

MEDIA KIT

Key Stats:

92% Recalled the ad and what it was for (compared to 13% for TV)

87% Look forward to seeing the next Submedia advertisement

60% Said the ad made their ride more enjoyable

Medium:

Submedia's technology is based on the Zoetrope. A 19th century circular children's toy that, when spun, turns static images into a motion picture (much like a flip-book). Submedia's technology is fairly simple in design, but relies on high-end physics and engineering to work. Bottom line is no expensive moving parts are needed and it's always much more simple to work with than many expect.

Ad Programs:

Submedia is happy to give our advertising partners what they want. Currently, in North America, we have Walking Displays and/or In-Tunnel systems in New York, Chicago, Washington DC, Boston, Toronto, Atlanta and San Francisco with Los Angeles and Miami on the way.

Walking displays allow us the flexibility to bring this unique medium to high-traffic urban areas where there may be no in-tunnel opportunities and locations can be sought and secured on behalf of client need.

Rate information:

Given the diversity of markets and locations, rates per installation can vary and multiple buys may also influence cost. Please contact Submedia's New York office for all US and Canada inquiries.



250 West 34th Street, 36th Floor, New York, NY 10119 • tel 212-849-6980 • sales 212-849-6982 • sales@sub-media.co • www.submediaworld.com

Selected Markets & Demographics:

Submedia has installations in a majority of the world's top markets with the remaining underway. Our international partners in Asia, Europe, Eastern Europe and Latin America are fueling even further growth. Here you will find a sampling of demographics for our most popular US markets. Please refer to our Submedia Offices pages for a full list of Submedia Installation cities and contacts.

NEW YORK:

“6th Ave/Midtown” – Located between the 14th St. and 23rd St. stations, this display reads to inbound passengers and captures 95% of PATH riders on route to the 33rd St. terminal.

“World Trade Center” – Located between the WTC and Exchange Place stations, this display reads to passengers outbound from the World Trade Center stop on route to both New Jersey PATH destinations:

Rider Demographic Profile

GENDER 57% Male 43% Female	HOUSEHOLD INCOME 15% \$25,000-\$34,999 19% \$35,000-\$49,999 29% \$50,000-\$99,999 28% \$100,000 or more	OCCUPATION 23% IT Sector 20% Financial Sector 15% Clerical 9% Sales 9% Advertising 9% Student 8% Non-office 4% Retail 3% Unemployed
AGE DISTRIBUTION 10% 18-24 32% 25-34 27% 35-44 20% 45-54 11% 55 and Older	ETHNICITY 54% Caucasian 30% African American 11% Hispanic 3% Asian 2% Other	

The above demographic data was obtained from the Port Authority of NY and NJ for the month of June 2004



WASHINGTON DC:

“Metro Center” - Red Line between Metro Center & Gallery Pt./Chinatown stations, reads to eastbound traffic “Gallery Place” - Red Line between Gallery Pt./Chinatown and Judiciary stations, reads to eastbound traffic.

Rider Demographic Profile

GENDER

54% Female

46% Male

AGE DISTRIBUTION

3% 17 and Under

20% 18-29

46% 30-49

24% 50-64

7% 65 and Older

HOUSEHOLD INCOME

2% Less than \$30,000

6% \$30,000-\$39,999

20% \$40,000-\$59,999

19% \$60,000-\$79,999

18% \$80,000-\$99,999

35% \$100,000 or more

ETHNICITY

72% Caucasian

16% African American

4% Asian

3% Hispanic

1% Native American

4% Other

OCCUPATION

35% Professional

24% Executive/Managerial

21% Administrative

12% Technicians

4% Military

1% Sales

3% Other

EMPLOYMENT STATUS

71% Full-time

8% Part-time

12% Retired/Not Employed

5% Self-employed

Almost 73% of Metrorail commuters ride a minimum of three days per week



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CHICAGO:

Blue Line entering the loop from O'Hare, located between Clark and Washington stations.

Rider Demographic Profile

GENDER 56% Female 44% Male	HOUSEHOLD INCOME 5% Less than \$10,000 10% \$10,001-\$20,000 13% \$20,001-\$30,000 13% \$30,001-\$40,000 12% \$40,001-\$50,000 11% \$50,001-\$60,000 13% \$60,001-\$80,000 8% \$80,001-\$100,000 15% \$100,000 or more	TRIP PURPOSE 50% Work 14% School 9% Personal Business 8% Shopping 7% Recreation 7% Other
AGE DISTRIBUTION 4% 17 and Under 15% 18-24 28% 25-34 23% 35-44 16% 45-54 9% 55-64 5% 65 and Older	MEAN RIDER INCOME: \$46,728	ETHNICITY 58% Caucasian 24% African American 10% Hispanic 2% Multi-racial 6% Other

The above demographic data was obtained from a Blue Line Passenger survey in July 2003