



MEDIA KIT

Serving the Greater Nashua Area





News Release, January 1, 2020

FUEL Media Holdings Awarded Transit Advertising Partnership with Nashua Transit System (NTS), Nashua, New Hampshire

FUEL Media Holdings has signed a new transit advertising contract with the Nashua Transit System (NTS). The multi-year agreement will give FUEL the exclusive right to sell interior and exterior transit advertising and other outdoor advertising spaces. The NTS provides public transit services with fixed route service on 15 routes (12 day / 3 night) throughout the City of Nashua and Paratransit service to residents of Nashua and eight surrounding communities.

As announced by Cheryl Anderson, Vice President of Sales and Marketing of FUEL. "This is a tremendous opportunity for FUEL. We are very excited about our new partnership with the Nashua Transit System. We are looking forward to working diligently to expand their advertising footprint and the fiscal benefits for NTS."

FUEL's partnership with NTS means greater opportunities for local and regional businesses to gain additional exposure through approved advertising materials on NTS fixed routes and para-transit vehicles and bus shelters. The transportation advertising business is a growing outdoor media platform. The advertising dollars invested by businesses enhances the ability to deliver massive reach to potential customers. The consumer is not required to subscribe or turn on anything to engage with the outdoor advertising message.

"Nashua Transit System is excited to endeavor on a new partnership with Fuel Media Holdings to build new relationships in our community through our advertising program" stated Camille Pattison, Transportation Manager, Nashua Transit System. "We look forward to expanding our reach with businesses and organizations on a local, regional and national level while increasing overall visibility."

For more information on advertising opportunities contact
<https://www.fuelmediaholdings.com/contact> or 603-336-3866

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About FUEL Media Holdings

FUEL Media Holdings is a certified DBE and MBE business based in Jacksonville, Florida committed to helping municipalities, transportation authorities and businesses generate revenue through outdoor advertising. We are a motivated team of professionals passionate about our work and dedicated to our clients' success. We believe in the communities we serve and are committed to helping local businesses reach their full potential with outdoor advertising properties.

About NTS

Nashua Transit System offers a clean, safe, comfortable, affordable and environmentally friendly way for you and your family to get where you need to go in Nashua. Nashua Transit System provides fixed route service on 12 routes throughout the City of Nashua during the daytime and 3 routes at night. Additionally, NTS offers Paratransit service to residents of Nashua and 8 surrounding communities for individuals who are unable to use the fixed route service. Like NTS on [Facebook.com/NashuaTransitSystem](https://www.facebook.com/NashuaTransitSystem) or follow us on Twitter @RideBigBlue. For more information please call (603) 880-0100.

WHY TRANSIT ADVERTISING?



Nothing does it like an advertisement on the bus! You can't tune it out. You can't change the channel. You can't zap it with the remote. You can't ignore it by taking a different route. You aren't bundled together for a :10 second spot that fits their schedule but not yours.

- ➔ REACH - No other media puts you in front of more people.
- ➔ FREQUENCY - Potential customers see your ad - over and over.
- ➔ HIGH VISIBILITY - Face it. A bus is hard to miss.
- ➔ DELIVERY - Buses deliver your ad to where potential customers are.
- ➔ ALL DAY EXPOSURE - Day! No :10 second or :30 seconds here.
- ➔ EYE-LEVEL - Attention grabbing ad delivers your message to potential buyers.
- ➔ INESCAPABLE - Bus ads command attention. You can't tune them out.
- ➔ ATTENTION GRABBING - Rolling Billboards create instant recognition.



Moving Billboards

Circulating in the busiest areas of cities, bus advertising offers exposure to local commuters, drivers and pedestrians. These 'moving billboards' are displayed on the bus exterior and come in a variety of sizes and high-impact formats to reach your audience. Available in various sizes and formats, from side panel displays to fully wrapped buses. Transit advertising can deliver exposure where other Out-Of-Home (OOH) advertising may be prohibited.



Continuous Exposure Year Round

Wrap the entire Bus with your ad to make a dramatic impact. Bus ads move throughout residential and core business areas, delivering your message throughout the marketplace all day, every day. This continuity builds consumer's familiarity with your company and brand. Bus ads are great for branding campaigns, which typically run for at least one year.



Capture the Market

Use a high quantity of smaller Bus ads to saturate the market in a short amount of time. Bus ads are highly effective for announcing new products, seasonal specials or short term advertising campaigns. These ads can run for a period of time (typically 3 to 6 months). Bus ads capture consumers' attention so they act upon a particular promotion immediately.



OOH Benefits

Consumers are steadily on-the-go, and they see Out-of-Home ads along the way. Nielsen's recent study revealed that not only do consumers notice Out-of-Home ads, but they take action after seeing them.

83% of people who notice OOH ads also notice the ad's message.

37% notice the message most/all of the time.
46% notice the message some of the time

80% of consumers have noticed an OOH ad in the past month.

62% notice an OOH ad each week.



61%

DIGITAL BILLBOARD



54%

BUS AD



45%

STREET LEVEL AD



33%

SHELTER AD

Out-Of-Home Advertising Connects to Mobile

Participants reported the following actions on their smartphone in response to OOH ads (in the past month):



33% SEARCHED ONLINE ABOUT THE ADVERTISER

23% ACCESSED A COUPON OR DISCOUNT

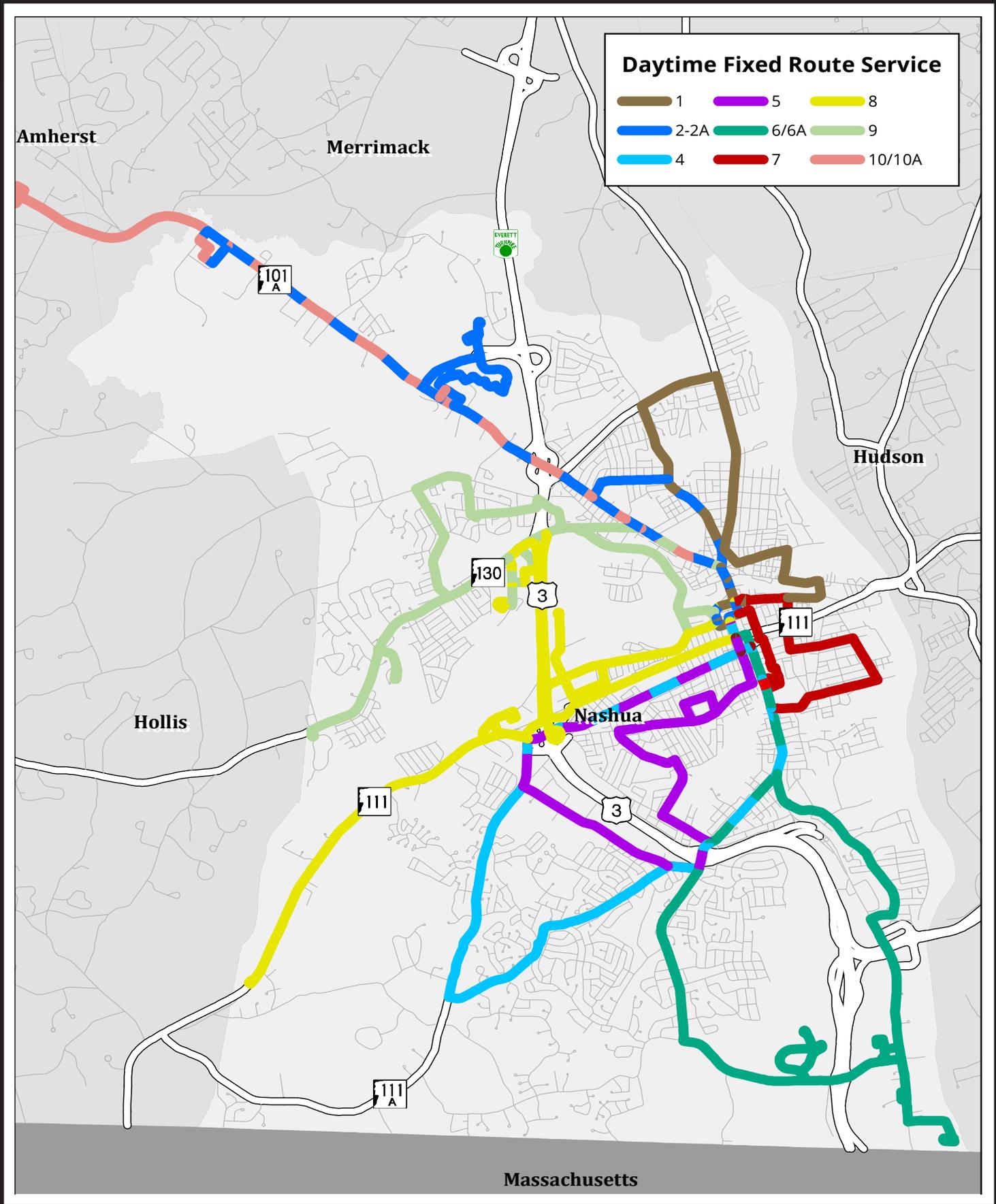
22% VISITED THE ADVERTISER'S SITE

13% DOWNLOADED OR USED AN APP

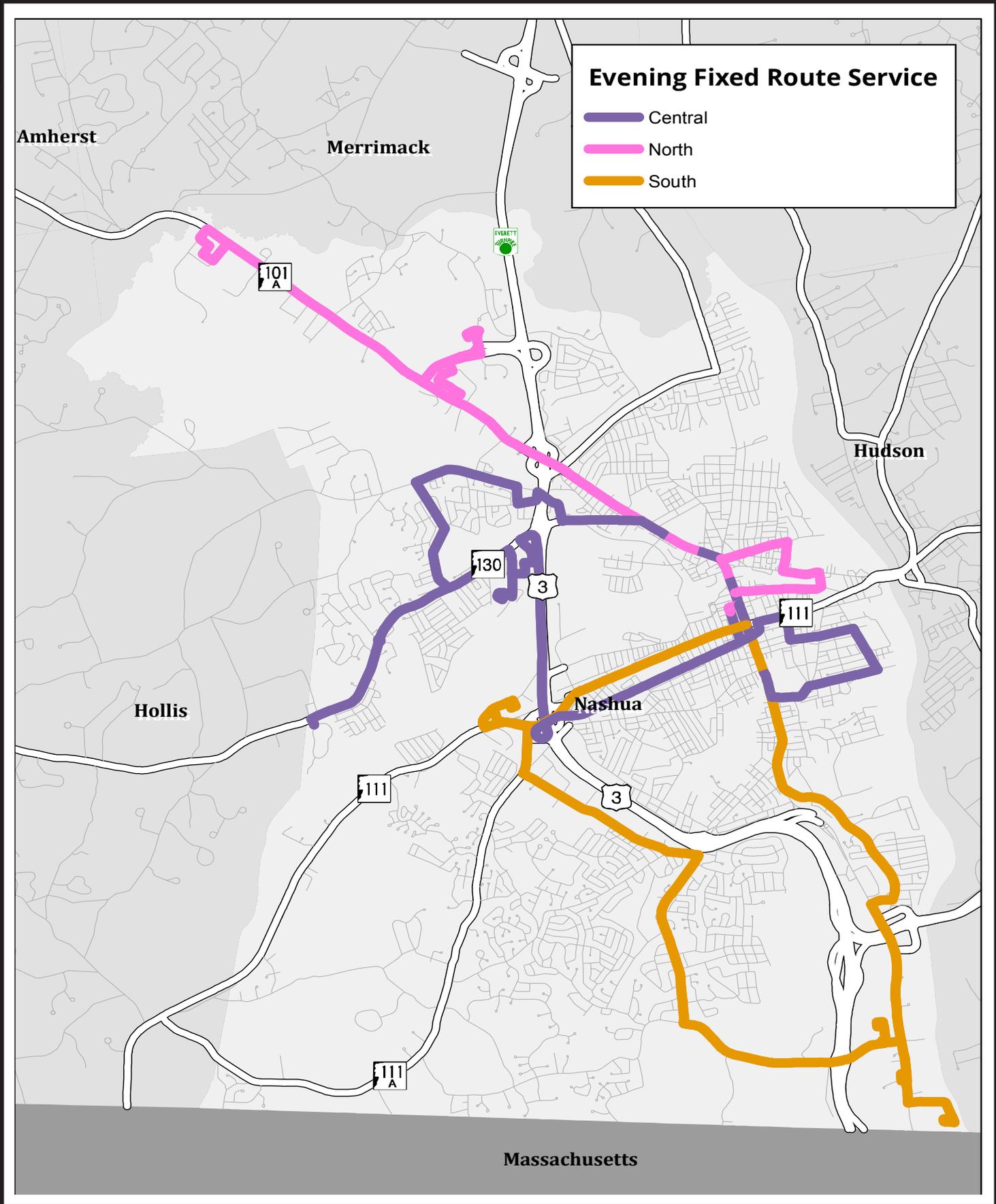
13% TOOK A PHOTO OF AN AD

SOURCE: NIELSEN 2016 OOH STUDY

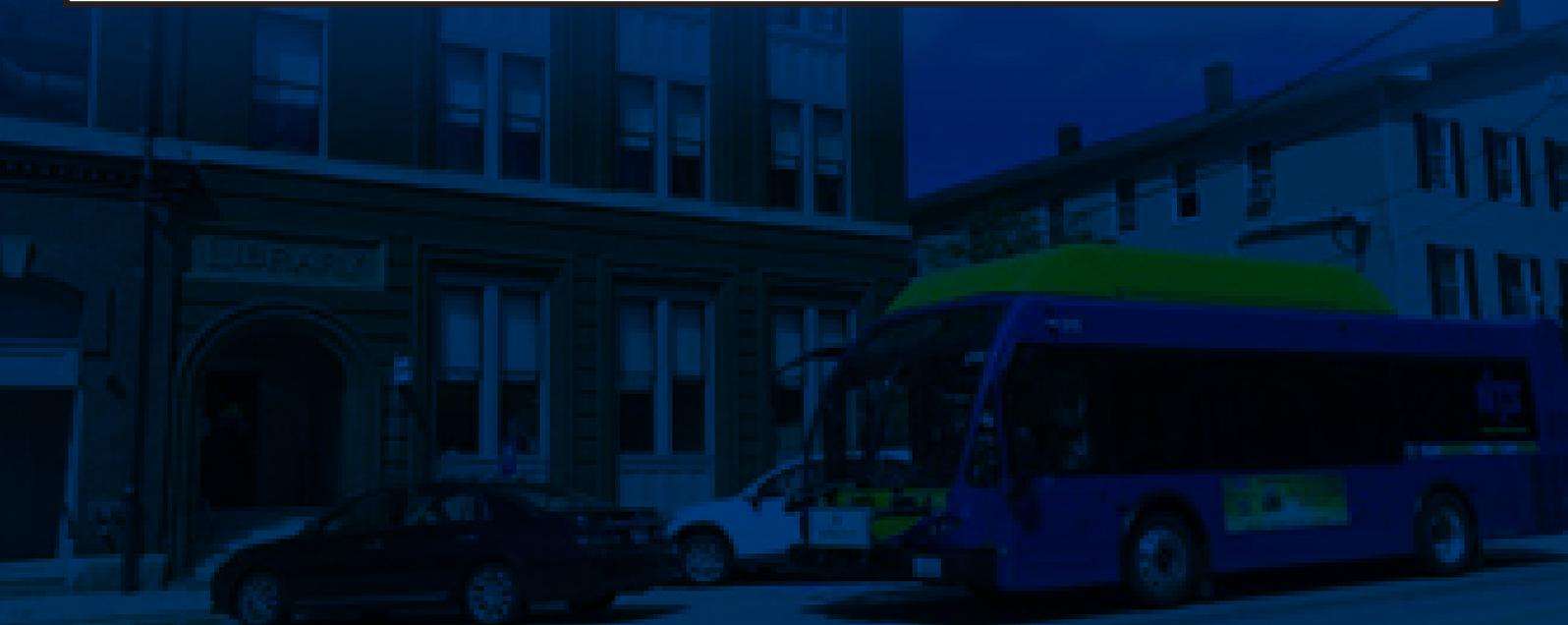
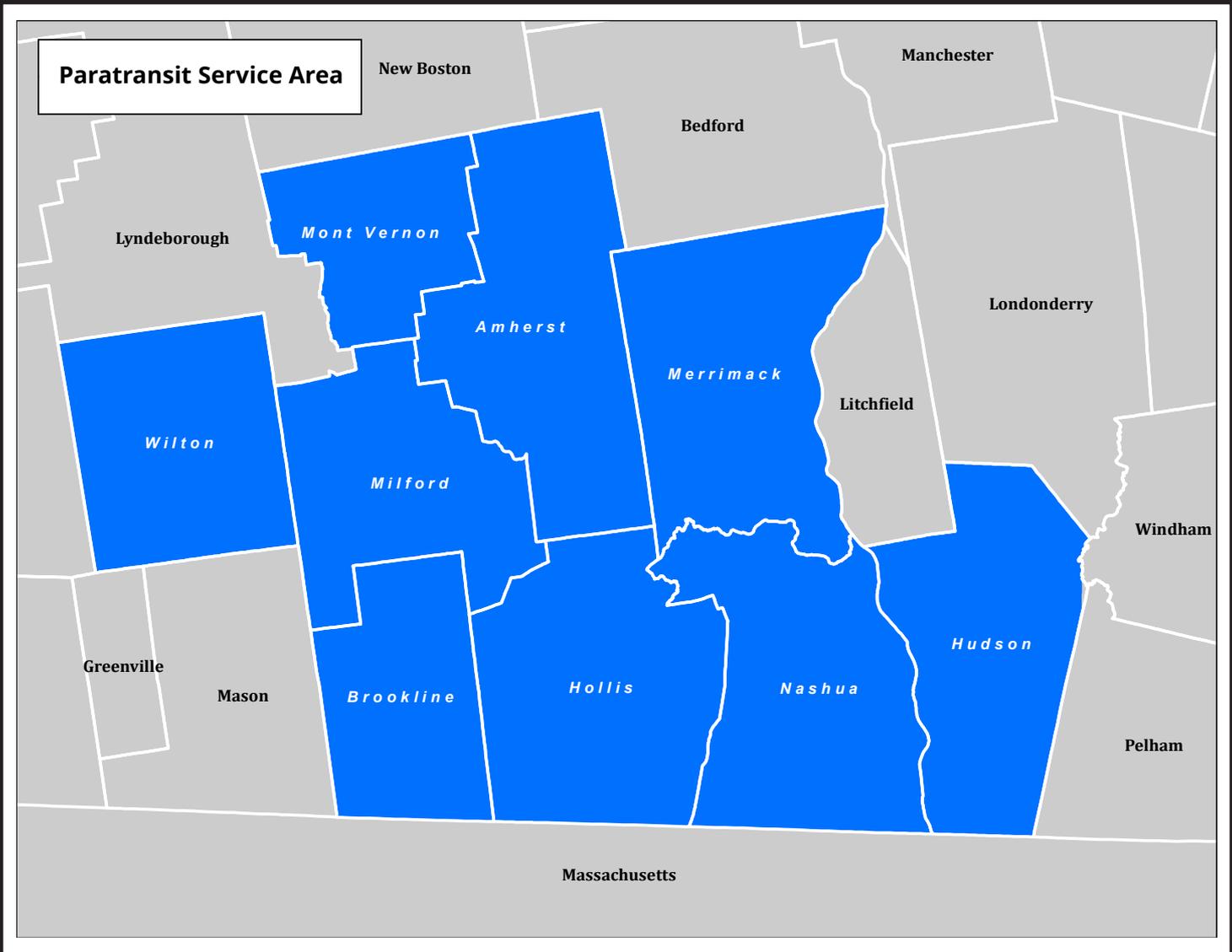
Advertising Coverage



Advertising Coverage



Advertising Coverage



Products



Full Bus Wraps

Full Wrap Buses combine the size of a billboard with market penetration and eye-level impact - decided advantages of Bus Advertising.

These large broadcast mediums draw attention to your message and reach active, on-the-go consumers in the marketplace.

(Half wraps also available)

King Kong

High traffic counts combined with extra large size give your message high visibility. These displays stand out from traditional mediums with large, dominant graphics. They provide coverage from wheel well to wheel well, spanning the height of a bus



King Wrap

King size bus ads offer superior eye-level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable.

The ultimate mass reach medium, Exterior Bus Advertising is the most colorful, dynamic and cost efficient form of advertising available today.



Queen Wrap

Queen size bus ads offer superior eye-level coverage and penetration, reaching commuters, workers and areas where traditional outdoor media is limited or unavailable.

The ultimate mass reach medium, Exterior Bus Advertising is the most colorful, dynamic and cost efficient form of advertising available today.

Tail

High-Impact Taillight Displays establish brand awareness. Mounted for maximum visibility, this format reads to pedestrians while also commanding the attention of drivers.

This product is located on the rear of the bus, commands the attention of passersby as they are located at eye level in heavily populated areas.



Front Rack Wrap

Front rack bus ads offer great coverage for opposing traffic as well as pedestrians in areas where traditional outdoor media is limited or unavailable.

These colorful, dynamic and cost efficient wraps are a great compliment to a king, queen, or tail wrap.



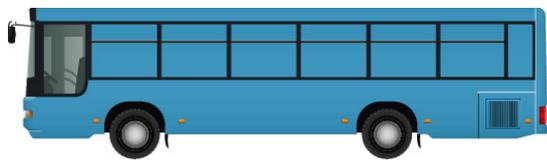
Transit Advertising Data

Population: 183,434
 DMA: Boston/Manchester
 DMA Rank: 9
 Males: 88,415 (47.2%)
 Females: 95,018 (52.8%)

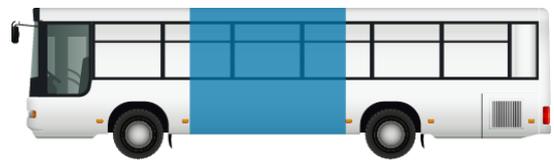
Median Resident Age: 38.4 years
 Median Resident Income: \$62,808
 Annual Ridership: 452,000



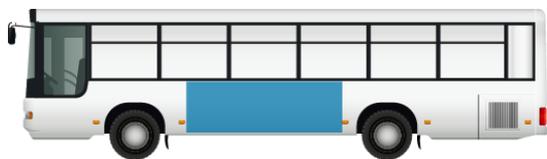
Advertising Options



Full Wrap
 (Both Sides & Back)
 Half wraps also available



King Kong



King



Queen



Tail



Front Rack



Interior Cards



**CALL
YOUR LOCAL
SALES REP
TODAY!**

603-336-3866

