



MEDIA KIT

Serving Gary & Northwest Indiana





News Release, November 1, 2019

FUEL Media Holdings Awarded Transit Advertising Partnership with Gary Public Transportation Corporation, GPTC

FUEL Media Holdings has signed a new transit advertising contract with the Gary Public Transportation Corporation (GPTC). The multi-year agreement will give FUEL the exclusive right to sell interior and exterior transit advertising and bus shelter space. The GPTC provides public transit services with bus routes in Gary and surrounding areas such as Merrillville, US30, Crown Point, East Chicago and Munster.

As announced by Patrick Mency, President of FUEL. “We are very excited about our new partnership with GPTC. We have a strong commitment to the public transportation business and the fiscal benefits for GPTC.”

FUEL’s partnership with GPTC means greater opportunities for local and regional businesses to gain additional exposure through approved advertising materials on GPTC fixed routes and para-transit vehicles and bus shelters. The transportation advertising business is a growing outdoor media platform. The advertising dollars invested by businesses enhances the ability to deliver massive reach to potential customers. The consumer is not required to subscribe or turn on anything to engage with the outdoor advertising message.

“This is an exciting time and an exciting opportunity for Gary and region businesses to use GPTC to amplify their voices” stated David Wright, GPTC’s Planning and Marketing Manager. “GPTC not only looks forward to this partnership with FUEL, but the new business partnerships – large and small – that will result.”

For more information on advertising opportunities contact
<https://www.fuelmediaholdings.com/contact> or 219-472-9877

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About FUEL Media Holdings

FUEL Media Holdings is a certified DBE and MBE business based in Jacksonville, Florida 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 clients’ success. We believe in the communities we serve and are committed to helping local businesses reach their full potential with outdoor advertising properties.

About GPTC

GPTC provides fixed-route transit in Gary and nine other communities in Northwest Indiana. GPTC also provides complementary curb-to-curb paratransit service to those who are, due to a disability, unable to use its fixed-route service. Follow GPTC on Twitter (@GaryTransit) and on Facebook (keyword “GaryTransit”) for service alerts and announcements. Call 219.884.6100 x0 or message the GaryTransit Facebook page for any questions.

WHY TRANSIT ADVERTISING?

Nothing does it like an advertisement on the bus! 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 entire 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

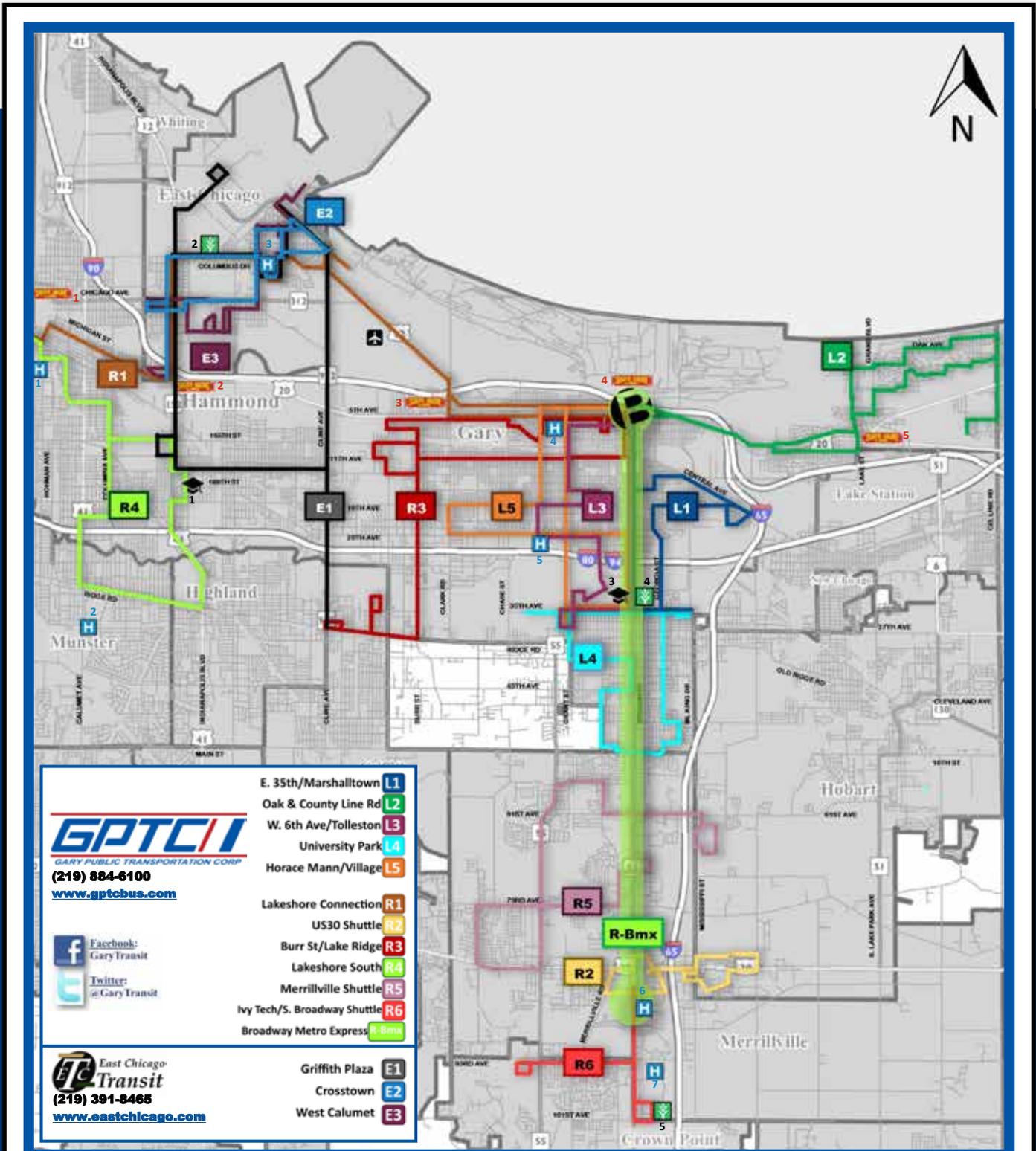
22% VISITED THE ADVERTISER'S SITE

13% DOWNLOADED OR USED AN APP

13% TOOK A PHOTO OF AN AD

SOURCE: NIELSEN 2016 OOH STUDY

Advertising Coverage



HOSPITALS

1. Franciscan Hammond
2. Community (Munster)
3. St. Catherine (E. Chicago)
4. Methodist Northlake (Gary)
5. Methodist Midlake (Gary)
6. Methodist Southlake (Merrillville)
7. Pinnacle (Crown Point)



COLLEGES

1. Purdue Northwest (Hammond)
2. Ivy Tech East Chicago
3. Indiana Univ. Northwest (Gary)
4. Ivy Tech Gary
5. Ivy Tech Crown Point/Merrillville



SOUTH SHORE STATIONS

1. Hammond
2. E. Chicago
3. Gary/Airport
4. Gary/Metro
5. Gary/Miller

Products



Full Bus Wraps

Full Wrap Buses combine the size of a billboard with market penetration and eye-level impact - decided advantages of Bus Advertising.

These large broadcast mediums draw attention to your message and reach active, on-the-go consumers in the marketplace.

King Kong

High traffic counts combined with extra large size give your message high visibility. These displays stand out from traditional mediums with large, dominant graphics. They provide coverage from wheel well to wheel well, spanning the height of a bus



King Wrap

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.

The ultimate mass reach medium, Exterior Bus Advertising is the most colorful, dynamic and cost efficient form of advertising available today.

Tail

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.



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.



Transit Advertising Data



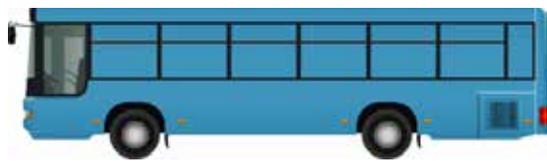
Annual Ridership: 785,218

Annual Total Miles: 954,756 per year

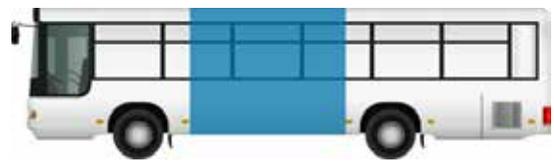
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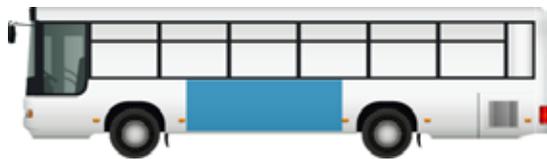
Advertising Options



Full Wrap
(Both Sides & Back)



King Kong



King



Queen



Tail



Bus Shelters



**CALL
YOUR LOCAL
SALES REP
TODAY!**

219.472.9877

