



Rochester Transit Center Marketing Opportunities





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Gate
Monitors



26 Digital Screens
42" Monitors – static ad
Size: 1920 (w) x 1080 (h) (jpeg format)
Total weekly impressions: 229,320
Total 4-week impressions: 917,280



Advertising Rates

Units	1-2 Periods	3-4 Periods	5-6 Periods	12+ Periods
26 Screens	\$1,750	\$1,600	\$1,400	\$1,200

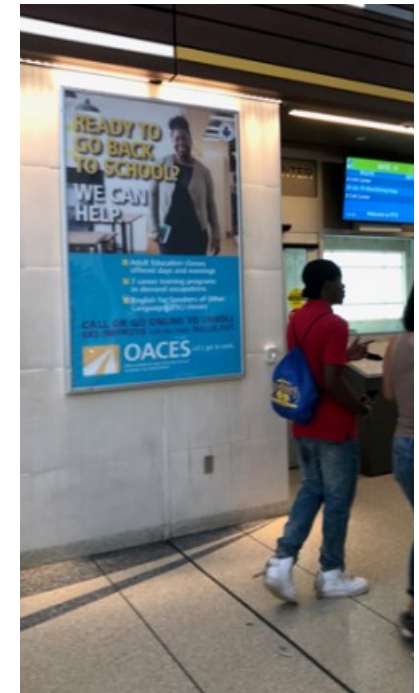
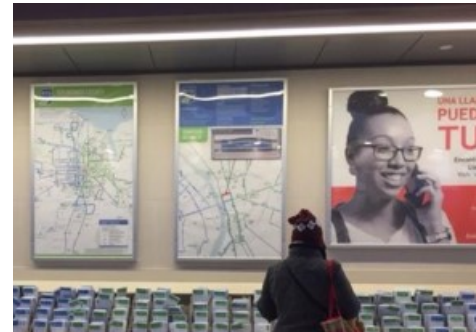
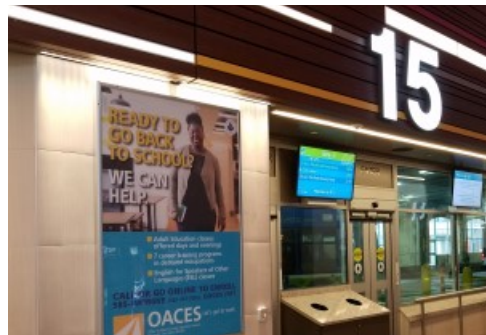


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Dioramas



- 2 located in the East Core (vertical)
- 2 located in the West Core (vertical)
- 2 located at the Route Wall (horizontal)*
- 6' x 4' per unit – All Backlit



Advertising Rates

Showing	Units	1-2 Periods	3-4 Periods	5-6 Periods	12+ Periods
#100	6	\$3,000	\$2,850	\$2,700	\$2,400
Unit	1	\$500	\$475	\$450	\$400

Production/Install: \$125

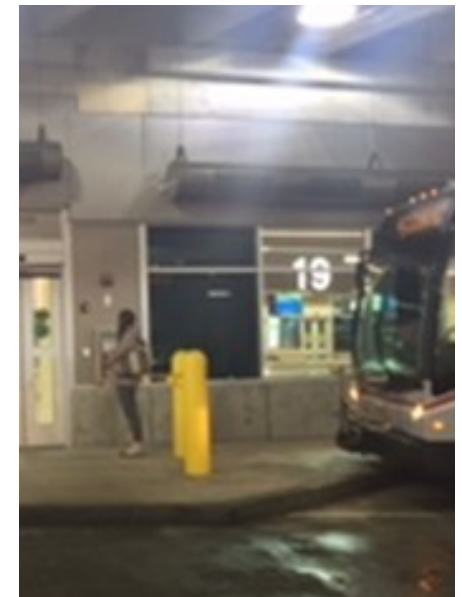


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Transit Center Bays



- Exit and Entrance Bay Advertising
- 26 Advertising Locations
- 2 Bus Bays, 13 Spaces in Each Bay
- 1 Window per gate; includes Top/Bottom (25" x 50" Top / 55" x 50" Bottom)



Advertising Rates

Gates		Costs Per Period			
Showing	Units	1-2 Periods	3-4 Periods	5-6 Periods	12+ Periods
#100	26	\$5,200	\$4,550	\$3,900	\$3,120
#50	13	\$2,600	\$2,275	\$1,950	\$1,560
Unit	1	\$200	\$175	\$150	\$120

Production/Install: \$275



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Transit Center Wall



- Transit Center Wall
- 384" x 72"



Advertising Rates

Transit Wall		Costs Per Period		
Showing	Units	3-4 Periods	5-6 Periods	12+ Periods
#100	1	\$3,000	\$2,300	\$2,100

Production/Install: \$2,200

www.gatewayoutdoor.com