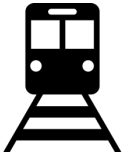


Short Term Opportunities

2021 Q4 | MAY - JUNE

LEADING TRANSIT MEDIA SPECIALISTS



TRAINS



LIGHT RAIL



FERRIES



EXPERIENTIAL





CONTENTS

1. Sydney Light Rail: Triple Carriage Wrap
2. Sydney Light Rail and Sydney Trains: Megaside Pack
3. Sydney Light Rail and Sydney Trains: Portraits Pack
4. Sydney Light Rail and Sydney Trains: Internal Pack
5. Eastern Seaboard Trains: Trackview Pack
6. Sydney Metro Northwest: On Station Barrier Decals – Large or Portraits
7. Sydney Ferries and My Fast Ferry: Vessel Takeover
8. Canberra Light Rail: Triple Carriage Wrap and Internal Domination

Sydney Light Rail – HIGH IMPACT

TRIPLE CARRIAGE WRAP

8 weeks live in market

Total Value = \$120,000

Investment = \$40,000

80%
MEDIA
DISCOUNT

P18+
REACH
12.6%
CONTACTS
1,975,800



- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
- All prices exclude GST



MAKE AN IMPRESSION THROUGHOUT SYDNEY'S
CBD AND SUBURBS.



Sydney Light Rail and Sydney Trains

IMPACT AND REACH

SYDNEY MEGASIDE PACK

Sydney Light Rail 2 x Megasides

Sydney Trains 8 x Maxiviews

12 weeks live in market

Total Value = \$195,000

Investment = \$32,000

90%
MEDIA
DISCOUNT

12.5m²
AVERAGE
PANEL SIZE

P18+
REACH
41.9%
CONTACTS
11,137,300

- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
- All prices exclude GST



USE A MULTI ASSET APPROACH, GENERATING CBD EXPOSURE AND REACHING SYDNEY'S SUBURBS.



Sydney Light Rail and Sydney Trains

REACH AND FREQUENCY

SYDNEY PORTRAITS PACK

Sydney Light Rail 8 x Portraits

Sydney Trains 16 x Portraits

12 weeks live in market

Total Value = \$123,000

Investment = \$25,000

90%
MEDIA
DISCOUNT

12.8X
AVERAGE
FREQUENCY

P18+
REACH
48.5%
CONTACTS
25,424,100

- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
- All prices exclude GST



MAKE AN IMPRESSION THROUGHOUT SYDNEY'S
CBD AND SUBURBS.



Sydney Light Rail and Sydney Trains

HIGH DWELL

SYDNEY INTERNALS PACK

Sydney Light Rail: 10 x Ceiling Panels

Sydney Trains : 48 x Above Window

12 weeks live in market

Total Value = \$75,000

Investment = \$9,500

88%
MEDIA
DISCOUNT

P18+
REACH
17.2%
CONTACTS
1,893,200

- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
- All prices exclude GST



Eastern Seaboard Trains

MASS REACH AND FREQUENCY

ESB TRAIN EXTERNALS PACK

Sydney Trains 4 x Trackviews
Melbourne Trains 4 x Trackviews
Brisbane Trains: 4 x Trackviews

12 weeks live in market

Total Value = \$73,600

Investment = \$19,000

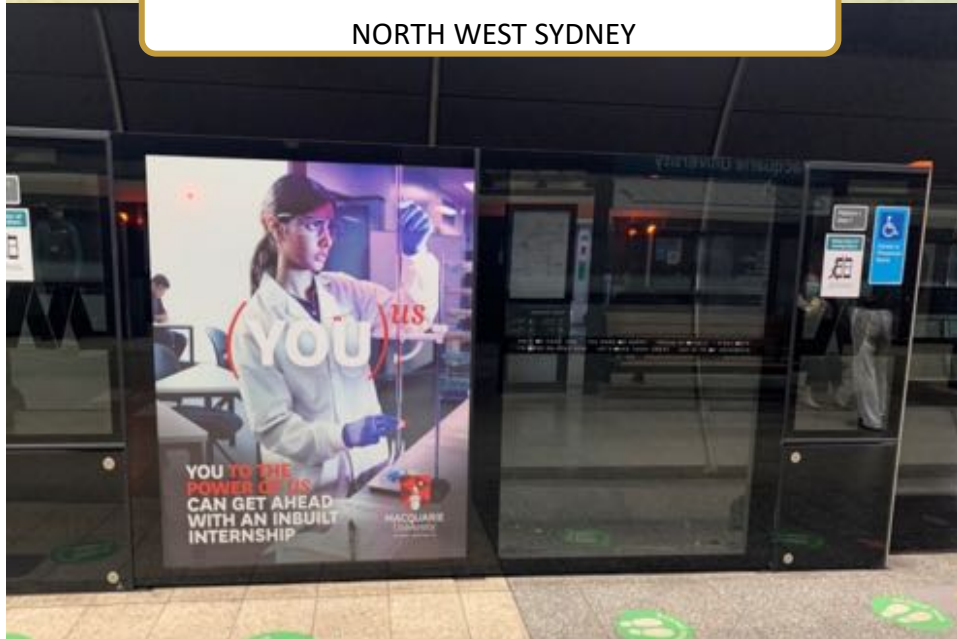
75%
MEDIA
DISCOUNT

P18+
REACH
22.8%
CONTACTS
8,499,200

- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
- All prices exclude GST



EFFICIENT REACH THROUGHOUT NORTH WEST SYDNEY



Sydney Metro Northwest

HIGH IMPACT AND DWELL

ON STATION LARGE BARRIER DECALS

2 x Large Barrier Decals (min. 2 per station)

8 weeks in market

Total Value = \$20,000

Investment: \$7,000

ON STATION PORTRAIT DECALS

6 x Portrait Barrier Decals (min. 2 per station)

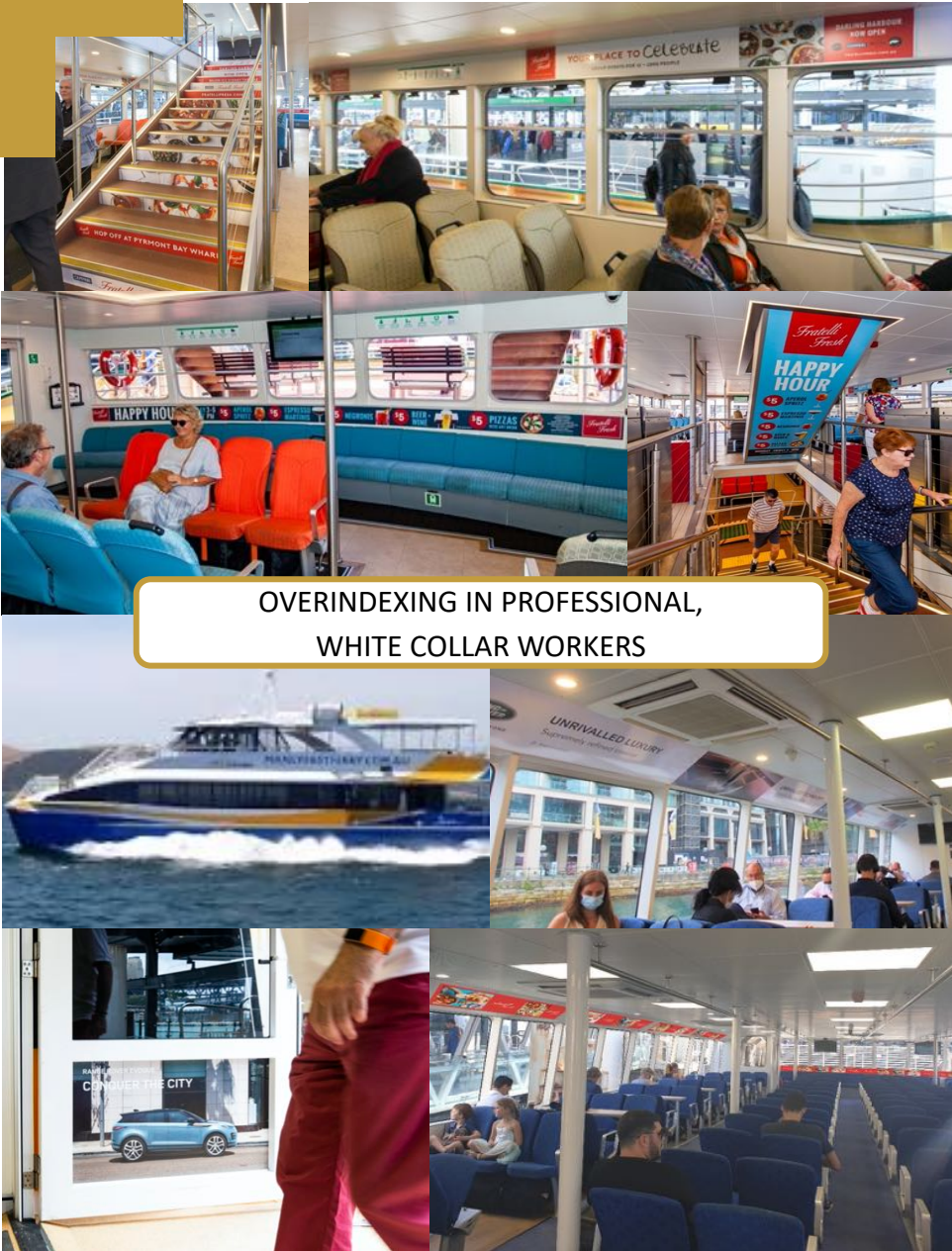
8 weeks in market

Total Value = \$20,000

Investment: \$7,250

Stations available: Chatswood, North Ryde, Macquarie Park, Macquarie University, Epping, Cherrybrook, Castle Hill, Hills Showground, Norwest, Bella Vista, Kellyville, Rouse Hill, Tallawong

- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
- All prices exclude GST



OVERINDEXING IN PROFESSIONAL, WHITE COLLAR WORKERS

Sydney Ferries

AFFLUENT AUDIENCE REACH

EMERALD VESSEL TAKEOVER

10 x Large Ceiling Panels, 1 x Stair Takeover,
 1 x Bow End Wrap, 1 x Ceiling Above Stairs
 8 weeks in Market

Total Value = \$40,000

Investment: \$6,500 (88% discount)

Servicing Wharves: Circular Quay, Milsons Point, McMahons Point, Balmain East, Barangaroo, Pyrmont Bay, Rose Bay and Watsons Bay

MY FAST FERRY VESSEL TAKEOVER

12 x Ceiling Panels, 4 x On Door panels,
 1 x Bow End Wrap
 8 weeks in Market

Total Value = \$40,000

Investment: \$7,500 (85% discount)

Servicing Wharves: Circular Quay and Manly

- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
- All prices exclude GST



EXTERNAL ADVERTISING -
LAUNCHING MAY



Canberra Light Rail

LIMITED INVENTORY

TRIPLE CARRIAGE WRAP

8 weeks live in market

Total Value = \$60,000

Investment: \$27,000

75%
MEDIA
DISCOUNT

INTERNAL VEHICLE TAKEOVER

18 x Ceiling Panels, 16 x Internal Posters

12 weeks in market

Total Value = \$22,000

Investment: \$6,500

80%
MEDIA
DISCOUNT

AVERAGE DWELL TIME
OF 24 MINUTES,
SERVICES EVERY 6 MINS
IN PEAK

- Coverage map available upon request
- Campaign valid for start dates: 3/5, 10/5, 17/5, 24/5, 31/5 & 7/6
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