



SUNRAIL

2023 MEDIA KIT



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. In 2018, SunRail expanded to 16 stations and operates along 49 miles, roughly paralleling Interstate 4, serving the heart of the business district in downtown Orlando, Volusia, Seminole, Orange and Osceola counties.

SunRail runs 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 other passengers.

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

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



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 6.6 MILLION RIDERS
(May 1, 2014–present)

6,500+
Average Daily Ridership
Number reflects pre-pandemic ridership



ON TIME PERFORMANCE:
98%

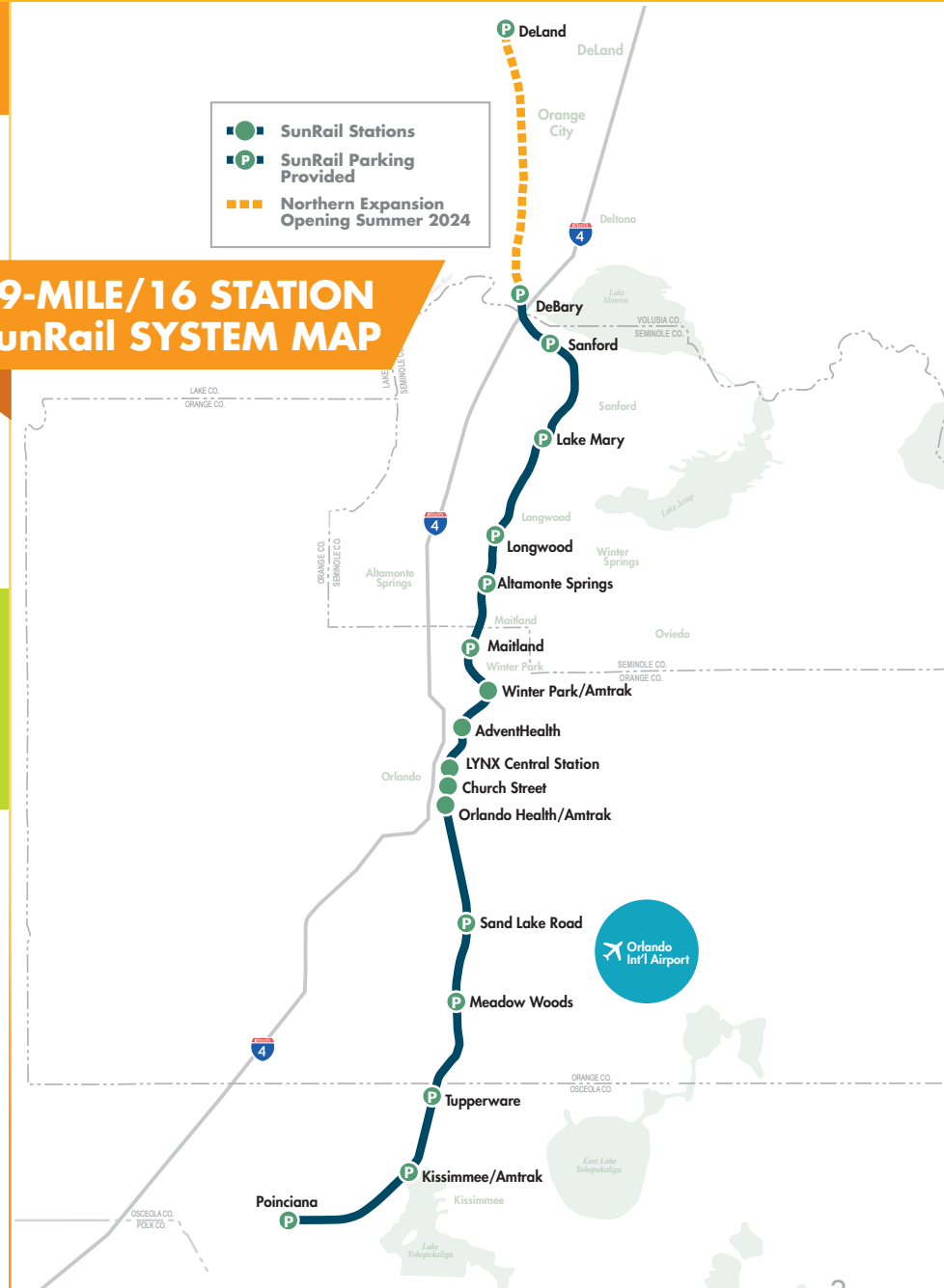
through September, 2023

PASSENGER DATA

- **68.9%** ride SunRail to commute
- **27.2%** ride SunRail for leisure/pleasure
- **3.9%** ride SunRail for medical or other

Data from SunRail Survey Results, August 2018

49-MILE/16 STATION SunRail SYSTEM MAP





ADVERTISING OPPORTUNITIES



All advertising space on SunRail trains is sold on a first-come, first-served basis. Space is limited. This gives advertisers targeted opportunities to reach passengers in a clutter-free environment, both on the trains and online. SunRail reserves the right to update its advertising platforms at any time. Annual contractors receive first right of refusal.

Our Advertising Opportunities include:

- On-Board Poster
- 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

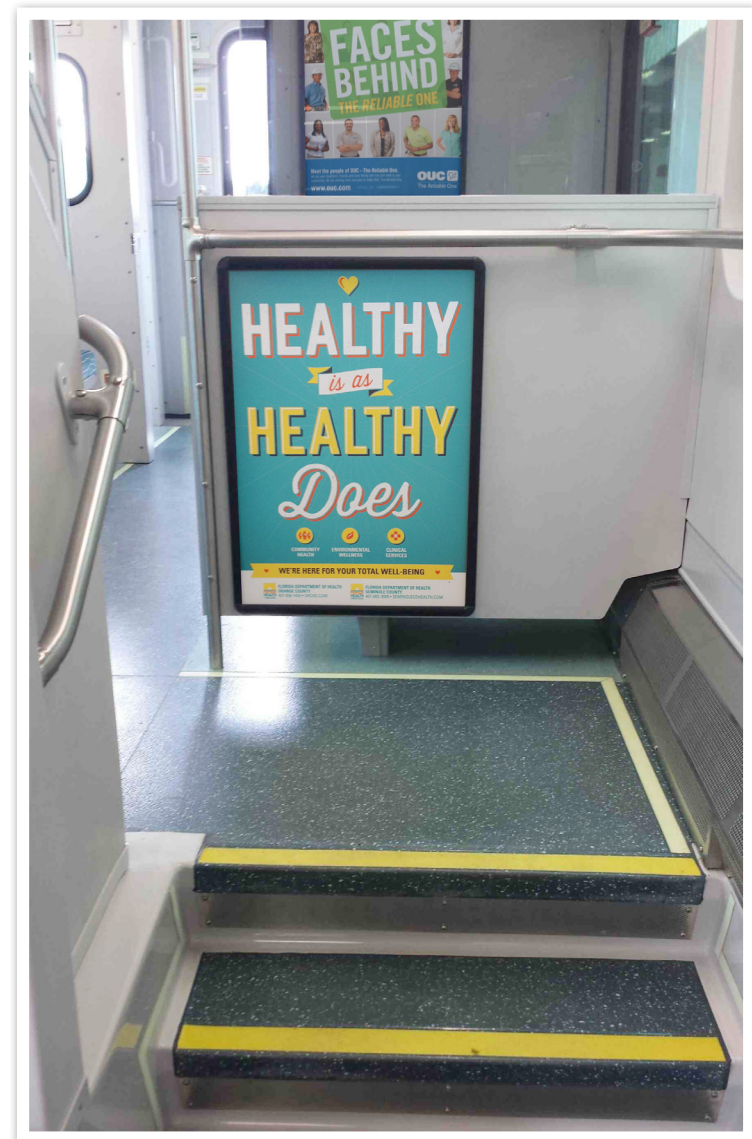
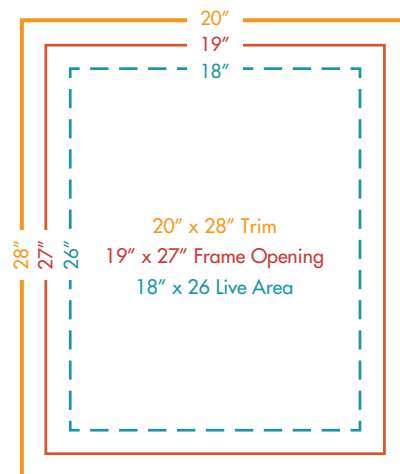
- Contract Minimum:** One Year
- Placement Cost:** \$7,600/year or \$650/month
- Production Fee:** \$550 (one-time)

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



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
- AdventHealth
- LYNX Central Station
- Church Street Station
- Orlando Health/Amtrak
- Sand Lake Road
- Meadow Woods
- Tupperware
- Kissimmee/Amtrak
- Poinciana

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: 31.5" w x 10" h

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

Submissions and Upload Information Contact:
Ads@SunRail.com

CONNECTIONS
Schematic Map Not to Scale

Longwood Areas of Interest

5 Minute Walking Radius:
Longwood City Hall
 175 W. Warren Ave • 407.260.3440
 longwoodfl.org

Historic Downtown Longwood
 407.260.3400
 longwoodfl.org/322/historic-district

10 Minute Walking Radius:
Reiter Park
 311 W. Warren Ave • 407.260.3440
 longwoodfl.org

Via LYNX from this Station:
South Seminole Hospital
 555 W. State Road 434 • 407.767.1200
 orlandohealth.com/Facilities/south-seminole-hospital
 LYNX Route 434

GET FROM A TO B:
 Use our convenient Trip Planner at SunRail.com

FOLLOW US
 @RideSunRail @RideSunRail @RideSunRail

RULES OF CONDUCT

PAY YOUR FARE
DO NOT FORGET TO TAP ON & OFF
UNDER SIX (6) ACCOMPANIED BY AN ADULT
SHARE THE SEAT
LIDS REQUIRED TO PREVENT SPILLS
STROLLERS ONLY
WATCH YOUR STEP
WAIT! LET PEOPLE GET OFF BEFORE GETTING ON

Choose expert care, in your community for more than 30 years.
Choose Orlando Health.
 ORLANDO HEALTH
 South Seminole Hospital
 ChooseOrlandoHealth.com

CONTACT & AD SUBMISSION



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