



MEDIA KIT

Serving Sumter County





News Release, October 2021

Santee Wateree Regional Transportation Authority Planning Organization awards FUEL Media Holdings New Sales Advertising Partnership

FUEL Media Holdings has signed a new transit advertising contract with Santee Wateree Regional Transportation Authority (SWRTA). The multi-year agreement will give FUEL the exclusive right to sell interior and exterior transit advertising space. The SWRTA is the only public transit system in Sumter County, Florida.

As announced by Patrick Mency, President of FUEL, "We are very excited about our new partnership with SWRTA. We have a strong commitment to the public transportation business and the fiscal benefits for SWRTA.

FUEL's partnership with SWRTA means greater opportunities for local and regional businesses to gain additional exposure through approved advertising materials on Sumter County Fixed Routes and Para -Transit vehicles. The transportation advertising business is a growing media platform. The advertising dollars invested enhances the ability to deliver massive outreach. The consumer is not required to subscribe or turn on anything to engage with the advertising message.

The transportation advertising business is a growing media platform. The advertising dollars invested enhances the ability to deliver massive reach. The consumer is not required to subscribe or turn on anything to engage with the advertising message. Bus Advertising cost are more greatly reduced when compared to other ad formats, such as television, newspaper internet and radio.

For more information on your business advertising on Sumter County Transit opportunities contact FUEL MEDIA HOLDINGS at www.fueloutdoormedia.com or 850-331-1777

For more information on advertising opportunities visit or call <https://www.fueloutdoormedia.com> or 850-331-1777

Cheryl Anderson, Vice President of Sales and Marketing, FUEL Media Holdings
Cheryl@fuelmediaholdings.com

Patrick Mency, President, FUEL Media Holdings
Patrick@fuelmediaholdings.com

About FUEL Media Holdings

FUEL Media Holdings is a certified DBE and MBE advertising business based in Jacksonville, Florida committed to helping municipalities, transportation authorities and businesses generate revenue through out-of-home media marketing. We are a motivated team of professionals who are passionate about our work and dedicated to our clients' success. We believe in the communities we operate in and are committed to helping businesses reach their full potential with outdoor advertising properties.

WHY TRANSIT ADVERTISING?

Nothing does it like an advertisement on the bus! You can't tune it out. You can't change the channel. You can't zap it with the remote. You can't ignore it by taking a different route. You aren't bundled together for a :10 second spot that fits their schedule but not yours.

- ➔ REACH - No other media puts you in front of more people.
- ➔ FREQUENCY - Potential customers see your ad - over and over.
- ➔ HIGH VISIBILITY - Face it. A bus is hard to miss.
- ➔ DELIVERY - Buses deliver your ad to where potential customers are.
- ➔ ALL DAY EXPOSURE - Day! No :10 second or :30 seconds here.
- ➔ EYE-LEVEL - Attention grabbing ad delivers your message to potential buyers.
- ➔ INESCAPABLE - Bus ads command attention. You can't tune them out.
- ➔ ATTENTION GRABBING - Rolling Billboards create instant recognition.



Moving Billboards

Circulating in the busiest areas of cities, bus advertising offers exposure to local commuters, drivers and pedestrians. These 'moving billboards' are displayed on the bus exterior and come in a variety of sizes and high-impact formats to reach your audience. Available in various sizes and formats, from side panel displays to fully wrapped buses. Transit advertising can deliver exposure where other Out-Of-Home (OOH) advertising may be prohibited.



Continuous Exposure Year Round

Wrap the entire Bus with your ad to make a dramatic impact. Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace all day, every day. This continuity builds consumer's familiarity with your company and brand. Bus ads are great for branding campaigns, which typically run for at least one year.



Capture the Market

Use a high quantity of smaller Bus ads to saturate the market in a short amount of time. Bus ads are highly effective for announcing new products, seasonal specials or short term advertising campaigns. These ads can run for a period of time (typically 3 to 6 months). Bus ads capture consumers' attention so they act upon a particular promotion immediately.



OOH Benefits

Consumers are steadily on-the-go, and they see Out-of-Home ads along the way. Nielsen's recent study revealed that not only do consumers notice Out-of-Home ads, but they take action after seeing them.

83% of people who notice OOH ads also notice the ad's message.

37% notice the message most/all of the time.
46% notice the message some of the time.

80% of consumers have noticed an OOH ad in the past month.

62% notice an OOH ad each week.



61%

DIGITAL BILLBOARD



54%

BUS AD



45%

STREET LEVEL AD



33%

SHELTER AD

Out-Of-Home Advertising Connects to Mobile

Participants reported the following actions on their smartphone in response to OOH ads (in the past month):



33% SEARCHED ONLINE ABOUT THE ADVERTISER

23% ACCESSED A COUPON OR DISCOUNT

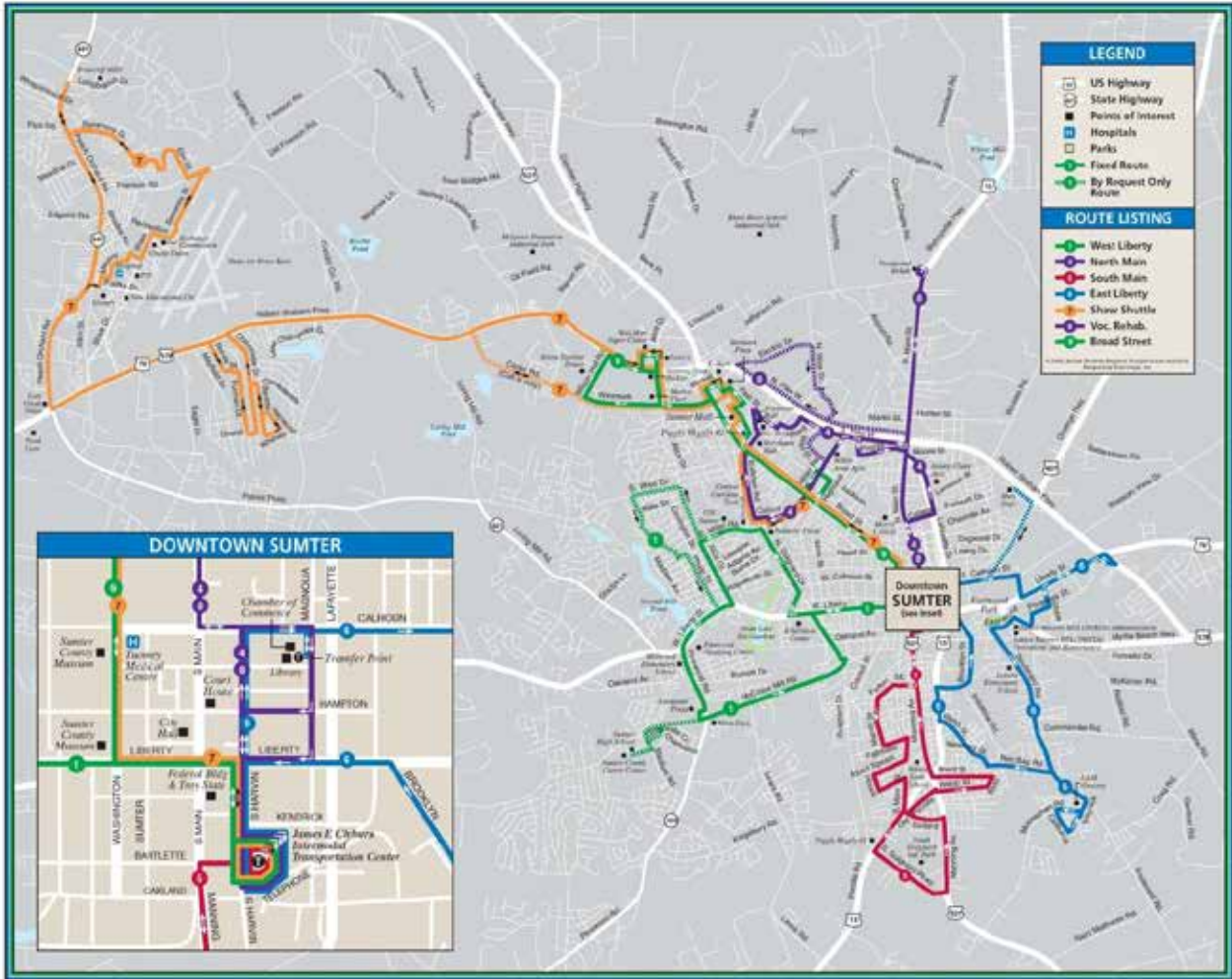
22% VISITED THE ADVERTISER'S SITE

13% DOWNLOADED OR USED AN APP

13% TOOK A PHOTO OF AN AD

SOURCE: NIELSEN 2016 OOH STUDY

Advertising Coverage



Products



Super King Headliner

This wrap offers a large dynamic advertising space with market penetration and eye-level impact - decided advantages of Bus Advertising.

These large broadcast mediums draw attention to your message and reach active, on-the-go consumers in the marketplace.

King Kong

High traffic counts combined with extra large size give your message high visibility. These displays stand out from traditional mediums with large, dominant graphics. They provide coverage from wheel well to wheel well, spanning the height of a bus



Super King

King size bus ads offer superior eye-level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable.

The ultimate mass reach medium, Exterior Bus Advertising is the most colorful, dynamic and cost efficient form of advertising available today.



Queen Wrap

Queen size bus ads offer superior eye-level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable.

The ultimate mass reach medium, Exterior Bus Advertising is the most colorful, dynamic and cost efficient form of advertising available today.



Tail

High-Impact Taillight Displays establish brand awareness. Mounted for maximum visibility, this format reads to pedestrians while also commanding the attention of drivers.

This product is located on the rear of the bus, commands the attention of passersby as they are located at eye level in heavily populated areas.





Advertising Options

32 Passenger Bus



SUPER KING HEADLINER



SUPER KING



KING KONG



SUPER TAIL

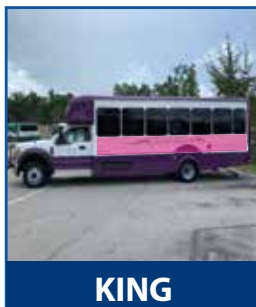


TAIL



INTERIOR CAR

24 Passenger Bus



KING



QUEEN



SUPER TAIL



TAIL



**CALL
YOUR LOCAL SALES REP
TODAY!**

803-887-8777

