

LA Transit TV Network

THE ULTIMATE ADVERTISING AUDIENCE!



GET ON BOARD!

Be part of an exciting new program that travels with your clients while they are in Transit across Greater Los Angeles!

The Los Angeles Transit TV Network. It's local. It's targeted. And it's effective!

OVERVIEW

Advision Media provides access to the LA Transit TV Network. Your message can be seen on the second largest bus system in North America on more than 4,360 screens in nearly 2,200 vehicles.

Your basic package is one 30-second spot per hour on every screen, every day of the week during transit system operating hours.



Los Angeles Transit TV Network Details:

- 4,180 Screens
- 2,000+ Vehicles
- 1,058,021 Daily Impressions
- 6,549,851 Weekly Impressions
- 17" and 19" LCD screens
- 94% of all Metro buses are equipped. Of those,
 - › 77% of buses have 2 screens
 - › 14% of buses have 1 screen (New Orion buses - each seat has visibility of the screen)
 - › 9% of buses have 3 screens (articulated buses)

Who's Watching the Show?

- The system serves an average of 365,971,760 riders a year
- Passengers spend on average 90 minutes each day on the bus
- 86% of LA bus riders speak English
- 52% of LA bus riders are Hispanic or Latino
- 67% of riders are employed either full or part-time
- 29% are students

***Sign-up by September 1, 2011 and save 20% off your first month**

**Call Your Advision Media Account Executive today!
Dwight Moss (602) 750-8029**

*Limited time offer. Deposit required. Some restrictions and conditions apply. All programming content must be approved by Advision Media prior to airing. All programs must be suitable for public viewing. Advision Media reserves the right not to air any program and/or advertisement that it deems not suitable for viewing on the Transit TV Network. Source: Data provided from a 2008 Arbitron survey and 2010 Transit rider reports.

Why Advertise?

- 2nd Largest Media Market in US
- Average rider's commute: 30-45 minutes twice a day
- 80% of viewers can recall one or more ads aired that week
- Audience cannot change the channel

Demographics:

- Women 52% / Men 48%
- Hispanic/Latino 64%
- White 20%
- Asian American 7%
- African American 6%



ADVERTISE

BRAND

PROMOTE

