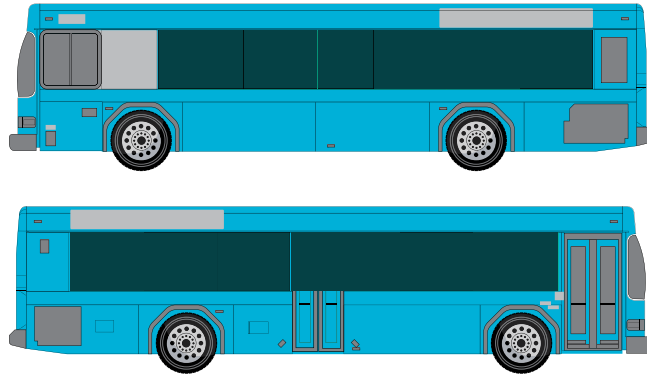


# Advertising Coverage

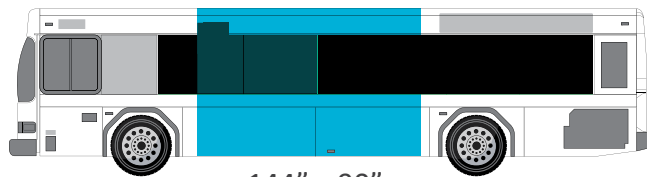


# Products

## FULL BUS WRAP

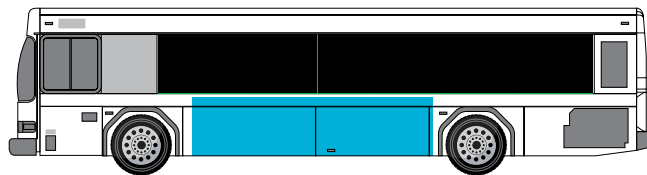


## KING KONG



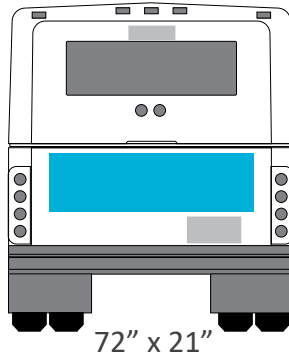
144" x 90"

## KING



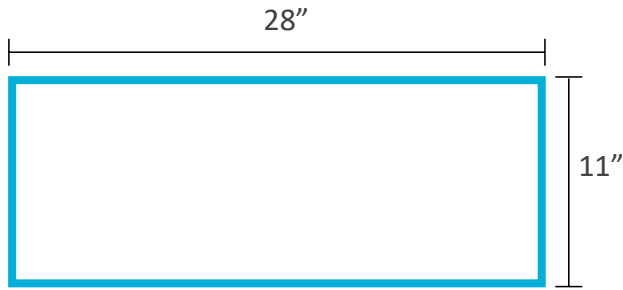
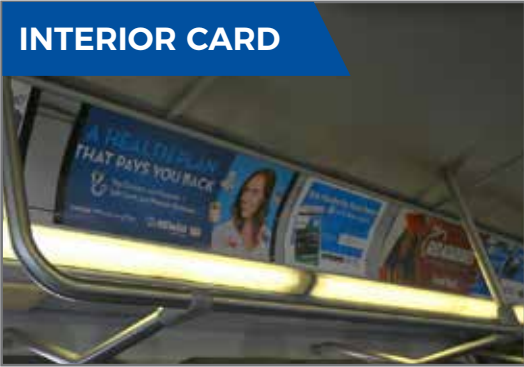
144" x 30"

## TAIL WRAP

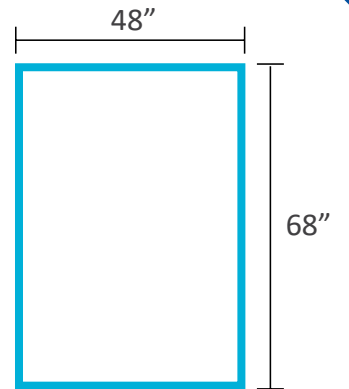
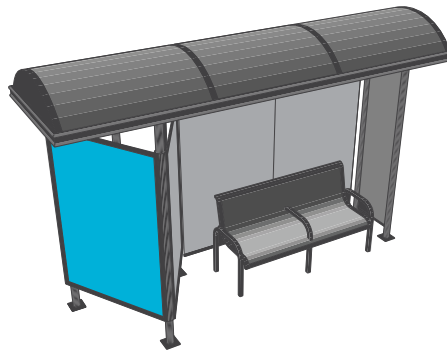


72" x 21"

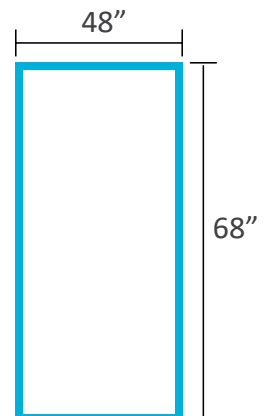
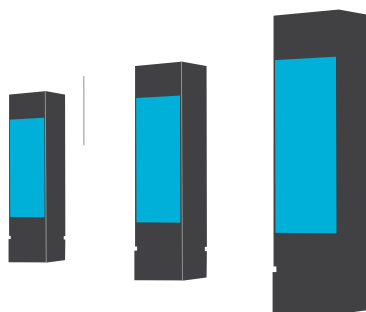
## INTERIOR CARD



## SHELTER



## TRANSIT COLUMN







CALL YOUR LOCAL SALES REP TODAY!  
219.472.9877

