

GORILLA ADZ USA

MULTIMEDIA MARKETING COMPANY

BUS + SUBWAY & RAIL ADVERTISING RATE CARD 2019



BUS EXTERIOR.

BUS EXTERIOR - KINGS/ CITYWIDE 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	636	\$332,310	82,183,241	44.10%	11
ACTIVATE	318	\$166,155	41,091,621	37.20%	6.5
UNIT	PER UNIT	\$4,800	129,219	0.50%	1.5

BUS EXTERIOR - KINGS WITH HEADLINERS/ CITYWIDE 30"H x 144"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	636	\$417,760	86,211,436	44.40%	11
ACTIVATE	318	\$2,098,800	43,105,718	37.50%	6.8
UNIT	PER UNIT	\$660	135,553	0.50%	1.5

BUS EXTERIOR - KINGS WITH WINDOW EXTENSION/ CITYWIDE Extension Sizes Vary 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	636	\$419,760	82,183,241	44.10%	11
ACTIVATE	318	\$209,880	41,091,621	37.20%	6.5
UNIT	PER UNIT	\$660	129,219	0.50%	1.5

BUS EXTERIOR - HEADLIGHTS/ CITYWIDE 19.25"H x 44"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	2200	\$302,500	-	-	-

BUS EXTERIOR - 30x215/ CITYWIDE 30"H x 215"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	636	\$454,740	84,827,585	44.70%	11.2
ACTIVATE	318	\$227,370	42,413,792	38.00%	6.6
UNIT	PER UNIT	\$715	133,377	0.60%	1.4

BUS EXTERIOR - 30x215 WITH HEADLINERS/ CITYWIDE 30"H x 215"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	636	\$419,760	82,183,241	44.10%	11
ACTIVATE	318	\$209,880	41,091,621	37.20%	6.5
UNIT	PER UNIT	\$660	129,219	0.50%	1.5

BUS EXTERIOR - TAILS/ CITYWIDE 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	636	\$160,908	32,142,569	35.70%	5.3
ACTIVATE	318	\$80,454	16,071,285	27.90%	3.4
UNIT	PER UNIT	\$253	50,539	0.20%	1.2

BUS EXTERIOR - THE FRNKLIN/ CITYWIDE 22"H x 70"W & 17.5"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	330	\$96,250	49,621,932	-%	-

BUS EXTERIOR- KINGS/ MANHATTAN 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	300	\$338,250	49,254,902	44.90%	6.5
IMPACT	150	\$169,125	24,627,451	34.80%	4.2
ACTIVATE	75	\$84,672	12,313,726	24.90%	2.9
UNIT	PER UNIT	\$1,127	164,183	-%	-

BUS EXTERIOR- KING WITH HEADLINERS/ MANHATTAN 30"H x 144"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	300	\$445,500	54,466,171	46.00%	7
IMPACT	150	\$222,750	27,233,086	35.90%	4.5
ACTIVATE	75	\$111,375	13,616,543	25.90%	3.1
UNIT	PER UNIT	\$1,485	181,554	-%	-

BUS EXTERIOR - KINGS WITH WINDOW EXTENSION/ MANHATTAN Extension Sizes Vary 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	300	\$396,000	54,466,171	46.00%	7
IMPACT	150	\$198,000	27,233,086	35.90%	4.5
ACTIVATE	75	\$99,000	13,616,543	25.90%	3.1
UNIT	PER UNIT	\$1,320	181,554	-%	-

BUS EXTERIOR - KINGS WITH L-SIDES/ MANHATTAN 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	150	\$280,500	35,816,036	36.20%	5.9
ACTIVATE	75	\$140,250	17,908,018	25.90%	4.1
UNIT	PER UNIT	\$1,870	238,774	-%	-

BUS EXTERIOR - SUPER KINGS/ MANHATTAN 30"H x 240"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	300	\$429,000	49,735,217	4.5.8%	6.4
IMPACT	150	\$214,500	24,867,609	35.30%	4.2
ACTIVATE	75	\$107,250	12,433,804	25.20%	2.9
UNIT	PER UNIT	\$1,430	165,784	-%	-

BUS EXTERIOR - SUPER KINGS WITH HEADLINER/ MANHATTAN 30"H x 240"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	150	\$231,000	27,369,259	36.50%	4.4
ACTIVATE	75	\$115,500	13,684,630	25.20%	3.1
UNIT	PER UNIT	\$1,540	182,462	-%	-

BUS EXTERIOR - SUPER KINGS WITH WINDOW EXTENSIONS/ MANHATTAN 30"H x 240"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	150	\$231,000	27,369,259	36.50%	4.4
ACTIVATE	75	\$115,000	13,684,630	25.20%	3.1
UNIT	PER UNIT	\$1,540	182,462	-%	-

BUS EXTERIOR - ULTRA SUPER KINGS/ MANHATTAN 102"H x 222"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	300	\$660,000	42,371,225	42.10%	6
IMPACT	150	\$330,000	21,185,613	32.10%	3.9
ACTIVATE	75	\$165,000	10,592,806	22.50%	2.8
UNIT	PER UNIT	\$2,200	141,237	-%	-

BUS EXTERIOR - 30x215/ MANHATTAN 30"H x 215"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$1,320	-	-	-

BUS EXTERIOR - THE FRNKLIN/ MANHATTAN 22"H x 70"W & 17.5"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	130	\$44,000	19,740,592	26.90%	4.4

BUS EXTERIOR - TAILS/ MANHATTAN 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	300	\$82,500	20,332,373	33.80%	3.6
SPECIAL	225	\$61,875	15,264,293	29.70%	3
IMPACT	150	\$41,250	10,176,196	24.20%	2.5
ACTIVATE	75	\$20,625	5,088,098	15.90%	1.9
UNIT	PER UNIT	\$275	67,841	-%	-

BUS EXTERIOR - 30x215 WITH L-SIDES/ MANHATTAN 30"H x 215"W & 48.5"H x 50.6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$2,145	-	-	-

BUS EXTERIOR - QUEENS/ MANHATTAN 30"H x 88"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	250	\$104,720	36,746,537	39.30%	5.5

BUS EXTERIOR- KINGS/ OUTER BOROUGHES 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	486	\$211,167	56,603,833	44.60%	7.5
ACTIVATE	243	\$105,583	28,301,417	35.30%	4.7
UNIT	PER UNIT	\$436	116,467	-%	-

BUS EXTERIOR- KING WITH HEADLINERS/ OUTER BOROUGHES Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	225	\$222,750	29,108,208	36.10%	4.8
UNIT	PER UNIT	\$907	129,370	-%	-

BUS EXTERIOR - KINGS WITH L-SIDES/ OUTER BOROUGH 30"H x 144"W & 48.5"H x 50.6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	450	\$594,000	78,106,991	46.30%	10
ACTIVATE	225	\$297,000	39,053,496	36.50%	6.3
UNIT	PER UNIT	\$1,100	173,571	-%	-

BUS EXTERIOR - 30x215/ OUTER BOROUGH 30"H x 215"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	486	\$320,760	60,305,309	46.70%	7.6
ACTIVATE	243	\$160,380	30,152,655	37.4	4.8

BUS EXTERIOR - 30x215 WITH L-SIDES/ OUTER BOROUGH 30"H x 215"W & 48.5"H x 50.6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$1,045	-	-	-

BUS EXTERIOR - 30x215 WITH HEADLINERS/ OUTER BOROUGH 30"H x 215"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	486	\$387,585	63,604,610	47.00%	8
ACTIVATE	243	\$193,792	31,802,305	37.70%	5
UNIT	PER UNIT	\$797	130,874	-%	-

BUS EXTERIOR - TAILS/ OUTER BOROUGH 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	243	\$57,469	10,217,047	23.60%	2.6
UNIT	PER UNIT	\$237	42,045	-%	-

BUS EXTERIOR- KINGS/ BRONX 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	204	\$78,540	28,023,307	25.60%	6.5
IMPACT	102	\$39,270	14,011,654	18.40%	4.5
ACTIVATE	51	\$19,635	7,005,827	12.60%	3.3
UNIT	PER UNIT	\$385	137,369	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ BRONX 30"H x 144"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ULTIMATE	204	\$112,000	31,103,248	26.40%	7
DOMINATE	102	\$56,100	15,551,624	19.10%	4.8
SATURATE	51	\$28,050	7,775,812	13.10%	3.5
IMPACT	30	\$16,500	4,574,007	9.60%	2.8
ACTIVATE	20	\$11,000	3,063,529	7.40%	2.5
UNIT	PER UNIT	\$520	152,467	-%	-

BUS EXTERIOR - 30x215/ BRONX 30"H x 215"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	102	\$56,100	13,613,344	18.70%	4.3
ACTIVATE	51	\$28,050	6,806,672	12.80%	3.1
UNIT	PER UNIT	\$523	133,464	-	-

BUS EXTERIOR - 30x215 WITH L-SIDES/ BRONX 30"H x 215"W & 48.5"H x 50.6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$1,650	-	-	-

BUS EXTERIOR - 30x215 WITH HEADLINERS/ BRONX 30"H x 215"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	102	\$67,320	15,104,301	19.50%	4.6
ACTIVATE	51	\$33,660	7,552,151	13.50%	3.3
UNIT	PER UNIT	\$743	-	-%	-

BUS EXTERIOR - TAILS/ BRONX 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	102	\$21,879	5,807,723	12.20%	2.8
ACTIVATE	51	\$10,939	2,903,862	7.90%	2.2
UNIT	PER UNIT	\$215	56,938	-%	-

BUS EXTERIOR- KINGS/ BRONX 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	204	\$71,400	28,023,307	25.60%	6.5
IMPACT	102	\$35,700	14,011,654	18.40%	4.5
ACTIVATE	51	\$17,850	7,005,827	12.60%	3.3
UNIT	PER UNIT	\$350	137,369	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ BRONX 30"H x 144"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ULTIMATE	204	\$102,000	31,103,248	26.40%	7
DOMINATE	102	\$51,000	15,551,624	19.10%	4.8
SATURATE	51	\$25,500	7,775,812	13.10%	3.5
IMPACT	30	\$15,000	4,574,007	9.60%	2.8
ACTIVATE	20	\$10,000	3,063,529	7.40%	2.5
UNIT	PER UNIT	\$475	152,467	-%	-

BUS EXTERIOR - 30x215/ BRONX 30"H x 215"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	102	\$51,000	13,613,344	18.70%	4.3
ACTIVATE	51	\$25,500	6,806,672	12.80%	3.1
UNIT	PER UNIT	\$475	133,464	-	-

BUS EXTERIOR - 30x215 WITH L-SIDES/ BRONX 30"H x 215"W & 48.5"H x 50.6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$1,500	-	-	-

BUS EXTERIOR - 30x215 WITH HEADLINERS/ BRONX 30"H x 215"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	102	\$61,200	15,104,301	19.50%	4.6
ACTIVATE	51	\$30,600	7,552,151	13.50%	3.3
UNIT	PER UNIT	\$675	-	-%	-

BUS EXTERIOR - TAILS/ BRONX 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	102	\$19,890	5,807,723	12.20%	2.8
ACTIVATE	51	\$9,945	2,903,862	7.90%	2.2
UNIT	PER UNIT	\$195	56,938	-%	-

BUS EXTERIOR - QUEENS/ BRONX 30"H x 88"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	250	\$66,000	23,404,898	24.20%	5.7

BUS EXTERIOR - KINGS WITH HEADLINERS/ BRONX Sizes Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	51	\$35,750	-	-%	-
UNIT	PER UNIT	\$700	144,712	-%	-

BUS EXTERIOR - THE FRANKLIN/ BRONX 22"H x 70"W & 17.5"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	50	\$11,000	8,890,704	13.40%	3.9

BUS EXTERIOR- KINGS/ QUEENS 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	384	\$112,200	43,353,001	33.30%	7.7
IMPACT	192	\$61,710	21,676,500	25.30%	5.1
ACTIVATE	96	\$30,855	10,838,250	18.00%	3.6
UNIT	PER UNIT	\$322	112,898	-%	-

BUS EXTERIOR- KINGS/ QUEENS Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	75	\$41,250	8,218,726	16.50%	3
UNIT	PER UNIT	\$550	109,583	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ QUEENS 30"H x 144"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	384	\$168,300	39,865,239	32.60%	7.2
IMPACT	192	\$84,480	19,932,620	24.60%	4.8
ACTIVATE	96	\$42,240	9,966,310	17.40%	3.4
UNIT	PER UNIT	\$440	103,816	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ QUEENS *Size Vary*

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	75	\$53,625	8,903,009	17.10%	3.1
UNIT	PER UNIT	\$715	118,708	-%	-

BUS EXTERIOR - 30x215/ QUEENS *30"H x 215"W*

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$550	109,583	-	-

BUS EXTERIOR - 30x215 WITH L-SIDES/ QUEENS *30"H x 215"W & 48.5"H x 50.6"W*

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$1,650	-	-	-

BUS EXTERIOR - TAILS/ QUEENS *17.5"H x 50"W*

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	384	\$95,040	12,858,883	21.50%	3.5
IMPACT	192	\$47,520	6,429,441	14.90%	2.6
ACTIVATE	96	\$23,760	3,214,721	9.70%	2
UNIT	PER UNIT	\$248	33,487	-%	-

BUS EXTERIOR - THE FRANKLIN/ QUEENS *22"H x 70"W & 17.5"H x 70"W*

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	50	\$13,750	6,858,976	14.40%	2.8

BUS EXTERIOR- KINGS/ BROOKLYN *30"H x 144"W*

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	186	\$86,955	-	-%	-
ACTIVATE	93	\$43,477	10,697,857	17.30%	3.7
UNIT	PER UNIT	\$467	115,031	-%	-

BUS EXTERIOR- KINGS/ BROOKLYN Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	80	\$44,000	9,487,071	17.20%	3.3
UNIT	PER UNIT	\$550	118,588	-%	-

BUS EXTERIOR- ULTRA SUPER KINGS/ BROOKLYN 102"H x 222"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	30	\$28,050	-	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ BROOKLYN 30"H x 144"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	102	\$56,100	23,481,989	24.50%	3.4
IMPACT	51	\$30,855	11,780,704	18.00%	2.7
UNIT	PER UNIT	\$605	126,674	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ BROOKLYN Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	80	\$57,200	10,421,117	17.90%	3.5
UNIT	PER UNIT	\$715	130,264	-%	-

BUS EXTERIOR - 30x215/ BROOKLYN 30"H x 215"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	160	\$88,000	18,943,749	23.70%	4.7
IMPACT	80	\$44,000	9,487,071	17.20%	3.3
UNIT	PER UNIT	\$550	118,588	-%	-

BUS EXTERIOR - 30x215 WITH L-SIDES/ BROOKLYN 30"H x 215"W & 48.5"H x 50.6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$1,650	-	-	-

BUS EXTERIOR - TAILS/ BROOKLYN 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	185	\$51,150	8,077,285	16.10%	3
ACTIVATE	93	\$25,575	4,051,695	10.90%	3.3
UNIT	PER UNIT	\$275	43,567	-%	-

BUS EXTERIOR - THE FRANKLIN/ BROOKLYN & MANHATTAN 22"H x 70"W & 17.5"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	130	\$44,000	19,740,592	26.90%	4.2

BUS EXTERIOR- KINGS/ STATEN ISLAND 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	124	\$63,360	13,284,731	19.10%	4.1
IMPACT	62	\$31,680	6,642,365	12.00%	3.3
ACTIVATE	32	\$15,840	3,321,183	7.20%	2.7
UNIT	PER UNIT	\$495	103,787	-%	-

BUS EXTERIOR- KINGS/ STATEN ISLAND Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	20	\$11,000	1,859,245	4.70%	2.3
UNIT	PER UNIT	\$550	-	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ STATEN ISLAND 30"H x 144"W & 10"H x 360"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	124	\$68,200	14,369,653	19.80%	4.3
IMPACT	62	\$34,100	7,184,827	12.50%	3.4
ACTIVATE	32	\$17,600	3,592,413	7.50%	2.8
UNIT	PER UNIT	\$550	112,263	-%	-

BUS EXTERIOR - KING WITH HEADLINERS/ STATEN ISLAND Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	20	\$14,300	1,994,374	4.90%	3.3
UNIT	PER UNIT	\$715	99,719	-%	-

BUS EXTERIOR - 30x215 WITH L-SIDES/ STATEN ISLAND 30"H x 215"W & 48.5"H x 50.6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
UNIT	PER UNIT	\$1,705	-	-	-

BUS EXTERIOR - TAILS/ STATEN ISLAND 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	124	\$37,510	3,963,442	9.50%	2.5
IMPACT	62	\$19,360	1,981,721	5.70%	2.1
ACTIVATE	32	\$9,680	990,861	3.30%	1.8
UNIT	PER UNIT	\$303	30,964	-%	-

BUS MEDIA ETHNIC - KINGS/ HISPANIC-LATINO 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	496	\$231,880	14,946,504	51.20%	7.9
IMPACT	248	\$115,940	7,473,252	41.30%	4.9
ACTIVATE	124	\$57,970	3,736,626	30.70%	3.3
UNIT	PER UNIT	\$478	30,134	-%	-

BUS MEDIA ETHNIC - TAILS/ HISPANIC-LATINO 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	496	\$125,488	5,777,753	39.00%	4
IMPACT	248	\$62,744	2,888,876	28.60%	2.7
ACTIVATE	124	\$31,372	1,444,438	19.20%	2
UNIT	PER UNIT	\$253	11,649	-%	-

BUS MEDIA ETHNIC - KINGS/ AFRICAN AMERICAN-BLACK 30"H x 144"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	424	\$198,220	15,880,894	59.50%	8.6
IMPACT	212	\$99,110	7,940,447	50.00%	5.1
ACTIVATE	106	\$49,555	3,970,223	38.30%	3.3
UNIT	PER UNIT	\$467	37,455	-%	-

BUS MEDIA ETHNIC - TAILS/ AFRICAN AMERICAN-BLACK 17.5"H x 50"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	424	\$79,772	5,819,454	47.10%	4
IMPACT	212	\$53,636	2,909,727	35.30%	2.7
ACTIVATE	106	\$26,818	1,454,864	23.90%	2
UNIT	PER UNIT	\$252	13,725	-	-

BUS INTERIOR.

BUS INTERIOR - BUS CARDS/ CITYWIDE 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	4000	\$92,400	27,473,584	18.00%	9.1
IMPACT	2000	\$46,200	13,786,792	12.60%	6.5
ACTIVATE	1000	\$23,100	6,868,396	8.00%	5.1
UNIT	PER UNIT	\$24	6,868	-%	3.7

BUS INTERIOR - HALF BRANDS BUSES/ CITYWIDE 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	2000	\$187,000	96,157,542	42.80%	13.30%
IMPACT	1000	\$93,500	48,078,771	33.60%	8.50%
ACTIVATE	5000	\$46,750	24,039,386	29.00%	4.90%
UNIT	PER UNIT	\$94	48,079	24.20%	-

BUS INTERIOR - BUS CARDS/ MANHATTAN 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	900	\$3,564	7,662,241	4.90%	9.2
IMPACT	450	\$17,820	3,831,120	3.80%	6.1
ACTIVATE	225	\$8,910	1,916,408	2.30%	4.9
UNIT	PER UNIT	\$40	8,517	-%	-

BUS INTERIOR - HALF BRANDS BUSES/ MANHATTAN 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	450	\$148,500	26,817,842	3.90%	40.30%
IMPACT	225	\$74,250	13,414,857	2.50%	32.30%
UNIT	PER UNIT	\$330	59,618	-%	-

BUS INTERIOR - BUS CARDS/ OUTER BOROUGHES 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	2000	\$46,200	12,851,148	13.90%	5.5
IMPACT	1000	\$23,100	6,425,574	8.30%	4.6
UNIT	PER UNIT	\$25	6,426	-%	-

BUS INTERIOR - BUS CARDS/ BRONX 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	600	\$13,860	5,132,925	4.40%	7
IMPACT	300	\$6,930	2,566,463	2.8%%	5.4
ACTIVATE	150	\$3,465	1,283,231	1.70%	4.6
UNIT	PER UNIT	\$25	6,555	-%	-

BUS INTERIOR - BUS CARDS/ QUEENS 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	700	\$16,170	3,894,137	4.70%	4.9
IMPACT	350	\$8,085	1,947,069	2.70%	4.3
ACTIVATE	175	\$4,042	973,534	1.40%	4
UNIT	PER UNIT	\$23	5,563	-%	-

BUS INTERIOR - BUS CARDS/ BROOKLYN 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	920	\$21,252	6,217,244	6.80%	5.4
IMPACT	460	\$10,626	2,987,384	3.90%	4.6
ACTIVATE	230	\$5,313	1,460,114	2.10%	4.1
UNIT	PER UNIT	\$23	6,348	-%	-

BUS INTERIOR - BUS CARDS/ STATEN ISLAND 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	365	\$8,432	967,755	1.10%	5.3
IMPACT	183	\$4,227	443,933	0.60%	4.4
ACTIVATE	92	\$2,125	223,699	0.30%	4.1
UNIT	PER UNIT	\$23	2,432	-%	-

BUS MEDIA ETHNIC - INTERIOR BUS CARDS/ HISPANIC-LATINO 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATION	2,000	\$46,200	5,379,300	20.60%	7
IMPACT	1000	\$23,100	2,689,650	13.80%	5.2
ACTIVATE	500	\$11,550	1,344,825	8.00%	4.5
UNIT	PER UNIT	\$23	-	-%	-

RAIL & SUBWAY (ALL MEDIA).

RAIL STATION MEDIA - 1 SHEET POSTERS/ COMMUTTERLAND METRO-NORTH & LIRR 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	400	\$99,110	-	-%	-
ACTIVATE	200	\$49,555	-	-%	-
UNIT	PER UNIT	\$330	28,493	-%	-

RAIL STATION MEDIA - 3 SHEET POSTERS/ COMMUTTERLAND METRO-NORTH & LIRR 84"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	400	\$132,000	-	-%	-
ACTIVATE	200	\$66,000	-	-%	-
UNIT	PER UNIT	\$440	32,576	-%	-

RAIL STATION MEDIA - 2 SHEET POSTERS/ COMMUTTERLAND METRO-NORTH & LIRR 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	400	\$154,000	-	-%	-
ACTIVATE	200	\$84,700	-	-%	-
UNIT	PER UNIT	\$605	31,088	-%	-

RAIL INTERIOR MEDIA - INTERIOR CAR CARDS/ COMMUTTERLAND METRO-NORTH & LIRR 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	2000	\$187,000	-	-%	-
ACTIVATE	1000	\$93,500	-	-%	-
UNIT	PER UNIT	\$132	-	-%	-

RAIL INTERIOR MEDIA - FULL BRAND TRAINS/ COMMUTERLAND METRO-NORTH & LIRR 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	160	\$203,500	6,538,792	0.60%	62.7

RAIL STATION MEDIA - 1 SHEET POSTERS/ LIRR COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	182	\$50,050	-	-%	-
ACTIVATE	91	\$25,025	-	-%	-
UNIT	PER UNIT	\$330	33,304	0.10%	2.6

RAIL STATION MEDIA - 3 SHEET POSTERS/ LIRR COVERAGE 84"H x 42"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	182	\$65,065	-	-%	-
ACTIVATE	91	\$32,725	-	-%	-
UNIT	PER UNIT	\$523	38,362	0.10%	2.7

RAIL STATION MEDIA - ATLANTIC AVE. DIORMAS/ LIRR COVERAGE 68.5"H x 47.5"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.
PACKAGE	64	\$66,000	670,800

RAIL STATION MEDIA - 2 SHEET POSTERS/ LIRR COVERAGE 46"H x 60"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	182	\$90,090	-	-%	-
ACTIVATE	91	\$45,045	-	-%	-
UNIT	PER UNIT	\$660	36,012	0.10%	2.7

RAIL STATION MEDIA - JAMAICA DIORAMAS/ LIRR COVERAGE Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.
PACKAGE	5	\$5,500	2,246,020

RAIL INTERIOR MEDIA - INTERIOR CAR CARDS/ LIRR COVERAGE 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	960	\$100,320	-	-%	-
ACTIVATE	480	\$63,360	870,634	1.30%	4.1

RAIL INTERIOR MEDIA - FULL BRAND TRAINS/ LIRR COVERAGE 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	94	\$133,100	4,423,763	0.40%	68

RAIL STATION MEDIA - 1 SHEET POSTERS/ HUDSON-HARLEM LINES METRO NORTH 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	172	\$46,200	-	-%	-
ACTIVATE	86	\$23,650	-	-%	-
CHERRY PICK	PER UNIT	\$330	19,971	-%	-

RAIL STATION MEDIA - 3 SHEET POSTERS/ HUDSON-HARLEM LINES METRO NORTH 84"H x 42"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	172	\$41,800	-	-%	-
ACTIVATE	86	\$20,900	-	-%	-
CHERRY PICK	PER UNIT	\$523	25,819	-%	-

RAIL STATION MEDIA - 2 SHEET POSTERS/ HUDSON-HARLEM LINES METRO NORTH 46"H x 60"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	172	\$89,870	-	-%	-
ACTIVATE	86	\$44,935	-	-%	-
CHERRY PICK	PER UNIT	\$660	20,733	-%	-

RAIL STATION MEDIA - PLATFORM KIOSKS/ HUDSON-HARLEM LINES METRO NORTH 26"H x 53"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	320	\$158,400	6,548,581	2.80%	13.9
SATURATE	224	\$106,920	4,247,875	2.70%	9.3
IMPACT	112	\$53,460	1,973,440	2.50%	4.8
ACTIVATE	56	\$26,730	986,720	2.00%	2.9
CHERRY PICK	PER UNIT	\$495	18,273	-%	-

RAIL INTERIOR MEDIA - INTERIOR CAR CARDS/ HUDSON-HARLEM LINES METRO NORTH 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	500	\$60,500	1,973,440	2.50%	4.8
ACTIVATE	250	\$30,250	986,720	2.00%	2.9

RAIL INTERIOR MEDIA - INTERIOR CAR CARDS/ HUDSON-HARLEM LINES METRO NORTH 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	500	\$60,500	1,973,440	2.50%	4.8
ACTIVATE	250	\$30,250	986,720	2.00%	2.9

RAIL INTERIOR MEDIA - INTERIOR CAR CARDS / HUDSON-HARLEM LINES METRO NORTH 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	33	\$53,240	1,033,819	0.10%	53.4

RAIL STATION MEDIA - 1 SHEET POSTERS/ NEW HAVEN LINE METRO NORTH 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	46	\$15,180	-	-%	-
ACTIVATE	23	\$4,290	-	-%	-
CHERRY PICK	PER UNIT	\$330	24,782	-%	-

RAIL STATION MEDIA - 3 SHEET POSTERS/ NEW HAVEN LINE METRO NORTH 84"H x 42"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	46	\$17,600	-	-%	-
ACTIVATE	23	\$8,800	-	-%	-
CHERRY PICK	PER UNIT	\$523	30,701	-%	-

RAIL STATION MEDIA - 2 SHEET POSTERS/ NEW HAVEN LINE METRO NORTH 46"H x 60"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	56	\$36,960	1,660,809	1.80%	5.6
IMPACT	46	\$25,300	-	-%	-
ACTIVATE	23	\$12,650	-	-%	-
CHERRY PICK	PER UNIT	\$660	29,457	-%	-

RAIL STATION MEDIA - PLATFORM KIOSKS/ NEW HAVEN LINE METRO NORTH 26"H x 53"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	42	\$20,750	-	-	-
IMPACT	28	\$13,860	-	-	-
ACTIVATE	14	\$6,930	-	-	-
CHERRY PICK	PER UNIT	\$495	-	-	-

RAIL INTERIOR MEDIA - INTERIOR CAR CARDS/ NEW HAVEN LINE METRO NORTH 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	540	\$68,640	-	-	-
ACTIVATE	270	\$35,640	-	-	-

RAIL INTERIOR MEDIA - FULL BRAND TRAINS/ NEW HAVEN LINE METRO NORTH 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	33	\$53,240	1,077,101	0.10%	53

RAIL STATION MEDIA - 1 SHEET POSTERS/ METRO NORTH TOTAL COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	218	\$55,000	-	-%	-
ACTIVATE	109	\$27,500	-	-%	-
CHERRY PICK	PER UNIT	\$330	24,284	-%	7.4

RAIL STATION MEDIA - 3 SHEET POSTERS/ METRO NORTH TOTAL COVERAGE 84"H x 42"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	218	\$77,000	-	-%	-
ACTIVATE	109	\$3,850	-	-%	-
CHERRY PICK	PER UNIT	\$660	26,780	0.10%	2.7

RAIL STATION MEDIA - 2 SHEET POSTERS/ METRO NORTH TOTAL COVERAGE 46"H x 60"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	218	\$104,500	-	-%	-
ACTIVATE	109	\$52,250	-	-%	-
CHERRY PICK	PER UNIT	\$660	27,513	-%	-

RAIL STATION MEDIA - PLATFORM KIOSKS/ METRO NORTH TOTAL COVERAGE 26"H x 53"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	272	\$121,040	7,852,749	4.60%	10
IMPACT	136	\$60,520	3,926,375	4.10%	6
ACTIVATE	68	\$30,260	1,963,187	3.10%	4
CHERRY PICK	PER UNIT	\$450	28,870	0.10%	6

RAIL INTERIOR MEDIA - INTERIOR CAR CARDS/ METRO NORTH TOTAL COVERAGE 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	1040	\$137,280	-	-	-
ACTIVATE	520	\$70,840	-	-	-
UNIT	PER UNIT	\$132	600,861	0.90%	4

RAIL INTERIOR MEDIA - FULL BRAND TRAINS/ METRO NORTH TOTAL COVERAGE 33"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	66	\$106,480	2,115,029	0.20%	54

RAIL STATION MEDIA - RAIL DIGITAL NETWORK/ METRO NORTH & LIRR COVERAGE

STATION	RAIL SYSTEM	4 WEEK RATE	4 WEEK CIRCULATION	# OF SCREENS	SPOT LENGTH	LOOP LENGTH	DIGITAL TYPE	SPOTS
PENN STATION & ATLANTIC AVE. SCREEN	LIRR	\$192,500	14,468,032	22	15 SECONDS	120 SECOND	VIDEO/STATIC	8
GRAND CENTRAL DIGITAL NETWORK	METRO-NORTH	\$247,500	18,000,000	4	12 SECONDS	96 SECOND	STATIC	8
GRAND CENTRAL LIVEBOARD NETWORK	METRO-NORTH	\$38,500	18,000,000	14	12 SECONDS	96 SECOND	STATIC	8
VANDERBILT HALL DIGITAL SCREENS	METRO-NORTH	\$27,500	4,500,000	3	8 SECONDS	64 SECOND	STATIC	8
GRAND CENTRAL COMPLETE DIGITAL PACKAGE	METRO-NORTH	\$275,000	18,000,000	14	12 SECONDS	120 SECOND	STATIC	8
MN DIGITAL PLATFORM NETWORK	METRO-NORTH	\$26,950	2,562,048	98	8 SECONDS	64 SECOND	STATIC	8
NEW ROCHELLE LIVEBOARD NETWORK	METRO-NORTH	\$6,600	210,744	4	15 SECONDS	120 SECOND	VIDEO/STATIC	8
WHITE PLAINS LIVEBOARD NETWORK	METRO-NORTH	\$6,600	461,840	6	15 SECONDS	180 SECOND	VIDEO/STATIC	10

SUBWAY STATION MEDIA- STATION DOMINATIONS/ MAHATTAN COVERAGE

STATION	SUBWAY SERVICE	4 WEEK RATE	PRODUCTION COST	4 WEEK CIRCULATION	# OF STATIC DISPLAYS	# OF SCREENS	TUNRSTILES
5TH AVE. - 53RD ST.	E/ M	\$137,500	\$53,676	1,113,440	77	-	120 SECOND
59TH STREET/LEXINGTON AVE.	N/Q/ R	\$93,500	\$10,943	832,472	43	-	21
116TH ST./LEXINGTON	N/ Q/R	\$121,000	\$48,283	2,786,792	84	-	96 SECOND-
125TH ST./LEXINGTON AVE.	6	\$44,000	\$21,470	786,728	25	-	25
BROADWAY & LAFAYETTE @ HOUSTON	4/ 5/ 6	\$55,000	\$23,523	1413056	29	-	8
BRYANT PARK/5TH AVE.	B/ D/ F/ M/ 6	\$181,500	\$40,298	1,861,408	47	18	9
COLUMBUS CIRCLE/59TH ST.	B/ D/ F/ M/ 7	\$159,500	\$56,623	2,592,608	140	-	14
DELANCEY & ESSEX	A/ B/ C/ D/ 1	\$247,500	\$42,763	3,563,160	73	45	20
FULTON STREET WITH LIVEBOARDS*	F/ J/ M/ Z	\$93,500	\$22,396	1,261,424	55	-	25
GRAND CENTRAL SUBWAY	2/ 3/ 4/ 5/ A/ C/ J/ Z/ R	\$137,500	\$18,154	1,381,974	25	2	17
GRAND CENTRAL LIVEBOARD NETWORK	4/ 5/ 6/ 7/ S	\$423,500	\$83,424	7,017,064	142	-	9
GRAND CENTRAL SUBWAY	7	\$82,500	\$11,896	1,403,413	20	-	42
HERALD SQUARE/34TH ST. WITH LIVEBOARDS*	B/ D/ F/ M/ N/ Q/ R	\$192,500	\$84,600	6,165,992	183	14	-
MEATPACKING DISTRICT 14TH/8TH AVE.	A/ C/ E/ L	\$181,500	\$28,128	2,198,360	60	12	57
ROCKEFELLER CENTER 48TH/49TH ST.	B/ D/ F/ M	\$132,000	\$31,142	2,729,328	67	-	12
SPRING ST. WITH LIVEBOARDS*	6/ 4	\$148,500	\$33,044	573,904	40	9	14
TIMES SQ./42ND ST. @ SHUTTLE	1/ 2/ 3/ 7/ S/ N/ Q/ R	\$385,000	\$59,996	5,027,800	149	-	6
UNION SQUARE WITH LIVEBOARDS*	4/ 5 / 6 / L/ N/ Q/ R	\$412,500	\$48,706	5,373,608	172	50	43
WALL STREET STATION	4/ 5	\$137,500	\$23,100	4,893,432	41	-	26
WEST 4TH ST.	A/ C/ E/ B/ D/ F/ M	\$88,000	\$48,414	2,149,744	54	-	17

(917) 617-2041

BASED ON MARKET DMA A18+.

ALL RATES ARE LISTED AS NET DOLLARS. PRODUCTION NOT INCLUDED.

GORILLA ADZ USA

SUBWAY STATION MEDIA- STATION DOMINATIONS/ OUTER BOROUGH COVERAGE

STATION	SUBWAY SERVICE	4 WEEK RATE	PRODUCTION COST	4 WEEK CIRCULATION	# OF UNITS	TUNRSTILES
ATLANTIC AVE. COMBO - BARCLAYS CENTER	2, 3, 4, 5, B, D, N, Q, R	\$192,500	\$56,910	2,108,864	93	32
BEDFORD AVE.	L	\$121,000	\$35,244	1,495,376	50	7
JACKSON HEIGHTS/ROOSEVELT AVE./74TH	7, E, F, R, M	\$82,500	\$24,112	2,647,448	54	16
JAY ST./METRO TECHST	A, C, F, R	\$66,000	\$34,273	2,032,288	54	16
MAIN STREET/FLUSHING	7	\$82,500	\$27,354	2,906,896	66	15
WILLETS PT./CITI FIELD	7	\$82,500	\$49,212	7,914,831	140	31
YANKEE STADIUM - INSIDE FARE ZONE	4, B, D	\$82,500	\$34,528	16,558,571	134	17
YANKEE STADIUM - OUTSIDE FARE ZONE	4, B, D	\$82,500	\$20,228	16,558,571	27	-
YANKEE STADIUM - COMBO PACKAGE	4, B, D	\$165,000	\$55,597	16,255,111	161	17

SUBWAY STATION MEDIA - 1 SHEET POSTERS/ SYSTEMWIDE COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	520	\$114,400	72,593,628	20.50%	21
ACTIVATE	260	\$57,200	36,296,814	19.10%	11.3
CHERRY PICK	PER UNIT	\$330	139,603	0.40%	2.3

SUBWAY STATION MEDIA - 1 SHEET POSTERS/ MANHATTAN COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	180	\$148,500	43,993,985	19.5 %	13.4
IMPACT	120	\$99,000	31,525,316	19.1 %	9.7
ACTIVATE	60	\$49,500	15,961,664	17.5 %	5.4
CHERRY PICK	PER UNIT	\$825	266,361	-	-

SUBWAY STATION MEDIA - 1 SHEET POSTERS/ BROOKLYN COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	162	\$80,000	-	-	-
ACTIVATE	81	\$40,000	-	-	-
CHERRY PICK	PER UNIT	\$500	100,527	-	-

SUBWAY STATION MEDIA - 1 SHEET POSTERS/ QUEENS COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	120	\$49,500	7,593,528	7.1 %	6.3
ACTIVATE	60	\$24,750	3,562,394	6.3 %	3.5
CHERRY PICK	PER UNIT	\$825	118,746	-	-

SUBWAY STATION MEDIA - 1 SHEET POSTERS/ BRONX COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	52	\$24,750	-	-	-
ACTIVATE	26	\$12,375	-	-	-
CHERRY PICK	PER UNIT	\$413	53,673	-	-

SUBWAY STATION MEDIA - 2 SHEET POSTERS/ SYSTEMWIDE COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	1040	\$352,000	183,104,926	24.3 %	44.6
SATURATE	780	\$300,300	137,328,694	24.00%	33.8
IMPACT	520	\$200,200	91,552,463	23.4 %	23.1
ACTIVATE	260	\$100,100	45,776,231	21.8 %	12.5
CHERRY PICK	PER UNIT	\$660	176,062	-	-

SUBWAY STATION MEDIA - 2 SHEET POSTERS/ MANHATTAN COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	240	\$330,000	83,969,443	26.8 %	18.6
SATURATE	180	\$247,500	63,076,504	26.3 %	14.2
IMPACT	120	\$165,000	42,933,448	25.40%	10
ACTIVATE	60	\$82,500	22,568,002	23.1 %	5.8
CHERRY PICK	PER UNIT	\$1,650	350,370	-	-

SUBWAY STATION MEDIA - 2 SHEET POSTERS/ BROOKLYN COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	162	\$123,200	-	-	-
ACTIVATE	81	\$61,600	-	-	-
CHERRY PICK	PER UNIT	\$798	94,190	-	-

SUBWAY STATION MEDIA - 2 SHEET POSTERS/ QUEENS COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	126	\$66,000	-	-	-
ACTIVATE	63	\$33,000	-	-	-
CHERRY PICK	PER UNIT	\$550	-	-	-

SUBWAY STATION MEDIA - 2 SHEET POSTERS/ BRONX COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	26	\$8,580	-	-	-
CHERRY PICK	PER UNIT	\$440	59,070	-	-

SUBWAY STATION MEDIA - 1 SHEET POSTERS/ HISPANIC COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	140	\$57,750	4,445,552	21.5 %	5.6
ACTIVATE	70	\$28,875	2,216,095	18.2 %	3.3
CHERRY PICK	PER UNIT	\$412	31,860	-	-

SUBWAY STATION MEDIA - 1 SHEET POSTERS/ AFRICAN-AMERICAN COVERAGE 46"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	90	\$23,760	-	-	-
ACTIVATE	45	\$11,880	-	-	-
CHERRY PICK	PER UNIT	\$412	-	-	-

SUBWAY STATION MEDIA - 2 SHEET POSTERS/ HISPANIC COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	140	\$92,400	5,551,535	262	5.7
ACTIVATE	70	\$46,200	2,564,361	20.4	3.4
CHERRY PICK	PER UNIT	\$550	-	-	-

SUBWAY STATION MEDIA - 2 SHEET POSTERS/ AFRICAN-AMERICAN COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
IMPACT	90	\$35,640	-	-	-
ACTIVATE	45	\$13,420	-	-	-
CHERRY PICK	PER UNIT	\$550	-	-	-

SUBWAY STATION MEDIA - SHELTER-SIZED DIORAMAS/ MANHATTAN COVERAGE 68.5"H x 47.5"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
ACTIVATE	30	\$39,600	-	-	-
CHERRY PICK	PER UNIT	\$1,650	493,917	-	-

SUBWAY STATION MEDIA - TURNSTILES/ SYSTEMWIDE COVERAGE Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
CHERRY PICK	PER UNIT	\$27,500	-	-	-

SUBWAY STATION MEDIA - SHELTER-SIZED DIORAMAS/ QUEENS COVERAGE 68.5"H x 47.5"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
CHERRY PICK	PER UNIT	\$825	-	-	-

SUBWAY STATION MEDIA - 2 SHEET BACKLITS/ SYSTEMWIDE COVERAGE 45 7/8"H x 59 7/8"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
CHERRY PICK	PER UNIT	\$1,650	651,977	1.5 %	2.5

SUBWAY STATION MEDIA - MAP SPONSORSHIP 10.5"H x 30"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	250	\$38,500	-	-	-

SUBWAY STATION MEDIA - ESCALATOR SQUARES/ 53RD & 5TH AVE. STATION 22"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
BOTH SIDES	85	\$55,000	1,129,360	-	-
SIDE B	45	\$33,000	1,129,360	-	-
SIDE A	40	\$30,250	1,129,360	-	-

SUBWAY STATION MEDIA - HUDSON YARDS WALLSCAPES/ MANHATTAN COVERAGE 55"H x 53.25"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	10	\$33,000	417,224	-	-

SUBWAY STATION MEDIA - TIMES SQUARE BANNER/ MANHATTAN COVERAGE 117"H x 224"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	1	\$33,000	417,224	-	-

SUBWAY STATION MEDIA - TUNNEL TAKEOVER/ MANHATTAN COVERAGE (51st/53rd Street & Lexington Station) Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	2	\$82,500	3,106,040	-	-

SUBWAY STATION MEDIA - STAIR RISERS/ SYSTEMWIDE COVERAGE Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	1	\$38,500	-	-	-

SUBWAY STATION MEDIA - ELEVATOR WRAPS/ COLUMBUS CIRCLE Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
PACKAGE	2	\$55,000	3,106,040	-	-

SUBWAY STATION MEDIA - SUBWAY DIGITAL NETWORKS/ NEW YORK CITY COVERAGE

NETWORK	LOCATION	4 WEEK RATE	4 WEEK CIRCULATION	# OF SCREENS	SPOT LENGTH
HUDSON YARDS	WEST MANHATTAN	\$49,500	482,808	33	15 SECONDS
TURNSTILE AT COLUMBUS CIRCLE (INTERIOR)	UPPER WESTSIDE	\$33,000	3,595,600	16	15 SECONDS
TURNSTILE AT COLUMBUS CIRCLE (EXTERIOR)	UPPER WESTSIDE	\$16,500	3,595,600	7	5 + 15 SECONDS
MTA METROCARD VENDING MACHINE	CITYWIDE	\$66,000	-	1649	20 SECONDS

SUBWAY STATION MEDIA - NYC LIVEBOARD NETWORK 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
800	:15	\$495,000	\$321,750	\$209,137	\$135,939
400	:15	\$275,000	\$178,750	\$116,187	\$75,521
200	:15	\$181,500	\$117,975	\$76,684	\$49,844
800	:10	\$330,000	\$214,500	\$139,425	\$90,626
400	:10	\$192,500	\$125,125	\$81,331	\$52,864
200	:10	\$99,000	\$64,350	\$41,827	\$27,187
800	:05	\$181,500	\$117,975	\$76,684	\$49,844
400	:05	\$99,000	\$64,350	\$41,827	\$27,187
200	:05	\$55,000	\$35,750	\$23,237	\$15,104

SUBWAY STATION MEDIA - MANHATTAN LIVEBOARD NETWORK 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
400	:15	\$412,500	\$268,125	\$174,281	\$113,282
200	:15	\$220,000	\$143,000	\$92,950	\$60,417
100	:15	\$121,000	\$78,650	\$51,122	\$33,229
400	:10	\$209,000	\$135,300	\$88,302	\$57,396
200	:10	\$104,500	\$67,925	\$44,151	\$28,697
100	:10	\$55,000	\$35,750	\$23,237	\$15,104
400	:05	\$110,000	\$71,500	\$46,475	\$30,209
200	:05	\$60,500	\$39,325	\$25,561	\$16,614
100	:05	\$33,000	\$21,450	\$13,942	\$9,062

SUBWAY STATION MEDIA - BROOKLYN LIVEBOARD NETWORK 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
400	:15	\$231,000	\$150,150	\$97,597	\$63,438
200	:15	\$126,500	\$82,225	\$53,350	\$34,740
100	:15	\$71,500	\$46,475	\$30,209	\$19,636
400	:10	\$121,000	\$78,650	\$51,122	\$33,229
200	:10	\$66,000	\$42,900	\$27,885	\$18,125
100	:10	\$38,500	\$25,025	\$16,266	\$10,573
400	:05	\$66,000	\$42,900	\$27,885	\$18,125
200	:05	\$38,500	\$25,025	\$16,266	\$10,573
100	:05	\$22,000	\$14,300	\$9,295	\$6,042

SUBWAY STATION MEDIA - TIMES SQUARE LIVEBOARD CONCOURSE 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
36	:15	\$71,500	\$46,475	\$30,208	\$19,636

SUBWAY INTERIOR MEDIA - INTERIOR CAR CARDS/ SYSTEMWIDE COVERAGE 22"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	3000	\$214,500	26,071,558	16.7 %	9.2
IMPACT	2000	\$143,000	17,381,039	13.8 %	7.4
ACTIVATE	1000	\$73,700	8,690,519	9.2 %	5.6

SUBWAY INTERIOR MEDIA - INTERIOR CAR CARDS/ SYSTEMWIDE COVERAGE 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	3000	\$214,500	26,071,558	16.7 %	9.2
IMPACT	2000	\$145,000	17,381,039	13.8 %	7.4
ACTIVATE	1000	\$73,700	8,690,519	9.2 %	5.6

SUBWAY INTERIOR MEDIA - INTERIOR CAR CARDS/ SYSTEMWIDE COVERAGE 11"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	3000	\$247,500	26,071,558	16.7 %	9.2
IMPACT	2000	\$165,000	17,381,039	13.8 %	7.4
ACTIVATE	1000	\$84,975	8,690,519	9.2 %	5.6

SUBWAY INTERIOR MEDIA - BRAND TRAINS HALF CAR/ SYSTEMWIDE COVERAGE 22"H x 21"W, 11"H x 46"W, & 11"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
HALF CAR	570	\$385,000	59,443,153	6.7 %	52.8

SUBWAY INTERIOR MEDIA - BRAND TRAINS 4 CAR SHUTTLE/ TRACK 3 22"H x 21"W, 11"H x 46"W, & 11"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	4 CAR	\$121,000	5,258,846	0.4 %	76.1
HALF CAR	4 CAR	\$60,500	2,629,423	0.4 %	38

SUBWAY INTERIOR MEDIA - INTERIOR & EXTERIOR SHUTTLE WRAP/ MANHATTAN Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.
TRACK 3	4 CAR	\$313,500	44,000,000
TRACK 1	3 CAR	\$275,000	33,000,000

SUBWAY INTERIOR MEDIA - BRAND TRAINS / 7TH LINE 22"H x 21"W, 11"H x 46"W, & 11"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	50	\$137,500	8,955,037	0.7 %	76.3

SUBWAY INTERIOR MEDIA - BRAND TRAINS 4 CAR SHUTTLE/ TRACK 1 22"H x 21"W, 11"H x 46"W, & 11"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
FULL CAR	3 CAR	\$104,500	3,944,134	0.3 %	74.8
HALF CAR	3 CAR	\$55,000	1,972,067	0.3 %	37.4

SUBWAY STATION MEDIA - HALF BRAND TRAINS / STATEN ISLAND 22"H x 21"W, 11"H x 46"W, & 11"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
HALF CAR	24	\$27,500	474,559	0.1 %	50.6

SUBWAY STATION MEDIA - INTERIOR CAR CARDS/ STATEN ISLAND 22"H x 21"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	36	\$6,600	47,456	0.1 %	3.8
IMPACT	18	\$3,300	23,728	- %	3.7

SUBWAY STATION MEDIA - INTERIOR CAR CARDS/ STATEN ISLAND 11"H x 70"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	36	\$7,700	47,456	0.1 %	3.8
IMPACT	18	\$3,850	23,728	- %	3.7

SUBWAY STATION MEDIA - INTERIOR CAR CARDS/ STATEN ISLAND 11"H x 46"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEEK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	36	\$6,600	47,456	0.1 %	3.8
IMPACT	18	\$3,300	23,728	- %	3.7



GORILLA ADZ USA

MULTIMEDIA MARKETING COMPANY

WWW.GORILLAADZUSA.COM - (917) 617-2041