

BUS / TRANSIT



Clear Channel Outdoor has many high impact bus transit products available in a growing number of key markets around the country.



Markets

- Boston
- Daytona Beach/Melbourne
- Houston
- Indianapolis
- Milwaukee
- New Orleans
- Northwest Arkansas
- Phoenix
- Sacramento
- San Diego
- San Francisco
- Seattle
- Washington/Baltimore



Products

- SuperKing
- King
- King Pairs
- Queen
- FullWrap
- FullBack
- KingKong
- Taillight Display
- Headlight Display
- Interior Transit Cards



BUS / TRANSIT Vocabulary

Service Levels

Bus / Transit Products

Bus / Transit Production

Service level buys are based on the number of buses required to effectively reach all routes that comprise the local transit system. Service levels are either calculated by the total number of routes or the total number of buses within the local fleet. Bus / Transit service levels reach desirable downtown and point-of-purchase areas.

SuperKings, Kings and Queens are highly visible to both vehicular and pedestrian traffic alike and vary in size based on the make and model of bus and the space available for ad placement between the wheel wells. Kings are the signature transit product requested by national advertisers.

FullWraps allow advertisers the opportunity to creatively use the entire surface of the bus including window surfaces. FullWraps demand attention and generate high brand awareness.

FullSide Wraps cover the entire side of a bus, from bumper to bumper, spanning the full height of a bus.

HalfSide Wraps same as a FullWraps, without window coverage.

FullBacks are a high-impact wrap covering the entire back façade of a bus. This is the most popular and widely available specialty product.

HalfBacks offer the same benefits as FullBacks without window coverage.

KingKongs, also referred to as Ultra SuperKings, provide coverage from wheel well to wheel well, spanning the height of a bus. KingKongs with full window coverage are available in several markets.

Kong, same as a KingKong, without window coverage (wheel well to wheel well, bottom of the bus to the bottom of the windows).

King Pairs provide a tremendous creative opportunity as they're typically located on 60' articulated coaches (accordion fold in middle), designed to accommodate two Kings side by side on the Driver/Road Side.

Taillight Displays, located on the rear of the bus, command the attention of passersby as they are located at eye level in heavily populated areas.

Headlight Displays, available in select Clear Channel markets, feature a small frame attached to the bike rack on the front of a bus.

Interior Transit Cards provide uncompromised visibility for a captive audience of commuters.

Several different direct-application substrates are available for our bus/transit opportunities. Materials are recommended based on the duration of a contract as well as bus finish to ensure appropriate adhesion levels and durability to stand up to the elements and bus washing. Contact your Clear Channel Representative for specific production requirements.

**BUS / TRANSIT
Products**



SuperKing



King



Queen



FullWrap



FullBack



KingKong



TailLight Display



HeadLight Display



Interior Transit Cards



New Orleans Streetcars



Brevard Trolleys



Galveston Island Trolleys

BUS / TRANSIT Market Overviews

Boston

The Silver Line is a bus route that runs through the new Seaport District in Boston in four state-of-the-art stations (World Trade Center Station, Courthouse Station, Airport Station and South Station). This area is home to the Boston Convention & Exhibition Center and over 1800 hotel rooms with shops and restaurants right at their doorstep.

Daytona Beach/Melbourne

Daytona Beach coverage includes all of Volusia County, and most notably the beaches and Daytona International Speedway. Melbourne coverage includes all of Brevard County including Melbourne, Cocoa Beach, Titusville and Palm Bay.

Northwest Arkansas

(Bentonville/Fayetteville) - Offers transit advertising opportunities on Ozark Regional Transit (ORT) in Washington and Benton Counties, including service in Bentonville, Fayetteville, Lowell, Rogers and Springdale. This market, the corporate headquarters for Wal-Mart, provides a unique opportunity for advertisers to be seen and top of mind with the Wal-Mart buyers. ORT also provides contracted service for all Arkansas Razorback football games.

Houston

Reach all the main attractions on Galveston Island and expose your product to tourists and island residents. Galveston Island Trolleys stop every 10 minutes along the busiest retail and tourist areas of town, making them visible to a wide range of demographic groups.

Indianapolis

Coverage dominates the downtown area and extends outward toward fast-growing suburbs including Greenwood, Fishers and Carmel. We are the exclusive provider of transit advertising in Indianapolis.

Milwaukee

As the exclusive provider of transit displays in the 34th largest DMA, we offer the ability to penetrate 65% of Milwaukee County with a variety of creative formats. Transit advertising reaches consumers in dense population areas of downtown, at all major shopping malls, festival grounds, colleges and universities as well as the nightlife and entertainment hotspots.

New Orleans

Advertising penetrates the heart of New Orleans with excellent coverage in the Downtown/Metro area and expanding into the thriving neighborhoods of the city. CC Outdoor offers a network of transit opportunities with buses, street-cars and taxis that is unbeatable in this pedestrian dominated city.

Phoenix

Extensive coverage throughout the entire Valley with high profile coverage in exclusive Valley neighborhoods where our traditional outdoor coverage doesn't reach. Areas include Scottsdale, Paradise Valley, North and Central Phoenix, Tempe, Mesa, Chandler, Glendale and Avondale.

BUS / TRANSIT Market Overviews

Sacramento

The exclusive provider of transit advertising in the sacramento market, offering traditional kings and tails, as well as KingKongs, Kongs, SuperKings, SuperTails and TrainWraps. A market with limited out of home opportunities, CCO Sacramento transit includes concentrated coverage of downtown, all major highways and surrounding communities.

San Diego

Offers advertising on North San Diego County Transit (NCTD) buses with traditional Kings, Queens and Tails, as well as FullWrap buses. NCTD provides coverage for all the communities of North San Diego County, including Oceanside, Escondido, Carlsbad, Encinitas, Del Mar and La Jolla. Bus advertising is the only form of outdoor allowed in most North San Diego County cities.

San Francisco

Offers advertising on the Golden Gate Transit Authority, reaching the highly affluent residents and commuters of Marin County. With nearly 200 buses, coverage also includes the primary artery from the San Francisco financial district through high profile areas such as San Rafael, Sausalito and Sonoma County.

Seattle

Coverage spans the Greater Seattle DMA from the State Capital of Olympia in the south to the thriving economy of Everett Washington in the north. Clear Channel Outdoor/Seattle boasts multiple transit systems shuttling resident commuters, tourists and traveling executives.

Washington/Baltimore

Transit advertising available on buses and trolleys Annapolis, Maryland, less than 30 miles from both Washington DC and Baltimore. Annapolis is the Capital city of Maryland, and is home to the state legislature buildings and the Naval Academy. Transit advertising in Annapolis is a great way to reach residents and tourists who flock to "America's sailing capital."

