



THE POWER OF NEW IDEAS

A Case Study: Commuter Advertising



Entrepreneurship is NOT easy

**YOUNG GUY JUST
THREEE SHORT
YEARS AGO!**





Commuter Advertising Highlights

Only provider of transit audio advertising in the country

Able to generate significant new revenue for transit in creative way

Currently generating new advertising revenue and ready to expand!

- Chicago, IL
- Dayton, OH audio and print
- Champaign, IL
- **Seattle Sound Pilot**
- Kansas City, MO/KS
- Toledo, OH audio and print
- Rockland County NY

Provide free production of PSA's and other transit messaging including security announcements and re-route information

Ideal public-private partnership opportunity

Brand New Pin-Pointed Transit Media

Main St.



Text "Space Needle" to 313131 for the Seattle Sound special!

Communicate Clearly

Introduction to Tim Healy, Marketing and Operations Team

Follow Up Meeting With Ms. Earl, CEO of Sound Transit

Analyze the Sound Transit System

Identify Number of Sponsorship Messages

Work On Acceptable Method To Accept Proposal/Discuss Revenue

Launch Program

Secure Advertisers (3-ways)

Announcements Alerting Riders That New Revenue is On The Way

Ridership Surveys

Constantly Create New Ways To Innovate

Leverage Technology in a New Way

Smart Phone



Smart Bus



Here's How To Text



Step #1: Text yescomad OR nocomad

Step #2: To 313131

Step #3: Click on link

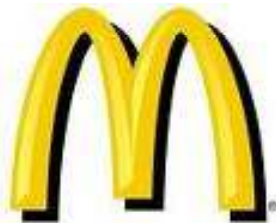
Step #4: pick youtube

Step #5: Look over neighbors shoulder!

Trackable, Active, Captive Media in \$34B Market

82%
renewal
rate

13% Lift in Big N Tasties!



CA Contact Information



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THANK YOU