



# SUNRAIL

## 2022 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**
- **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**  
*Number reflects pre-pandemic ridership*



**ON TIME PERFORMANCE:**  
**97%**

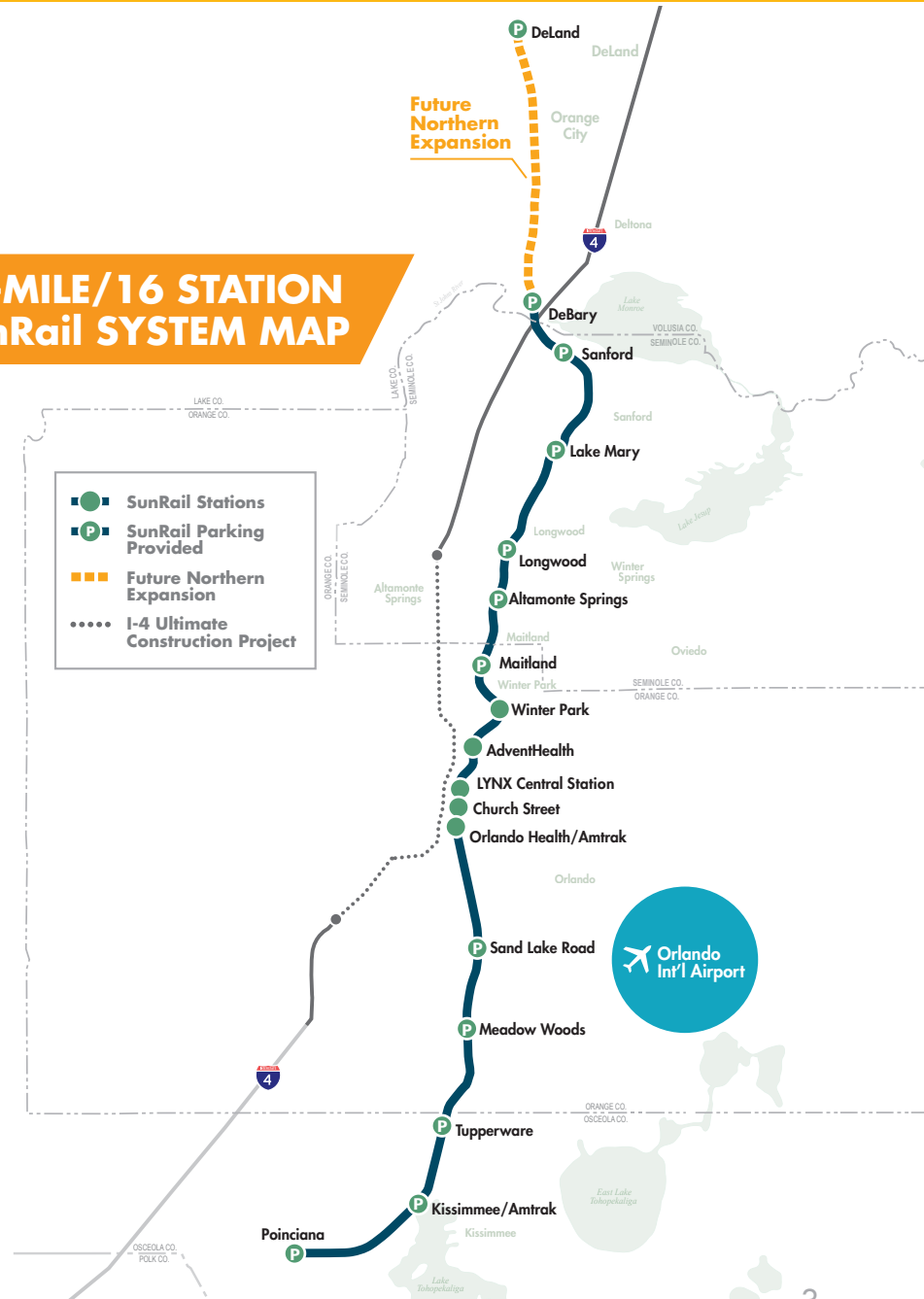
*through December, 2021*

## 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 Posters
- SunRail.com
- Train Wraps
- 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

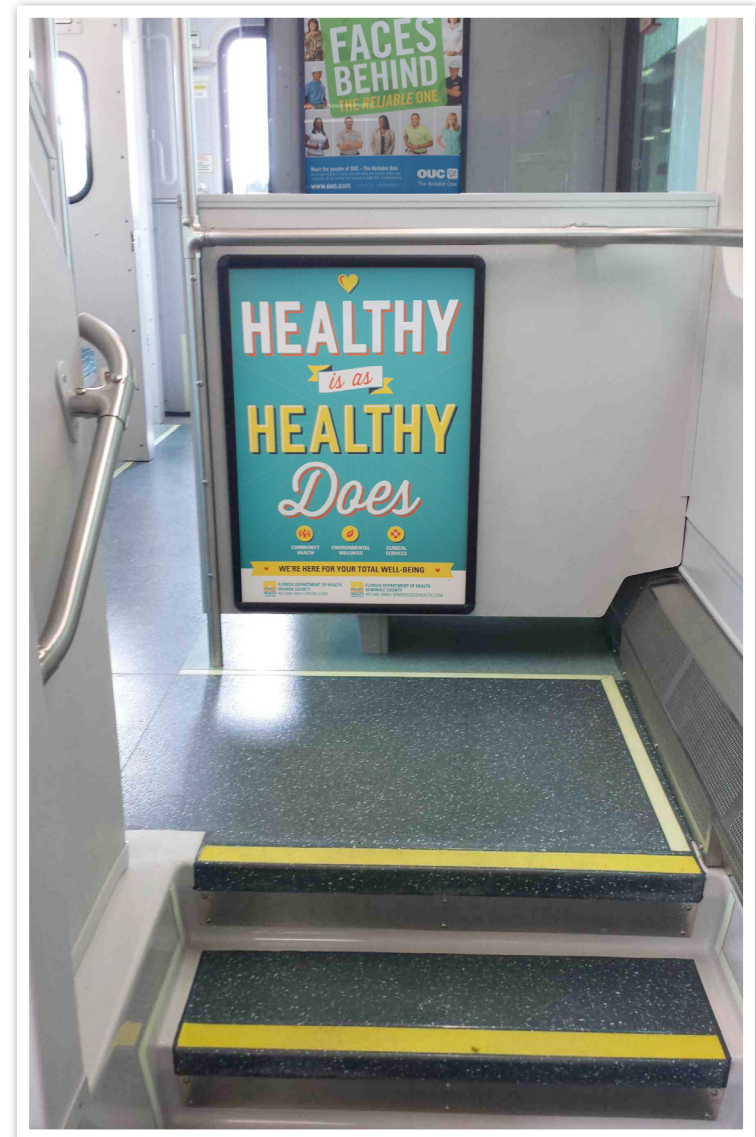
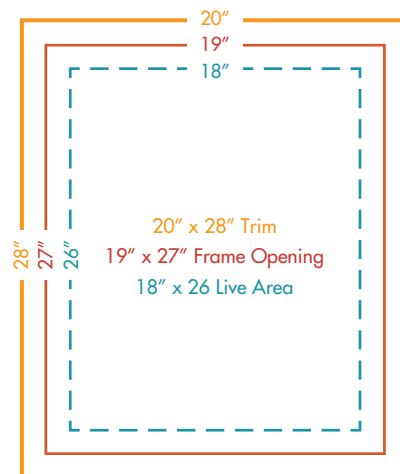
**Production Fee:** \$550 (one-time)

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

Schematic Map  
Not to Scale

NORTH

# CONNECTIONS

**Votran**

Newman Station: 900 N. Colfax Street  
Newman, VA 22643  
Phone: 540-746-2100  
Fax: 540-746-2101  
www.votran.net

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**Longwood Areas of Interest**

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

**Historic Downtown Longwood**  
407.260.3400  
longwoodri.org/322/historic-district

**10 Minute Walking Radius:**  
**Ritter Park**  
311 W. Warren Ave • 407.260.3440  
longwoodri.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

**Download our app to help you pay your fare,**  
register vehicles and security cameras, get real-time information and customize your trip! Get it on the App Store or Google Play!

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

Area Restaurants    RidesSunrail Parking

**FOLLOW US**

f /RidesSunrail    @RidesSunrail    @RidesSunrail

## RULES OF CONDUCT

**PAY YOUR FARE**  
DON'T FORGET TO TAP ON & OFF

**UNDER SIXTY (6)**  
ACCOMMODATED BY AN ADULT

**SHARE THE SPACE**

**LDS REQUIRED TO REMOVE PEDS**

**ONLY**

**WATCH YOUR STEP**

**WAIT! LET PEOPLE GET OUT BEFORE GETTING IN**

Choose expert care,  
in your community for more than 30 years.

# Choose

## Orlando Health.

**ORLANDO HEALTH®**

South Seminole Hospital

ChooseOrlandoHealth.com



# SUNRAIL.COM ADVERTISING OPPORTUNITIES

## SunRail.com

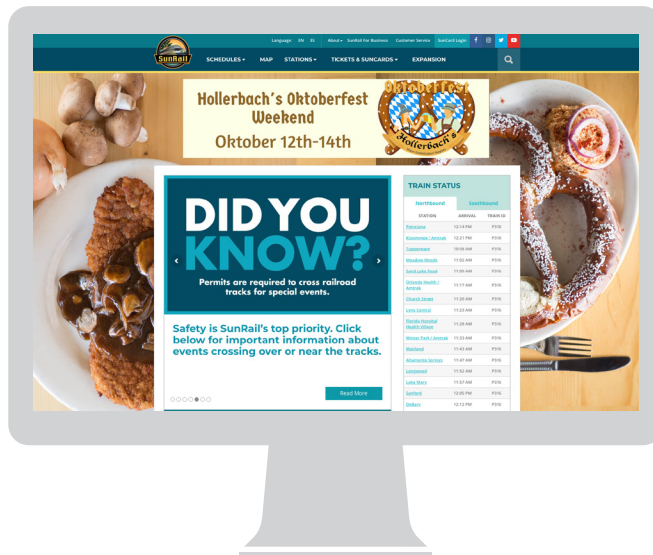
SunRail.com offers advertisers multiple options:

- Leaderboards
- Tiles
- Skyscraper
- Billboard Sliders
- Homepage Takeover
- Train Status Sponsorship

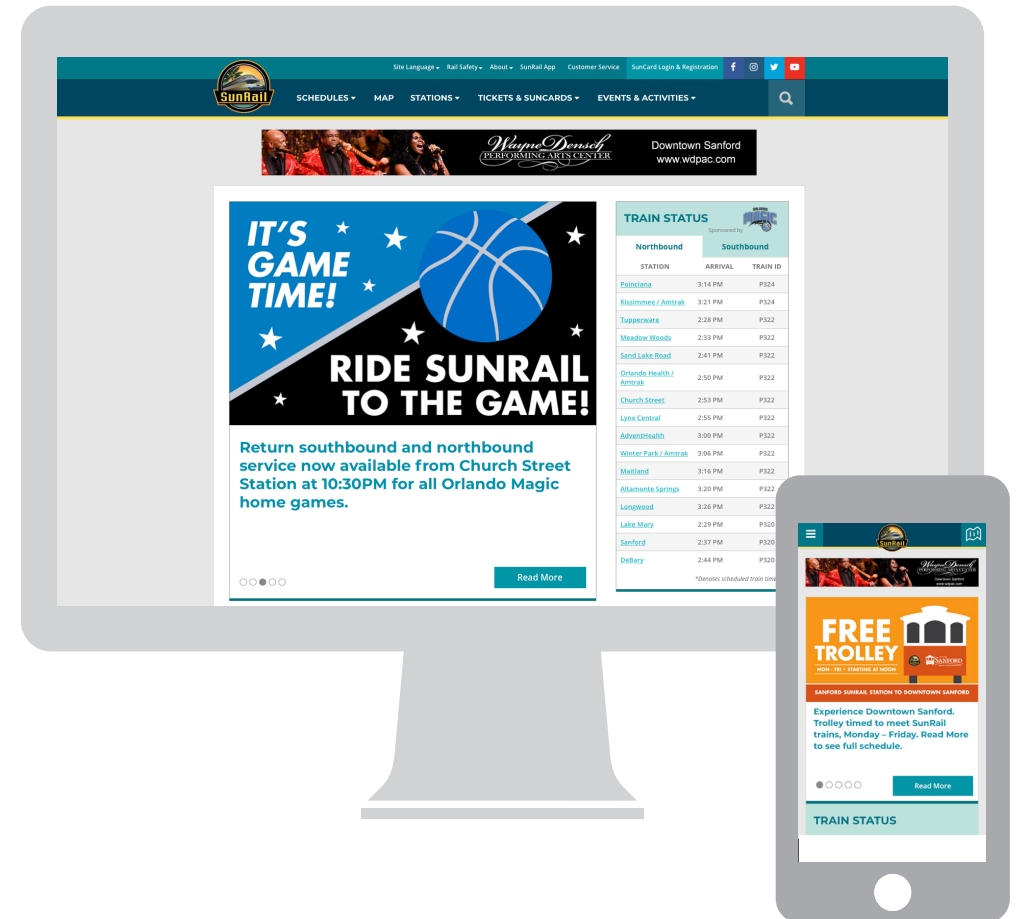
**Minimum Buy:** 30 days

Long-term contract discounts available

## Takeover



## Leaderboard & Train Status Sponsorship



## 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) Homepage Train Status Sponsorship (Desktop Only)
- (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
- (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

**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 Accepted | Animations  | Basic Ad Structure   |
|------------------------------------|--|---------------|------------------|---------------------|---|--|
| Leaderboard<br>Mobile Leaderboard* | 970x90<br>600x100  | 40k<br>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 Page<br>Billboard Slider   | 850x450  | 100k          | .gif or .jpg     | No                  | Not Allowed   |  |
| Train Status Sponsorship           | 280x120  | 40k           | .png             | No                  | Not Allowed   | Company Logo   |
| 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 98 miles through four counties on its round-trip from DeBary to Poinciana and back. With 126 different grade crossings per trip, the train wrap gets over 50,000 views a day.

## 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](mailto:Ads@SunRail.com)

Train Wrap Video





# CONTACT & AD SUBMISSION



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Ads@SunRail.com

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