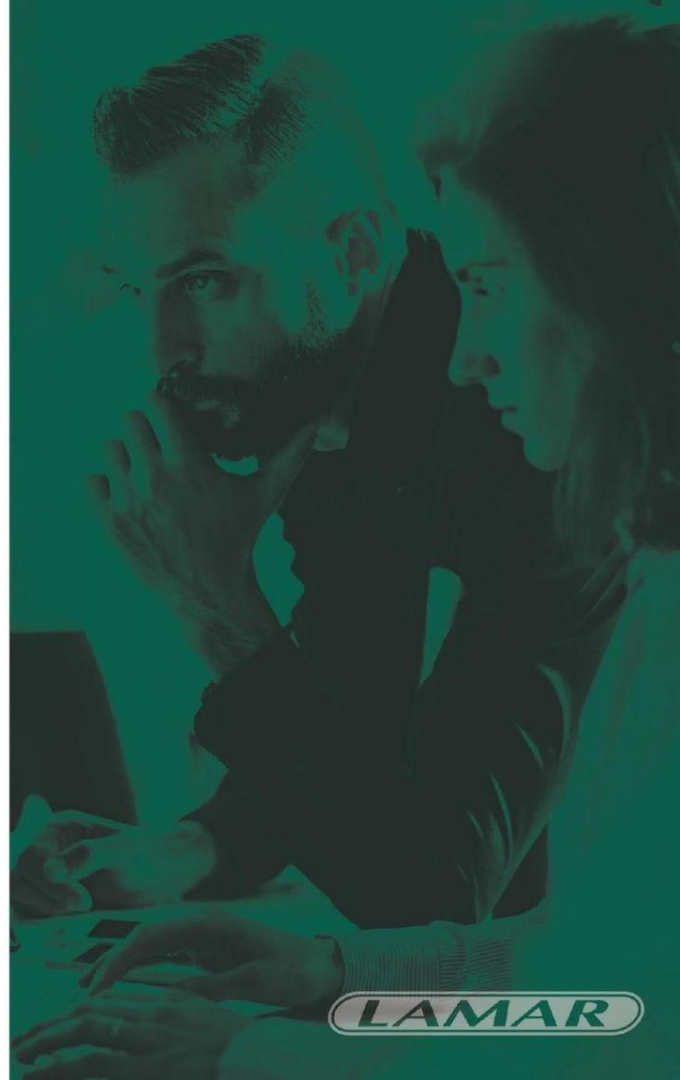


**LAMAR** | TRANSIT

# 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.



LAMAR



# *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!



**LAMAR**



# MARKET PROFILE

*of CNY Transit Coverage Population: 735,350*



**48.6% Male**



**51.4% Female**



**28% College Graduates**



**32% HHI > \$75K**



**LAMAR**

# MARKET PROFILE

*of CNY Transit Coverage Population: 735,350*



*65% are Homeowners  
31% are Renters*



*88% Drive Weekly  
58% Commute to Work*



**LAMAR**



Transit's mobile nature  
means a bus can be  
***visible all day,***  
all over the city.



LAMAR



A close-up photograph of a middle-aged man with grey hair and glasses, wearing a dark suit, light blue shirt, and patterned tie. He is holding a white smartphone to his ear with his right hand and looking out the car window with a slight smile. The background is blurred, showing the interior of a car and a glimpse of the outside world.

On average,  
***29.2 miles***  
are driven daily.

**LAMAR**



A woman with dark hair, wearing a light blue shirt, is driving a car. She is smiling and looking out the window. The background is blurred, suggesting motion. A white text box is overlaid on the left side of the image.

**70% of  
*waking hours*  
are spent away  
from home.**

**LAMAR**



***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%**



Social Media  
**+212%**



Radio  
**+45%**



Mobile  
**+316%**



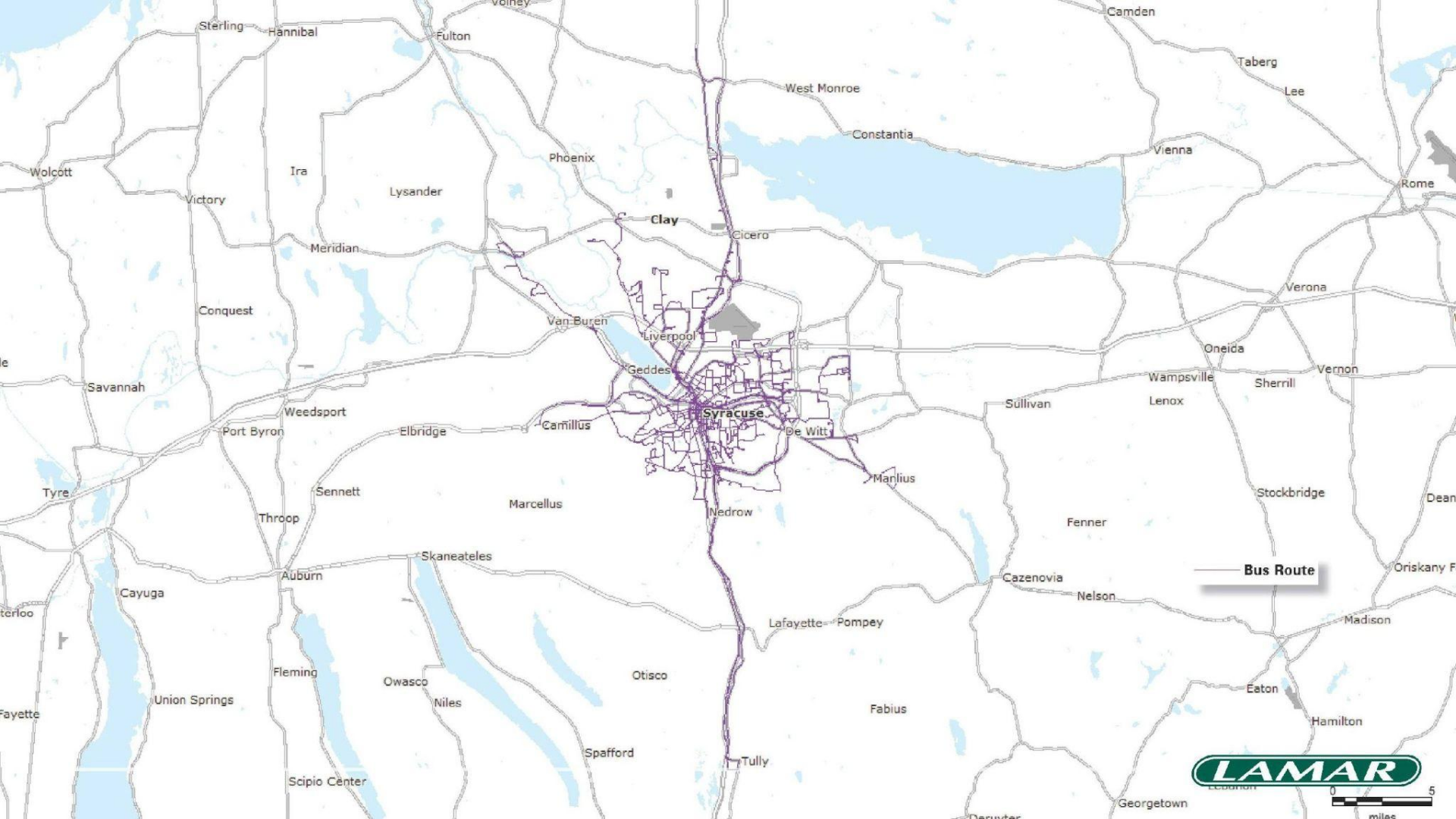
**LAMAR**

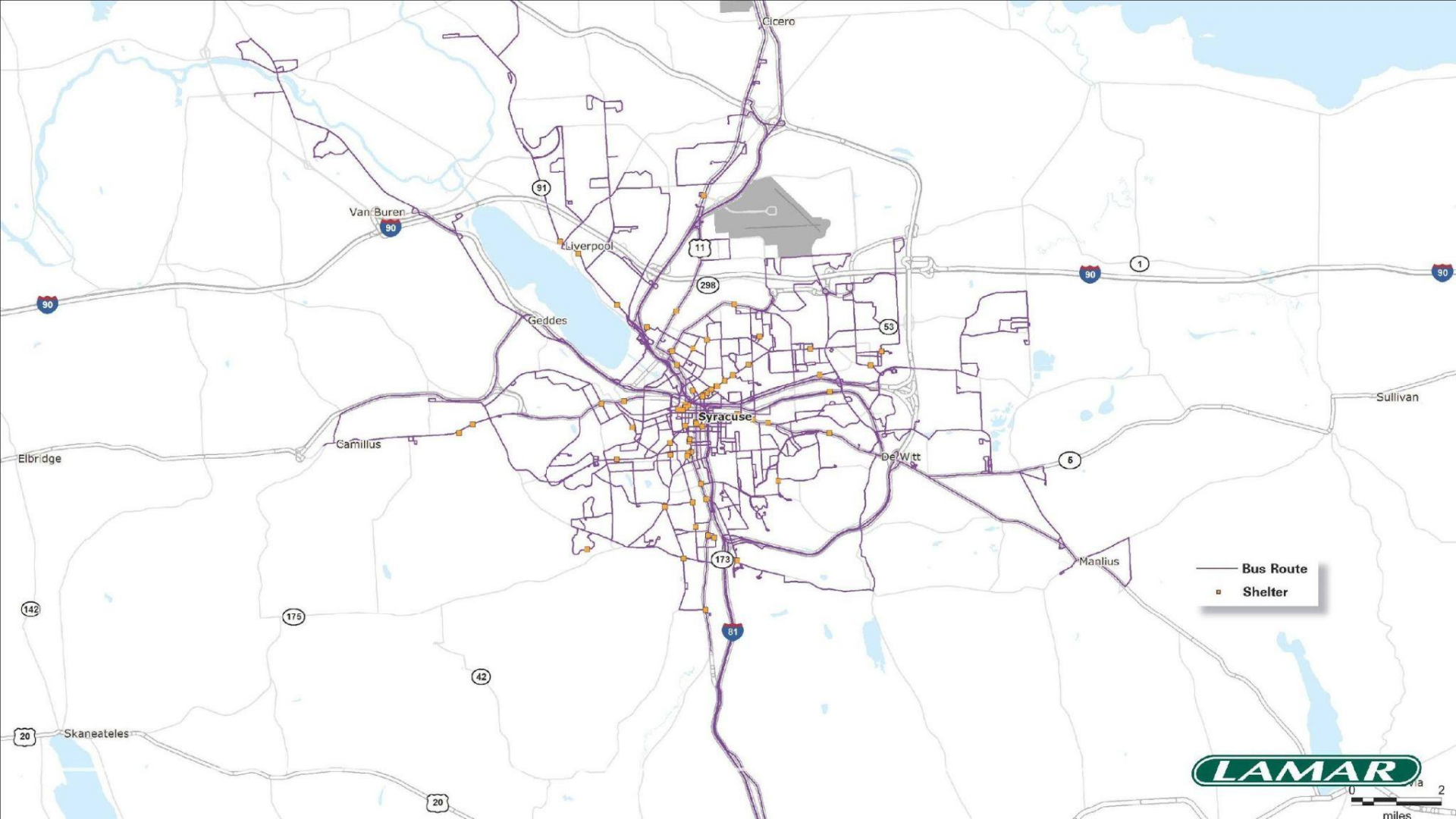
*Transit*  
**REACHES  
YOUR  
MARKET**



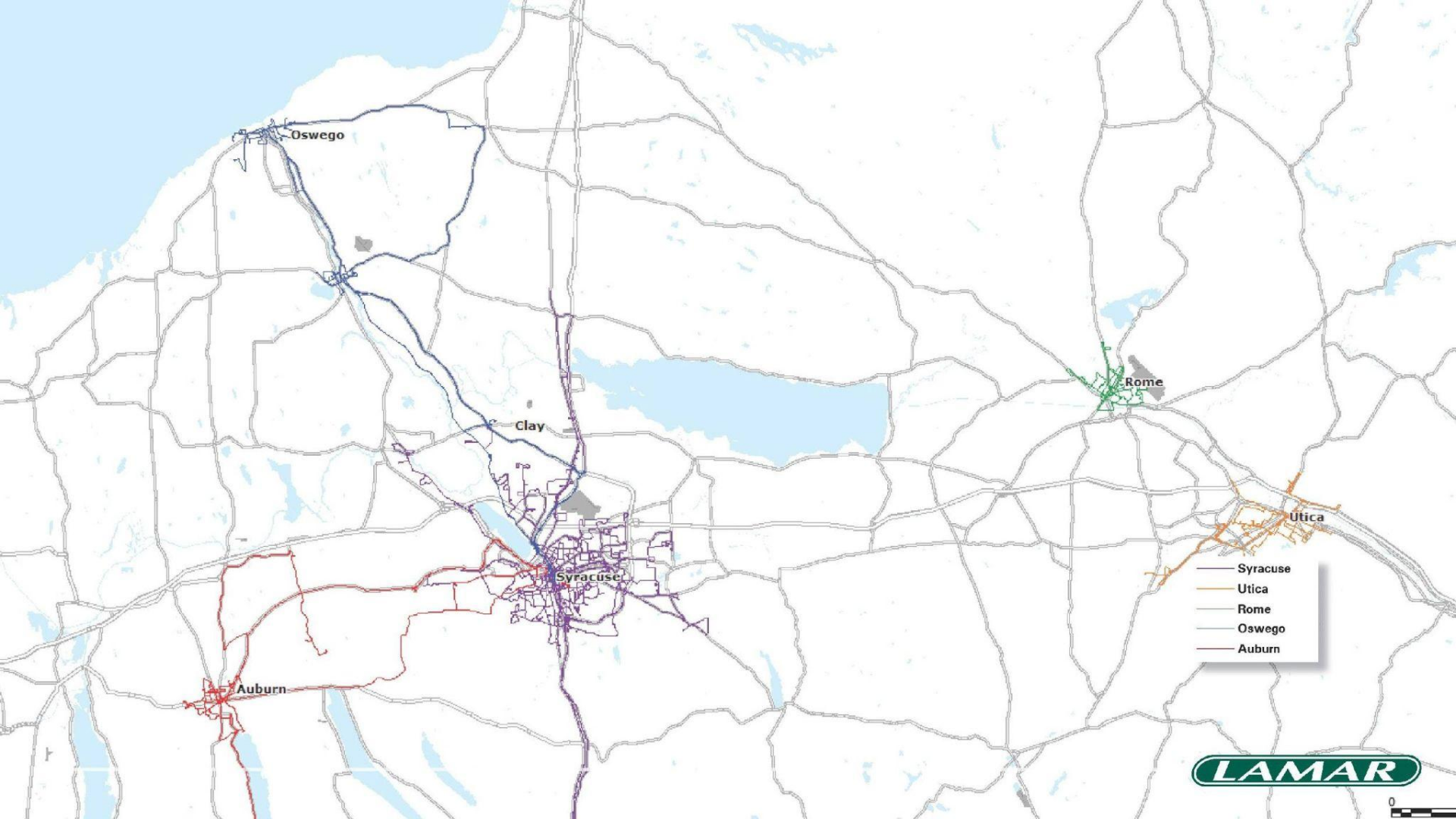
**LAMAR**











# BUSES



LAMAR



# SHELTERS

Know the signs of  
**STROKE**

<b>F</b>		<b>FACE</b> drooping
<b>A</b>		<b>ARM</b> weakness
<b>S</b>		<b>SPEECH</b> difficulty
<b>T</b>		<b>TIME</b> call 911

 **NEW YORK STATE**  
Department of Health

**LAMAR**



**LAMAR** | TRANSIT

# LAMAR OF SYRACUSE, UTICA, ROME, OSWEGO, & AUBURN

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