



*pittsburgh*

>>

# *pittsburgh*

**Pittsburgh** is the second-largest city in Pennsylvania, with an estimated population of 2,354,957 people in the seven-county metropolitan area. Downtown Pittsburgh retains substantial economic influence, ranking at 25<sup>th</sup> in the nation for jobs within the urban core and 6<sup>th</sup> in job density. While the city is historically known for its steel industry, today its economy is largely based on health care, education, technology, robotics, and financial services. The city is headquarters to major global financial institutions, including PNC Financial Services, Federated Investors and the regional headquarters of BNY Mellon. Most recently, in 2010, Forbes and Yahoo! both listed Pittsburgh as the most livable city in the United States.





*busnetwork*

# bus kings



>>

there are over **38,000 bus kings** in the titan network.

### about bus kings

Bus Kings offer superior eye-level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable.

### display type

King

### size

30”H x 144”W

## bus queens



>>

**exterior bus advertising** is the ultimate **mass-reach** medium.

### *about bus queens*

Slightly shorter than the King-Size poster, this option offers a marriage of impact and value. With Queens, advertisers can reach a mass audience of pedestrian and vehicular traffic in an effective way.

### *display type*

**Queen**

### *size*

30"H x 108"W

## bus ultra super kings



>>

over **2.4 million** individuals see a titan bus ad every day.

### *about bus ultra super kings*

Bold, colorful and unique, Ultra Super Kings cut through the clutter and command attention. Wheel-well to wheel-well, this mock-up showcases the great way in which Ultra Super Kings can deliver high-impact messages.

### *display type*

**Ultra Super King**

### *size*

30"H x 248"W

## bus king kongs



>>

**861 vehicles** make up Port Authority's **bus fleet**.

### *about bus king kongs*

King Kongs increase ad visibility by nearly 65% compared to traditional King-Size displays. This dynamic media form, illustrated in the mock-up above, allows advertisers to expand their messages beyond traditional Kings at an affordable price.

### *display type*

**King Kong**

### *size*

55"H x 248"W

## bus king kongs w/ extensions



>>

**124 Port Authority bus routes** saturate Pittsburgh and the surrounding region.

### *about bus king kongs w/ extensions*

King Kongs w/ Extensions travel where traditional out-of-home advertising is limited or unavailable. Larger than life, this media form is a unique way for advertisers to stand out and make an impact on the marketplace.

### *display type*

**King Kong w/ Extension**

### *size*

Custom Install

## bus tails



>>

over **74 million** individuals see a titan bus ad every month.

### *about bus tails*

Bus Tails establish brand awareness. Mounted up high for visibility, this format reads to pedestrians while also commanding the attention of drivers.

### *display type*

**Tail**

### *size*

21"H x 72"W

## bus fullbacks



>>

Port Authority is the **11th-largest** public transit agency in the **United States**.

### *about bus fullbacks*

Bus Fullbacks are a colorful advertising medium which draw attention to advertisers' messages, reaching active, on-the-go consumers in the marketplace.

### *display type*

**Fullback**

### *size*

custom install

# bus full wraps



>>

over **880 million** individuals see a titan bus ad every year.

### about bus full wraps

Bus Full Wraps combine the size of a billboard with market penetration and eye-level impact. Place Full Wraps on specific bus routes for extra targeted coverage.

### display type

Full Wrap

### size

Custom Install

# bus interiors



>>

over **19 million** people ride a titan bus every day.

## about bus interiors

Interior Bus Cards give advertisers the opportunity to deliver their messages to a captive audience – allowing for longer brand exposure, therefore promoting ad retention. The average bus rider travels by bus five or more days per week. This repeated exposure will result in a higher frequency and places ads on the top of commuters' minds.

\* Port Authority interior bus media is identical to SEPTA interior bus media, photographed above.

## display type

**Interior Card**

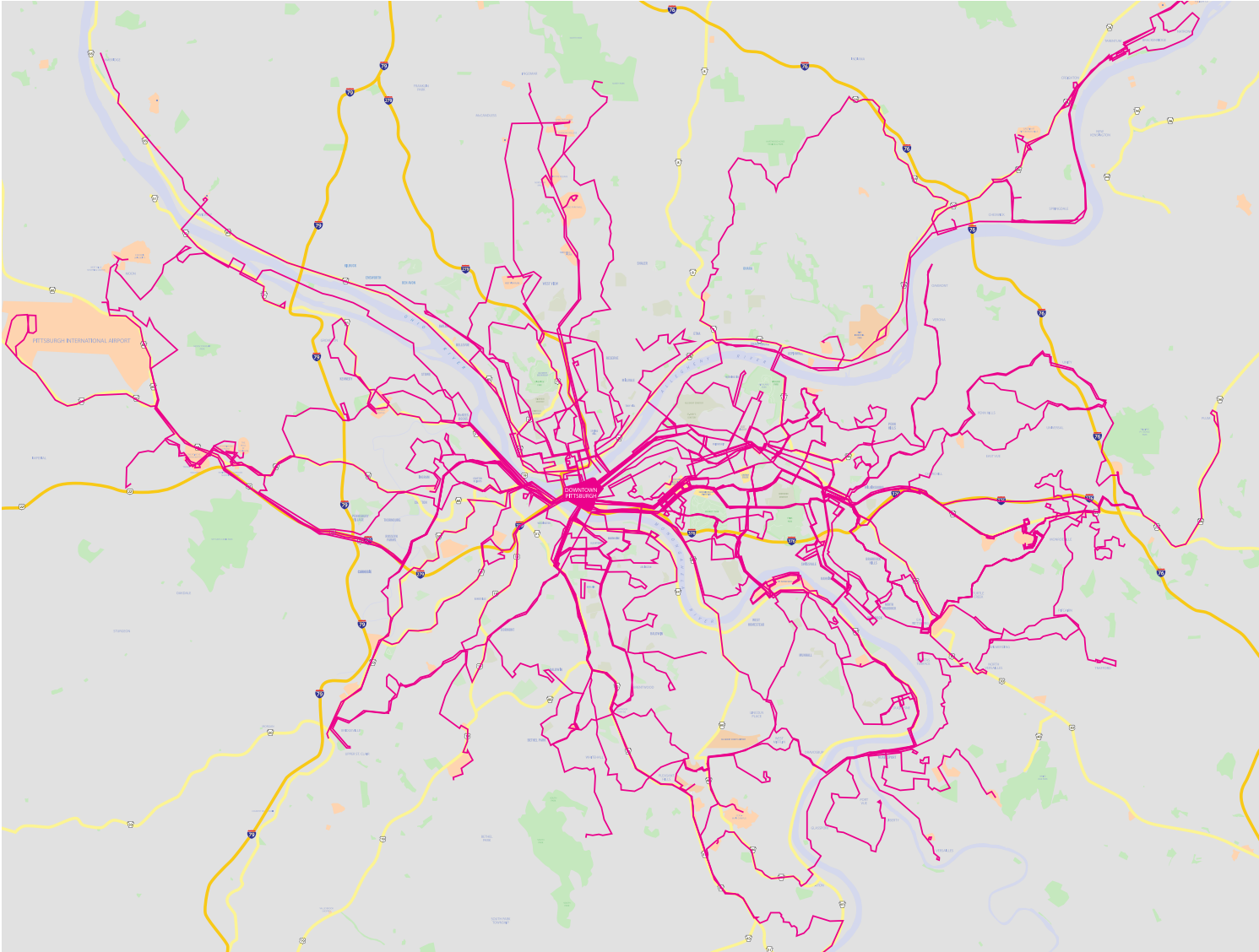
**Bulkhead**

## size

11”H x 28”W

22”H x 21”W

# bus coverage map



key

- bus routes
- highways
- streets
- rivers



*railnetwork*

# light rail interiors



>>

**83 light rail vehicles** saturate **Pittsburgh** and the surrounding region.

### *about light rail interiors*

The only advertising visible on the light rail line through South Hills into downtown Pittsburgh, this interior card definitely stands out. Placed on the clear windscreens near the driver's compartment or at the articulated sections of the cars, advertisers' messages are sure to grab the attention of riders as they wind their way to and from work or recreation.

### *display type*

**LRV Interior**

### *size*

20"H x 17"W

## first avenue panels



>>

### first avenue panel

advertising reaches an ethnically **diverse** and **captive audience**.

#### *about first avenue panels*

First Avenue Panels are strategically placed on the inbound and outbound platforms at First Avenue Station. These movie-poster-size advertisements sit in a freestanding plexiglass frame and are positioned to maximize commuter viewership.

#### *display type*

**First Avenue Panel**

#### *size*

46.5"H x 58.875"W

## station banners



>>

**1,891,163** vehicle  
**miles operated** on  
the light rail.

### *about station banners*

Mounted up high for visibility, Station Banners can be seen by commuters on the platform and passengers inside the train. Station Banners are a great way to reach and influence commuters by reaching them at key decisions making moments.

### *display type*

**Station Banner**

### *size*

custom install

## train wraps



>>

**the light rail** traverses  
**25 miles** of track  
throughout Pittsburgh.

### *about train wraps*

Train Wraps offer the most ad space of any wrapped transit medium in Pittsburgh. These transit giants can host a variety of creative executions, achieving the ultimate “wow-factor”.

### *display type*

**Train Wrap**

### *size*

Custom Install

## station domination

>>

monthly ridership

350,000



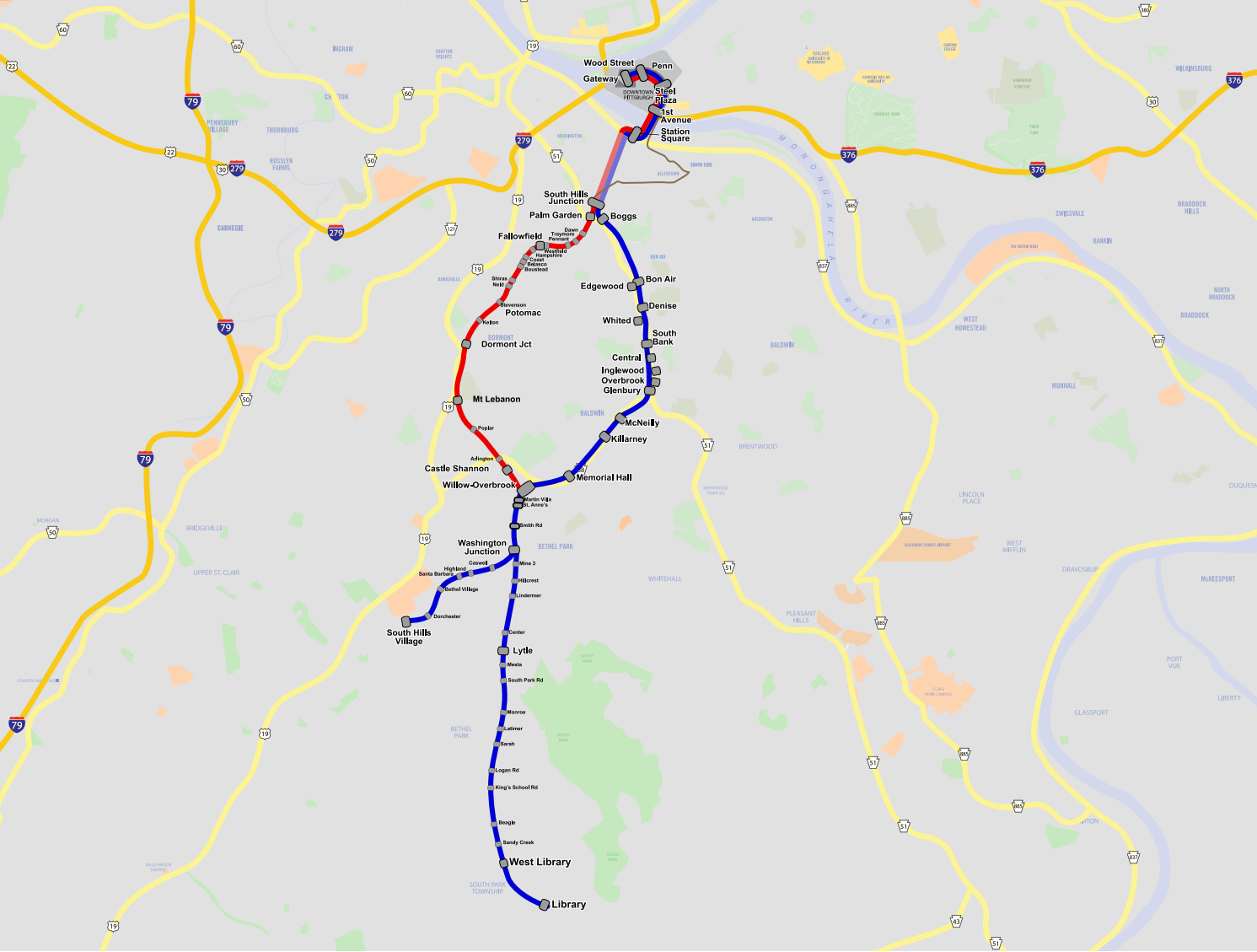
## steel plaza station

### about steel plaza station

Steel Plaza Station is located at the intersection of Grant, Sixth and Ross streets in the heart of Pittsburgh's financial district. Nearly 13,000 "T" riders use Steel Plaza Station daily, while more than 22,000 people work in the immediate area. The busiest station in the system, it provides access to eastern and central portions of downtown, including the city's tallest buildings, the US Steel Tower and BNY Mellon Center.

<i>display type</i>	<i>quantity</i>
Grand Staircase	1
Wall Spectacular	2
Entrance Floor Graphic (shown)	1
Large Center Floor Graphic	1

# light rail coverage map



**key**

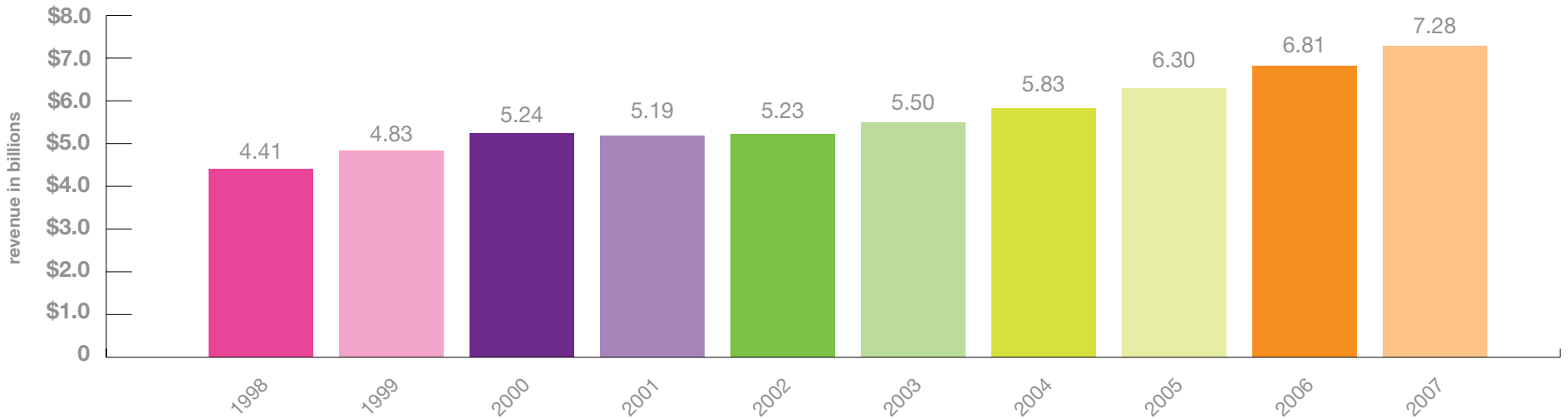
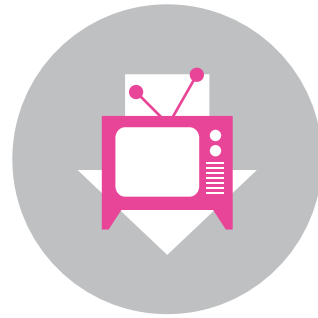
- red line
- blue line
- brown line



*360network*

>>

while the advertising spend in television, radio and print continues to decline, **outdoor has steadily seen it's share of the media pie increase.**



# \$7.8bn

was spent on  
Out-of-Home  
advertising in 2008.

Out-Of-Home advertising balances production costs with market penetration, reach and frequency to provide one of the most cost effective advertising choices available.

while the CPM (cost per thousand impressions) for many media forms is becoming higher and higher, Out-Of-Home remains one of the most inexpensive mediums.

television and radio audiences have become more and more fragmented due to the surge in consumer options.

newspaper readership has plummeted, while the costs of production continue to rise.

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