

TRANSIT SHELTER MARKETS



**Signal Outdoor Advertising
Transit Shelter Coverage
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*Signal Outdoor Advertising
Transit Shelter Coverage
NYC DMA*



*Signal Outdoor Advertising offers Shelter Display Coverage
In the following Counties:*

*New York
Nassau – Suffolk – Westchester*

*Connecticut
Fairfield – Hartford – New Haven*

*New Jersey
Bergen – Essex – Hudson
Middlesex – Passaic – Morris – Union*



Signal Outdoor Advertising Transit Shelter Coverage Long Island, New York

Nassau and Suffolk Counties

Long Island is one of the most affluent consumer markets in the United States and one of New York City's most densely populated suburbs. The Median Household Income is nearly twice the U.S. average.



Shelter Coverage Includes these highly desirable areas:

- Malls: Roosevelt Field, The Source, Americana and Sunrise Malls
- Colleges: Hofstra, Adelphi, Nassau Community College
- Nassau Coliseum
- Eisenhower Park
- Mineola Station

Market Facts

	Nassau	Suffolk
Total Population	1,310,076	1,444,642
Adults 18 +	993,777	1,075,527
Median Age	40.6	38.0
Median HH Income	80,293	77,109
Advertising Display Panels	500	150
Average D.E.C. 18 +	13,800	13,800

SOURCE: 2005 AMERICAN COMMUNITY SURVEY, US CENSUS



Signal Outdoor Advertising Transit Shelter Coverage Long Island Coverage Map



● General Shelter Coverage



Signal Outdoor Advertising Transit Shelter Rates

Long Island, New York / Nassau and Suffolk Counties

Effective 1/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	160	\$ 136,000	\$ 122,400	\$ 110,160
# 50	80	\$ 68,000	\$ 61,200	\$ 55,080
# 25	40	\$ 34,000	\$ 30,600	\$ 27,540

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 100-J East Jefryn Boulevard, Deer Park, NY 11729

Regional Sales

100-J East Jefryn Boulevard,
 Deer Park, NY 11729
 (631) 667-9800 Tel
 (631) 667-2860 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Northern New Jersey

Bergen, Hudson, Essex, Morris, Passaic, Union and Middlesex Counties

As a new but rapidly growing shelter market, Northern New Jersey offers advertisers the opportunity to target a large, highly educated, and affluent population.



The Northern New Jersey area is home to prestigious companies such as BMW, Mercedes-Benz, Volvo, Verizon, Ricoh, Sony, Minolta, and Johnson & Johnson.

Signal Outdoor's transit shelter coverage includes Route 4, leading to the "Mall Mecca" of New Jersey. Some of the largest Malls in the Tri-state area are located here, including Bergen Mall, the Garden State Plaza, Riverside Square, The Fashion Center and Paramus Park.

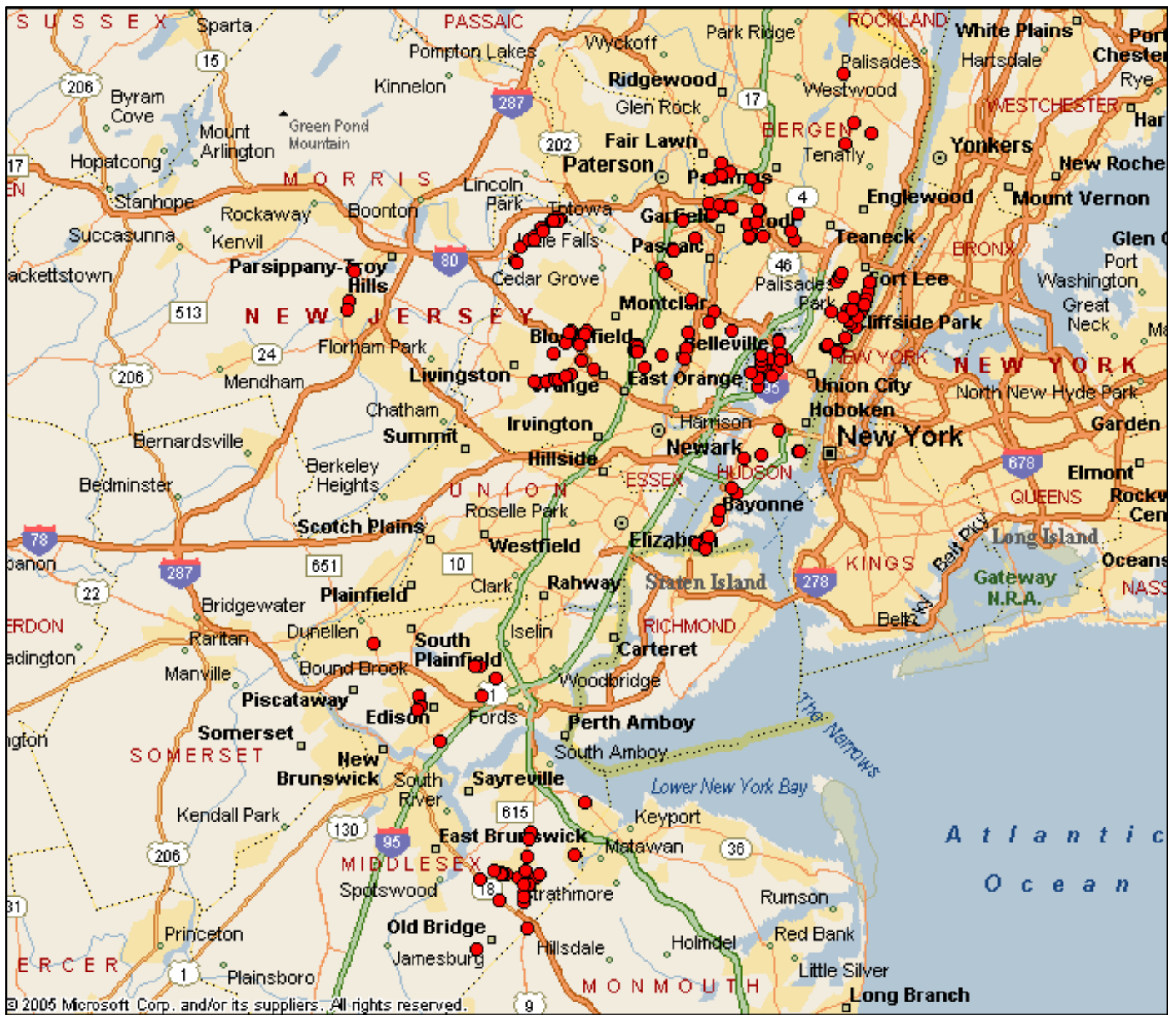
Market Facts

Total Population	3,992,527
Adults 18 +	2,986,614
Median Age	37.2
Median HH Income	61,400
Advertising Display Panels	450
Average D.E.C. 18 +	13,000

SOURCE: 2005 AMERICAN COMMUNITY SURVEY, US CENSUS



Signal Outdoor Advertising Transit Shelter Coverage Northern New Jersey Coverage Map



● General Shelter Coverage



Signal Outdoor Advertising Transit Shelter Rates

New Jersey / Bergen, Hudson, Essex, Morris and Middlesex Counties

Effective 1/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	160	\$ 136,000	\$ 122,400	\$ 110,160
# 50	80	\$ 68,000	\$ 61,200	\$ 55,080
# 25	40	\$ 34,000	\$ 30,600	\$ 27,540

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 1901 East Linden Avenue, Unit 9, Linden, NJ 07036

Regional Sales

1901 East Linden Ave, Unit 9,
 Linden, NJ 07036
 (908) 862-7000 Tel
 (908) 862-7010 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Connecticut

Fairfield County Stamford/Norwalk/Bridgeport

Fairfield County is a key part of the New York DMA and is the third largest corporate center in the country after New York City and Chicago.



Shelters in Fairfield County offer exposure to traffic in and around I-95, the Merritt Parkway, Route 1 and Route 7. Local areas of interest include the Maritime Center of Norwalk, Rich Forum in Stamford, Beardsley Zoological Gardens in Bridgeport and Barnum Museum.

Universities in the area include the University of Bridgeport, Sacred Heart, Fairfield University and the University of Connecticut.

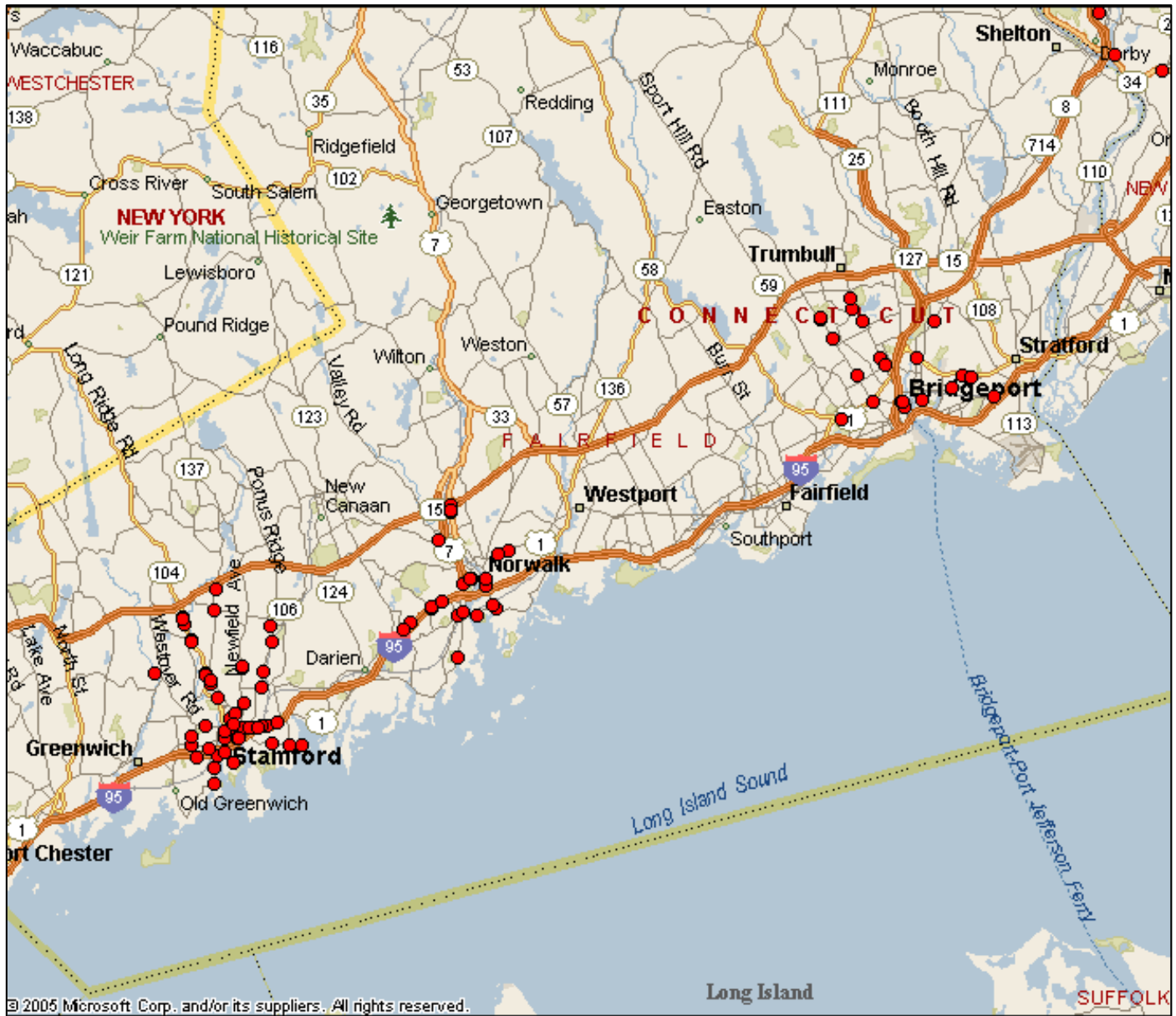
Market Facts

Total Population	884,050
Adults 18 +	654,275
Median Age	39.1
Median HH Income	71,633
Advertising Display Panels	250
Average D.E.C. 18 +	12,500

SOURCE: 2005 AMERICAN COMMUNITY SURVEY, US CENSUS



Signal Outdoor Advertising Transit Shelter Coverage Connecticut Coverage Map



● General Shelter Coverage



Signal Outdoor Advertising Kiosk Advertising Coverage Westchester, NY

Westchester County

Signal Outdoor is pleased to introduce our new kiosk advertising program. These transit shelter sized advertising displays are located at major county landmarks. Some of these include:

- Rye Playland
- Westchester County Center
- Bronx River Parkway
- White Plains Bus Terminal
- Kensico Dam Park
- Saxon Woods Golf Course
- Everett Macy Park
- Glen Island Park
- Sprain Ridge Park
- Westchester County Airport



Market Facts

Total Population	915,916
Adults 18 +	685,081
Median Age	39.2
Median HH Income	71,800

SOURCE: 2005 AMERICAN COMMUNITY SURVEY, US CENSUS



Signal Outdoor Advertising Kiosk (Shelter Size) Coverage Westchester Coverage Map



● General Coverage



Signal Outdoor Advertising Transit Shelter Rates

Connecticut

Fairfield, Hartford & New Haven Counties

Effective 1/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	120	\$ 90,000	\$ 81,000	\$ 72,000
# 50	60	\$ 45,000	\$ 40,500	\$ 36,000
# 25	30	\$ 22,500	\$ 20,250	\$ 18,000

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 700 Canal Street, 3rd Floor, Stamford, CT 06902

Regional Sales

700 Canal Street,
 3rd Floor,
 Stamford, CT 06902
 (203) 328-3763 Tel
 (203) 328-3764 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Suburban Washington, D.C.

Prince George's and Montgomery Counties

The Washington DC DMA is the 8th largest in the country with over 4.5 million people and it ranks third in African American population only behind New York City and Chicago.



Although this market is known for its heavy concentration of government agencies, it is also recognized as a growing high tech area. The area boasts the second highest concentration of high tech employees in the nation.

Prince George's County comprises approximately 20% of the entire DMA population. Major entertainment venues include: FED-EX Field (Home to the Washington Redskins), US Air Arena, University of Maryland at College Park, and Six Flags America Amusement Park.

In a market with limited outdoor advertising options, these new transit shelters are truly a welcomed edition. No other medium can offer a constant presence to so many individual suburban communities in this area.

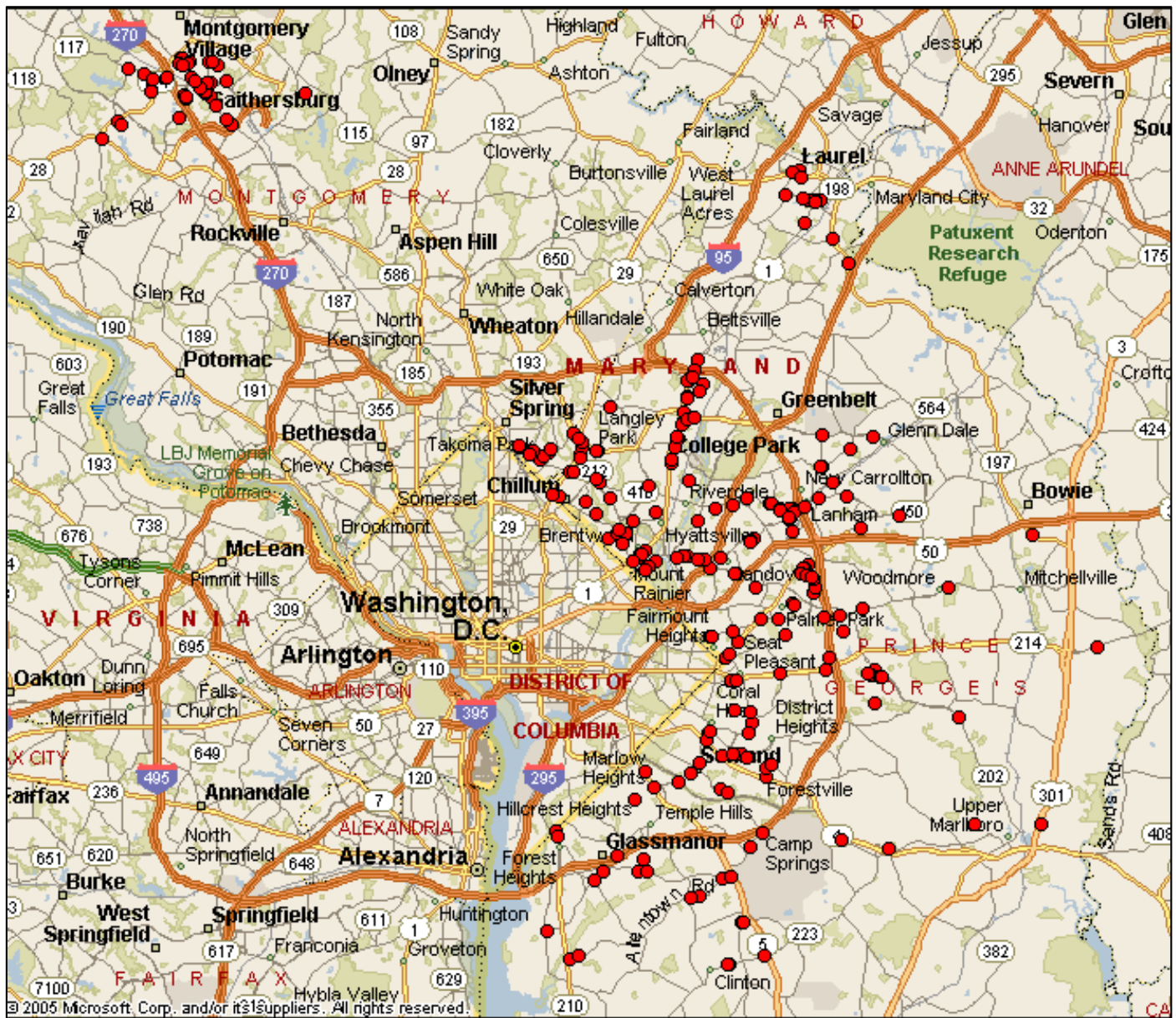
Market Facts

Total Population	898,746
Adults 18 +	654,951
Median Age	34.5
Median HH Income	63,365
Advertising Display Panels	600
Average D.E.C. 18 +	12,480

SOURCE: 2005 AMERICAN COMMUNITY SURVEY, US CENSUS



*Signal Outdoor Advertising
Transit Shelter Coverage
Suburban Washington, D.C. Coverage Map*



● General Shelter Coverage



Signal Outdoor Advertising Transit Shelter Rates

Suburban Washington, DC

Prince Georges' County / Montgomery County

Effective 1/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	180	\$ 162,000	\$ 145,000	\$ 131,220
# 50	90	\$ 81,000	\$ 72,900	\$ 65,610
# 25	45	\$ 40,500	\$ 36,450	\$ 32,805

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 14900 Sweitzer Lane, Suite 106, Laurel, MD 20707

Regional Sales

14900 Sweitzer Lane, Suite 106,
 Laurel, MD 20707
 (301) 317-6714 Tel
 (301) 317-6705 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Atlanta, Georgia

Cobb and Gwinnett Counties

The Atlanta DMA is the 9th largest market in the country with over 5.1 million residents. Called the South's shining star, Atlanta is a vibrant city with an outstanding quality of life.



The metro Atlanta area is home to the world's busiest airport and 13 Fortune 500 and 22 Fortune 1000 headquarters.

Signal offers coverage in highly desirable Northern Atlanta suburbs of Cobb and Gwinnett Counties, the City of Marietta and the City of Smyrna.

Market Facts

	Cobb	Gwinnett
Total Population	691,905	776,380
Median Age	35.6	33.5
Median HH Income	61,682	63,189
Advertising Display Panels	600	100
Average D.E.C. 18 +	13,500	13,000

SOURCE: US CENSUS BUREAU, 2006 AMERICAN COMMUNITY SURVEY



Signal Outdoor Advertising Transit Shelter Rates

**Suburban Atlanta, Georgia
Cobb and Gwinnett Counties**

Effective 7/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	160	\$ 120,000	\$ 108,000	\$ 96,000
# 50	80	\$ 60,000	\$ 54,000	\$ 48,000
# 25	40	\$ 30,000	\$ 27,000	\$ 24,000

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 2931 Paces Ferry Road, Suite 201, Atlanta, GA 30339

Regional Sales

2931 Paces Ferry Road, Suite 201
 Atlanta, GA 30339
 (770) 319-2550 Tel
 (770) 319-1882 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Orlando, Florida

Orange and Seminole Counties

The Orlando DMA is the 20th largest market in the country with over 1.8 million people and is projected to be among the fastest growing regions throughout the decade.



Adding to the tremendous volume of people is tourism. In 2004, Orlando hosted 47.7 million visitors contributing \$28.2 billion in spending to the Metro Orlando area.

Orlando is home to the 11th fastest-growing major airport in the world with more than 850 arrivals and departures daily.

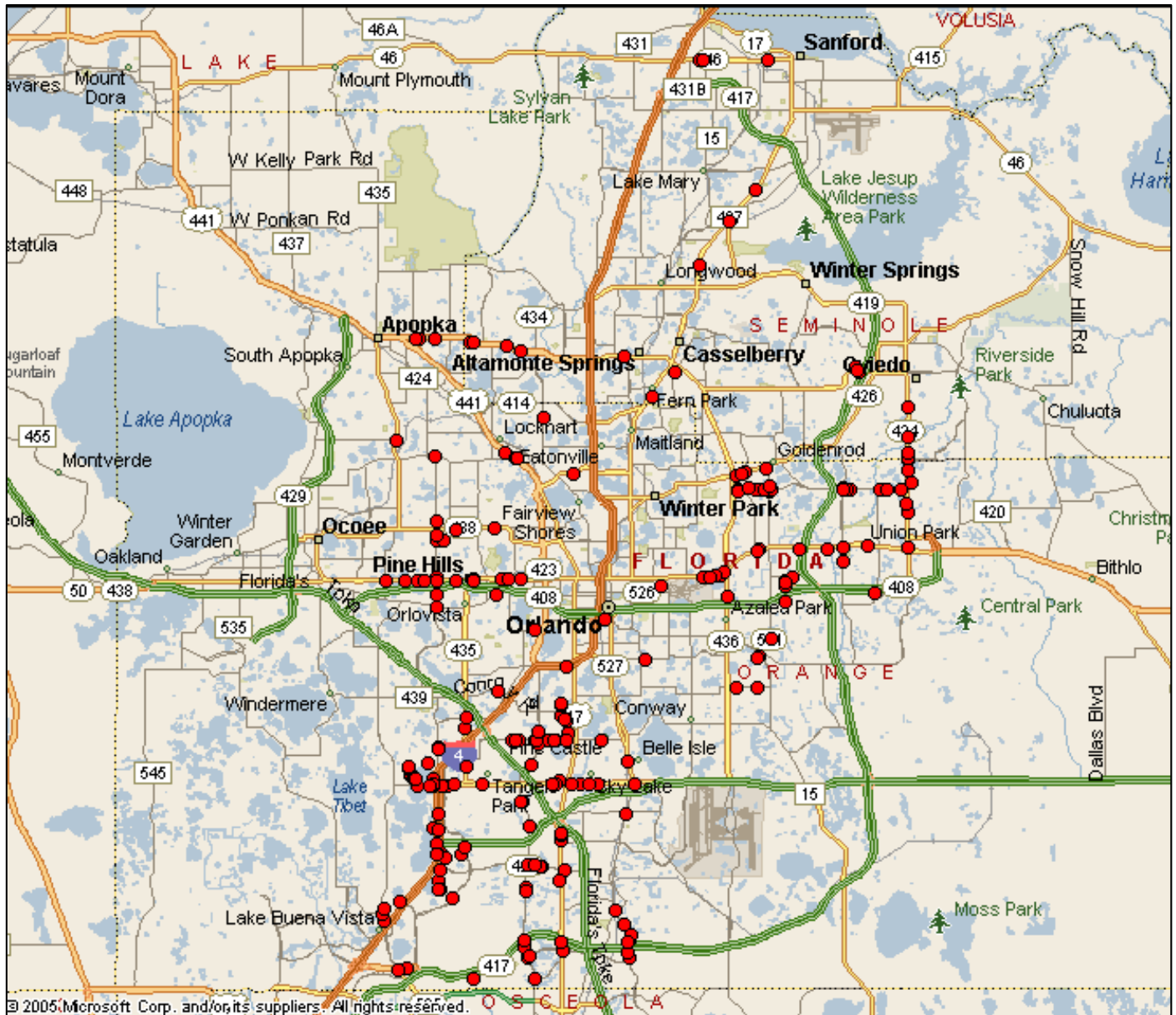
Growing numbers of industries are relocating to the Orlando marketplace, adding to its thriving economy.

Market Facts

Total Population	1,400,862
Adults 18 +	1,038,666
Median Age	36.2
Median HH Income	48,268
Advertising Display Panels	400
Average D.E.C. 18 +	13,330

SOURCE: 2005 AMERICAN COMMUNITY SURVEY, US CENSUS

Signal Outdoor Advertising Transit Shelter Coverage Orlando Coverage Map



● General Shelter Coverage

Signal Outdoor Advertising Transit Shelter Rates

Orlando, Florida / Orange and Seminole Counties

Effective 1/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	120	\$ 90,000	\$ 81,000	\$ 72,000
# 50	60	\$ 45,000	\$ 40,500	\$ 36,000
# 25	30	\$ 22,500	\$ 20,250	\$ 18,000

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 7616 Southland Boulevard, Suite 114, Orlando, FL 32809

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Tampa, Florida

City of Tampa and Hillsborough County

The Tampa DMA is the 16th largest market in the United States. The City of Tampa is the largest city in Hillsborough County and is the third most populous city in Florida.



Tampa's economy is founded on a diverse base that includes tourism, agriculture, construction, finance, health care, government, technology, and the port of Tampa.

The area offers many unique cultural, educational, and entertainment experiences to its residents and visitors. Among these are Busch Gardens, The Florida Aquarium, The Tampa Bay Performing Arts Center, The Tampa Museum of Art and Ybor City to name just a few.

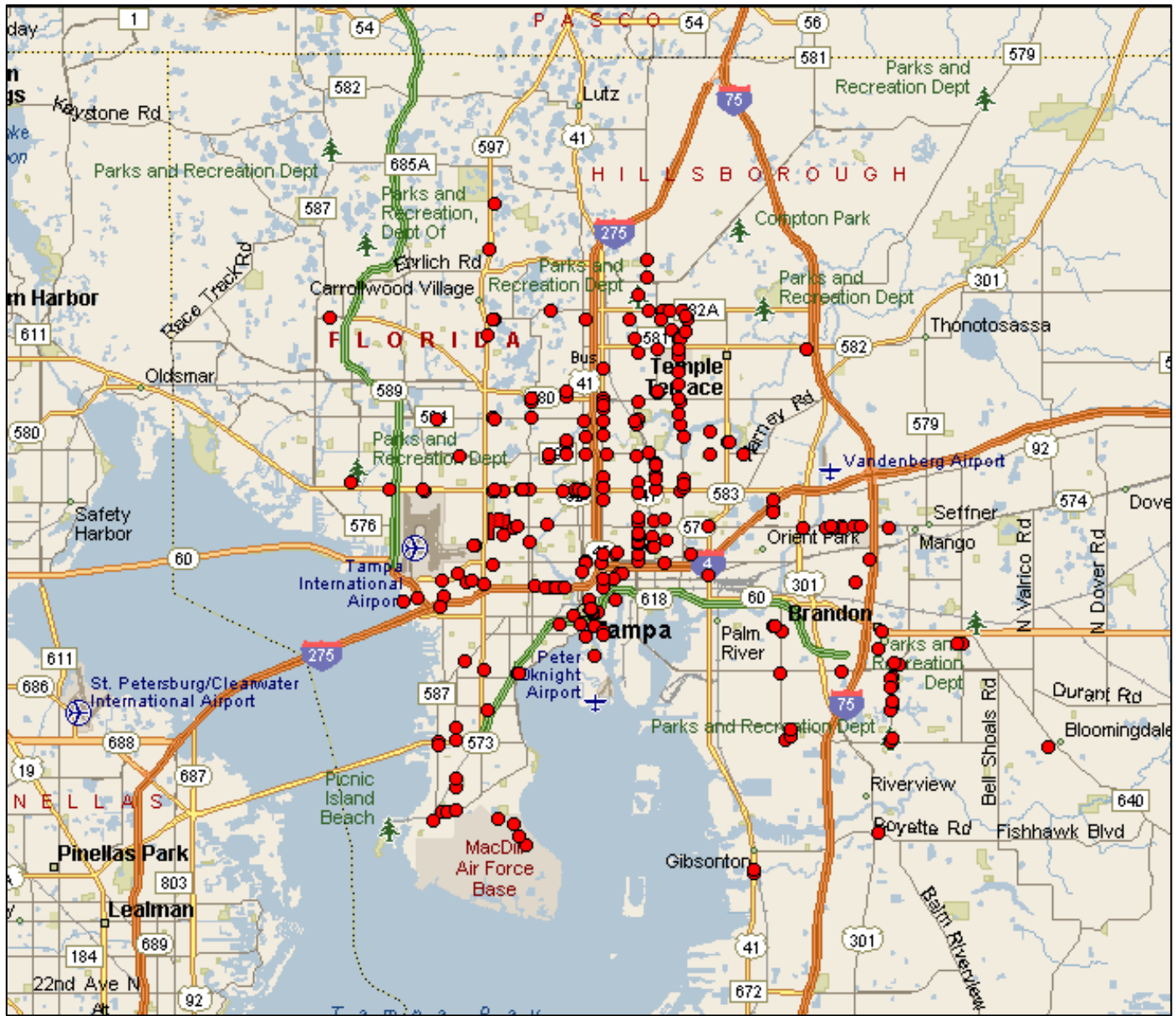
Market Facts

Total Population	1,157,738
Adults 18 +	870,889
Median Age	36.3
Median HH Income	46,766
Advertising Display Panels	350 (by March 2009)
Average D.E.C. 18 +	13,000

SOURCE: 2006 AMERICAN COMMUNITY SURVEY, US CENSUS



Signal Outdoor Advertising Transit Shelter Coverage Tampa Coverage Map



● Representative Shelter Coverage



Signal Outdoor Advertising Transit Shelter Rates

Tampa, Florida / City of Tampa and Hillsborough County

Effective 7/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	120	\$ 90,000	\$ 81,000	\$ 72,000
# 50	60	\$ 45,000	\$ 40,500	\$ 36,000
# 25	30	\$ 22,500	\$ 20,250	\$ 18,000

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 7616 Southland Boulevard, Suite 114, Orlando, FL 32809

Regional Sales

6011 Benjamin Rd, Suite 104
 Tampa, FL 33634
 (813) 249-6309 Tel
 (813) 249-6340 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Broward County, Florida

Tamarac, Florida

Founded in 1963, Tamarac is located in the fast-growing western portion of Broward County.



Listed as one of Money Magazine's 2006 Best Places to retire, Tamarac is included in the Miami/Ft. Lauderdale DMA.

It is centrally located with easy access to the Ft. Lauderdale/Hollywood International Airport (12 miles), Port Everglades, the Florida Turnpike and several major South Florida Highways.

Market Facts

Total Population	61,742
Adults 18 +	53,468
Median Age	49.7
Median HH Income	38,008
Advertising Display Panels	50
Average D.E.C. 18 +	13,000

SOURCE: US CENSUS

Signal Outdoor Advertising Transit Shelter Rates

Tamarac, Florida / Broward County

Effective 1/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	40	\$ 30,000	\$ 27,000	\$ 24,000
# 50	20	\$ 15,000	\$ 13,500	\$ 12,000
# 25	10	\$ 7,500	\$ 6,750	\$ 6,000

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 16225 SW 117th Avenue, Unit #1, Miami, FL 33177

Regional Sales

16225 SW 117th Avenue,
 Unit #1,
 Miami, FL 33177
 (305) 969-6100 Tel
 (305) 969-0540 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax



Signal Outdoor Advertising Transit Shelter Coverage Massachusetts & New Hampshire

Manchester, New Hampshire

Included in the Boston DMA, Manchester is the largest city in the state of New Hampshire.



Manchester has always been a city where business prospers. Once site of the world's largest textile mill complex, the city is now home to companies of all types and sizes.

Professional sports teams include: Fisher Cats Baseball, Manchester Monarchs Hockey, and Manchester Wolves Arena Football.

The Manchester-Boston Regional Airport is convenient to much of the DMA. It is located less than 50 miles from Boston and has over 100 flights daily.

Manchester is Home to 11 colleges, including the University of NH at Manchester and Southern New Hampshire University.

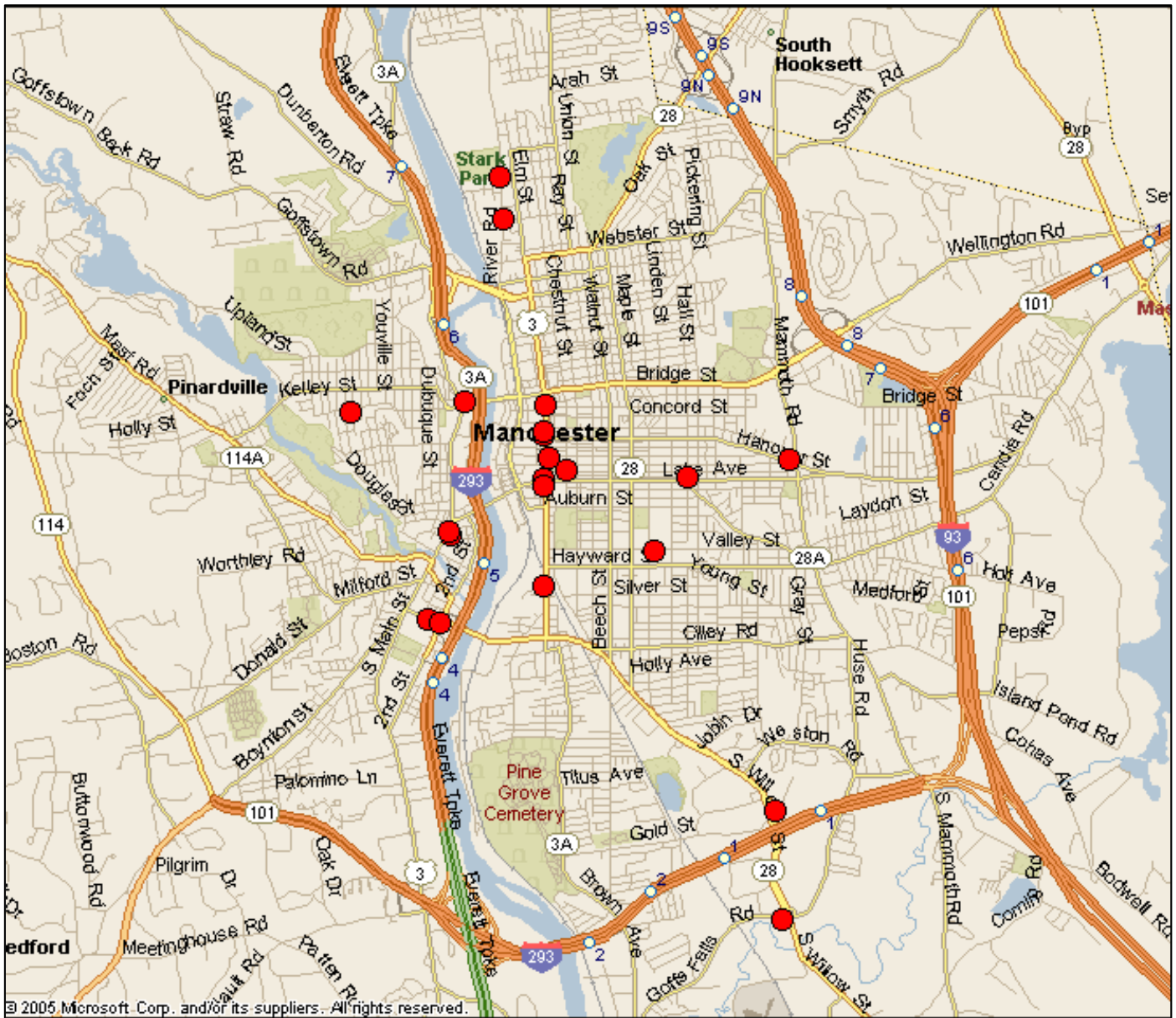
Market Facts

Total Population	107,006
Adults 18 +	81,648
Median Age	34.9
Median HH Income	40,774
Advertising Display Panels	50
Average D.E.C. 18 +	11,000

SOURCE: 2005 AMERICAN COMMUNITY SURVEY, US CENSUS



Signal Outdoor Advertising Transit Shelter Coverage Manchester, New Hampshire Coverage Map



● General Shelter Coverage



Signal Outdoor Advertising Transit Shelter Rates

Manchester, New Hampshire

Effective 1/1/2008

Size Showing	Quantity	Monthly Contract Rates		
		1 month	6 months	12 months
# 100	40	\$ 30,000	\$ 27,000	\$ 24,000
# 50	20	\$ 15,000	\$ 13,500	\$ 12,000
# 25	10	\$ 7,500	\$ 6,750	\$ 6,000

NOTE: All rates are space only and subject to change.

SPECIFICATIONS

Poster Size: Overall Size: 48" wide x 69" tall; Viewing Size: 46" wide x 67" tall
 Material: 15 pt. Styrene
 Quantity: 20% per month overage
 Shipments: Materials must be delivered to our warehouse 7 days prior to posting.
 Ship to: 295 Bayside Road, Greenland, NH 03840

Regional Sales

295 Bayside Road
 Greenland, NH 03840
 (603) 436-0008 Tel
 (603) 766-0287 Fax

Corporate Office

7616 Southland Blvd, Suite 114
 Orlando, FL 32809
 (407) 856-7079 Tel
 (407) 856-7039 Fax

