

# 2009 DOUBLE DECKER MEDIA KIT



# Know as you go.

***washington, dc – downtown  
san francisco, ca – downtown  
las vegas, nv – the strip***

Outdoor advertising is a great way to reach people where they live, work and play. It is media that is everywhere, and when used with creativity, it creates brand new ad spaces where none existed before — ad spaces that can stop people in their tracks. By the way, it's also one of your most cost-effective advertising options available. Double Decker bus backs are a unique and effective way to reach both the mobile local and big spending visitor audience you seek.

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1875 K St N | 4th Floor | Washington, DC 20006 | 866-698-1108 | Contact your local EMP Representative

# double decker bus advertising

## WHY USE OUTDOOR ADVERTISING?

- **Greater reach and frequency:** Reach more of the market, and with more frequency.
- **The Right Place at the Right Time:** Your ads are seen at the best possible time-when people are out of the house or office and ready to respond.
- **Super Value:** Transit advertising typically costs less than television, radio, newspaper or billboards.
- **Captive Audience:** Your exterior bus ads are seen by motorists behind and beside the bus, often in stopped traffic. Pedestrians notice your ads, too!
- **Brand Recognition:** Bus ads stimulate immediate recognition of who you are, what you have to offer and where to find you. The larger-than-life impact makes your business appear larger than life, too, and builds exceptional recall when people are seeking your product or service. Bus ads also complement and reinforce your overall advertising program
- **ROI:** Delivers high profile exposures near point-of-purchase locations



### COMPARING OUTDOOR ADS TO OTHER ADVERTISING OPTIONS:

Unlike TV, radio or print, outdoor is media that cannot be turned off or put down. Viewers cannot fast forward through an outdoor ad as it moves through their environment or they enter the viewing range of strategically placed displays — like billboards. With TV, radio, print and the Internet, consumers have the ability to change the channel, fast forward, turn the page (or miss the page!) or close the browser window. Outdoor is possibly the last place where consumers do not control the ad space. This gives advertisers unprecedented control over how and where an ad is seen. Outdoor is GIVING advertisers more control over their ad space through its immunity to the “TiVo effect” and its unprecedented offering of different media options. This at a time when other ad media are offering advertisers less control!

As the effectiveness of these other media slips, outdoor is also being seen by a larger and larger audience — especially as people spend longer periods of time commuting and away from their homes.

More time away from the home = more time in front of out-of-home media and outdoor advertising.

- **Coverage:** Upto 600 miles logged per week in each market- over 30,000 miles per year!
- **Impressions:** Upto 500,000 impressions delivered each month- over 6,000,000 per year each!
- **Dedicated Routes:** Provide coverage where you want it. In high traffic and high visibility locations. (National Mall, Vegas Strip, Streets of San Francisco)
- **Unique:** With limits imposed on outdoor media in these major metropolitan areas your message on a double decker bus is sure to be noticed

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## **bus back rates**

### **MONTHLY\* RATES WASHINGTON, DC (97" X 129")**

# of Units	1 X	2-3 X	4-8 X	9-12 X
1	\$3,750	\$3,000	\$2,150	\$1,750
2-3	\$3,375	\$2,700	\$1,935	\$1,575
4-5	\$3,035	\$2,430	\$1,750	\$1,400
6-7	\$2,725	\$2,100	\$1,500	\$1,200

### **MONTHLY\* RATES LAS VEGAS, NV (97" X 129")**

# of Units	1 X	2-3 X	4-8 X	9-12 X
1	\$4,000	\$3,600	\$3,250	\$2,950
2 or more	\$3,500	\$3,150	\$2,800	\$2,500
Full Wrap**	\$20,000	\$17,500	N/A	N/A

### **MONTHLY\* RATES SAN FRANCISCO, CA (97" X 129")**

# of Units	1 X	2-3 X	4-8 X	9-12 X
1	\$3,375	\$2,700	\$1,935	\$1,575
2-3	\$3,035	\$2,430	\$1,750	\$1,400
4-5	\$2,725	\$2,100	\$1,500	\$1,200
6-7	\$2,500	\$1,975	\$1,350	\$1,000

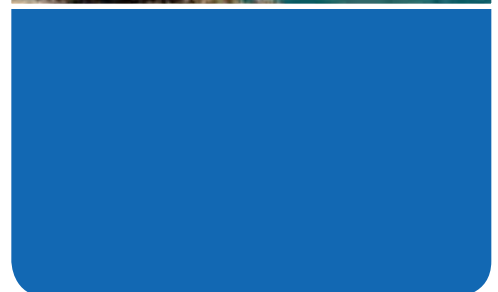
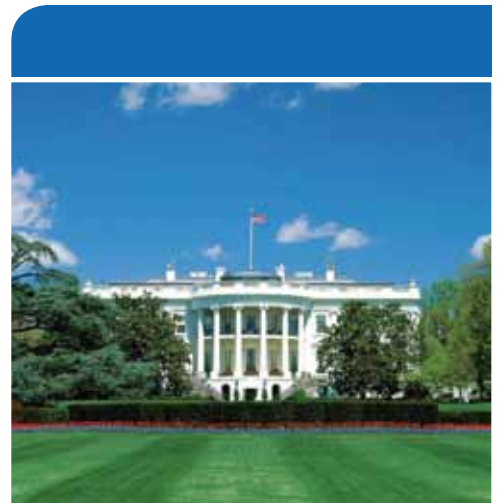
\*All Prices are per week/month and Per Unit, excluding production charges.

\*\*Based on availability.

## **production costs**

Full Bus Back (Installation & Removal) \$1,760

Full Wraps (Installation & Removal) \$8,000



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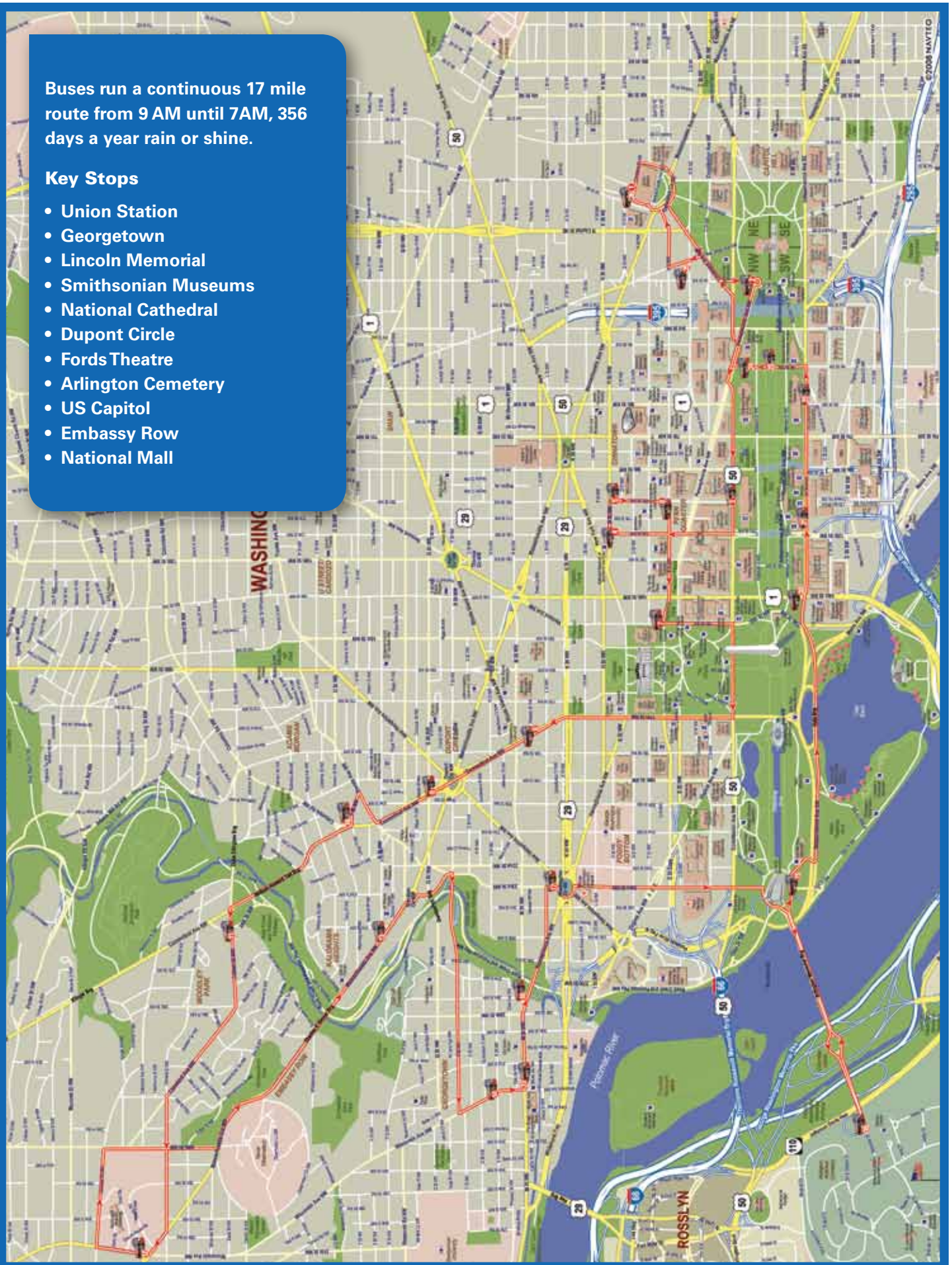
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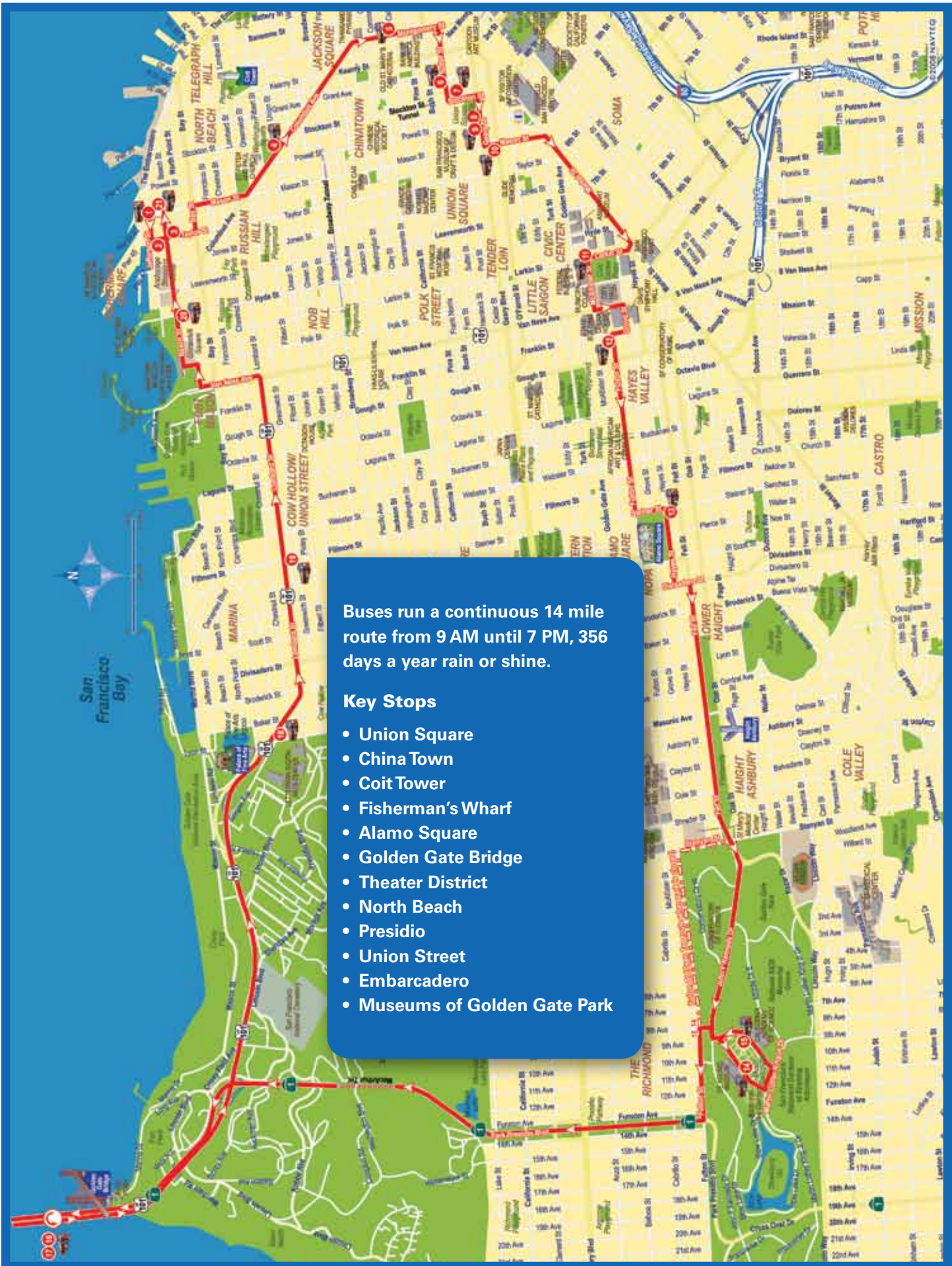
Buses run a continuous 17 mile route from 9 AM until 7AM, 356 days a year rain or shine.

### Key Stops

- Union Station
- Georgetown
- Lincoln Memorial
- Smithsonian Museums
- National Cathedral
- Dupont Circle
- Fords Theatre
- Arlington Cemetery
- US Capitol
- Embassy Row
- National Mall





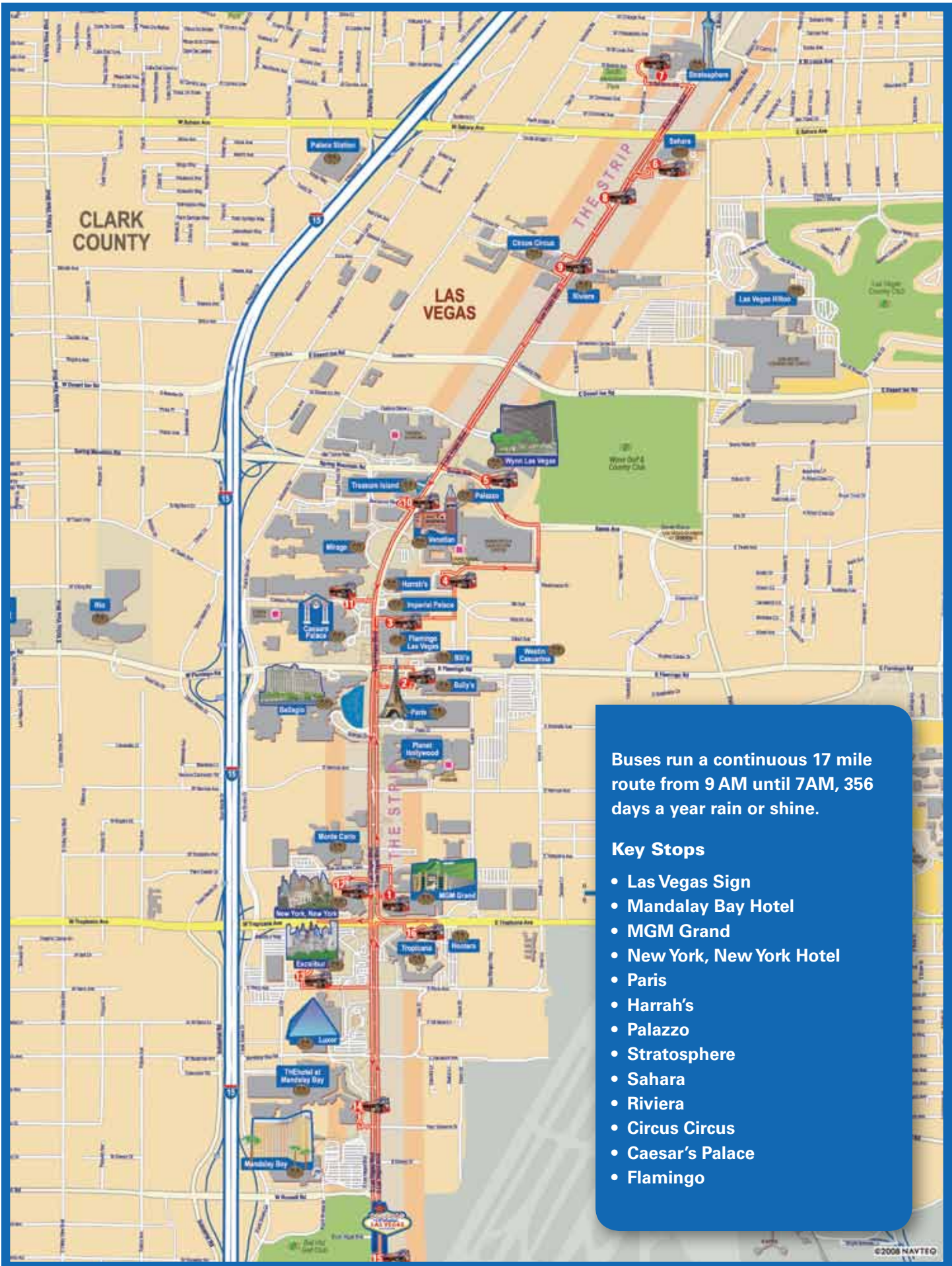


Buses run a continuous 14 mile route from 9 AM until 7 PM, 356 days a year rain or shine.

#### Key Stops

- Union Square
- China Town
- Coit Tower
- Fisherman's Wharf
- Alamo Square
- Golden Gate Bridge
- Theater District
- North Beach
- Presidio
- Union Street
- Embarcadero
- Museums of Golden Gate Park





Buses run a continuous 17 mile route from 9 AM until 7AM, 356 days a year rain or shine.

#### Key Stops

- Las Vegas Sign
- Mandalay Bay Hotel
- MGM Grand
- New York, New York Hotel
- Paris
- Harrah's
- Palazzo
- Stratosphere
- Sahara
- Riviera
- Circus Circus
- Caesar's Palace
- Flamingo