



SunRail

MEDIA KIT

SunRail.com

ABOUT SUNRAIL

Welcome Aboard

On May 1, 2014, SunRail service debuted in Central Florida, providing residents, businesses and visitors alike with a fast, efficient, cost-effective and reliable commuting option to the region's congested road network. With 12 stations, SunRail currently operates along 32 miles, roughly paralleling Interstate 4, serving the heart of the business district in downtown Orlando and Volusia, Seminole and Orange counties.

SunRail operates Monday-Friday, every half hour during peak service periods in the morning and evening to best serve the business commuter. During the midday and later evening, SunRail trains operate approximately every 90 minutes, providing options for shift workers, leisure travelers and others.

With state-of-the-art technologies and comfortable seating on board each train, SunRail offers passengers a stylish and relaxing alternative to their traditional commute. Amenities on board include:

- Complimentary Wi-Fi
- Work Tables
- Power Outlets
- Spacious Seating
- ADA-Compliant Restrooms
- Bicycle Tie-Ups

Each SunRail train consists of one locomotive and two or three passenger vehicles. As ridership continues to grow, SunRail can easily add passenger cars to each train set.

Phase 2

In 2017, Phase 2 – South is scheduled to open, adding four additional stations and extending the line into Osceola County. Pending approval, Phase 2 – North is also expected to open in late 2017, extending the line and creating a new northern terminus in DeLand.

Advertising opportunities at Phase 2 stations are not yet available.



DEMOGRAPHICS

SunRail's target audience is Central Floridians who generally work traditional business hours and live within a 5-mile radius of SunRail stations.

OVER 1.5 MILLION PASSENGERS
(First 18 Months of Service)

3,800+
Average Daily Ridership



MEET FRANK

DAILY COMMUTER FROM ALTAMONTE SPRINGS TO THE SAND LAKE ROAD STATION

BEFORE SUNRAIL

Commute Time: 1 hour, 30 mins.
Total Cost: \$897/mo.*
Lots of traffic delays & frustration
"High-Stress Commute"

AFTER SUNRAIL

Commute Time: 40 min. train ride
Total Cost: \$84/mo.
*97% on-time arrival rate***
"Low stress...very relaxing commute. I'm able to work, read and meet new friends."

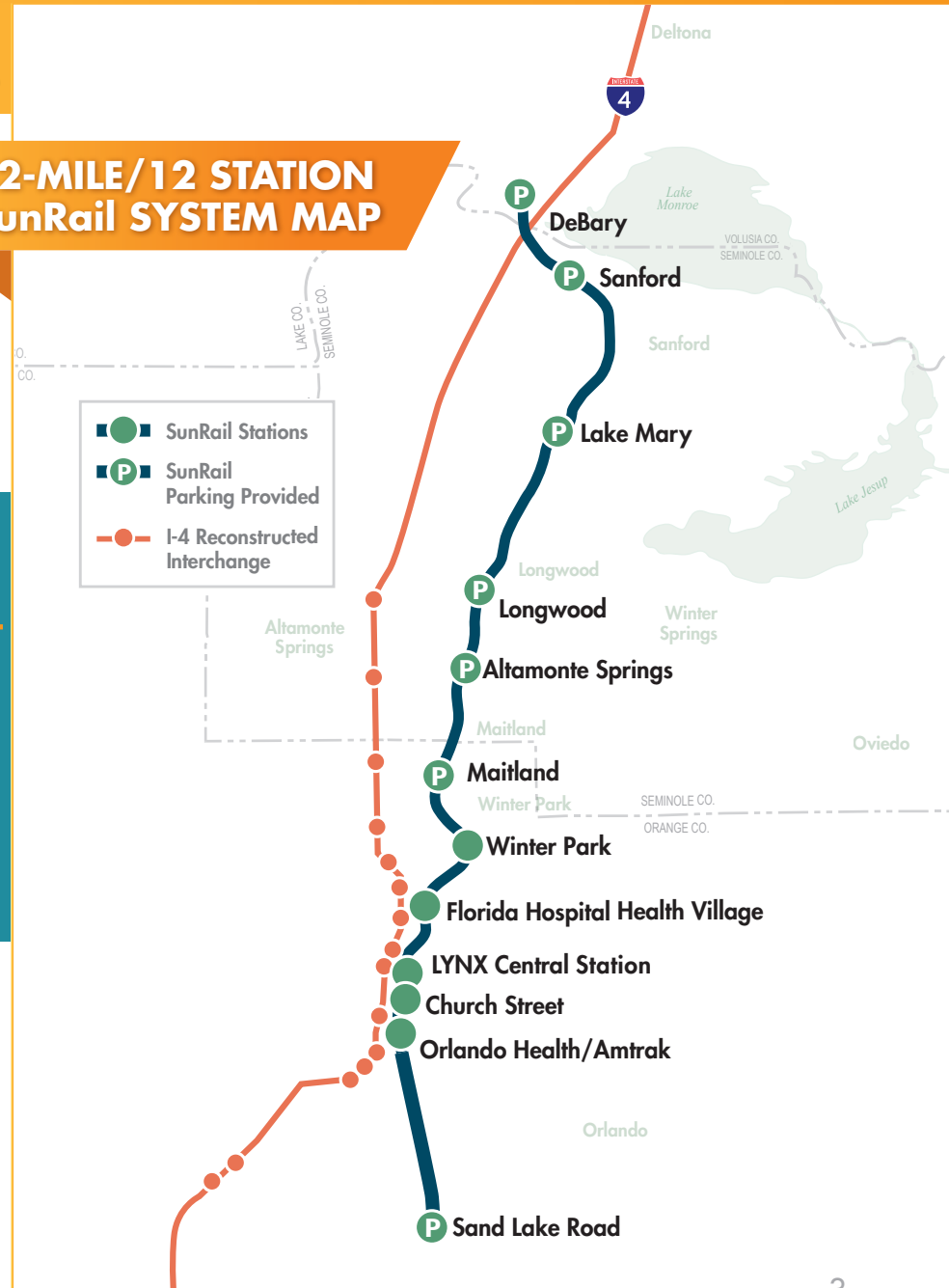
* Commute costs according to AAA estimate of .60 per mile, and 23 work-days / month
**2015 average

PASSENGER DATA

- **57.2% Ride SunRail 5 days or 4-5 days per week**
- **51.7% use SunRail.com to see if trains are running on time**

Data from SunRail On-Board Survey Results, Fall 2014

32-MILE/12 STATION SunRail SYSTEM MAP





ADVERTISING OPPORTUNITIES



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. All space will be sold on a first-come, first-served basis. Annual contractors receive first right of refusal. SunRail reserves the right to update its advertising opportunities at any time.

Our Advertising Opportunities include:

- On-Board Posters
- On-Board Train Schedule
- SunRail.com
- Platform Kiosks

ON-BOARD ADVERTISING OPPORTUNITIES

On-Board Posters

SunRail operates ten trains. Each train consists of one locomotive and two or three passenger vehicles – one CAB car and one or two COACH cars. COACH cars have fewer seats than coaches. Advertising placements are consistent on both COACH and CAB cars.

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

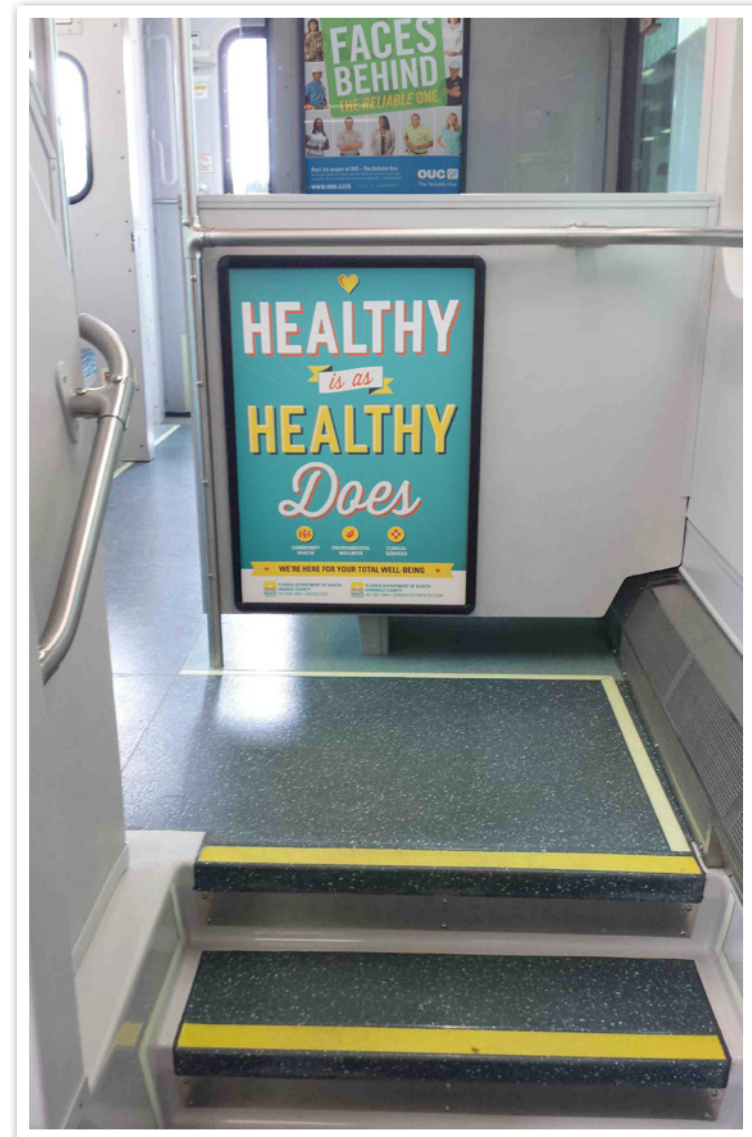
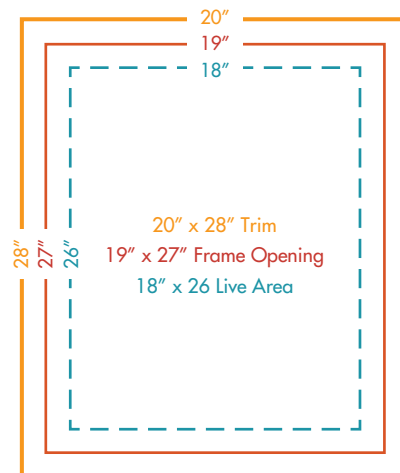
- Contract Minimum:** One Year
- Contract Timeframe:** May 1, 2016 - April 30, 2017
- Placement Cost:** \$7,600
- Production Fee:** \$550 (one-time)

Advertising creative changes can be made at any time during the contractual period, but will incur a \$550 production fee with each change, which covers installation and output of the creative.

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 runs 36 trains per day. Each passenger vehicle is stocked with train schedules.

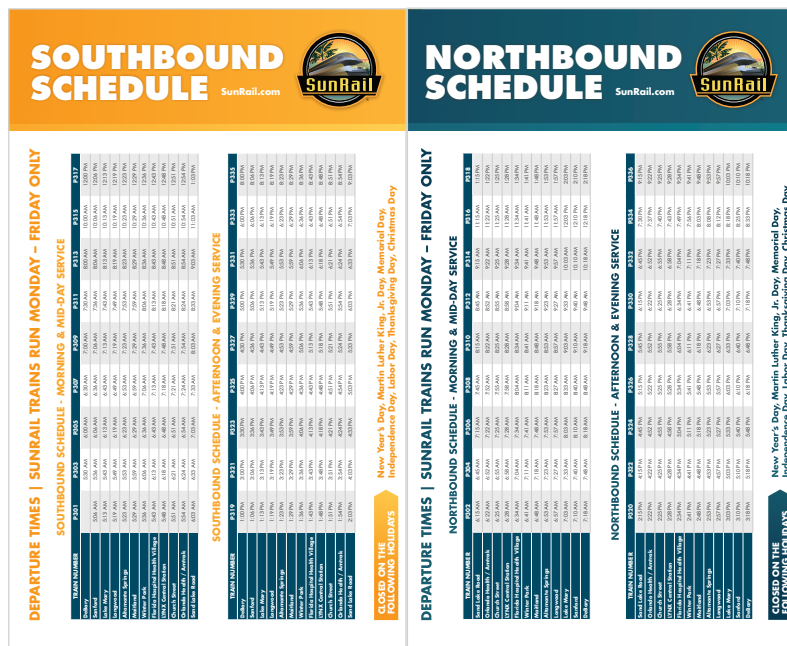
- Contract Minimum:** 3 months
- Placement Cost:** \$1,000/month
- File Specifications:** 4" w by 7" h

Advertising Placements: Placements are confirmed upon receipt of signed contract. Annual contracts receive first right of refusal.

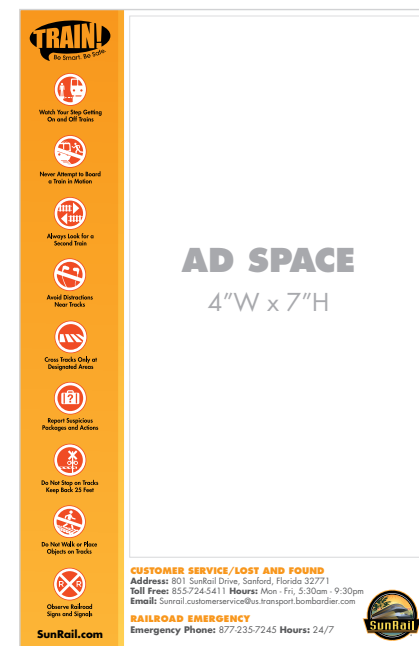
Submissions and Upload Information Contact: Caroline@EvolveToday.com



Front Cover



Inside Pages



Back Cover

SUNRAIL.COM ADVERTISING OPPORTUNITIES

SunRail.com

SunRail.com offers advertisers multiple options:

- Leaderboards
- Tiles
- Skyscraper
- Billboard Sliders
- Homepage Takeover

Minimum Buy: 90 days

Takeover



Leaderboard



Analytics*

Sessions: 1,140,000

Page Views: 3,153,069

Users: 629,311

Pages / Session: 2.77

* May 1, 2014 – September 30, 2015 (17 months)

SUNRAIL.COM ADVERTISING OPPORTUNITIES

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Advertising Placement: Placements are confirmed upon receipt of signed contract. Annual contracts receive first right of refusal.

Availability and creative submissions:
Caroline@EvolveToday.com

PAGE / SECTION	Ad Type	Ad Size	Placement	Daily Page Views*	3-Periods (12 weeks)	6-periods (24 weeks)	13 periods (52 weeks)
Homepage	Leaderboard	970x90 600x100	Top	1,977	\$3,276	\$6,552	\$14,235
Homepage	Leaderboard	970x90 600x100	Bottom	1,977	\$588	\$1,176	\$2,555
Homepage (2 positions)	Tile	300x250	Middle 1 or 2	1,977	\$1,092	\$2,184	\$4,745
Schedules (2 positions - NB or SB)	Leaderboard	600x100	Top	1,450	\$672	\$1,344	\$2,920
Schedules (2 positions - NB or SB)	Leaderboard	970x90 600x100	Bottom	1,450	\$420	\$840	\$1,825
Map	Skyscraper	160x600	Middle	1,977	\$924	\$1,848	\$4,015
Stations	Slider - one page	850x450	Top	NEW	\$300 per station	\$600 per station	\$1,040 per station
Bundled Pages: 17 pages, including: all 12 Station Pages, Tickets, SunCards, Train Information & Rail Safety, News & Events / Construction Notices, Customer Service	Leaderboards: Top & Bottom on all pages. Tile on News & Events / Construction Notices page	970x90 600x100 300x250	Leaderboard: Top & Bottom; Tile: middle	876	\$336	\$672	\$1,460
Homepage Takeover					Pricing & Duration available upon request		

* Information from analytics through 10/1/15

SUNRAIL.COM ADVERTISING SPECIFICATIONS

Ad Type	Dimensions	Max File Size	Accepted Formats	Rich Media/Flash Accepted	Animations	Basic Ad Structure
Leaderboard Mobile Leaderboard*	970x90 600x100	40k 30k	.gif or .jpg	No	Animated files can cycle a maximum of three times. Additionally, the last frame of the animation should contain all of the pertinent information for the ad. Animation must not run longer than 15 seconds in total length.	Ads with white backgrounds should have a one-pixel border around the graphic's perimeter. This border must be created within the graphic. The inclusion of the border must not exceed the ad's dimension restrictions.
Large Leaderboard	970X250	60k	.gif or .jpg	No		
Skyscraper	160x600	40k	.gif or .jpg	No		
Tile	300x250	40k	.gif or .jpg	No		
Wide Skyscraper	300x600	60k	.gif or .jpg	No		
Station Billboard Slider	850x450	100k	.gif or .jpg	No	Not Allowed	
Wallpaper	Please contact Caroline@EvolveToday.com for specifications on this ad type.				Not Allowed	

* Required with purchase of leaderboard

CONTACT & AD SUBMISSION



Please contact:

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C: 321-316-8714