



MILWAUKEE INTERMODAL

BENEFITS

- Opportunity to reach business decision makers and commuters between Milwaukee, Racine, Mitchell International Airport and Chicago.
- Located in high traffic areas with a captive audience to maximize exposure for your ad campaign.
- Offers attractive, professional messages in large format which are brilliantly illuminated and attractively framed.
- Annual passenger activity is over 1.3 million per year between Amtrak and Greyhound.
- Builds frequency with repeat business travelers.

DISTRIBUTION

- Located in the main concourse area near ticketing and passenger boarding areas.

SIZE

- Backlit Dioramas: 72" h x 50" w.
- Backlit Wall Spectaculars: 10' h x 20' w, 7' h x 24' w, 6' h x 12' w & 6' h x 17' w.

CONTRACT TERM

- Dioramas purchased 4 weeks or longer; Wall Spectaculars typically purchased 12 weeks or longer.
- Purchased individually.

Annual ridership on the Amtrak Hiawatha line broke the 800,000 mark for the first time in 2011, up 4% from 2010. The line is also the most heavily used line in the Midwest, and the 6th busiest nationwide.



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