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. SunRail currently 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 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 at least two passenger vehicles. As ridership continues to grow, SunRail can easily add passenger cars to each train set.
Overview of SunRail

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

**OVER 4.5 MILLION RIDERS**
(May 1, 2014–present)

5,500+
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

**PASSSENGER 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

SunRail Media Kit
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

![Image of on-board advertising](image-url)
ON-BOARD ADVERTISING OPPORTUNITIES

On-Board Travel Guide

SunRail operates 40 trains Monday - Friday. Each passenger vehicle is stocked with travel guides.

Contract Minimum: 1 month
Placement Cost: $500/month
File Specifications: 4.125”w by 8”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
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:** 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

**Leaderboard**

Sessions: 1,091,861
Page Views: 2,310,848
Users: 537,037
Pages / Session: 5.64

**Analytics (12 Months)**

**Takeover**
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 or Bottom Position
(1) OnTrack - Top or 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, Group Travel, 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
(2) Tickets or SunCards Leaderboard - Top and Bottom Position
(2) Station Leaderboards - Top Position
(2) Station Leaderboards - Bottom Position
(1) OnTrack - Top or Bottom Position

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

All packages below are sold on a 1 month minimum commitment.
# SUNRAIL.COM & SUNRAIL.ES ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Max File Size</th>
<th>Accepted Formats</th>
<th>Rich Media/Flash Accepted</th>
<th>Animations</th>
<th>Basic Ad Structure</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>970x90 600x100</td>
<td>40k 30k</td>
<td>.gif or .jpg</td>
<td>No</td>
<td>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.</td>
<td>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.</td>
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<td>Mobile Leaderboard*</td>
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<td>Not Allowed</td>
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</tbody>
</table>

* Required with purchase of leaderboard

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Please contact Caroline@EvolveToday.com for specifications on this ad type.
CONTACT & AD SUBMISSION

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