

SUNRAIL



MEDIA KIT

SunRail.com

MAY 2021

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 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



ON TIME PERFORMANCE:
97%

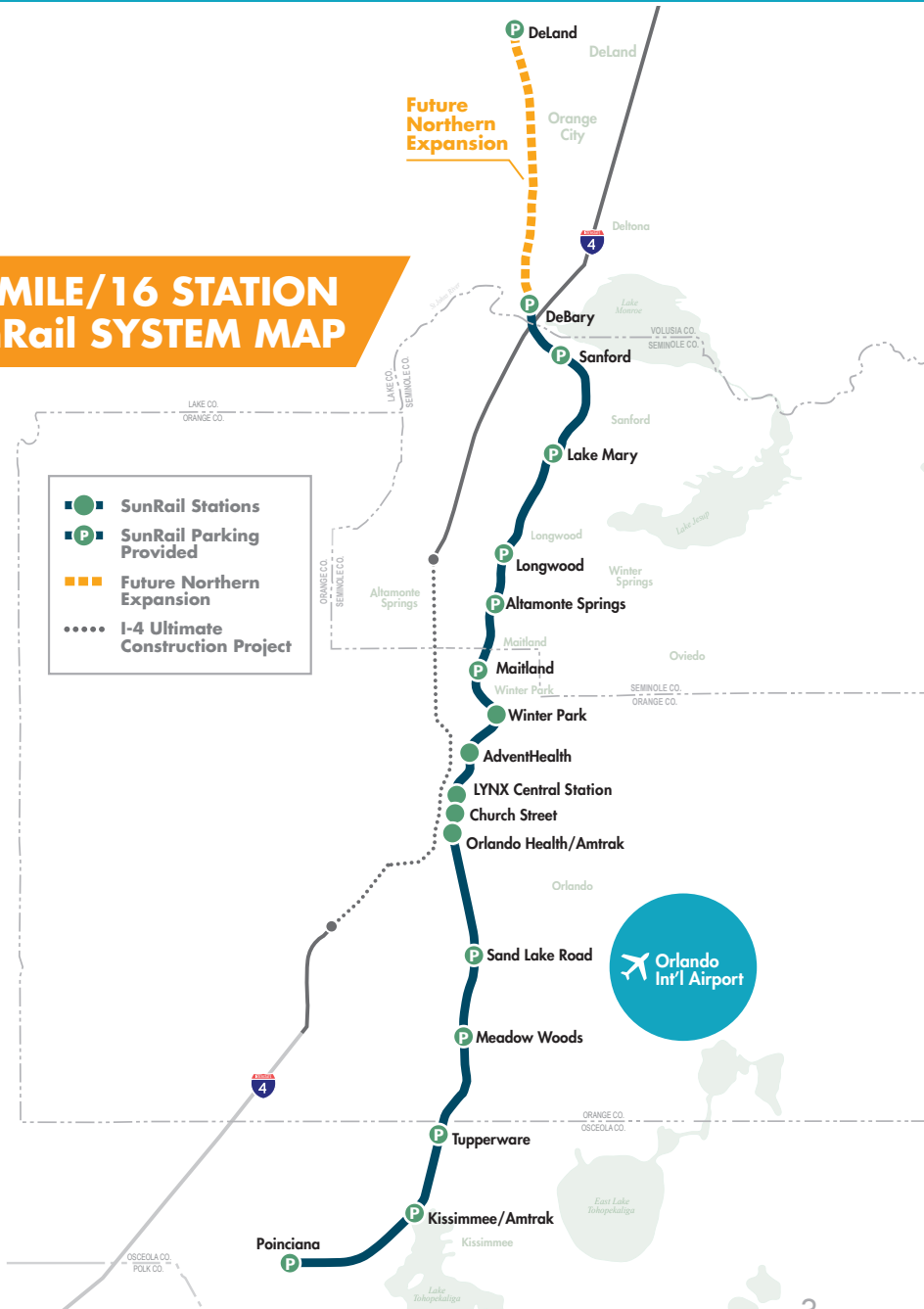
through November, 2020

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 digitally. SunRail reserves the right to update its advertising opportunities at any time. Annual contractors receive first right of refusal.

Our Advertising Opportunities include:

- On-Board Posters
- On-Board Train Schedule
- Train Wraps
- 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

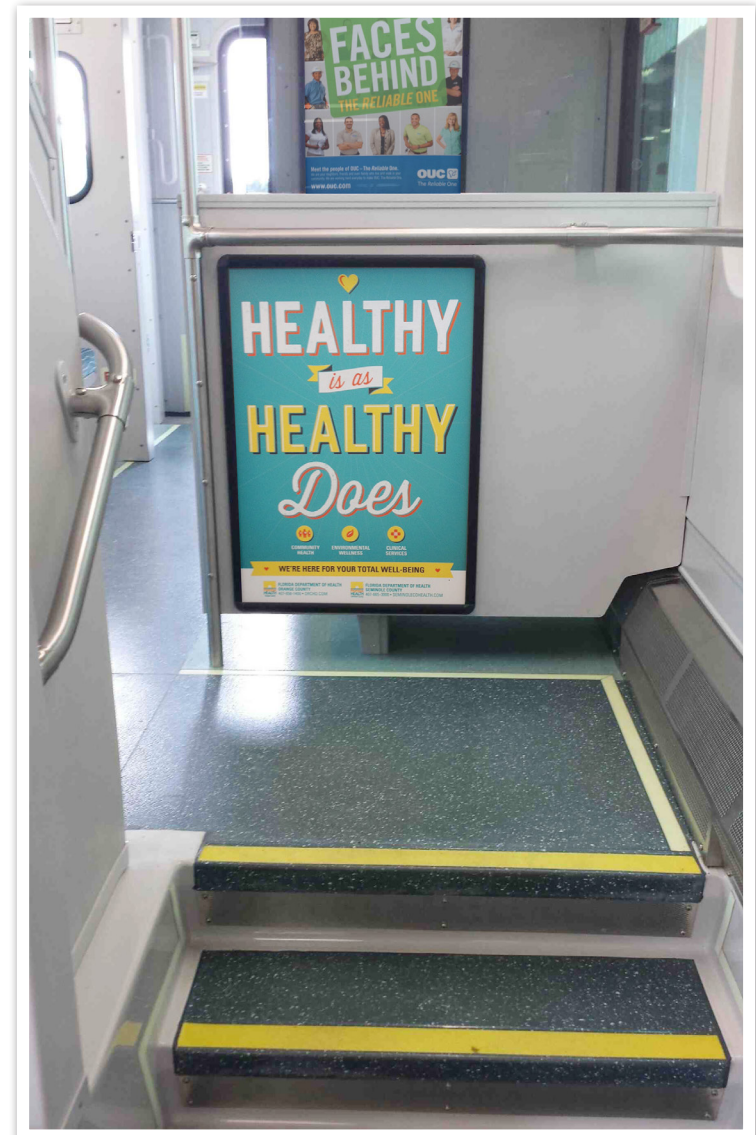
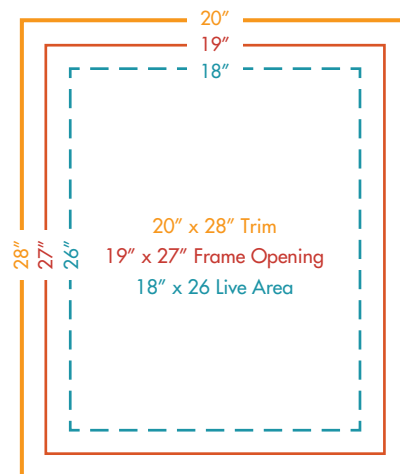
Contract Minimum: One Year
Placement Cost: \$7,600/year or \$650/month
Production Fee: \$550 (one-time)

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 Travel Guide

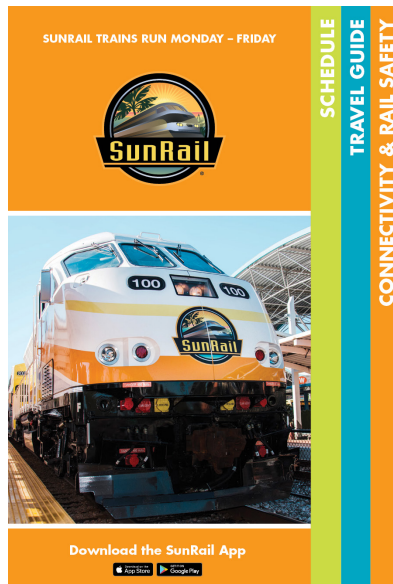
SunRail operates 40 trains Monday - Friday. Each passenger vehicle is stocked with travel guides.

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

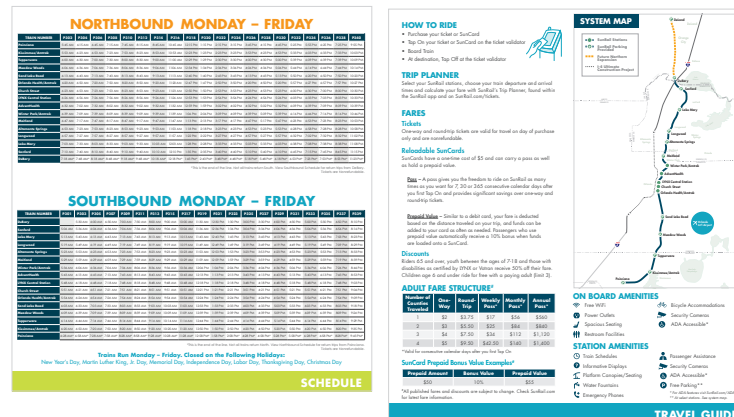
File Specifications: 4.125" w by 8" h

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

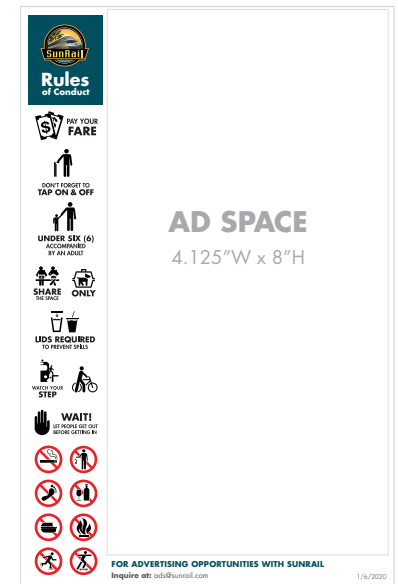
Submissions and Upload Information Contact:
Ads@SunRail.com



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
- 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

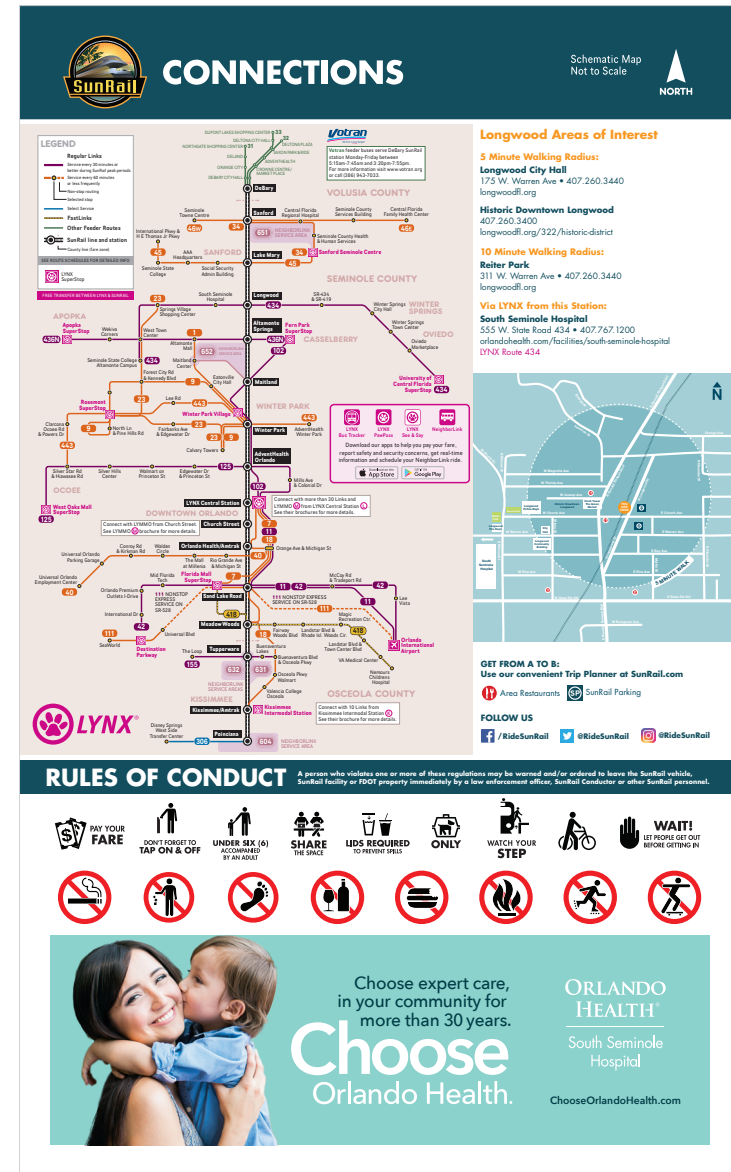
Annual Cost Per Ad Per Station: \$3,300

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



SUNRAIL.COM ADVERTISING OPPORTUNITIES

SunRail.com

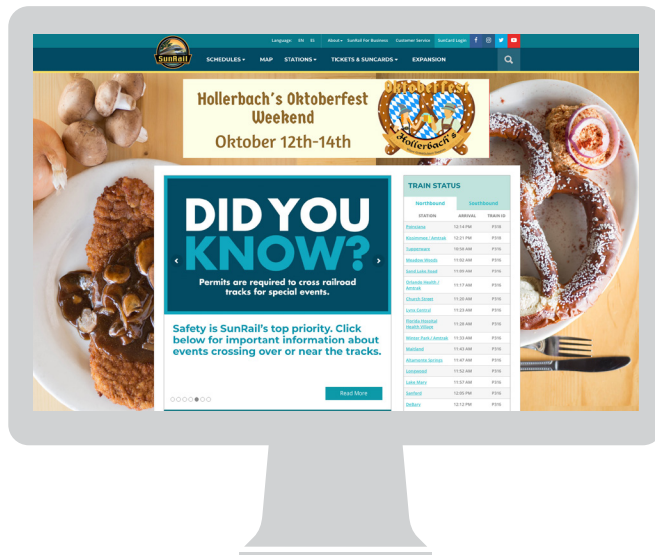
SunRail.com offers advertisers multiple options:

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

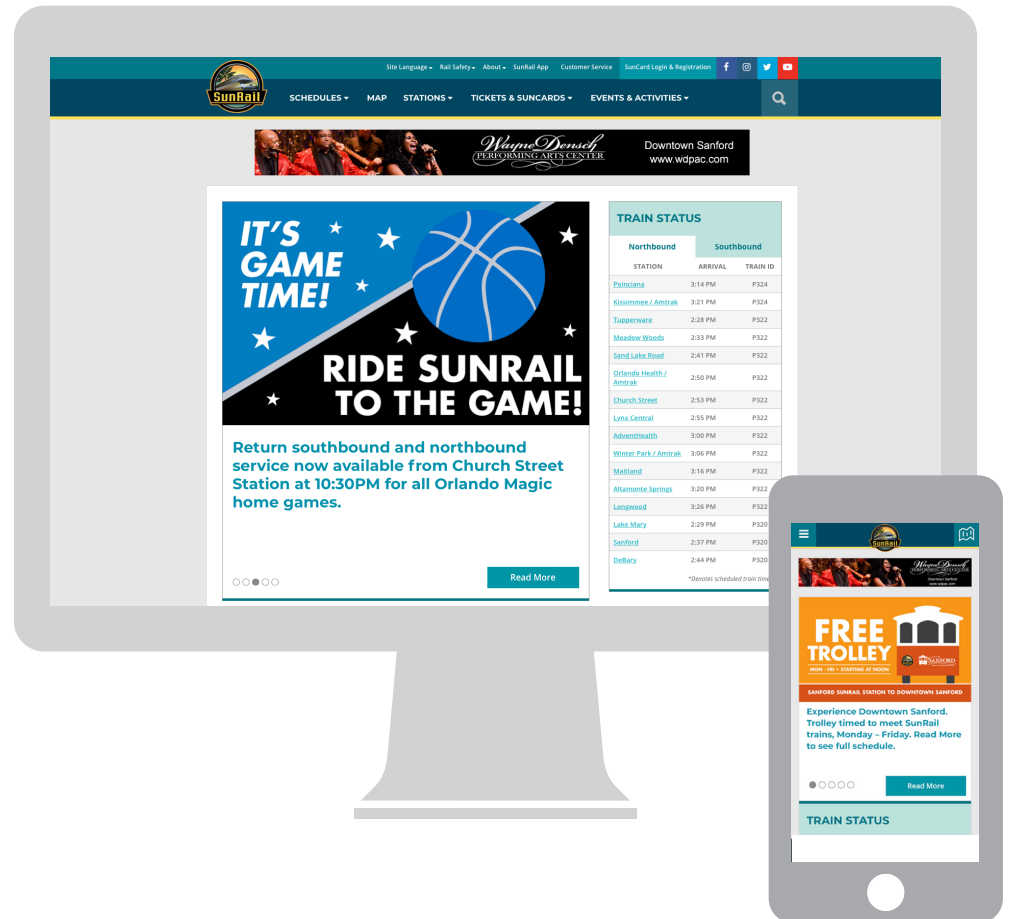
Minimum Buy: 30 days

Long-term contract discounts available

Takeover



Leaderboard



Analytics (12 Months)

Sessions: 1,248,659

Page Views: 2,636,370

Users: 633,840

Pages / Session: 2.11

SUNRAIL.COM 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 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

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 Ads@SunRail.com for specifications on this ad type.				Not Allowed	

* Required with purchase of leaderboard

COACH SPONSORSHIP

OPPORTUNITY

Promote your business with a train wrap. This large, moving billboard travels over 49 miles through four counties from DeBary to Poinciana.

COST

- \$60,000 per year, per Coach vehicle
- Cost includes printing, installation, and removal of the train wrap
- Creative is the responsibility of the Advertiser

TERMS

- Coach Sponsorship Agreement must be signed and submitted 45 days prior to install
- Installation and removal of graphics will be scheduled within a one-week window of the contracted time period and are subject to change based upon maintenance schedules or inclement weather
- 50% payable upon invoice, prior to installation. 50% payable upon completion of installation.
- Maximum 2-year contract
- Advertising and marketing contractor has the right to accept or refuse any Advertiser
- Advertising and marketing contractor has the right to accept or refuse any creative

ARTWORK

- Template will be provided upon request
- Submit artwork to Ads@SunRail.com



CONTACT & AD SUBMISSION



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