



TRANSIT OUTDOOR ADVERTISING MEDIA KIT



Serving the Lake Charles Area





FUEL Media Holdings 2 LLC Advertising Partnership with The City of Lake Charles

FUEL Media Holdings 2 LLC has the exclusive right to sell interior and exterior transit advertising, bus shelters and bus benches for the City of Lake Charles. The City of Lake Charles provides public transit services with fixed routes and para transit services throughout the Lake Charles communities. Fuel's partnership with the City of Lake Charles provides greater opportunities for local and regional businesses to gain additional exposure through approved advertising materials on Lake Charles transit vehicles, bus shelters and bus benches. The transportation advertising business is a growing outdoor media platform. The advertising dollars invested by businesses enhances the ability to deliver massive reach to new customers. The consumer is not required to subscribe or turn on anything to engage with outdoor advertising messages.

For more information on advertising opportunities contact us at:

<https://www.fuelmediaholdings.com/contact> or 855-552-3624

Cheryl Anderson, Vice President of Sales and Marketing

Cheryl@fuelmediaholdings.com

Patrick Mency, President

Patrick@fuelmediaholdings.com

About FUEL Media Holdings 2 LLC

Fuel Media Holdings 2 LLC is a certified DBE and MBE business committed to helping municipalities, transportation authorities and businesses generate revenue through outdoor advertising. We are a motivated team of professionals passionate about our work and dedicated to our client's success. We believe in the communities we serve and are committed to helping local businesses reach their full potential with outdoor advertising properties.

WHY OUTDOOR ADVERTISING?



Nothing does it like an outdoor advertising! 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 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

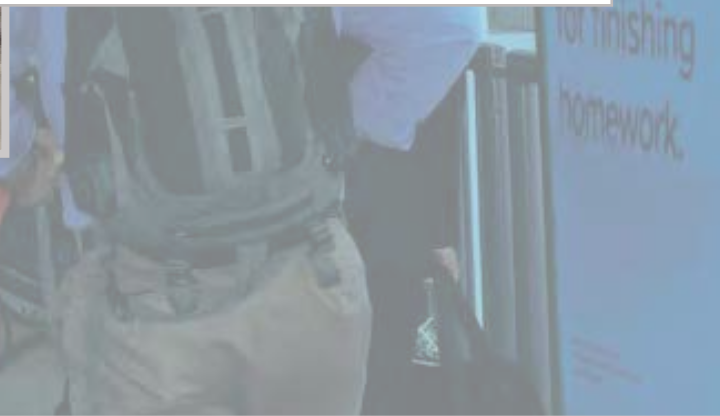
Products



King / King XL

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.



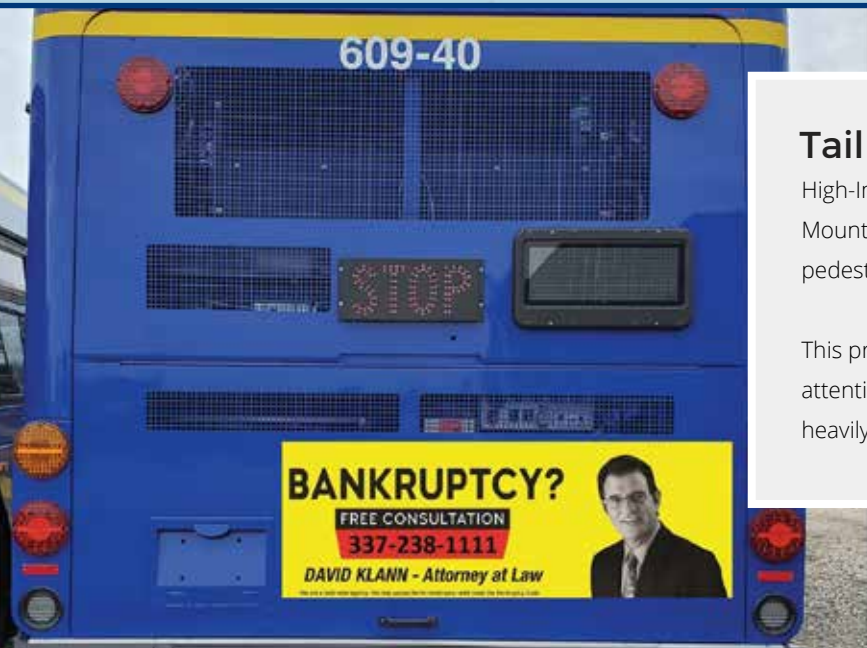
Queen Wrap

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

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Products



Tail Wrap

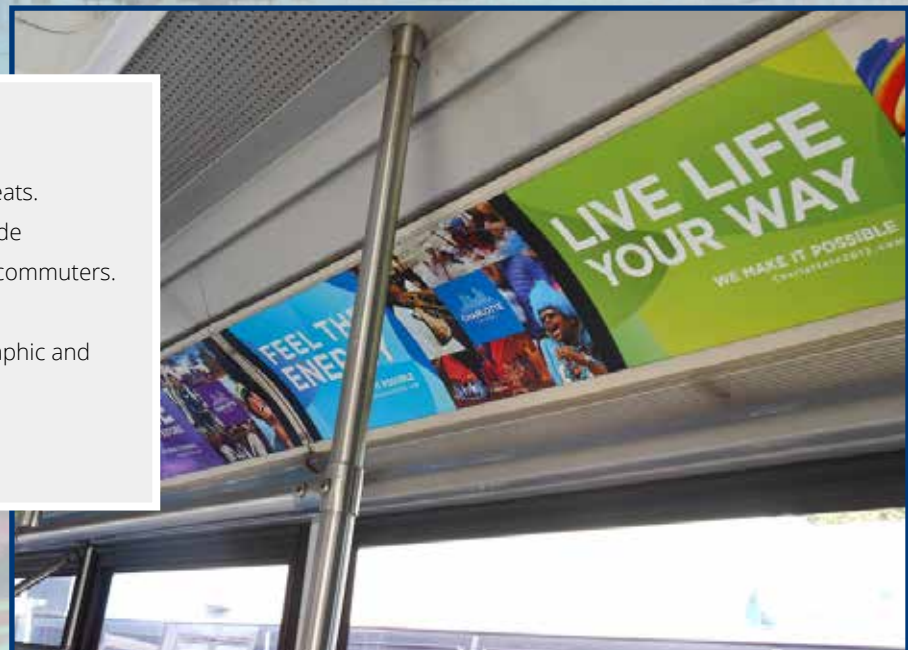
High-Impact Taillight Displays establish brand awareness. Mounted for maximum visibility, this format reads to pedestrians while also commanding the attention of drivers.

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.

Interior Bus Cards

These cards are positioned above the passenger seats. With long viewing exposure, these transit ads provide uncompromised visibility for a captive audience of commuters.

These ads can be used to target a specific demographic and are highly effective.



Bus Shelters

Bus Shelters provide eye-level exposure to pedestrians and vehicular traffic.

You ad will grab their attention while they wait for the traffic light to change, bus or walk down the street. Add interactive elements such as QR codes to direct users to mobile landing pages that contains more information and interactivity.



Bus Benches

Bench ads can be targeted to specific geographic areas and can work for your business around the clock.

These cost effective bus bench advertising ads are located at street level, making them ideal advertising mediums for both pedestrians and drivers in urban centers.



Transit Advertising Data

The City of Lake Charles is conveniently located off Interstate -10 between Houston, Texas and New Orleans, Louisiana. Surrounding communities City of Westlake, City of Sulphur, City of DeQuincy, Town of Vinton and Town of Iowa.

Population: 78,396

Male: 48.1%

Women: 51.9%

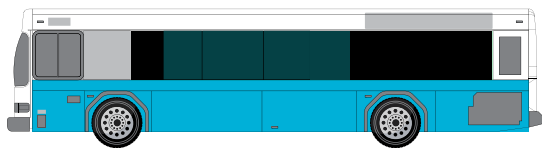
Median Resident Income: \$41,538

Annual Ridership: 287,640

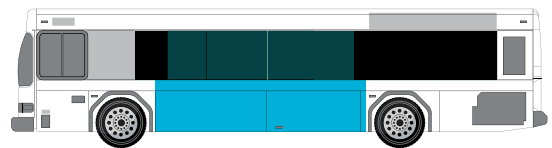
Annual Total Miles: 182,930



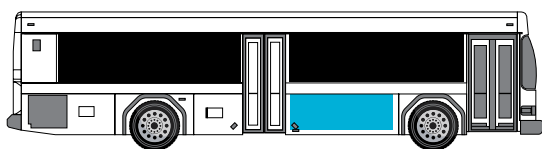
Advertising Options



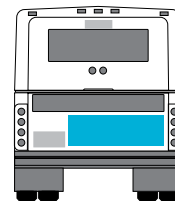
King XL



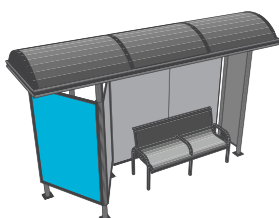
King



Queen



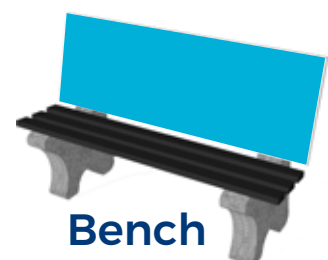
Tail



Shelter



Interior Bus Cards



Bench



Lake Charles
Louisiana

CALL
YOUR LOCAL SALES REP
TODAY!

855-552-3624

