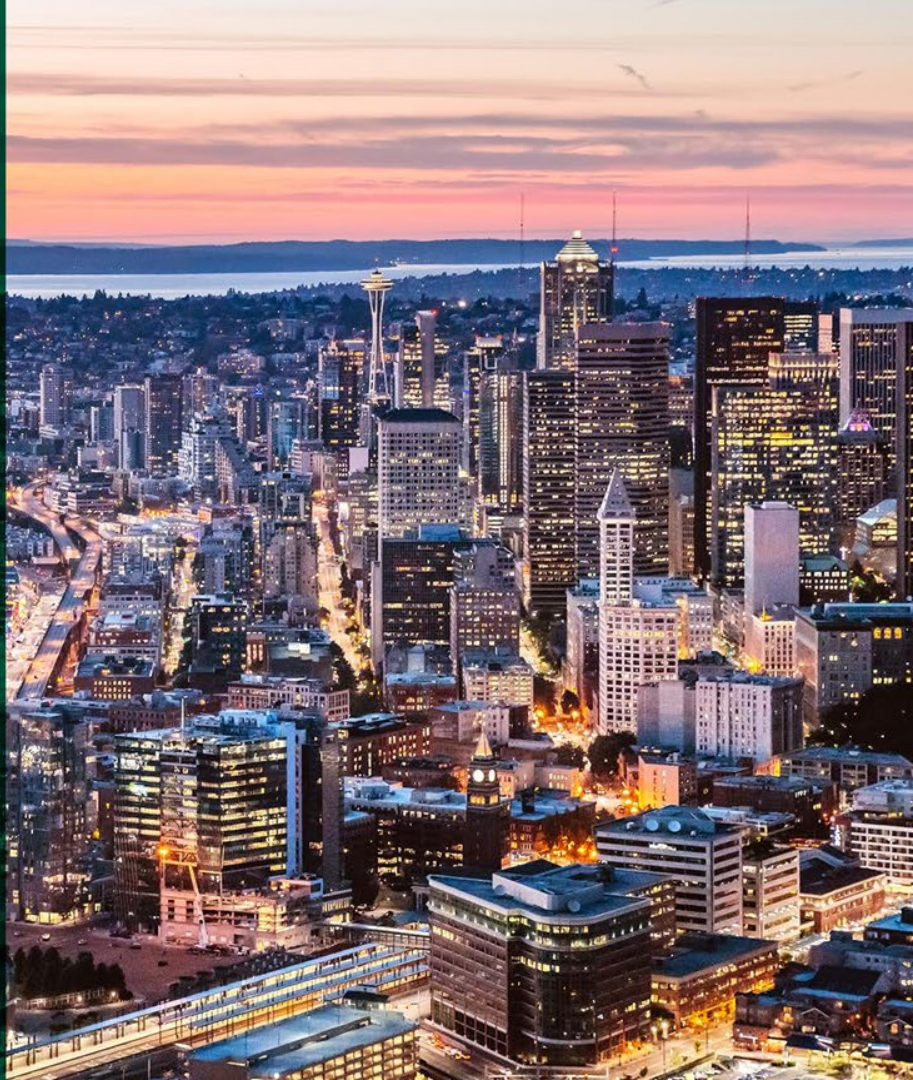
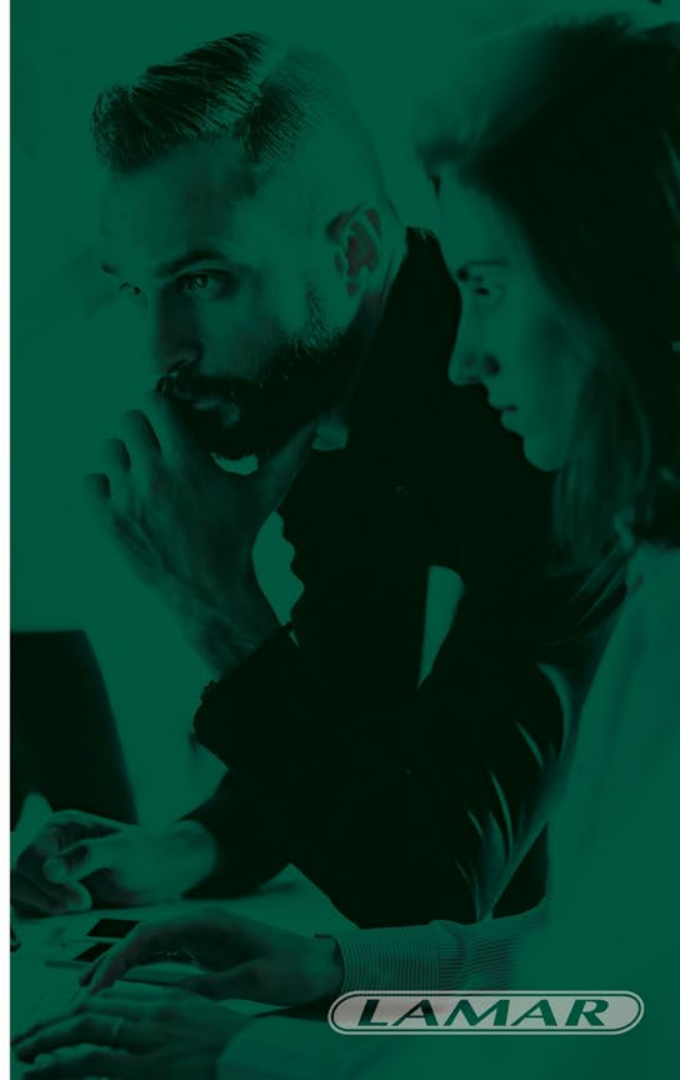


LAMAR | TRANSIT

# SEATTLE 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 Community Transit's extensive bus network.

Transit goes where people go - where they live, work, and shop - and so does transit advertising.

Lamar Transit is everywhere your audience is - telling them stories, giving them directions and demanding attention.

Stay with your audience. Go where they go!



**LAMAR**



# MARKET PROFILE

*of Seattle Population: 724,745*



*50% Male*



*50% Female*



*20% College Graduates*



*46% HHI > \$75K*

Source: U.S. Census, Nielsen



**LAMAR**

# MARKET PROFILE

*of Seattle Population: 724,745*



*61% are Homeowners  
37% are Renters*



*90% Drive Weekly  
58% Commute to Work*





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



LAMAR





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



A woman with dark hair is driving a car, smiling and looking out the window. She is wearing a light blue button-down shirt. The car's interior and the road ahead are visible. A semi-transparent white box with rounded corners is overlaid on the left side of the image, containing text.

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

# TRANSIT ADVERTISING IS A PURE ADVERTISING MEDIUM

*75% of travelers  
noticed a transit  
bus in the  
past week.*

Source: Nielsen



**LAMAR**



# INCREASE YOUR REACH

*of other media types through out of home*



TV  
**+18%**



Social Media  
**+212%**



Radio  
**+45%**



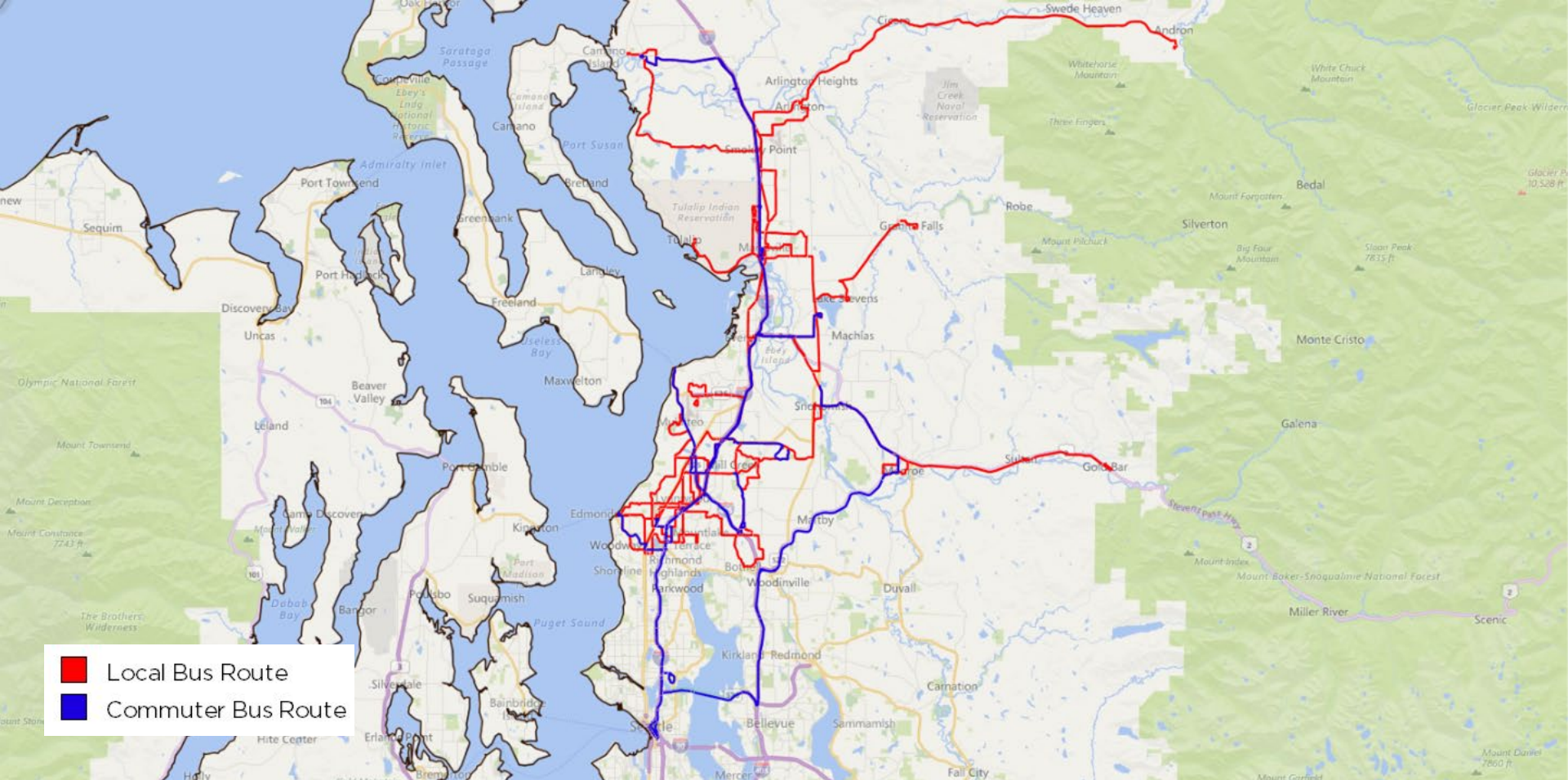
Mobile  
**+316%**



*Transit*  
**REACHES  
YOUR  
MARKET**







# BUSES





LAMAR | TRANSIT

# LAMAR OF SEATTLE

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