ABOUT SUNRAIL

SunRail has arrived!

On May 1, 2014, SunRail debuted Central Florida’s first commuter rail transit system! With 12-stations, a 32-mile route and three counties – Volusia, Seminole and Orange – SunRail provides a long-awaited and much needed transportation alternative to the region.

SunRail operates Monday - Friday with peak service times serving the business commuter.

Complete with state-of-the-art technologies and a comfortable environment, SunRail offers the passenger a stylish and efficient way to travel, including:

- Complimentary Wi-Fi
- Worktables
- Power Outlets
- ADA-Compliant Restrooms
- Bicycle Tie-Ups

In 2016, Phase two will extend the northern most point to DeLand in Volusia County and southern most point to Poinciana in Osceola County, adding 29 miles and 5 additional stations, expanding SunRail into Osceola County.

Central Florida individuals, employees and venues are utilizing SunRail for travel opportunities to positively affect their work and social lives in our growing metropolis. As the area’s population continues to grow, SunRail will undoubtedly be a key partner in moving our residents around our great region.

Each SunRail train consists of one locomotive and two or three passenger vehicles.
DEMOGRAPHICS

SunRail’s primary target audience is adults who work traditional business hours and live within a 5-mile radius of SunRail stations.

Usage of Public Transportation:

- Stations A, B & C (DeBary, Sanford & Lake Mary) - Less than 1% of employed adults
- Stations D, E, F, G, H & I (Longwood, Altamonte Springs, Maitland, Winter Park, Florida Hospital, Lynx Central) - Less than 3% of employed adults

POTENTIAL TO ENGAGE 90,000 COMMUTERS

Commuters with 30+ Minute Drive-Time to Work:

- Stations A, B & C - 36%
- Stations D, E, F, J, K & L - 31%
- Stations G, H & I - 29%

32 MINUTES ON SUNRAIL BETWEEN LAKE MARY STATION & DOWNTOWN ORLANDO

MONTHLY SAVINGS BETWEEN LAKE MARY STATION & ORLANDO HEALTH/AMTRAK STATION

- Driving a Vehicle: $345
- Riding SunRail: $127

**Savings Calculator**

<table>
<thead>
<tr>
<th>Monthly Costs</th>
<th>Your Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Driving a Vehicle</td>
<td>$345</td>
</tr>
<tr>
<td>Riding SunRail</td>
<td>$218 (Per-Month)</td>
</tr>
</tbody>
</table>

4,100-6,500 AVERAGE DAILY RIDERSHIP FIRST 3 MONTHS OF SERVICE

Sources: US Census Bureau Q3 2013; Neustar ElementOne; UCF
SunRail is limiting the number of advertising placements for a clutter-free environment both on-board and digitally, so that the passengers are never overwhelmed with messages. Therefore, we only offer limited advertising space. All space will be sold on a first-come, first-served basis. Annual contractors receive first right of refusal.

**Our Advertising Opportunities include:**

- On-Board Posters
- On-Board Train Schedule
- Platform Kiosks
- SunRail.com - Desktop
- SunRail.com - Mobile
ON-BOARD ADVERTISING OPPORTUNITIES

On-Board Posters

SunRail has launched with ten trains. Each train consists of one locomotive and two or three passenger vehicles – one CAB car and one or two COACH cars. CABS include a place for the engineer to drive the train, otherwise CABS and COACHES are the same.

One Ad Placement = One Ad on either 10 CABS or 10 COACH Cars.

**Contract Minimum:** One Year  
**Contract Timeframe:** May 1, 2015 - April 30, 2016  
**Placement Cost:** $6,900 per period  
**Production Fee:** $550 (one-time per position)

Advertising creative changes can be made at any time during the contractual period, but will incur a $550 production fee with each change.

**ONE PLACEMENT = TEN POSITIONS.**

**File Specifications:**
- 20” wide by 28” tall
- Advertising creative is static and will not be back-lit
**ON-BOARD ADVERTISING OPPORTUNITIES**

**On-Board Train Schedules**

SunRail has launched with ten trains. Each train consists of one locomotive and two or three passenger vehicles – one CAB car and one or two COACH cars. CABS include a place for the engineer to drive the train, otherwise CABS and COACHES are the same.

**Contract Minimum:** 3 months  
**Placement Cost:** $200/month  
**File Specifications:** 4.125”w by 2.5”h

**ON-BOARD SCHEDULE**

**SOUTHBOUND**

<table>
<thead>
<tr>
<th>DEPARTURE TIMES</th>
<th>SOUTHBOUND TRAINS RUN MONDAY - FRIDAY</th>
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**NORTHBOUND**

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</table>

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**Advertising Placements:** Placements are confirmed upon receipt of signed contract.

**Submissions and Upload Information Contact:**  
Caroline@EvolveToday.com

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**Placement Cost:**

- 3 months: $200/month
- 6 months: $380/month
- 12 months: $600/month

**Annual contracts receive first right of refusal.**
Platform Kiosks

Advertising positions are available on the Station Kiosk Maps at all SunRail Stations:
- Debary
- Sanford
- Lake Mary
- Longwood
- Altamonte Springs
- Maitland
- Winter Park
- Florida Hospital Health Village
- LYNX Central Station
- Church Street Station
- Orlando Health/Amtrak
- Sand Lake Road

**Minimums:** 1 ad at 1 station for one year

**Annual Cost Per Ad Per Station:** $3,000

**File Specifications:** 14.5”w x 11.5”h

**Advertising Placement:** Placements are confirmed upon receipt of signed contract.

**Submissions and Upload Information Contact:** Caroline@EvolveToday.com
SunRail.com - Desktop Banners

There are three fixed-banner positions on SunRail.com

**Minimums:** 3 periods (12 weeks)

**Placement Cost:** $550 Per Period

**File Specifications:**
- Static (JPG, GIF, PNG, Animated GIs)
- Ad Size: 242 x 60
- Max File Size 40K

**Ad Placements:** 242 x 60

**Advertising Placement:** Placements are confirmed upon receipt of signed contract.

**Submissions and Upload Information Contact:**
Caroline@EvolveToday.com
SunRail.com - Mobile Position

There is one fixed-banner position on SunRail.com mobile.

**Minimums:** 3 periods (12 weeks)

**Placement Cost:** $550 Per Period

**File Specifications:**
- Static (JPG, GIF, PNG, Animated GIFs)
- Ad Size: 300 x 58
- Max File Size 40K

**Standard Guidelines:**
These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

**Advertising Placement:** Placements are confirmed upon receipt of signed contract.

**Submissions and Upload Information Contact:**
Caroline@EvolveToday.com
CONTACT & AD SUBMISSION

SunRail advertising sales and execution is managed by Evolve Design Group. Please direct any questions or inquiries to the following:

**Advertising Sales**

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