

SHOW MEDIA



Inc. FOUR YEARS
500 IN A ROW



FASTEST GROWING
COMPANY 2011

DIGITAL TRANSPORTATION NETWORK

MEDIA ENVIRONMENT

Interactive Digital Platform in 2,000 Executive Black Cars providing exceptional Dwell Time Exposure to High Income Executive and Owners in NYC.

THE 1% - AUDIENCE

Based on Arbitron 2013 research

- High Income - 18% \$1m+, 73% \$100k+
- Business Oriented - 62% Owner or C-Level executive
- Male 68%

#1 MARKET

- Manhattan to Manhattan
- Manhattan to Home
- To and From Airports (EWR, JFK, LGA)

KEY FINDINGS

Based on Arbitron and Nielsen - 984 Surveys

- 69% Interaction
- 48 minute Average Dwell Time
- 69% un-aided recall
- 15% use of client micro-sites

76 MILLION
MONTHLY IMPRESSION
POTENTIAL

21 CLIENT IMPRESSIONS
PER RIDE



MEDIA ENVIRONMENT

MEDIA OPTIONS

- Video - Audio
- Micro-sites
- Advertorials
- Banner ads
- Flash



AD PLACEMENT

- Feature Loop
- Main Menu
- Articles
- Flight Tracker
- Stocks
- Sports



MEDIA FLEXIBILITY

- Video - :30 - 2 minutes
- Content Sponsorship
- Fleet Cherry Picking
- Business Type Targeting
- Category Exclusivity
- Click-through (CTR) Measurement

AD PLACEMENT

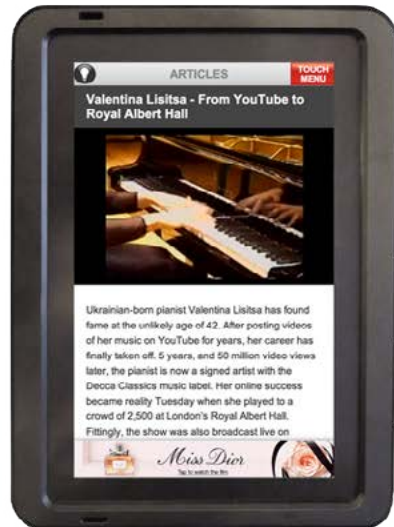
MENU



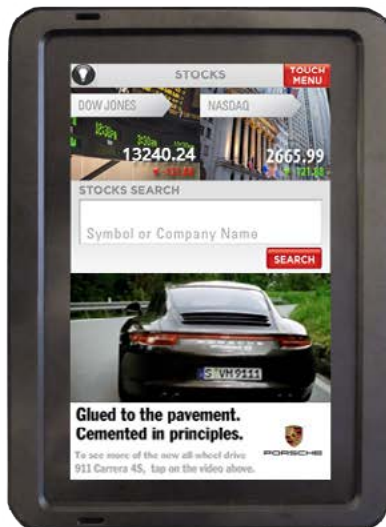
FEATURE LOOP



ARTICLE



FLIGHT TRACKER

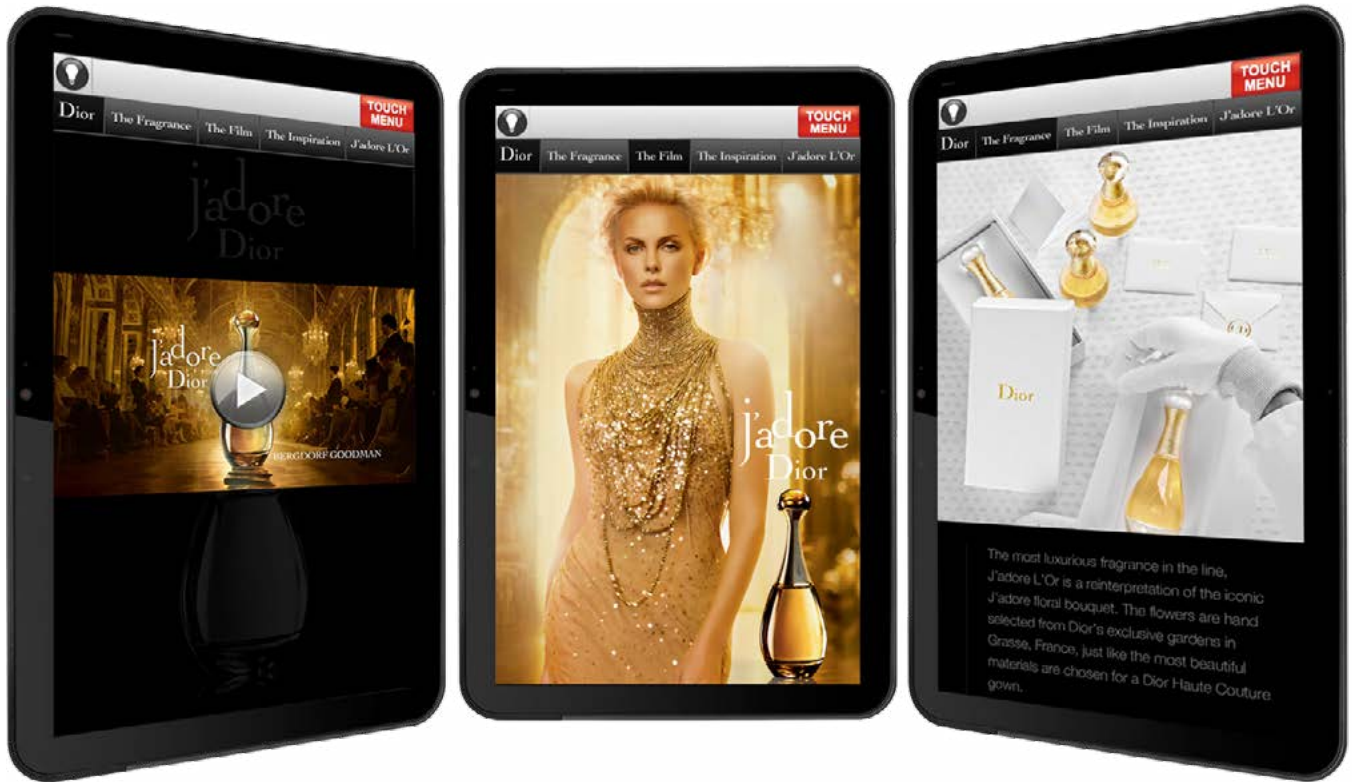


STOCKS



SPORTS

CUSTOM MICRO-SITES



MEDIA OPTIONS

- Have a page that allows your audience **to interact** with your brand
- Feature your latest branded content or live video
- Have custom articles featuring **your brand**

[WATCH MICRO-SITE DEMO](#)

RECAP

YOUR PROGRAM WILL...

- Reach executives and high income consumers
- Reach influencers and key decision makers
- Be contextual
- Be interactive yet non-intrusive
- Generate up to 76 million monthly impressions

