


Bench Advertising...



Bus Passenger Bench Coverage LONG ISLAND, NEW YORK



 Bus Bench Coverage



Bus Passenger Bench Coverage Long Island, New York

Nassau and Suffolk Counties

Long Island is one of the most affluent consumer markets in the United States and one of New York City's most densely populated suburbs. The Median Household Income is nearly twice the U.S. average.



Shelter Coverage Includes these highly desirable areas:

- Malls: Roosevelt Field, The Source, Americana and Sunrise Malls
- Colleges: Hofstra, Adelphi, Nassau Community College
- Nassau Coliseum
- Eisenhower Park
- Mineola Station

Market At A Glance – Long Island

Total Population	2,832,882	Adults 18 +	2,132,866
Pop Growth 2000-2010	+ 2.1%	Median Age	40.0 yrs
Median HH Income	\$ 89,060	Mean Travel to Work	31.7 minutes
Ethnicity:			
Hispanic	15.6%		
AA	9.3%		
Asian	5.5%		
Advertising Displays	250	A.D.E.C. 18 +	19,468

SOURCE: 2010 U.S. Census Bureau, TETRAD, TrafficMetrix



Signal Outdoor Advertising LLC

Bus Bench Rates & Allotments

Long Island, New York

Nassau and Suffolk Counties

Effective 1/1/2012

Product	Showing	Qty	Monthly Contract Rates		
			1 month	6 months	12 months
Benches	#100	120	\$29,160	\$26,245	\$23,620
	#50	60	\$16,200	\$14,580	\$13,120
	#25	30	\$9,000	\$8,100	\$7,290

Note: All rates are NET space only and subject to change. Space is subject to availability. Specific placement premiums may apply.

SPECIFICATIONS

- Poster Size: Overall Size: 83.5" wide x 23.5" tall; Viewing Size: 82.5" wide x 22.5" tall
- Material: .024 Aluminum or 20 pt. Styrene (contact regional office for list of approved vendors)
- Quantity: 20% overage per month
- Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
- Ship to: 100-J East Jefryn Boulevard, Deer Park, NY 11729

Regional Sales

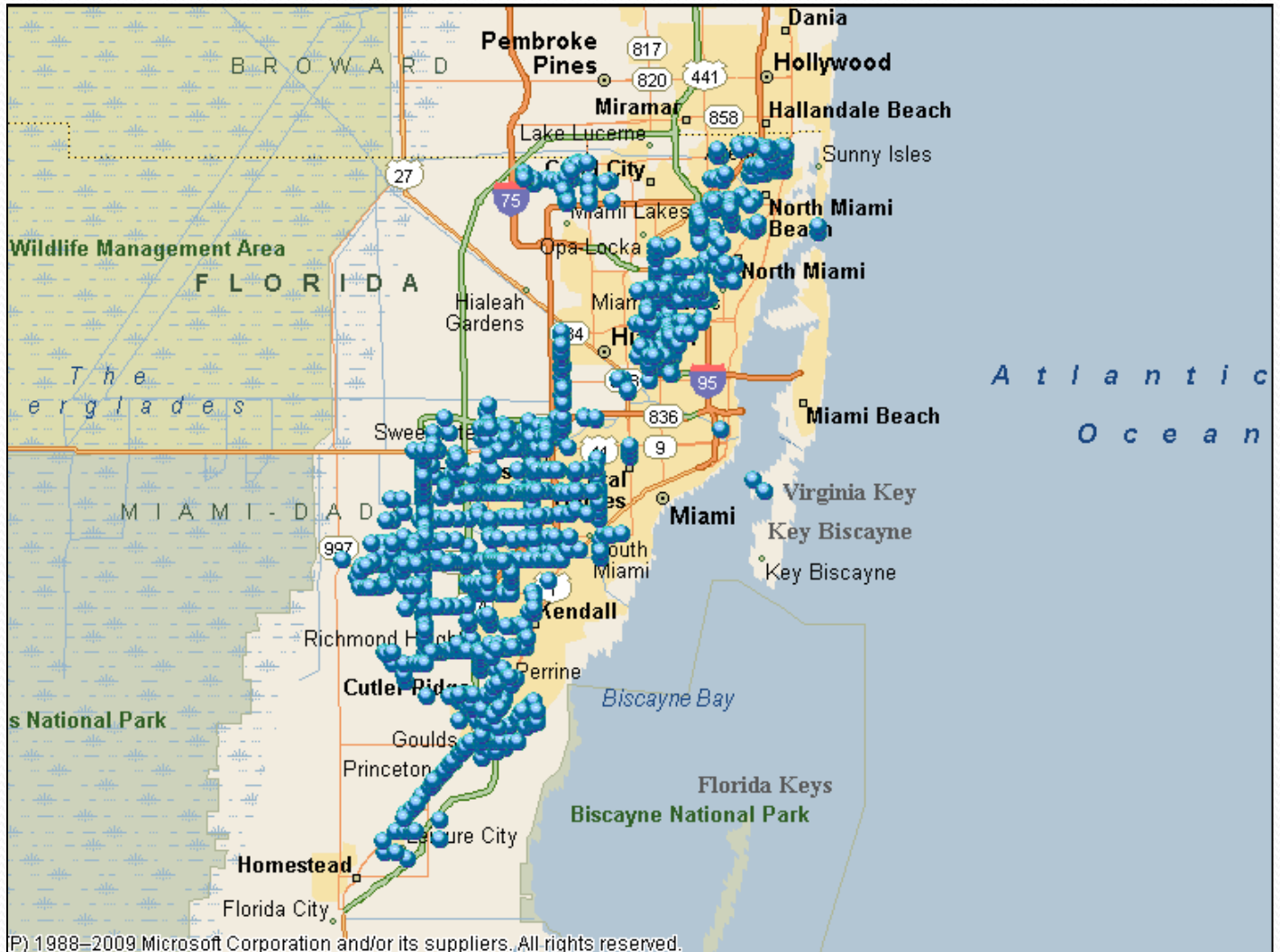
100-J East Jefryn Boulevard
Deer Park, NY 11729
(631) 667-9800 Tel
(631) 667-2860 Fax


Corporate Office

7616 Southland Blvd, Suite 114
Orlando, FL 32809
(407) 856-7079 Tel
(407) 856-7039 Fax



Bus Passenger Bench Coverage MIAMI, FLORIDA



 Bus Bench Coverage



Bus Passenger Bench Coverage Miami, Florida

Miami-Dade County

Miami-Dade County is the most populous county in Florida and the 8th largest in the United States, with a population of 2.5 million people.

The county encompasses 2,431 square miles with 84 miles of coastline. The area is a leader in finance, commerce, culture, media, entertainment, the arts, and international trade.



In 2008, Forbes magazine ranked Miami "America's Cleanest City", for its year-round good air quality, vast green spaces, clean drinking water, clean streets and city-wide recycling programs.

Miami-Dade County is extremely diverse, with 65.0% of the population being Hispanic and 18.9% being Black or African American. 51.4% of the county's residents are foreign born and 59.2% speak Spanish as their first language.

Market At A Glance – Miami-Dade County

Total Population	2,496,435	Adults 18 +	1,898,217
Pop Growth 2000-2010	+ 10.8%	Median Age	37.7 yrs
Median HH Income	\$ 43,605	Mean Travel to Work	29.5 minutes
Ethnicity:	Hispanic	65.0%	
	AA	18.9%	
	Asian	1.5%	
Advertising Displays	1,500	A.D.E.C. 18 +	11,000

SOURCE: 2010 U.S. Census Bureau, TETRAD, TrafficMetrix



Signal Outdoor Advertising LLC

Bus Bench Rates & Allotments

Miami, Florida

Miami-Dade County

Effective 1/1/2012

Product	Showing	Qty	Monthly Contract Rates		
			1 month	6 months	12 months
Benches	#100	200	\$48,600	\$43,740	\$39,365
	#50	100	\$27,000	\$24,300	\$21,870
	#25	50	\$15,000	\$13,500	\$12,150

Note: All rates are NET space only and subject to change. Space is subject to availability. Specific placement premiums may apply.

SPECIFICATIONS

Poster Size: Overall Size: 72" wide x 24" tall

Material: Adhesive vinyl on coroplast with top coat lamination

Quantity: 20% overage per month

Shipments: Materials must be delivered to our warehouse 7 days prior to posting

Ship to: 16225 SW 117th Avenue, Suite 1, Miami, FL 33177

Regional Sales

16225 SW 117th Ave, Suite 1
 Miami, FL 33177
 (305) 969-6100 Tel
 (305) 969-0540 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax

