SunRail

MEDIA KIT

SunRail.com

MARCH 2018

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.

Southern Expansion

In summer 2018, SunRail's Southern Expansion will open, adding four additional stations and extending the line into Osceola County.

Advertising opportunities at these new stations are now available for reservation.

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 3 MILLION RIDERS
(May 1, 2014–present)

3,500+
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"

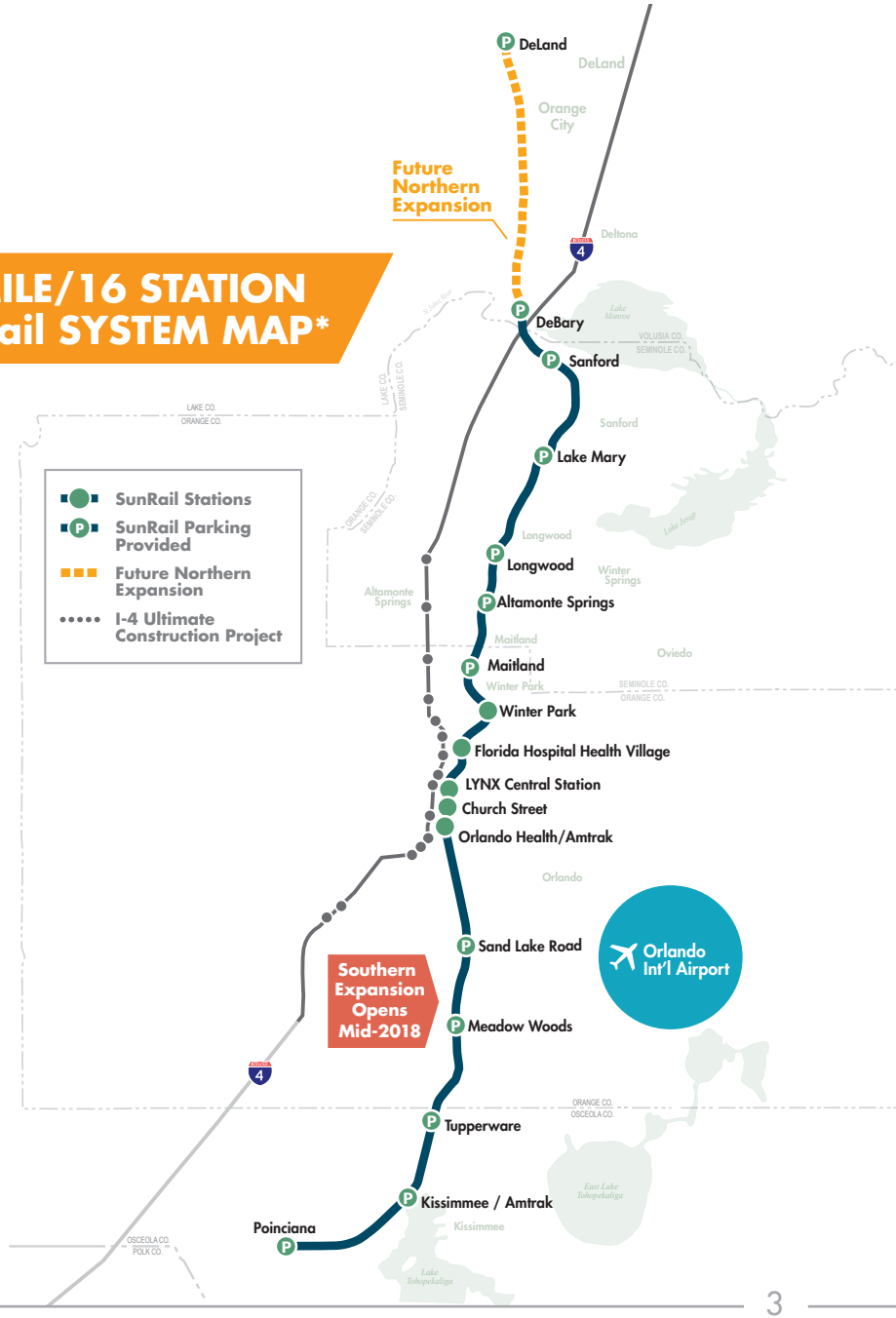
AFTER SUNRAIL
Commute Time: 40 min. train ride
Total Cost: $84/mo.
*97% on-time arrival rate***
"Low stress…very relaxing commute. I'm able to work, read and meet new friends."

** 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

53-MILE/16 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

Each train consists of one locomotive and two or three passenger vehicles. SunRail has 20 passenger vehicles.

One Ad Placement = One Poster on 10 passenger vehicles

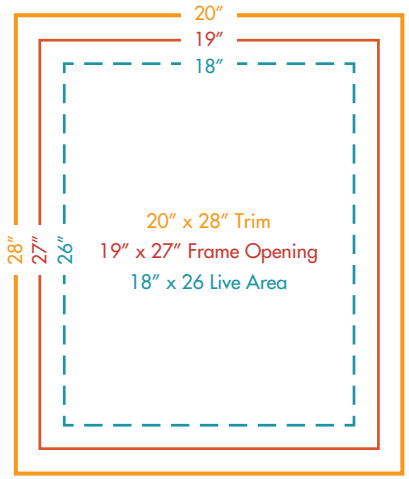
Contract Minimum: One Year
Placement Cost: $7,600/year or $650/month
Production Fee: $550 (one-time)

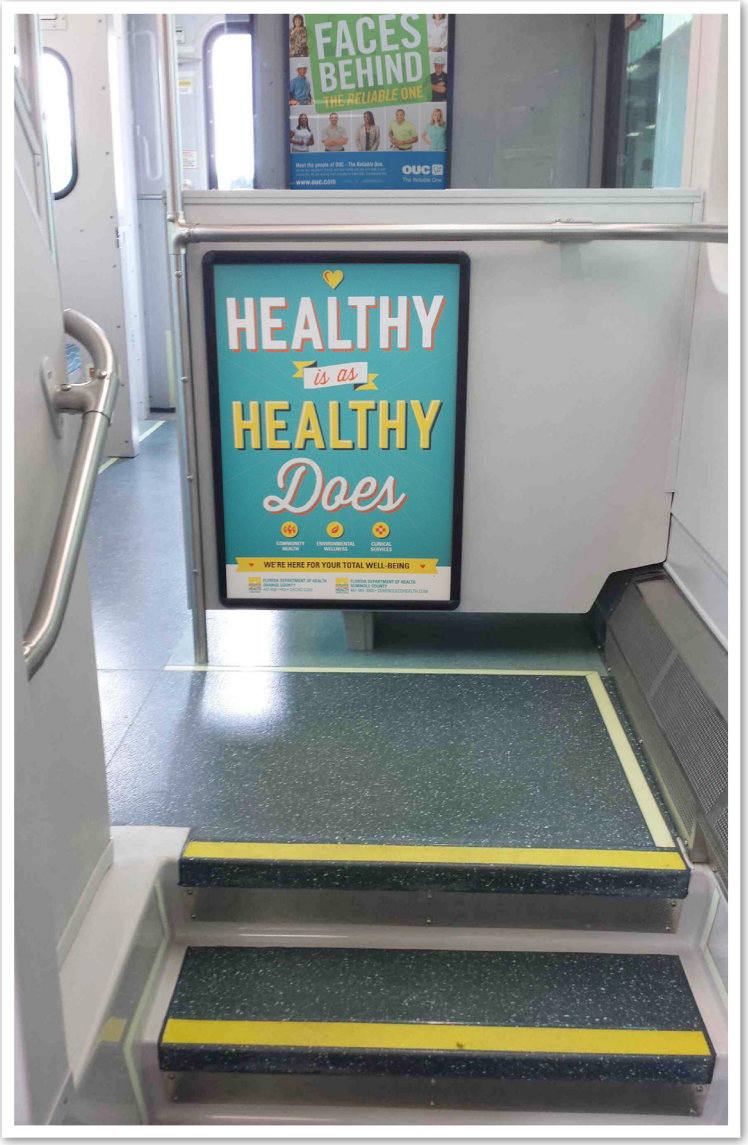
Advertising creative changes can be made at any time during the contractual period, but will incur a $550 production fee with each change, which covers installation and output of the creative.

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 operates 36 trains Monday - Friday. Each passenger vehicle is stocked with train schedules.

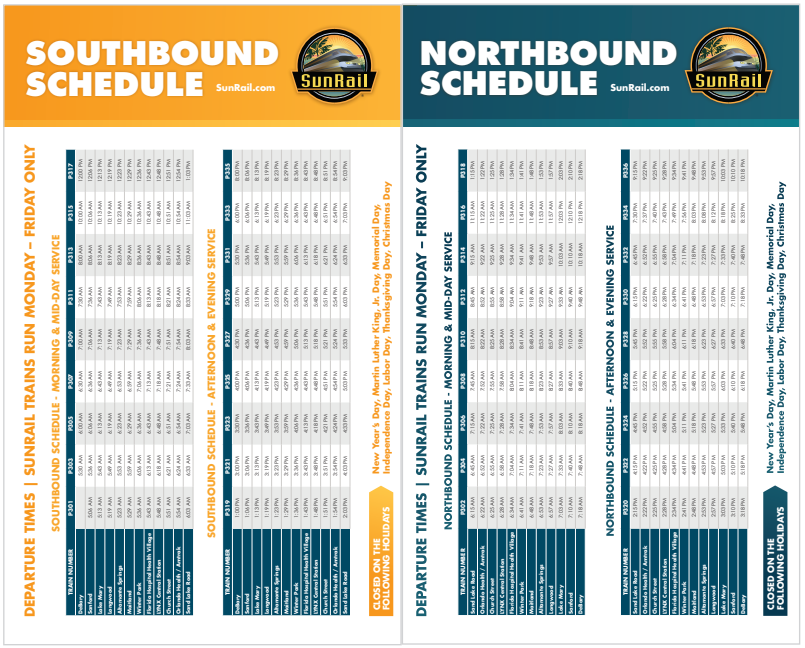
Contract Minimum: 1 month
Placement Cost: $500/month

File Specifications: 3.75″w by 6.75″h

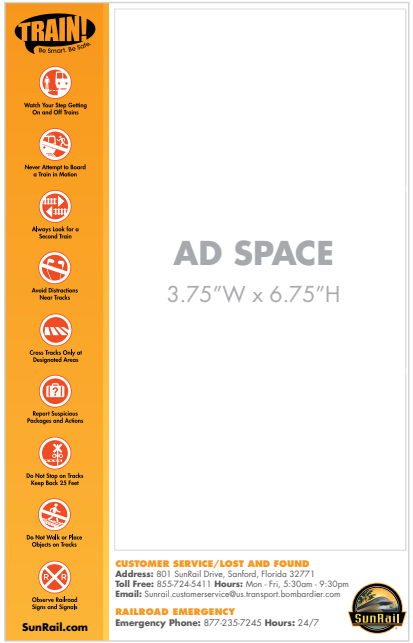
Advertising Placements: Placements are confirmed upon receipt of signed contract. Annual contracts receive first right of refusal.

Submissions and Upload Information Contact:
Caroline@EvolveToday.com

Front Cover



Inside Pages



Back Cover

STATION ADVERTISING OPPORTUNITIES

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
- Meadow Woods - available Aug 1, 2018
- Tupperware - available Aug 1, 2018
- Kissimmee/Amtrak - available Aug 1, 2018
- Poinciana - available Aug 1, 2018

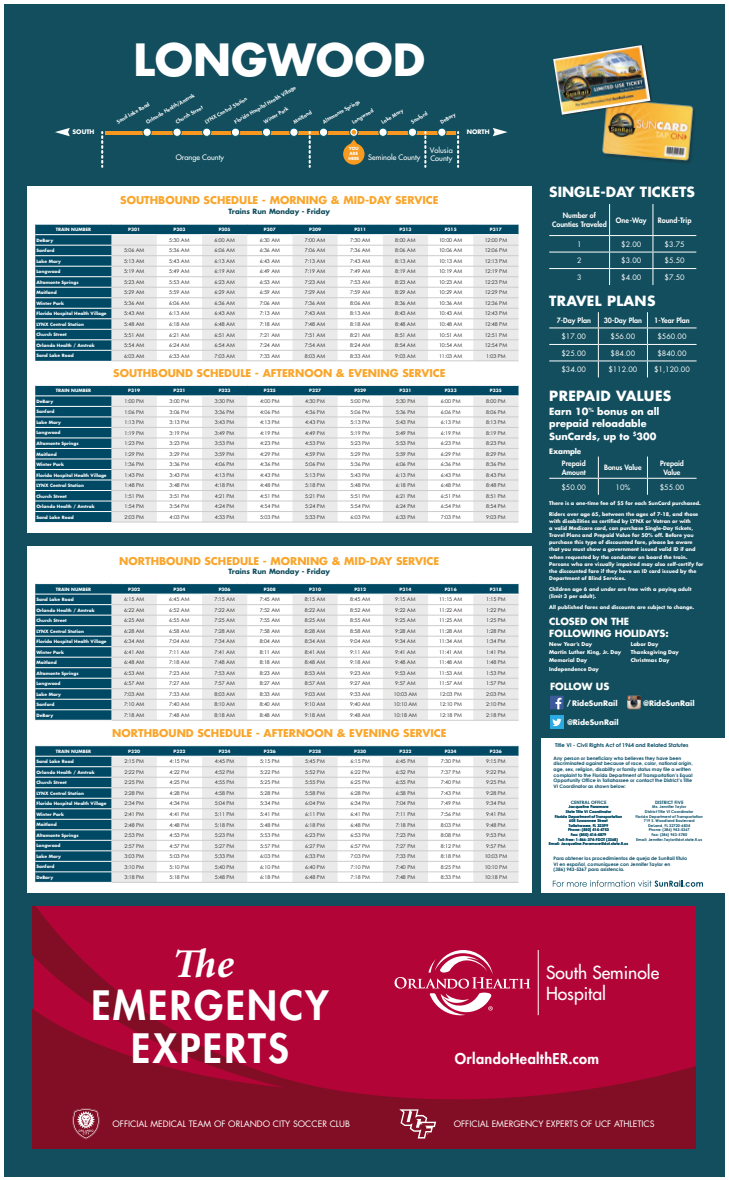
Minimums: One kiosk at one station for one year

Annual Cost Per Ad Per Station: $3,300
Advertising creative changes can be made at any time during the contractual period, but will incur a $275 production fee with each change, which covers installation and output of the creative.

File Specifications: 33”w x 10.5”h

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

Submissions and Upload Information Contact:
Caroline@EvolveToday.com



SUNRAIL.COM & SUNRAIL.ES ADVERTISING OPPORTUNITIES

SunRail.com

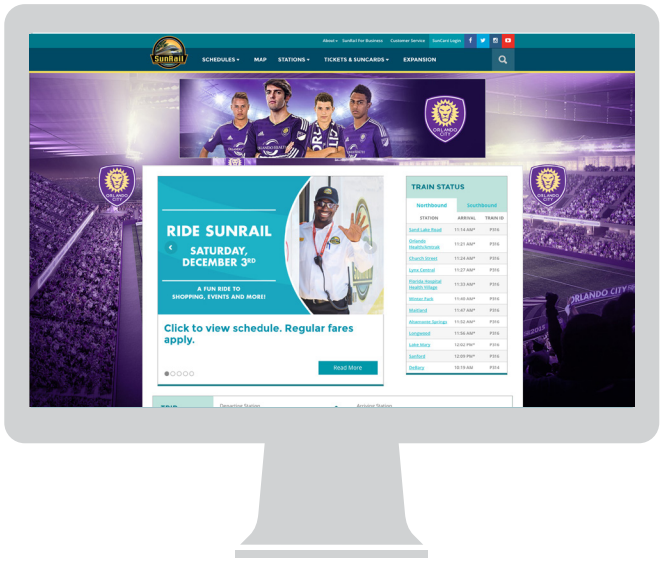
SunRail.com & SunRail.es offers advertisers multiple options:

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

Minimum Buy: 30 days

Long-term contract discounts available

Takeover



Leaderboard

Analytics (12 Months)

Sessions: 743,953
Page Views: 1,460,189
Users: 403,174
Pages / Session: 1.96

SUNRAIL.COM & SUNRAIL.ES ADVERTISING PACKAGES

All packages below are sold on a 1 month **minimum commitment.**

Discounts

3-month commitment - 10% off total package rate
6-month commitment - 15% off total package rate
9-month commitment - 20% off total package rate
12-month commitment - 25% off total package rate

Package A

(1) Homepage Leaderboard - Top Position
(1) Homepage Tile 2 (Desktop Only) - Middle Position
(1) Schedule (NB or SB) Leaderboard - Top Position
(1) Schedule (NB or SB) Leaderboard - Bottom Position
(1) Map Skyscraper - Middle Position
(1) Tickets or SunCards Leaderboard - Top Position
(1) Tickets or SunCards Leaderboard - Bottom Position
(6) Station Leaderboards - Top Position
(6) Station Leaderboards - Bottom Position
(1) Customer Service Leaderboard - Bottom Position
(3) Bundled Pages ROS Leaderboards
(Train Info, News & Events, Rail Safety, Passenger Etiquette, SunRail for Business) - Top Position
(3) Bundled Pages ROS Leaderboards
(Train Info, News & Events, Rail Safety, Passenger Etiquette, SunRail for Business) - Bottom Position

Estimated Monthly Impressions - 146,580
Monthly Cost - $559
Sizes - 970x90, 600x100, 300x250, 160x600

Package B

(1) Homepage Tile 1 - Middle Position
(1) Schedule (NB or SB) Leaderboard - Top Position
(1) Schedule (NB or SB) Leaderboard - Bottom Position
(1) Tickets or SunCards Leaderboard - Bottom Position
(4) Station Leaderboards - Top Position
(4) Station Leaderboards - Bottom Position
(1) Customer Service Leaderboard - Top Position
(2) Bundled Pages ROS
(Train Info, News & Events, Rail Safety, Passenger Etiquette, SunRail for Business) Leaderboards - Top Position
(2) Bundled Pages ROS
(Train Info, News & Events, Rail Safety, Passenger Etiquette, SunRail for Business) Leaderboards - Bottom Position

Estimated Monthly Impressions - 106,820
Monthly Cost - $429
Sizes - 970x90, 600x100, 300x250

Package C

(1) Homepage Leaderboard - Bottom Position
(1) Tickets or SunCards Leaderboard - Top Position
(2) Station Leaderboards - Top Position
(2) Station Leaderboards - Bottom Position

Estimated Monthly Impressions - 62,000
Monthly Cost - $334
Sizes - 970x90, 600x100

SUNRAIL.COM & SUNRAIL.ES 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

Caroline Gardner

Caroline@EvolveToday.com
P: 407-420-1234 x311
C: 321-316-8714