CommuterAds
National Leaders in Digital Transit Media

CommuterAds is the nation’s leading expert in onboard digital transit media. Reach a hyper-targeted mass audience at the right time and place with the right message using CA’s captivating media options below. Learn more at commuterads.com.

SIGNATURE PRODUCT
Geo-Targeted Digital Transit Media

CommuterAds taps into onboard technology to broadcast hyper-targeted digital messages at exact locations along transit routes. Target a stop, block, neighborhood, zip code, market or the entire nation with geo-relevant onboard media. Digital audio plays across onboard speakers, drawing attention to a visual LED text scroll across the onboard marquee.

Transit Mobile Media

Vibrant digital banner ads reach consumers on-the-move in relevant locations with geo-targeted and predictive technology on transit mobile apps.

In-Station Digital Media

Audio spots broadcast across in-station speakers, commercials play on video screens and digital display ads rotate with maps on passenger information displays.

Onboard Video Spots & Digital Signage

15-second commercials or digital display ads broadcast across onboard video screens at exact locations and times in tandem with audio spots.

Social Hash Tags & SMS Campaigns

Incorporate a social hash tag into your CommuterAds audio + digital text scroll campaign or use an SMS short-code into your transit media campaign to engage commuters with mobile messaging. Social hash tags can help reinforce your social media messaging and actively captivate riders!

Transit Signage: Exterior, Shelters & In-Station

Buses and trains are moving 18 hours each day. With transit signage, your visual message travels with them, gaining city-center and suburban visibility. Add shelters and in-station signs for maximum outdoor reach.
Columbus, OH
Central Ohio Transit Authority
Annual Ridership: 19.3M rides
Fleet Size: 336 buses
Transit Stops Served: 3,500

Dayton, OH
Greater Dayton Regional Transit Authority
Annual Ridership: 10M rides
Fleet Size: 163 buses | 20 trolleys
Transit Stops Served: 3,500

Des Moines, IA
Des Moines Area Regional Transit
Annual Ridership: 4.4M rides
Fleet Size: 88 buses
Transit Stops Served: 1,642

Jacksonville, FL
Jacksonville Transportation Authority
Annual Ridership: 12.5M rides
Fleet Size: 156 buses & trolleys | 27 shuttles
Transit Stops Served: 3,200

Kansas City, MO
Kansas City Area Transportation Authority
Annual Ridership: 15.8M rides
Fleet Size: 350 buses
Transit Stops Served: 5,900

Lexington, KY
Lextran
Annual Ridership: 4M rides
Fleet Size: 73 buses
Transit Stops Served: 1,200

San Bernardino, CA
OmniTrans
Annual Ridership: 14.8M rides
Fleet Size: 267 buses
Transit Stops Served: 2,537

Tampa, FL
Hillsborough Area Regional Transit Authority
Annual Ridership: 15.4M rides
Fleet Size: 180 buses
Transit Stops Served: 3,200

Toledo, OH
Toledo Area Regional Transit Authority
Annual Ridership: 3M rides
Fleet Size: 125 buses
Transit Stops Served: 1,400

Source: APTA Ridership Report 2016

REACH RIDERS AROUND THE U.S.
With CommuterAds Digital Onboard Transit Media

Atlanta, GA
Metropolitan Atlanta Rapid Transit Authority
Annual Ridership: 62M rides
Fleet Size: 570 buses
Transit Stops Served: 8,941

Champaign, IL
Champaign-Urbana Mass Transit District
Annual Ridership: 13.5M rides
Fleet Size: 102 buses
Transit Stops Served: 3,200

Chicago, IL
Pace Suburban Bus Service
Annual Ridership: 31.6M rides
Fleet Size:736 buses
Transit Stops Served: 35,000

Cincinnati, OH
Cincinnati Metro
Annual Ridership: 16.4M rides
Fleet Size: 346 buses
Transit Stops Served: 4,900

Cleveland, OH
Greater Cleveland Regional Transit Authority
Annual Ridership: 48.5M rides
Fleet Size: 426 buses | 108 rail cars
Transit Stops Served: 8,557

INQUIRE ABOUT THE GO O-H-I-O CAMPAIGN 5-OH CITIES, 1-GREAT MEDIUM

Learn more at: commuterads.com/markets

CommuterAds 855-4CA-TODAY commuterads.com
**Client Testimonials**

Read what advertisers are saying about CA’s digital transit media

“We want to be the first medical group people think of when they need health services. CommuterAds offered an affordable and innovative way to plant our name in the heads of potential patients. We’ve attracted new customers as a result of CA’s audio messages and we are confident our patient intake will continue to increase.”

Carolina Armas, Marketing Director

**MCCI Medical Group**

“We saw a significant increase in the amount of Champaign-Urbana college students that visited Tanger Outlet Center based on their visitor numbers from the 2011 holiday season. CA has been nothing but helpful to Tuscola Tourism during the entire process.”

Carly McCory, Marketing & Communications Specialist

**Tuscola Tourism**

“CommuterAds has allowed us to use a unique marketing vehicle to reach our student population. The MTD is the most widely used mode of transportation on campus, so we reach a large audience. Our sales point person has been responsive in working with us to make the advertising work for our needs and budget.”

Erik Riha, Director of Marketing

**University of Illinois**

“We touch a lot of people and we have a captive audience... You just have to try it. You don’t know what’s working unless you try it. We always seem to gravitate to traditional ways of getting your message out, but... everyone doesn’t watch TV. Everyone doesn’t listen to radio. Everyone doesn’t read the newspapers.”

Wyllie Hodges, Executive Director

**First Coast Crime Stoppers**

“CommuterAds has always been a great avenue for getting our marketing messages out to our customers. Their creative solutions have matched up very nicely with our audience. The CA team... offers solutions that go beyond just playing a radio ad, such as targeting specific bus stops for our ads to play. We have many volunteers who say, ‘we hear you all the time on the bus!’”

Benjamin Sieve, Marketing Coordinator

**Quintiles**

“CA has proven to work for these industries:

- Healthcare
- Education
- Food & Beverage
- Retail
- Telecommunications
- Clinical Research
- Crime Stoppers & Legal
- Housing
- Gov. & Non-profit
- QSR

Call CommuterAds today to discuss how digital transit media can enhance your media mix.

CommuterAds
855-4CA-TODAY
commuterads.com