



TRANSIT DISPLAYS



POINT OF
PURCHASE

IMPACTFUL

Special
EFFECTS

BENEFITS

- Reaches a captive commuters, shoppers and business professionals
- Offers “face-to-face” impact in buses, at stops, in waiting areas, and in high traffic locations
- Delivers messages in an immediate and impactful way
- Provides impressions in upscale areas

DISTRIBUTION

- Available in the major metropolitan markets

SIZE

- Varies according to type of display

PRODUCTION

- Varies according to type of display

CONTRACT TERMS

- Typically purchased four weeks or longer
- Number of locations contracted determines coverage and cost

LAYOUT

- Varies according to type of display

DIGITAL REQUIREMENTS

- High resolution CMYK print files
- Submit files with online file transferring website or FTP
- Software: Illustrator, Photoshop, & InDesign
- Specify Pantone colors for all flat tones.
- Include font files OR convert to paths/outlines
- Photoshop exports must be saved as .eps or .tif images

