2023

ATA OUTDOOR

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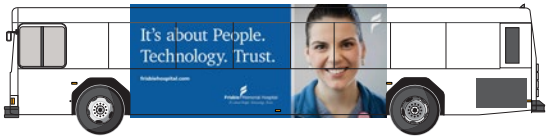
ATA OUTDOOR

NEW HAMPSHIRE

SEACOAST NEW HAMPSHIRE

TRANSIT AND BUS SHELTER ADVERTISING



Number of Buses: 14

Number of Bus Shelters: 22

Coverage Area

Portsmouth, Dover, Rochester, Somersworth, Newington, Greenland, Stratham, Exeter, and South Berwick (ME)

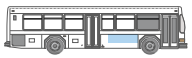
SERVICE AREA

Population:	135,000
DMA:	Boston/Manchester
DMA Rank:	9
Males:	65,475 (48.5%)
Females:	69,525 (51.5%)
Median Resident Age:	41.7 years
Median Household Income:	$62,435

BUS SHELTER LOCATION MAP

TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Trolley Window Wrap
	Street Sign
	Rear Sign
	Curb Sign
Image Not Available	Interior Bus Sign
Image Not Available	Bus Shelter Sign

ATA OUTDOOR

NH ME MA VT BB DG

MANCHESTER NEW HAMPSHIRE

TRANSIT AND BUS SHELTER ADVERTISING

Number of Buses: **18**

Number of Bus Shelters: **24**

Coverage Area

Manchester, Manchester-Boston Regional Airport, and Bedford

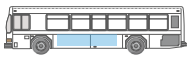
SERVICE AREA

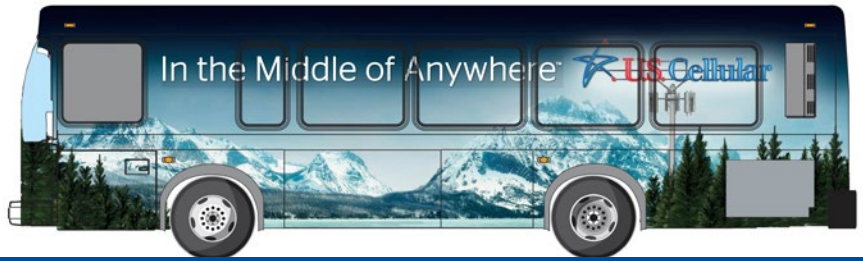
Population:	135,000
DMA:	Boston/Manchester
DMA Rank:	9
Males:	55,160 (49%)
Females:	55,218 (51%)
Median Resident Age:	36.2
Median Household Income:	$51,248

BUS SHELTER LOCATION MAP

TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Rear Shuttle Bus Wrap
	Street Sign
	Curb Sign
Image Not Available	Interior Bus Sign
Image Not Available	Bus Shelter Sign



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NH ME MA VT BB DG

NASHUA NEW HAMPSHIRE

TRANSIT AND BUS SHELTER ADVERTISING

Number of Buses: **12**

Number of Bus Shelters: **8**

Coverage Area

Greater Nashua, including Hudson, Merrimack, Hollis, Brookline, Amherst, and Milford, Wilton, and Mont Vernon

SERVICE AREA

Population:	187,436
DMA:	Boston/Manchester
DMA Rank:	9
Males:	90,157 (48.1%)
Females:	97,279 (51.9%)
Median Resident Age:	38.4 years
Median Household Income:	$62,808

BUS SHELTER LOCATION MAP

TRANSIT ROUTE MAP

Back-Lit Signs
Nashua Transit Center

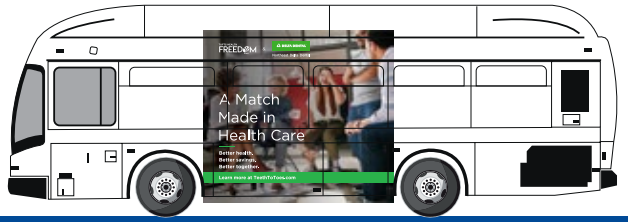
In addition to buses and bus shelters, there are also four 50” x 50” back-lit signs available for advertising in the Nashua Transit Center. Two kiosks with back and front faces available.

MARKET ASSETS

	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Rear Bus Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign
Image Not Available	Bus Shelter Sign
	50"h x 50"w Nashua Transit Center Display
	13.75”h x 44”w Bike Rack Sign

ATA OUTDOOR

NH ME MA VT BB DG



UNIVERSITY OF NEW HAMPSHIRE/DURHAM NEW HAMPSHIRE

BUS SHELTER ADVERTISING

Number of Bus Shelters: 10

Coverage Area

University of New Hampshire and Durham areas

UNH SERVICE AREA

- 13,000+ undergraduate students
- 2,400 graduate students
- 18 Division 1 athletic teams
- 30+ student residence halls
- 160 annual public art performances & exhibits

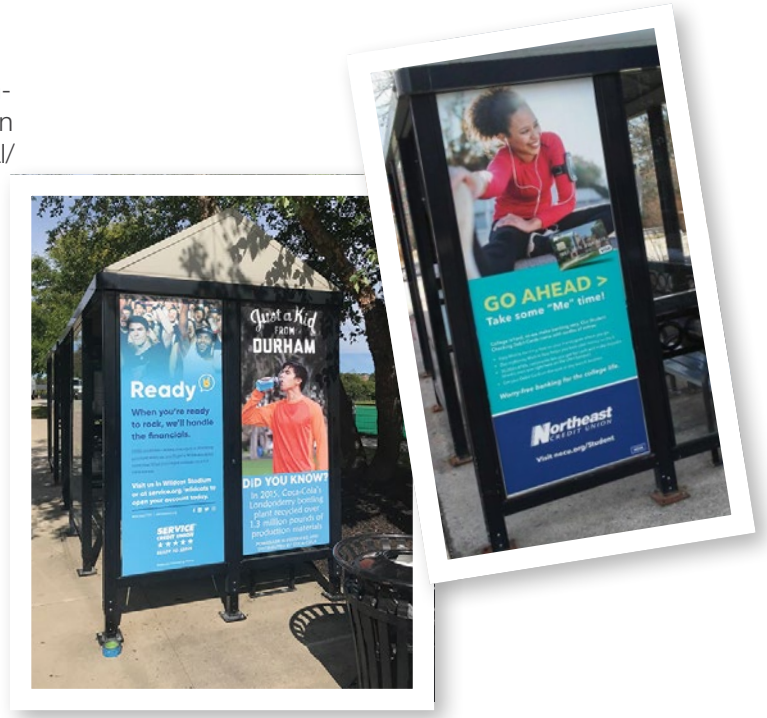
DURHAM SERVICE AREA

Population:	16,574
	Population does not include campus employees, visitors, freshman orientation, concerts, or seasonal/sporting events attendees.
DMA:	Boston/Manchester
DMA Rank:	9
Males:	7,936
Females:	8,504
Median Age:	20.8 years old
Median Household Income:	$75,066

BUS SHELTER LOCATION MAP

MARKET ASSETS

Image Not Available — Bus Shelter Sign



NH ME MA VT BB DG

SALEM/LONDONDERRY NEW HAMPSHIRE

TRANSIT ADVERTISING

Number of Buses: 4

Coverage Area

Londonderry, Salem, Derry, Hampstead, and Chester

SERVICE AREA

Population:	115,000
DMA:	Boston/Manchester
DMA Rank:	9
Males:	65,475 (50.4%)
Females:	69,525 (49.6%)
Median Resident Age:	43.2
Median Household Income:	$74,705

TRANSIT ROUTE MAP

MARKET ASSETS

- Full Bus Wrap
- Half Bus Wrap
- Rear Bus Wrap

ATA OUTDOOR

NH ME MA VT BB DG

NORTHERN NH/TRI-COUNTY NEW HAMPSHIRE

TRANSIT ADVERTISING

Number of Buses: 9

Coverage Area

West Ossipee, Conway, North Conway — fixed route connector between: West Ossipee and Laconia, Berlin, Gorham, Pittsburg, West Stewartstown, Colebrook, North Stratford, Lancaster, Whitefield, and Littleton

SERVICE AREA

Population:

Caroll County	47,860
Belknap County	61,358
Coos County	33,055
Northern Grafton County	89,118

DMA:	Portland-Auburn
DMA Rank:	81
Males:	75,600 (50.4 %)
Females:	74,400 (49.6%)
Median Resident Age:	45.8
Median Household Income:	$35,192

TRANSIT ROUTE MAP

MARKET ASSETS

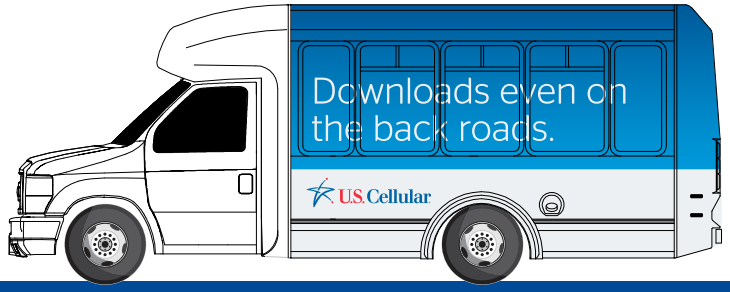
Full Bus Wrap

Half Bus Wrap

Rear Bus Wrap

ATA OUTDOOR

NH ME MA VT BB DG



CONCORD NEW HAMPSHIRE

TRANSIT ADVERTISING

Number of Buses: 2

Coverage Area

Greater Concord

SERVICE AREA

Population:	45,000
DMA:	Boston/Manchester
DMA Rank:	9
Males:	21,870 (48.6%)
Females:	23,130 (51.4%)
Median Resident Age:	43.2
Median Household Income:	$53,631

MARKET ASSETS

Full Bus Wrap	
Half Bus Wrap	
King Kong Bus Wrap	
Rear Bus Wrap	

TRANSIT ROUTE MAP

ATA OUTDOOR

NH ME MA VT BB DG

HANOVER NEW HAMPSHIRE / WHITE RIVER JUNCTION VERMONT

TRANSIT ADVERTISING

Number of Buses: 24

Coverage Area

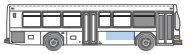
Hanover, Lebanon, West Lebanon, Enfield, Canaan, NH; White River Junction, Norwich, Hartford, Wilder, VT

SERVICE AREA

Population:	46,268
DMA:	Burlington-Plattsburgh
DMA Rank:	97
Males:	22,718 (49.1%)
Females:	23,550 (50.9%)
Median Resident Age:	41.7 years
Median Household Income:	$94,290

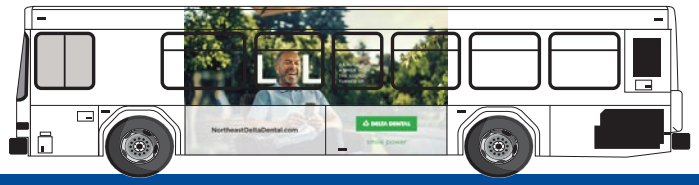
TRANSIT ROUTE MAP

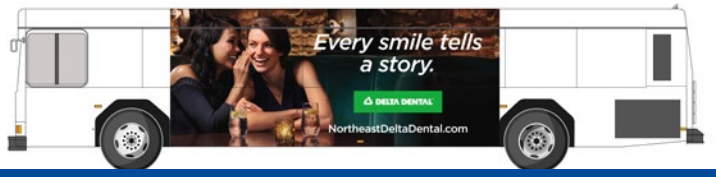
MARKET ASSETS

	King Kong Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG





ATA OUTDOOR

MAINE

PORTLAND MAINE

TRANSIT AND BUS SHELTER ADVERTISING

Number of Buses: 25

Number of Bus Shelters: 30

Coverage Area

Falmouth, Portland, Westbrook, South Portland/Maine Mall area, Portland International Jetport and Portland High School

SERVICE AREA

Population:	120,618

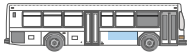
Note: Population does not include commuters, the thousands of annual tourists, or thousands of college students in the area.

DMA:	Portland-Auburn
DMA Rank:	81
Males:	57,896 (48%)
Females:	62,721 (52%)
Median Resident Age:	35.8 years
Median Household Income:	$40,806

BUS SHELTER LOCATION MAP

TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Rear Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign
Image Not Available	Bus Shelter Sign

ATA OUTDOOR

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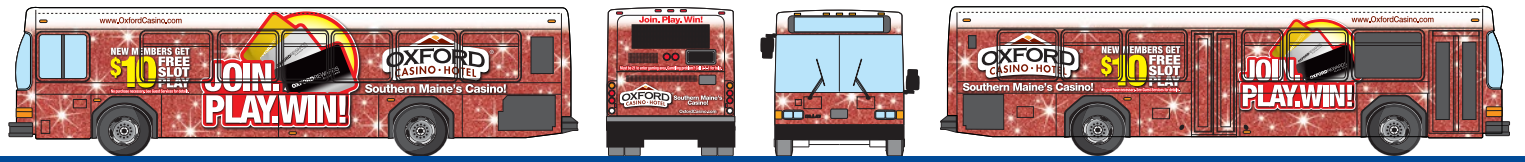
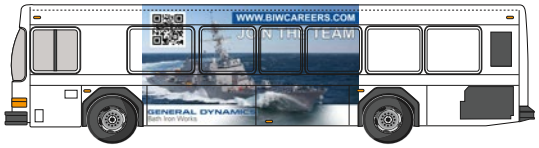


SOUTH PORTLAND MAINE



TRANSIT ADVERTISING

Number of Buses: 6

Coverage Area

Greater South Portland, including The Maine Mall, Southern Maine Community College, and parts of Portland

SERVICE AREA

Population:	25,255
DMA:	Portland-Auburn
DMA Rank:	81
Males:	11,343 (44.9 %)
Females:	13,912 (55.1%)
Median Resident Age:	40.5 years
Median Household Income:	$50,374

TRANSIT ROUTE MAP

MARKET ASSETS

	King Kong Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG

BIDDEFORD/SACO/OLD ORCHARD BEACH MAINE

TRANSIT ADVERTISING

Number of Buses: 6

Coverage Area

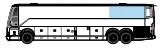
Biddeford (including UNE), Saco, Old Orchard Beach, Scarborough, South Portland, and Portland's downtown, Congress Street, and the University of Southern Maine.

SERVICE AREA

Population:	49,821
DMA:	Portland-Auburn
DMA Rank:	82
Males:	23,914.08 (48%)
Females:	25,906.92 (52%)
Median Resident Age:	44.4 years
Median Household Income:	$60,572

TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Rear Bus Wrap
	Window Wraps
	Street Sign
	Curb Sign
Image Not Available	Interior Bus Sign

NH ME MA VT BB DG

SANFORD/WELLS/BIDDEFORD/SACO MAINE

TRANSIT ADVERTISING

Number of Buses: **14**

Coverage Area

Springvale, Sanford, Wells, Arundel, Kennebunk, Saco, Old Orchard Beach, Biddeford, The Berwicks, Kittery, York

SERVICE AREA

Population:	133,200
DMA:	Portland - Auburn
DMA Rank:	81
Males:	65,268 (49%)
Females:	67,932 (51%)
Median Resident Age:	58
Median Household Income:	$69,750

TRANSIT ROUTE MAP

MARKET ASSETS

- Rear Bus Wrap
- Window Wrap - One Side
- Window Wrap - Both Sides

NH ME MA VT BB DG

LEWISTON/AUBURN MAINE

TRANSIT ADVERTISING

Number of Buses: 7

Coverage Area

Lewiston, Auburn, Lisbon, and Topsham

SERVICE AREA

Population:	60,000
DMA:	Portland-Auburn
DMA Rank:	81
Males:	28,468 (48%)
Females:	30,620 (51%)
Median Resident Age:	40.9 years
Median Household Income:	$35,398

TRANSIT ROUTE MAP

MARKET ASSETS

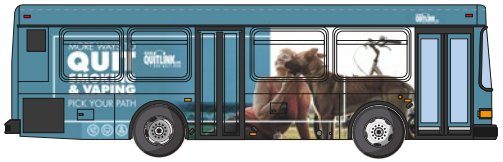
	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG

BANGOR MAINE

TRANSIT ADVERTISING



Number of Buses: **21**

Coverage Area

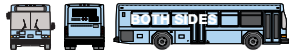
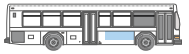
Greater Bangor, including Orono, Old Town, Veazie, Brewer, and Hampden

SERVICE AREA

Population:	83,000
DMA:	Bangor
DMA Rank:	156
Males:	39,342 (47.4%)
Females:	43,658 (52.6%)
Median Resident Age:	35.5 years
Median Household Income:	$34,998

TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG

AMTRAK DOWNEASTER MAINE

TRANSIT ADVERTISING

Portland Trainway Wall Placards and Onboard Train Car Cards

Coverage Area

Brunswick, Maine to Boston, Massachusetts and points in-between

AMTRAK OPPORTUNITIES

Semi-exclusive opportunity aboard Downeaster train. Only two advertisers allowed per train

- Advertiser receives one car card per train car
- Stops include Boston-MA, Woburn-MA, Haverhill-MA, Exeter-NH, Durham-NH, Dover-NH, Wells-ME, Saco Beach-ME, Portland-ME, Freeport-ME, and Brunswick-ME.

Amtrak Downeaster Station Stop Locations

MARKET ASSETS

See Below	Onboard Interior Train Cards Set of 15 17.5""h x 12.75"w

ATA OUTDOOR

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ATA OUTDOOR MASSACHUSETTS

HAVERHILL/LAWRENCE MASSACHUSETTS

TRANSIT ADVERTISING

Number of Buses: 40

Coverage Area

Lowell Transportation Center, Andover, North Andover, Lawrence, Methuen, Haverhill, Merrimack, Amesbury, and Newburyport

SERVICE AREA

Population:	2 Million
DMA:	Boston/Manchester
DMA Rank:	9
Males:	944,146
Females:	1,068,981
Median Resident Age:	30.5
Median Household Income:	$36,187

TRANSIT ROUTE MAP

MARKET ASSETS

Image Not Available Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG

MCGOVERN TRANSPORTATION CENTER MASSACHUSETTS

LAWRENCE STATION DOMINATION

McGovern Transportation Center Station

Advertising opportunity at the primary hub for the bus station, commuter rail system, and public parking facility.

Coverage Area

Lowell Transportation Center, Andover, North Andover, Lawrence, Methuen, Haverhill, Merrimack, Amesbury, and Newburyport

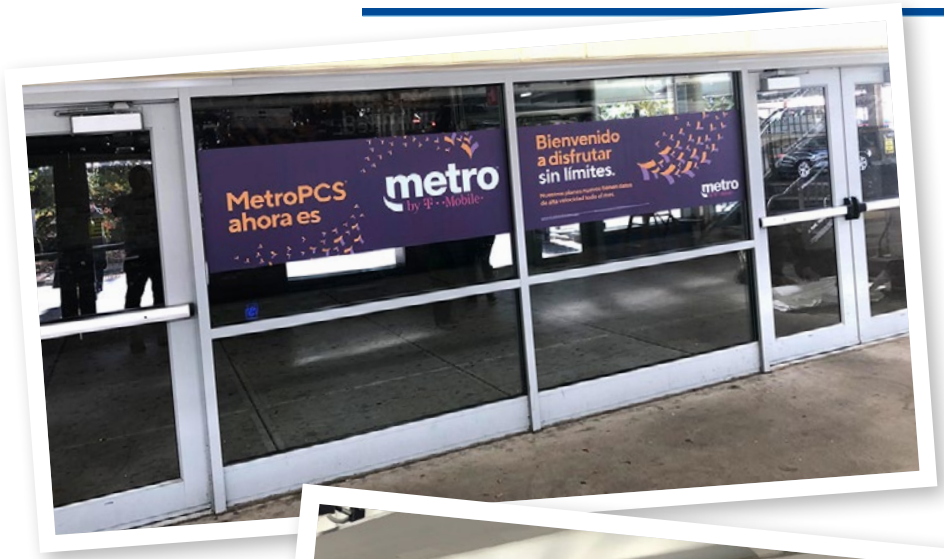
SERVICE AREA

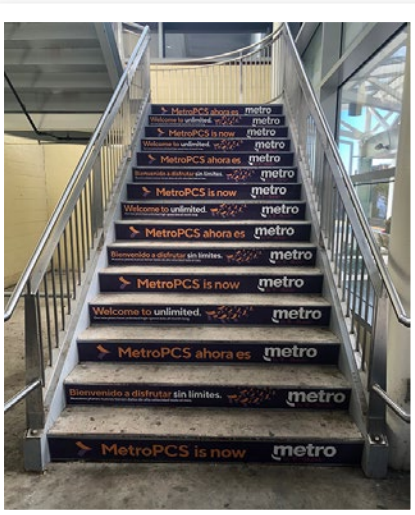
Population:	2 Million
DMA:	Boston/Manchester
DMA Rank:	9
Males:	944,146
Females:	1,068,981
Median Resident Age:	30.5
Median Household Income:	$36,187

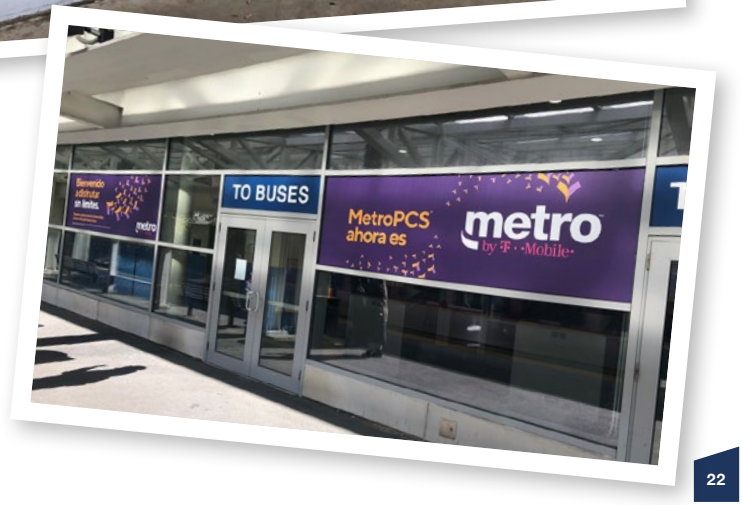
MCGOVERN TRANSPORTATION CENTER STATION DOMINATION

Media included in the Price Of Rental/Production:

- 4 Window Litecal — 25" X 66"
- 15 Stair Risers — 5.5" X 65.5
- 4 Window 3m3620 — 42" X 132"







ATA OUTDOOR

NH ME MA VT BB DG

LOWELL MASSACHUSETTS

TRANSIT ADVERTISING

Number of Buses: 44

Coverage Area

Lowell, Andover, Tewksbury, Dracut, Chelmsford, Westford, Billerica, and Tyngsborough

SERVICE AREA

Population:	312,500
DMA:	Boston/Manchester
DMA Rank:	9
Males:	771,000 (52%)
Females:	729,000 (48%)
Median Resident Age:	32.4
Median Household Income:	$42,270

TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap/No Windows
	King Kong Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG

NEW BEDFORD/FALL RIVER MASSACHUSETTS

TRANSIT ADVERTISING

Number of Buses
Fall River: 32
New Bedford: 32

Coverage Area

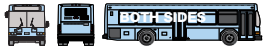
Fall River, New Bedford, Acushnet, Dartmouth, Fairhaven, Freetown, Mattapoisett, Somerset, Swansea, and Westport

SERVICE AREA

Population:	312,849
DMA:	Providence/New Bedford
DMA Rank:	53
Males:	147,039 (47%)
Females:	165,810 (53%)
Median Household Income:	$39,997

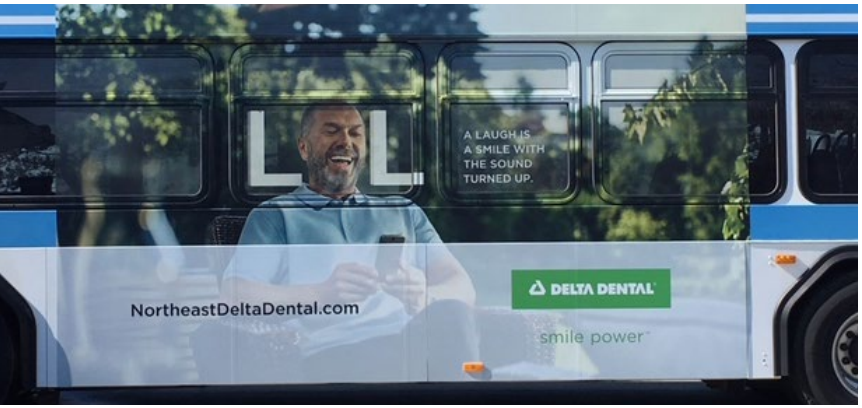
TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap/No Windows
	King Kong Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG



ATA OUTDOOR
Where Brands Go Big

VERMONT

BURLINGTON VERMONT

TRANSIT ADVERTISING

Number of Buses: 61

Coverage Area

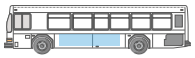
Burlington, South Burlington, Shelburne, Williston, Winooski, and Colchester

SERVICE AREA

Population:	105,000+
DMA:	Burlington-Plattsburgh
DMA Rank:	97
Males:	51,450 (51%)
Females:	53,500 (49%)
Median Resident Age:	27 years
Median Household Income:	$43,323

TRANSIT ROUTE MAP

MARKET ASSETS

	Full Bus Wrap
	Half Bus Wrap
	King Kong Bus Wrap
	Street Sign
	Curb Sign

ATA OUTDOOR

NH ME MA VT BB DG

MIDDLEBURY/RANDOLPH VERMONT

TRANSIT ADVERTISING

Number of Buses: 15

Coverage Area

Middlebury, Vergennes, Bristol, Randolph, Bradford, Woodstock. Connectors to: Rutland, Burlington, Montpelier, White River Junction Servicing Addison, Orange, and Washington Counties

SERVICE AREA

Population:	36,776 (Addison) 28,974 (Orange) 58,290 (Washington)
DMA:	Burlington-Plattsburgh
DMA Rank:	97
Males:	49%
Females:	51%
Median Household Income:	$57,818

TRANSIT ROUTE MAP

MARKET ASSETS

Rear Bus Wrap

ATA OUTDOOR

NH ME MA VT BB DG

WHITE RIVER JUNCTION VERMONT / HANOVER NEW HAMPSHIRE

TRANSIT ADVERTISING

Number of Buses: 24

Coverage Area

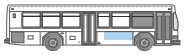
Hanover, Lebanon, West Lebanon, Enfield, Canaan, NH; White River Junction, Norwich, Hartford, Wilder, VT

SERVICE AREA

Population:	46,268
DMA:	Burlington-Plattsburgh
DMA Rank:	97
Males:	22,718 (49.1%)
Females:	23,550 (50.9%)
Median Resident Age:	41.7 years
Median Household Income:	$94,290

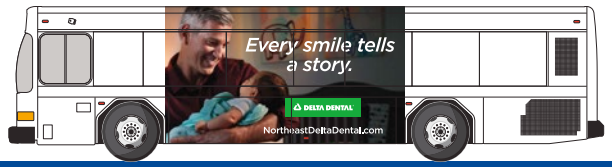
TRANSIT ROUTE MAP

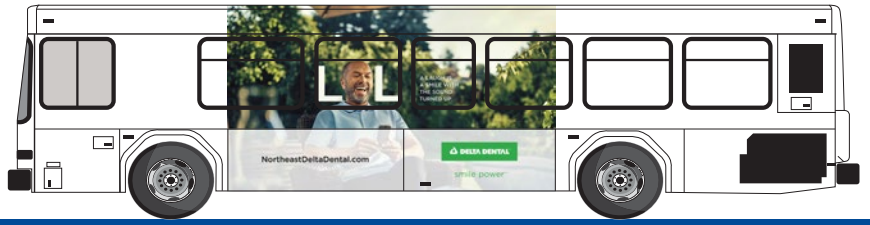
MARKET ASSETS

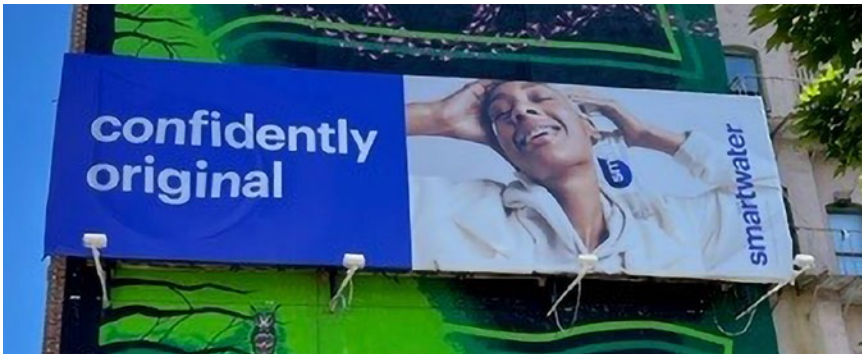
	King Kong Bus Wrap
	Street Sign
	Curb Sign
	Rear Sign
Image Not Available	Interior Bus Sign

ATA OUTDOOR

NH ME MA VT BB DG







ATA OUTDOOR
Where Brands Go Big

BILLBOARDS

ELM AT BRIDGE STREET MANCHESTER, NH

BILLBOARD #4

Area Highlights

This billboard is located in the heart of Manchester, at the corners of two of the city's major thoroughfares, Bridge & Elm Streets. It is situated downtown, by City Hall, Fisher Cat Stadium, SNHU Arena, UNH Manchester, and Springfield College.

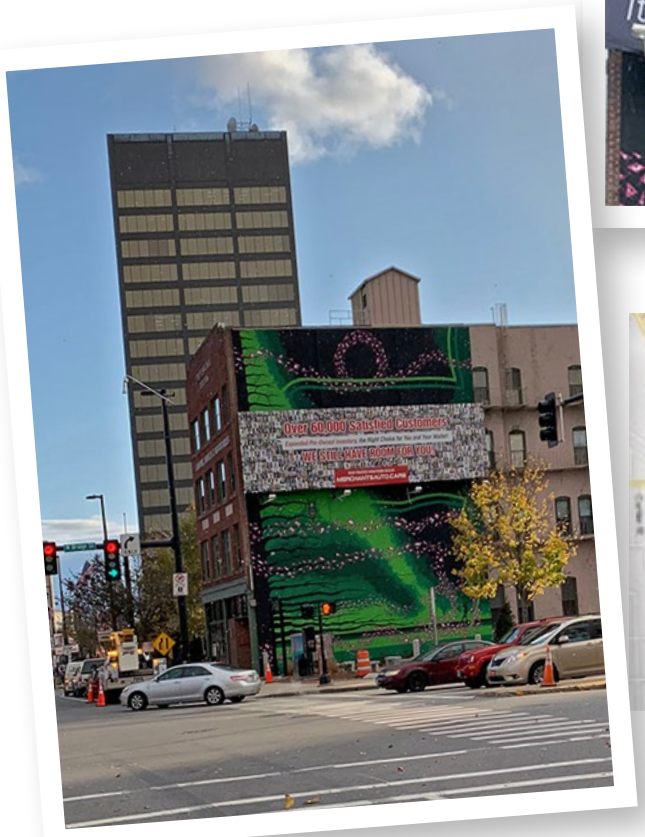
The City of Manchester is located minutes from the Massachusetts border and less than an hour from the region's most popular ski areas, scenic seacoast, and lakefront beaches. Manchester is New Hampshire's largest city and the core of commerce and finance for the state.

North Facing

Latitude: 42.994686
Longitude: -71.463319

Size: 12'h x 40' 3"w

Illuminated: Yes



NH ME MA VT BB DG

1138 ELM STREET MANCHESTER, NH

BILLBOARD #6

Area Highlights

This billboard is located in the heart of Manchester along one of the city's major thoroughfares, Elm Street. It is situated downtown, near UNH Manchester, and many restaurants and shops.

The City of Manchester is located minutes from the Massachusetts border and less than an hour from the region's most popular ski areas, scenic seacoast, and lakefront beaches. Manchester is New Hampshire's largest city and the core of commerce and finance for the state.

E/O:	Canal Street
Latitude:	42.994218
Longitude:	-71.463661
Size:	10'h x 30'w
Illuminated:	Yes

ATA OUTDOOR

NH ME MA VT BB DG

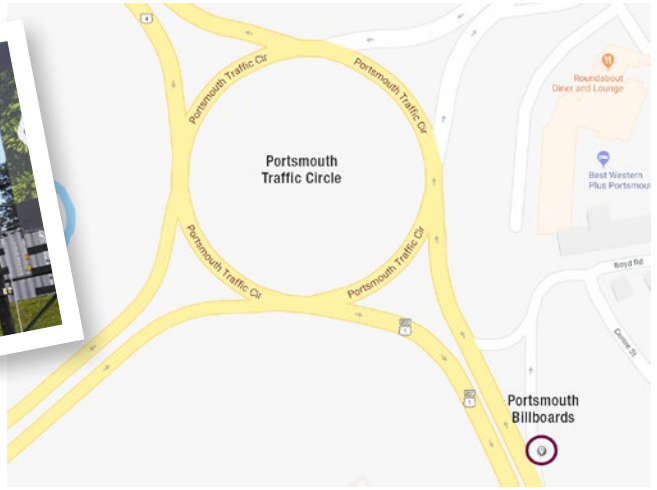
PORTSMOUTH TRAFFIC CIRCLE PORTSMOUTH, NH

BILLBOARD #15

Latitude: 43.071790
Longitude: -70.779127

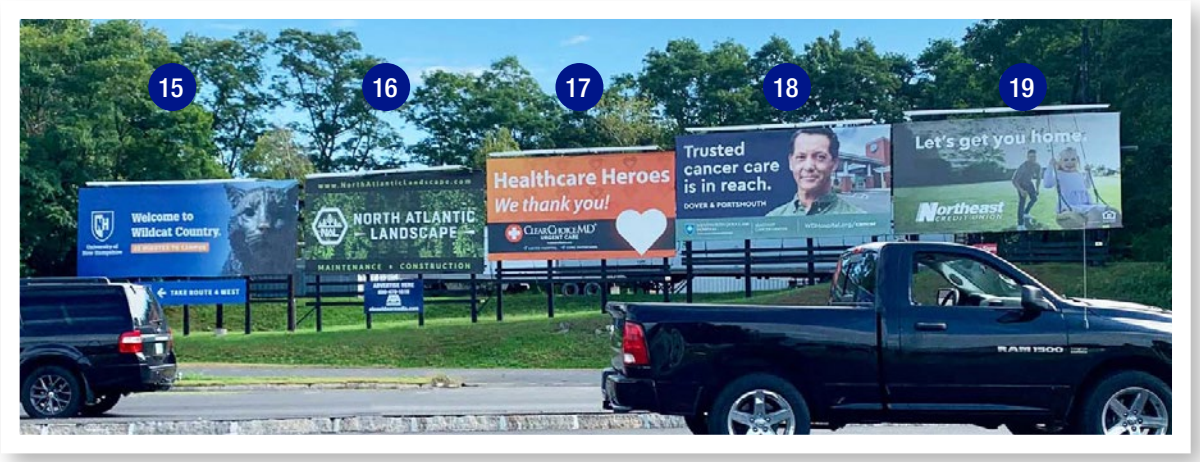
Size: 12’h x 32’w

Illuminated: Yes



Area Highlights

This unique billboard combination consists of a standard board along with a complementary smaller board often used for special announcements or as a directional. This billboard is located on the main arterial traffic circle connecting bustling Portsmouth, NH with all points Maine and Route 16 to the White Mountains of New Hampshire. Over 2 million visitors cross over the New Hampshire border each year and access this key circle.



ATA OUTDOOR

NH ME MA VT BB DG

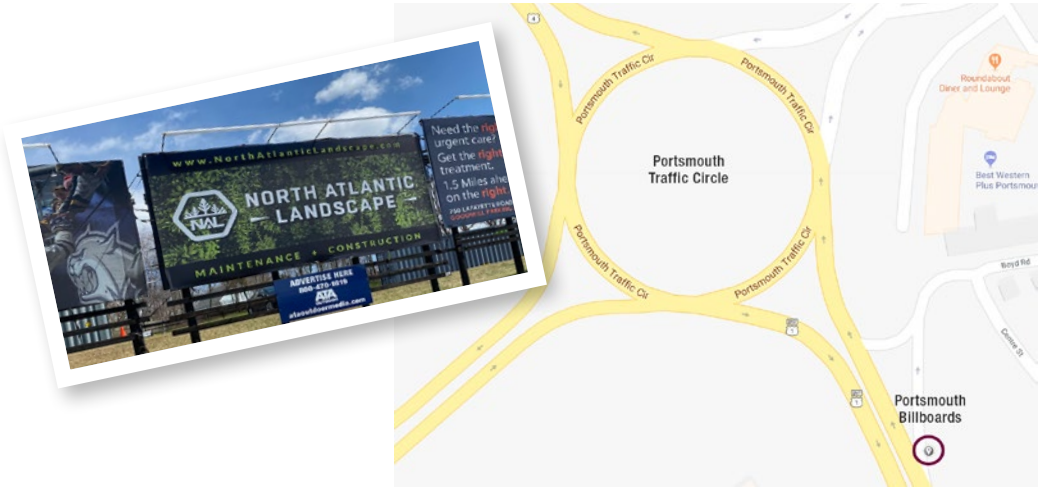
PORTSMOUTH TRAFFIC CIRCLE PORTSMOUTH, NH

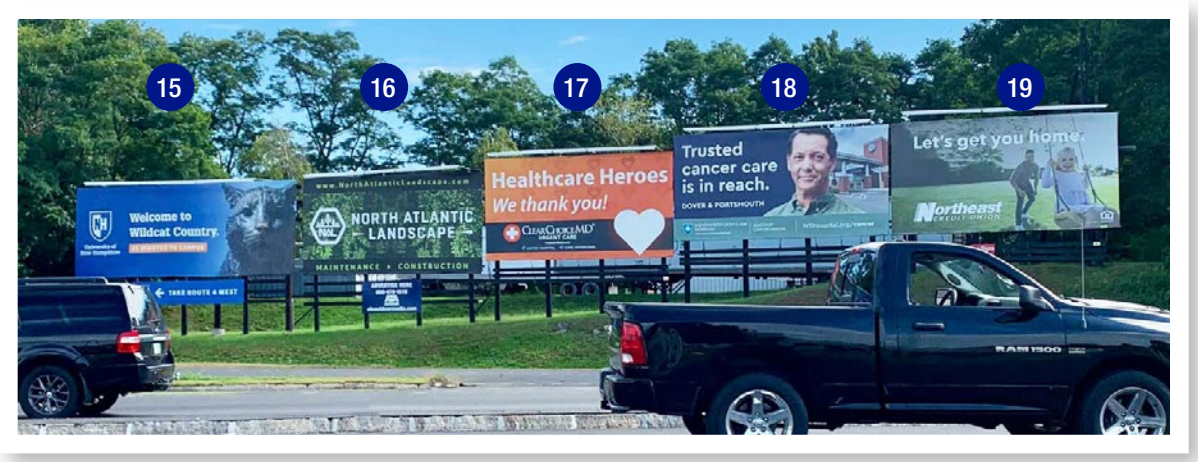
BILLBOARD #16

Area Highlights

This billboard is located on the main arterial traffic circle connecting bustling Portsmouth, NH with all points Maine and Route 16 to the White Mountains of New Hampshire. Over 2 million visitors cross over the New Hampshire border each year and access this key circle.

Latitude: 43.071790
Longitude: -70.779127
Size: 12’h x 24’w
Illuminated: Yes





ATA OUTDOOR

NH ME MA VT BB DG

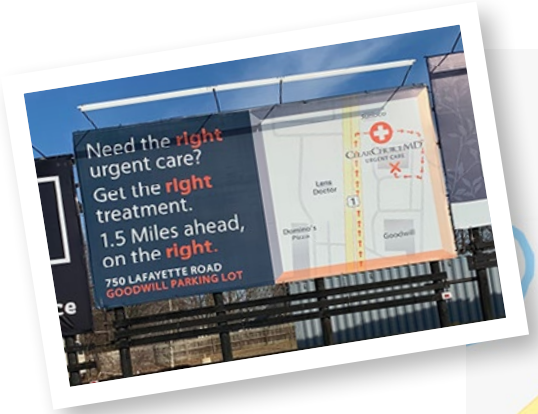
PORTSMOUTH TRAFFIC CIRCLE PORTSMOUTH, NH

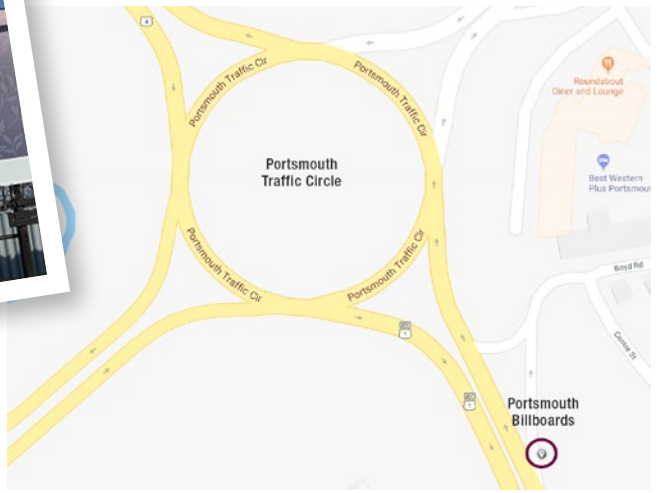
BILLBOARD #17

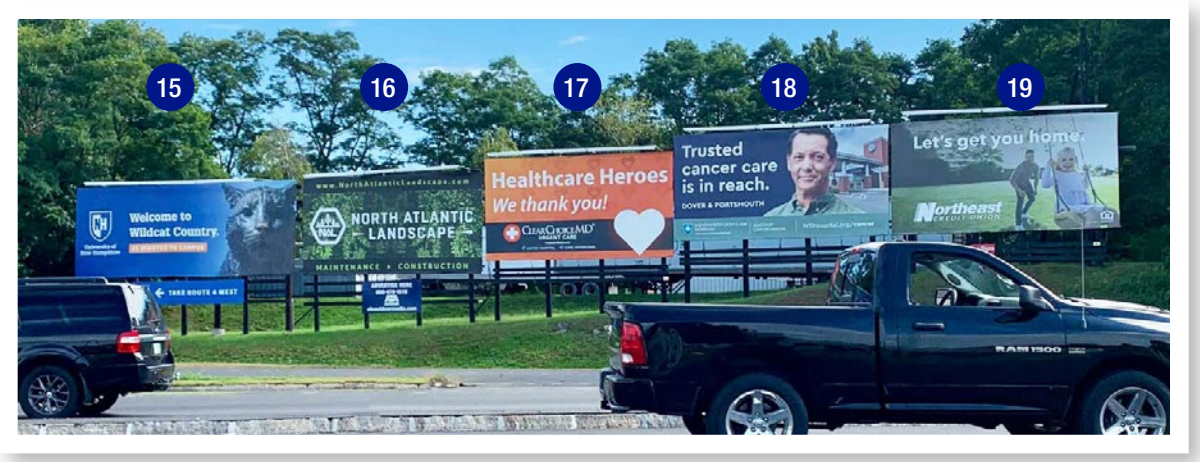
Area Highlights

This billboard is located on the main arterial traffic circle connecting bustling Portsmouth, NH with all points Maine and Route 16 to the White Mountains of New Hampshire. Over 2 million visitors cross over the New Hampshire border each year and access this key circle.

Latitude:	43.071790
Longitude:	-70.779127
Size:	12’h x 23’w
Illuminated:	Yes







ATA OUTDOOR

NH ME MA VT BB DG

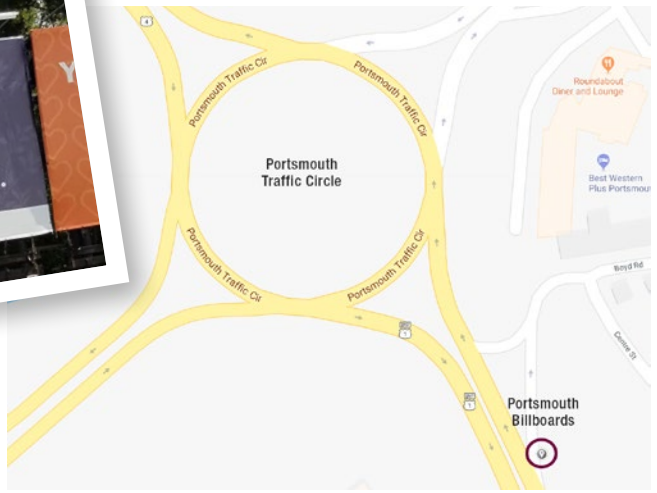
PORTSMOUTH TRAFFIC CIRCLE PORTSMOUTH, NH

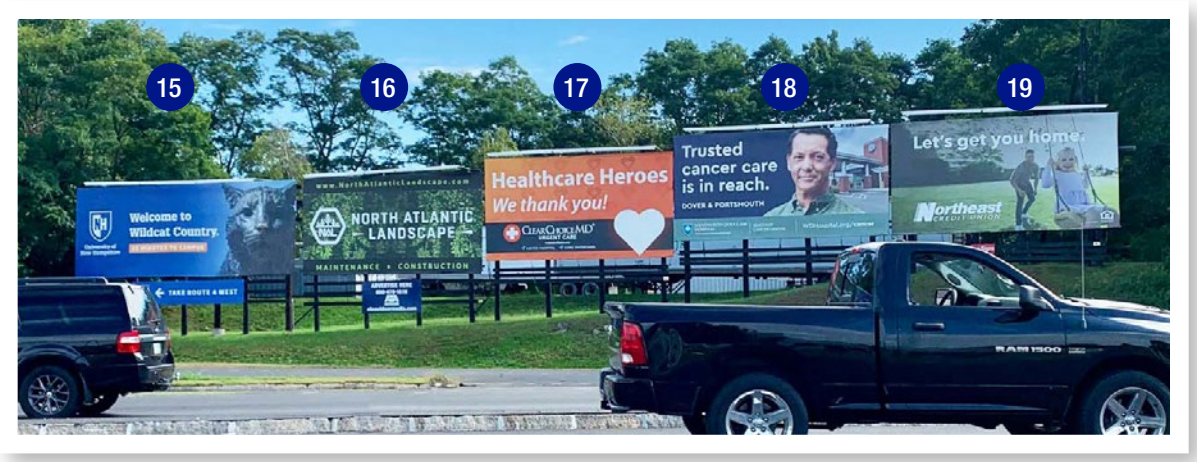
BILLBOARD #18

Area Highlights

This billboard is located on the main arterial traffic circle connecting bustling Portsmouth, NH with all points Maine and Route 16 to the White Mountains of New Hampshire. Over 2 million visitors cross over the New Hampshire border each year and access this key circle.

Latitude:	43.071790
Longitude:	-70.779127
Size:	12’h x 24’w
Illuminated:	Yes





ATA OUTDOOR

NH ME MA VT BB DG

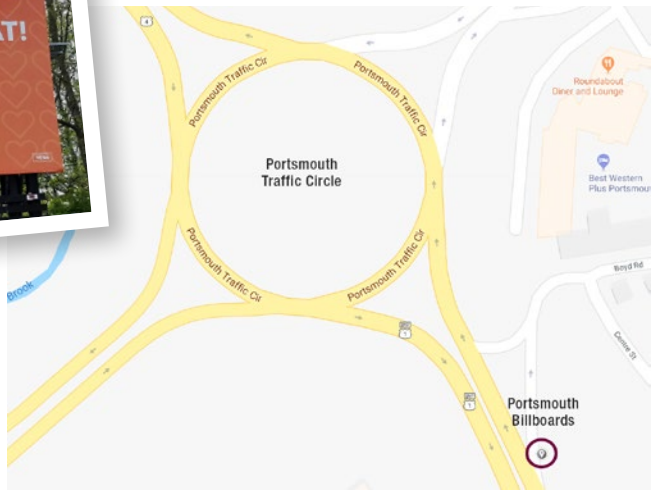
PORTSMOUTH TRAFFIC CIRCLE PORTSMOUTH, NH

BILLBOARD #19

Area Highlights

This billboard is located on the main arterial traffic circle connecting bustling Portsmouth, NH with all points Maine and Route 16 to the White Mountains of New Hampshire. Over 2 million visitors cross over the New Hampshire border each year and access this key circle.

Latitude:	43.071790
Longitude:	-70.779127
Size:	12'h x 23'w
Illuminated:	Yes

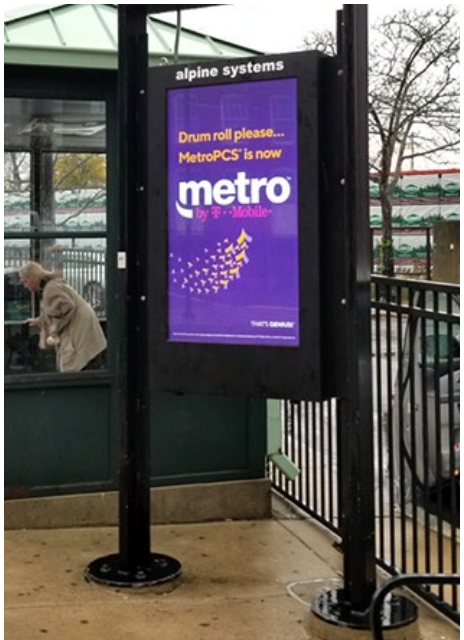


ATA OUTDOOR

NH ME MA VT BB DG

ATA OUTDOOR
Where Brands Go Big

DIGITAL BILLBOARDS & SCREENS



LAKES REGION 235 DANIEL WEBSTER HIGHWAY, BELMONT, NH

DIGITAL BILLBOARD

Area Highlights

The only digital billboard in the heart of the Lakes Region, positioned on one of New Hampshire's most heavily traveled, non-divided commercial highways. Targeting folks traveling to and from Laconia, the billboard is one half-mile south of the Belknap Mall and just five miles north of the Tanger Outlet Center at Exit 20 off Interstate 93.

Latitude:	43.505578
Longitude	-71.502705
Double-Sided:	Yes
Size:	10.5' h x 16.5' w
Digital:	Yes
Rotation & Timing:	Each ad is displayed for 7.5 seconds per 60-second cycle / 60 times per hour
Production:	Call for design quote
Uploads:	No charge
Display Options: *See spec sheet for more information*	Conditional & dynamic content available: • Time • Temperature • Date • Countdowns • RSS feeds

South Face *(Heading towards Laconia)*
or **North Face** *(Heading towards Tilton)*

NH ME MA VT BB DG

LOWELL MASSACHUSETTS

ONSITE DIGITAL ADVERTISING AT THE GALLAGHER TRANSPORTATION CENTER

Gallagher Transportation Center

Over 5,000 people pass through this newly renovated commuter hub on a daily basis. The Gallagher Transportation Center is an intermodal facility that links to a parking garage, is a major stop for Lowell city buses, and home to a Boston T commuter train stop. This is an excellent advertising opportunity in a visually uncluttered venue.

SERVICE AREA

Population:	1.5 million
DMA:	Boston/Manchester
DMA Rank:	9
Males:	771,000 (52%)
Females:	729,000 (48%)
Median Resident Age:	32.4
Median Household Income:	$42,270

SCREEN AVAILABILITY

ATA currently offers three screens:

SCREEN 1-LOW-E:

Exterior viewership by all bus riders and in view of “kiss and drop” curb commuters.

SCREEN 2-LOW-I:

Placed in direct view of customers waiting in line for their morning cup of coffee from Dunkin' Donuts.

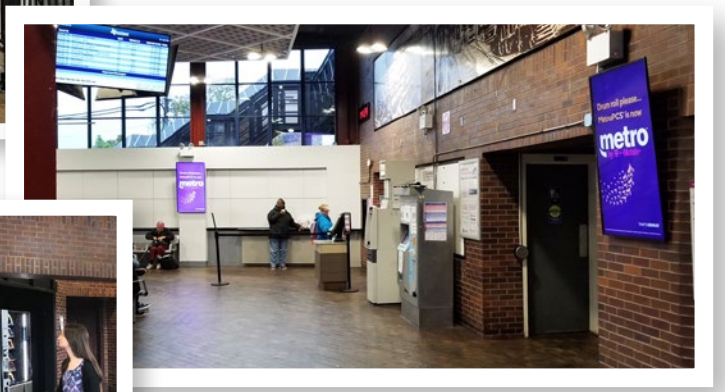
SCREEN 3-LOW-I:

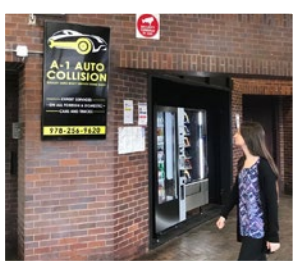
Placed at the entrance of the archway leading to the train. All train commuters in the lobby must pass by this location.

Screens have independent views and cannot be used as continuous images.

	SPOT LENGTH	LOOP LENGTH	AUDIO
SCREEN 1-LOW-E	7.5 seconds	60 seconds	Not available
SCREEN 2-LOW-I	7.5 seconds	60 seconds	Not available
SCREEN 3-LOW-I	7.5 seconds	60 seconds	Not available

Screens are limited to six advertisers per period.





SCREEN SPECS

Live Area: 1920px h x 1080px w (per panel). All screens are in portrait format. Files must be supplied in pixels to size.

Physical Size: 56.3”h x 31.7”w (per screen)

File Format: PNG, JPEG

Color Mode: RGB

Aspect Ratio: 16:09

ATA OUTDOOR

NH ME MA VT BB DG