



Trans-Ad Outdoor LTD

15 Highwoods Drive • Guilford, Connecticut 06437

## Why Is Transit Better?

### Buses Go Where People Go...

Transit ads dominate daytime advertising, offering high visibility at an easy-to-read eye level, generating a tremendous number of exposure opportunities that far exceed electronic and other print mediums for the same dollar invested.

### An Involuntary Medium

Bus advertising targets vehicular and pedestrian traffic as an *'involuntary'* mass medium, i.e. - it cannot be turned off, tuned out or thrown away.

### Total Market Penetration

Transit displays go where people live, work, and play. It reaches all income levels from the CEO to the assistant's assistant - providing total market penetration that often cannot be reached by traditional media.

### Unbeatable Reach and Frequency

Buses travel regularly scheduled routes through every geographic area that includes commercial, industrial, large and small shopping malls, entertainment centers as well as urban and high income suburban areas.

### Customers Ready To Buy

All routes begin and end downtown in the commercial and retail section, reaching customers when they are ready to buy, guaranteeing high awareness levels and repetitive exposure day after day, month after month.

### Compare The Real Cost

Low cost transit displays are a fraction of the cost of all other mediums. No other medium can give your image the impact and exposure for the same dollars invested.



### The Inside Track

Interior displays reach a captive audience with time on their hands, offering the opportunity to give a more detailed message and insuring repetitive exposure to an audience with a surprisingly high disposable income.

