SYRACUSE, UTICA, ROME, OSWEGO, & AUBURN TRANSIT MEDIA GUIDE
WHY LAMAR TRANSIT ADVERTISING
Lamar is one of the largest out of home advertising companies in the world, with **over 325,000 displays** in North America.
Reach a Captive Audience

The best way to reach your target audience is with Central New York Regional Transportation Authority's extensive bus network.

Lamar Transit is everywhere your audience is - telling them stories, giving them directions and demanding attention. It's advertising that looks for people.

So stay with your audience. Go where they go!
MARTET PROFILE
of CNY Transit Coverage Population: 735,350

- 48.6% Male
- 51.4% Female
- 28% College Graduates
- 32% HHI > $75K

Source: Nielsen
MARKET PROFILE
of CNY Transit Coverage Population: 735,350

- 65% are Homeowners
- 31% are Renters
- 88% Drive Weekly
- 58% Commute to Work

Source: Nielsen
Transit’s mobile nature means a bus can be **visible all day, all over the city.**
On average, **29.2 miles** are driven daily.
70% of waking hours are spent away from home.

Source: AAA, Arbitron
75% of travelers noticed a public bus in the past week.

39% noticed an advertisement on that bus.
INCREASE YOUR REACH
of other media types through out of home

TV +18%
Radio +45%
Social Media +212%
Mobile +316%

Source: Nielsen
Transit REACHES YOUR MARKET
LAMAR OF SYRACUSE, UTICA, ROME, OSWEGO, & AUBURN

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