



South Shore Line



MESMERIZE

Out of home. Into action.

South Shore Line



Drive your Brand in with South Shore covering the highest Traffic Routes in the Country!

- **Annual Ridership:** 4.5 Million riders per year
- **Targeted Demographic:** Reach professionals during the week as they go back and forth between Northwest Indiana and Chicago and then reach families and tourists on the weekend as they head into Chicago for events.



TRANSIT MARKETING RAIL FORMATS



Interior Strip



Michelangelo



Platform - 2 Sheet Billboards



Entry Wall Door/Aisle



Car Cards



Midway Cards



Car Wraps

Rate Card

**All rates are NET

Interior Strip (40" x 8") – Located along the side of the Bus & above the exit			
# of Units	3 Month	6 Months	12 Months
80	\$3,600	\$3,520	\$3,440
40	\$1,880	\$1,840	\$1,800
20	\$980	\$960	\$940
8	\$416	\$400	\$392

Production: \$30 per panel

Car Card (22" x 22") – Located			
# of Units	3 Month	6 Months	12 Months
80	\$3,600	\$3,520	\$3,440
40	\$1,880	\$1,840	\$1,800
20	\$980	\$960	\$940
8	\$416	\$400	\$392

Production: \$35 per panel

Entry Door/Aisle Wall (Multi) – Located at the entrance of every rail car			
# of Units	3 Month	6 Months	12 Months
40	\$8,800	\$8,400	\$8,000
20	\$4,800	\$4,600	\$4,400
8	\$2,080	\$2,000	\$1,920

Production: \$150 per panel



Rate Card

**All rates are NET



Midway Cards (26" x 39") – Located in the middle of every rail car			
# of Units	3 Month	6 Months	12 Months
80	\$4,160	\$4,080	\$4,000
40	\$2,160	\$2,120	\$2,080
20	\$1,120	\$1,100	\$1,080
8	\$464	\$456	\$448

Production: \$100 per panel

Michelangelo (45" x 72") – Located on the Ceiling of the Aisle			
# of Units	3 Month	6 Months	12 Months
40	\$5,200	\$4,800	\$4,440
20	\$3,000	\$2,800	\$2,600
8	\$1,360	\$1,280	\$1,200

Production: \$200 per panel

Platform 2-sheet Billboards (60" x 46") *Price Per Panel*			
# of Units	3 Month	6 Months	12 Months
15	\$3,525	\$3,300	\$3,000
10	\$2,650	\$2,500	\$2,250
5	\$1,475	\$1,375	\$1,250

Production: \$150 per panel



3 panels shown

Rate Card

***All rates are NET*

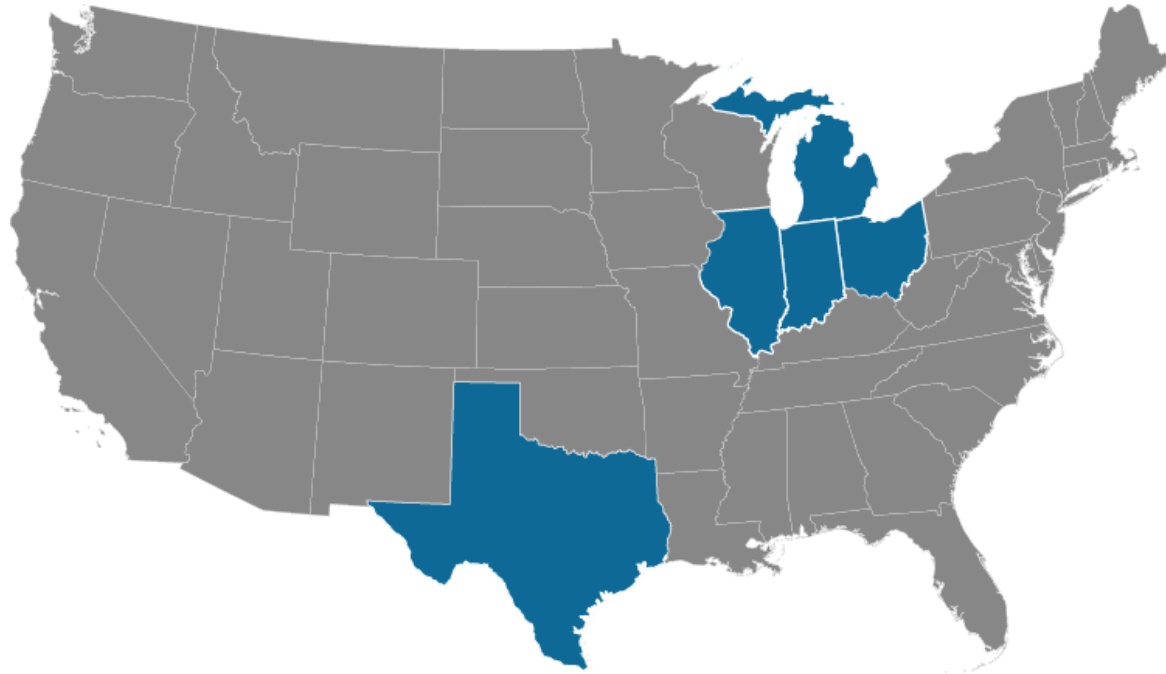
Car Wrap			
# of Units	3 Month	6 Months	12 Months
5	\$4,800	\$4,200	\$3,800
3	\$3,200	\$2,800	\$2,500
1	\$1,200	\$1,050	\$950

Production: \$2,420 per panel



TRANSIT MARKETING

AVAILABLE FORMATS BY MARKET



Media	Bus	Paratransit	Motorcoach	Rail	Shelters
ILLINOIS					
Chicago			●	●	
Quad Cities	●				
Quincy		●			
INDIANA					
Bloomington	●	●			
Crown Point		●			
Evansville		●			
Ft. Wayne		●			
Gary	●	●			●
Indianapolis		●			●
Lafayette		●			
Michigan City		●			
South Bend	●	●			●
Terra Haute	●	●			
Valparaiso		●			
Vincennes		●			
OHIO					
Sandusky		●			
Toledo		●			
MICHIGAN					
Kalamazoo	●	●			
TEXAS					
Abilene	●				
Dallas-Ft Worth	●				
San Antonio	●				