

CBS Outdoor Pack Portfolio

Bus



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A Quick Guide to Bus Advertising

Increasing mileage

According to latest Department of Transport data buses in the UK travelled 4.4% more than in 2007.

Increasing levels of engagement

Not only are buses on the road for longer but consumers are noticing/engaging with the advertising more. According to the latest TGI 9.5% more GB consumers stated they had seen advertising on the outside of a bus in the last week.

Did you know?

SEEN - 30 million people (62%) have seen advertising on the outside of a bus in the last week (*TGI*).

RECALLED - 86% of consumers can spontaneously tell us about a bus advert they have seen (*The Road to Enlightenment*).

RELEVANT - consumers believe bus ads are “relevant to me” and are appropriate for many product categories (*The Road to Enlightenment*).

ACTED ON - 80% of people have responded to a bus ad (*The Road to Enlightenment*).

WELCOMED - 79% of consumers welcome bus advertising (*Consumers on the Move*).

HIGH-END AUDIENCE - 63% of all ABC1s in GB have seen advertising on the outside of a bus in the last week (*TGI*).

PROXIMITY - 1 in 4 bus ads go through the most affluent and highest retail spending boroughs in the capital (*TfL*).

FAMOUS – bus advertising is seen on average 5 times a day (*The Road to Enlightenment*).

GROWING AUDIENCE - 5 billion passenger journeys made in the last year (*DETR*).

DWELL TIME - Average bus journey is 34 minutes (*DETR*).

Streetliner National Pack

This pack is designed to deliver maximum national coverage at relatively low cost. As more single decks are used on high frequency routes, this pack will bring a client's campaign close to consumers on the high street and in more residential locations.

Price

	Pack Price	Price per site	YOY +/-
Pack price 2 weeks (3130)	£331,780	£106	3.9%
Production inclusive price	£343,361		3.5%
Pack price 4 weeks (3130)	£475,760	£144	4.1%
Seen advertising on outside of a bus (last wk)*		30.3m	9.5%
Inflation Rate**			5.0%

*TGI 2008, **ONS

All prices are gross & exclusive of VAT

Rates effective 1 January, 2009

Streetliner Summary

Audience - perfect for brands that want to have a community presence in their local area. Target and grab the attention of pedestrians and consumers on the road.

Stand out - catches drivers' and pedestrians' attention at eye level making a connection with your product or service.

Value - provides a cost-effective alternative to Supersides.

Positioning - available on both sides of a single deck bus across towns and cities. Making sure that your brand is seen by pedestrians on the high street and by consumers on the road.

Effective - A 2 week national Streetliner campaign would reach 79% of all adults with 9 opportunities to see. (BusAds)

Coverage & Frequency

The Streetliner National Pack will ensure that a client gains maximum coverage with UK consumers. The prime distribution of this pack targets high-end locations, providing advertisers with a desirable ABC1 audience.

Demographic	Pack Weight	2 weeks				4 weeks			
		Audience Reached	Coverage (GB)	Total OTS	Freq	Audience Reached	Coverage (GB)	Total OTS	Freq
All Adults	3,130	37,104,120	79.0%	324,109,000	8.7	40,127,700	85.4%	648,218,000	16.2
ABC1 Adults	3,130	20,097,320	79.8%	162,969,000	8.1	21,787,660	86.5%	325,938,000	15.0
15-34 Year olds	3,130	12,057,890	80.2%	110,075,000	9.1	12,989,960	86.4%	220,151,000	16.9
15-34 ABC1	3,130	6,446,680	80.5%	55,403,200	8.6	6,961,923	87.0%	110,806,000	15.9

(BusAds, based on all adults for 2 weeks)

Production

The Production inclusive price is gross and based on ONE creative execution of 10' and 13' Streetliner. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.

Streetliner Urban Pack

This pack is designed to deliver a cost effective solution for advertisers looking to talk directly with motorists on a national scale. The positioning of the format gives consumers a longer dwell time to absorb the message and is a single solution to talk to the millions of motorists across the UK.

Price

	Pack Price	Price per site	YOY +/-
Pack price 2 weeks (3650)	£357,700	£98	3.2%
Production inclusive price	£361,131		2.7%
Pack price 4 weeks (3650)	£511,000	£140	2.9%
Seen advertising on outside of a bus (last wk)*		30.3m	9.5%
Inflation Rate**			5.0%

*TGI 2008, **ONS

All prices are gross & exclusive of VAT

Rates effective 1 January, 2009

Rears Summary

Audience – target and have a conversation with motorists and passengers in their personal space

Dwell time – average 48 seconds exposure to the message, giving consumers longer to absorb the ad

Call to action – extended exposure encouraging direct response and time to remember details

Coverage – presence in every town, covering urban and suburban areas

Value – lower cost per site providing great value for money

Coverage & Frequency

The Rears National Pack will ensure that a client gains maximum coverage with UK consumers. The prime distribution of this pack targets high-end location, providing advertisers with a desirable ABC1 audience.

Demographic	Pack Weight	2 weeks				4 weeks			
		Audience Reached	Coverage (GB)	Total OTS	Freq	Audience Reached	Coverage (GB)	Total OTS	Freq
All Adults	3,650	35,887,030	76.4%	286,817,000	8.0	39,411,130	83.9%	573,634,000	14.6
ABC1 Adults	3,650	19,475,200	77.3%	149,178,000	7.7	21,418,040	85.1%	298,357,000	13.9
15-34 Year olds	3,650	11,806,100	78.6%	100,945,000	8.6	12,845,680	85.5%	201,890,000	15.7
15-34 ABC1	3,650	6,331,020	79.1%	53,156,100	8.4	6,893,352	86.1%	106,312,000	15.4

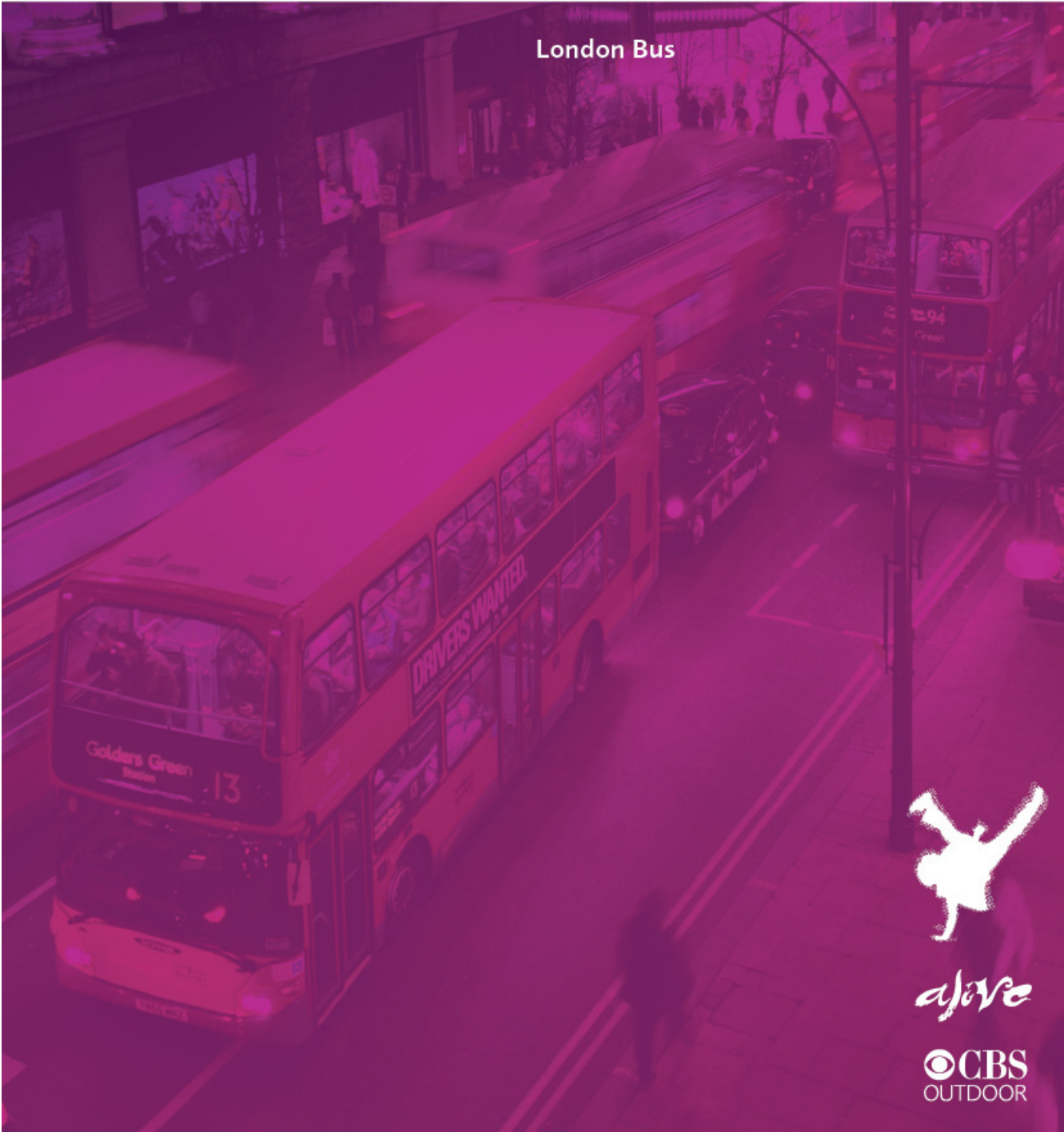
(BusAds, based on all adults for 2 weeks)

Production

The Production inclusive price is gross and based on ONE creative execution of Super, Standard and Non-Standard Rear. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.



CBS Outdoor Pack Portfolio



London Bus



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A Quick Guide to Bus Advertising in London

Increasing passenger journeys

- Passenger journeys in London have increased year on year by 5%, and
- Buses travel 2.2% further
(DETR)

Increasing levels of engagement

Not only are passenger journeys increasing year on year but consumers are noticing/engaging with the advertising more. According to the latest TGI 7% more London consumers stated they had seen advertising on the outside of a bus in the last week.

Did you know?

ICONIC - 91% of London commuters say that London Bus is an iconic symbol of London (*The London Commuter*).

GLAMOROUS LOCATIONS - London Gold travels through the centre of London and one such bus, the number 19, was voted in Vogue magazine's top 10 glamorous venues.

WELCOMED - 73% of London commuters welcome bus advertising (*The London Commuter*).

SEEN - 72% of ABC1 in London notice advertising on the outside of buses every week (*TGI*).

RECALLED - 91% of Londoners can spontaneously recall a bus ad (*The Road to Enlightenment*).

ACTED ON - 84% of London commuters have respond to a bus ad (*The Road to Enlightenment*).

RELEVANT - consumers believe bus ads are "relevant to me" and are appropriate for many products categories (*The Road to Enlightenment*).

FAMOUS – bus advertising is seen on average over 5 times a day (*The Road to Enlightenment*).

PROXIMITY - 1 in 4 bus ads go through the most affluent and highest retail spending boroughs in the capital (*TfL*).

GROWING AUDIENCE - Bus passenger numbers have grown 63% in the last decade with almost 7,000 buses in London covering over 700 routes in the city (*TfL*).

LONDON COVERED - London buses carry over 6 million passengers each day (*TfL*).

DWELL TIME - Average bus journey is 40 minutes (*DETR*).

HIGH-END AUDIENCE - 63% of the London bus users are ABC1 (*TGI*).

Golden Streetliner Pack

Featured on the iconic bendy bus the Golden Streetliner Pack will take a client's campaign through the heart of the capital. Set on dedicated routes the campaign will be seen by tourists and Londoners alike as it travels through London's most attractive locations.

Price

	Pack Price	Price per site	Production inclusive price	YOY +/-
Heavy weight Pack price 2 wks (125)	£30,375	£243	£32,765	3.8%
Medium weight Pack price 2 wks (100)	£24,290	£243	£26,548	3.8%
Leight weight Pack price 2 wks (75)	£18,225	£243	£20,205	3.8%
Seen advertising on outside of a bus (last wk)*			30.3m	9.5%
Inflation Rate**				5.0%

*TGI 2008, **ONS

All prices are gross & exclusive of VAT
Rates effective 1 January, 2009

Streetliner Summary

Audience – perfect for brands that want to have a community presence in their local area.

Attention - target and grab the attention of pedestrians and consumers on the road.

Stand out - catches drivers' and pedestrians' attention at eye level making a connection with your product or service.

Value - provides a cost-effective alternative to Supersides.

Positioning – available on both sides of a single deck bus across towns and cities. Making sure that your brand is seen by pedestrians on the high street and by consumers on the road.

Effective - A 2 week Golden Streetliner campaign would reach 75% of all adults with 5 opportunities to see.
(Medium weight BusAds)

Coverage & Frequency

The Golden Streetliner Pack will ensure that a client gains maximum coverage with consumers in the capital. The prime distribution of this pack targets high-end location, providing advertisers with a desirable ABCI audience.

Demographic	Heavy Weight Pack 125				Medium Weight Pack 100				Light Weight Pack 75			
	Audience Reached	Coverage Central London	Total OTS	Freq	Audience Reached	Coverage Central London	Total OTS	Freq	Audience Reached	Coverage Central London	Total OTS	Freq
All Adults	1,365,550	77.1%	8,208,280	6.0	1,326,736	74.9%	6,831,920	5.1	1,269,168	71.6%	5,477,700	4.3
ABCI Adults	865,353	77.1%	5,269,340	6.1	841,180	74.9%	4,386,880	5.2	805,012	71.7%	3,507,210	4.4
15-34 yr olds	640,058	76.0%	3,892,400	6.1	621,842	73.8%	3,242,550	5.2	594,792	70.6%	2,602,140	4.4
15-34 ABCI	404,526	75.9%	2,503,140	6.2	393,251	73.7%	2,085,830	5.3	376,395	70.6%	1,669,410	4.4

(BusAds, based on all adults for 2 weeks)

Production

The Production inclusive price is gross and based on ONE creative execution of 13' Streetliner. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.

Greater London Streetliner Pack

The Greater London Streetliner Pack will take an advertisers campaign to the numerous communities that exist outside of the city. This format offers advertisers an opportunity to be seen at eye-level by pedestrians on the street and motorists on the road.

Price

	Pack Price	Price per site	Production inclusive price	YOY +/-
Heavy weight Pack price 4 wks (650)	£117,650	£181	£124,259	4.0%
Medium weight Pack price 4 wks (500)	£90,500	£181	£96,319	4.0%
Leight weight Pack price 4 wks (350)	£63,350	£181	£68,332	4.0%
Seen advertising on outside of a bus (last wk)*			30.3m	9.5%
Inflation Rate**				5.0%

*TGI 2008, **ONS

All prices are gross & exclusive of VAT
Rates effective 1 January, 2009

Streetliner Summary

Audience – perfect for brands that want to have a community presence in their local area. Target and grab the attention of pedestrians and consumers on the road.

Stand out - catches drivers' and pedestrians' attention at eye level making a connection with your product or service.

Value - provides a cost-effective alternative to Supersides.

Positioning – available on both sides of a single deck bus across towns and cities. Making sure that your brand is seen by pedestrians on the high street and by consumers on the road.

Effective - A 2 week Greater London Streetliner campaign would reach 87% of all adults with 16 opportunities to see. (Medium weight BusAds)

Coverage & Frequency

The Greater London Streetliner Pack will ensure that a client gains maximum coverage with consumers in the capital. The prime distribution of this pack targets high-end location, providing advertisers with a desirable ABCI audience.

Demographic	Heavy Weight Pack 650				Medium Weight Pack 500				Light Weight Pack 350			
	Audience Reached	Coverage	Total OTS	Freq	Audience Reached	Coverage	Total OTS	Freq	Audience Reached	Coverage	Total OTS	Freq
All Adults	5,625,102	87.4%	109,212,000	19.4	5,584,127	86.7%	86,428,400	15.5	5,494,308	85.3%	63,662,300	11.6
ABCI Adults	3,591,966	87.4%	70,174,300	19.5	3,565,879	86.7%	55,480,200	15.6	3,509,741	85.4%	40,948,600	11.7
15-34 yr olds	2,210,491	85.9%	43,963,200	19.9	2,193,919	85.3%	34,891,800	15.9	2,157,958	83.9%	25,846,500	12.0
15-34 ABCI	1,396,262	85.7%	28,113,200	20.1	1,385,656	85.0%	22,300,300	16.1	1,363,169	83.6%	16,561,500	12.1

(BusAds, based on all adults for 2 weeks)

Production

The Production inclusive price is gross and based on ONE creative execution of 10' and 13' Streetliner. The price includes; spares, proofs, materials, printing, finishing, collation and distribution.