

# AMTRAK INTERMODAL STATION



**2008**

## OUT-OF-HOME OPPORTUNITY *Clear Channel Outdoor Milwaukee*

The Amtrak Intermodal Station was remodeled in 2007 and now boasts a beautiful glass facade, clean, modern interior, wi-fi access and ample parking. The renovations have proved more appealing and convenient to Milwaukee-Chicago commuters while increasing traffic at the station.

Clear Channel Outdoor is now the exclusive provider of high-tech backlit signage that complements the remodeled station, offering you the opportunity to reach the thousands of business travelers and highly mobile consumers that take advantage of the venue every day. As the leader in the Milwaukee market, CCO strives to offer a variety of advertising products that can be used to achieve your advertising objectives. Out-of-home advertising is the perfect foundation to any campaign because it is seen every day for 18 hours or more. As it cannot be turned off, skipped over or thrown away, it allows you to reach customers that other media often miss or do not reach effectively.

Clear Channel Outdoor Milwaukee  
908 Silvernail Rd • Pewaukee, WI • 53072  
262/506.9000

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OUTDOOR

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Opportunity to reach business decision-makers and Milwaukee/Chicago commuters.

## 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 at Amtrak is currently more than 590,000, increasing 3.7% over 2006; passenger activity with Greyhound is about 587,000.
- Builds frequency with repeat business travelers.

## Distribution

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

## Size

- Backlit Displays: 70" h x 48" w
- Wall Spectacular: 10' h x 20' w or 6'h x 12' w

## Contract Term

- Typically purchased 4 weeks or longer.
- Purchased individually.

## BACKLIT DISPLAYS



## Distribution

- 14 Backlit displays are distributed among Amtrak boarding area, main lobby concessions and waiting areas.



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WALL SPECTACULAR - 10'x20'



## Distribution

- Prominent backlit wall display visible from entire lobby in the Amtrak station.
- Long term exposure to passengers waiting or at ticketing for Amtrak trains.

WALL SPECTACULAR - 6'x12'



## Distribution

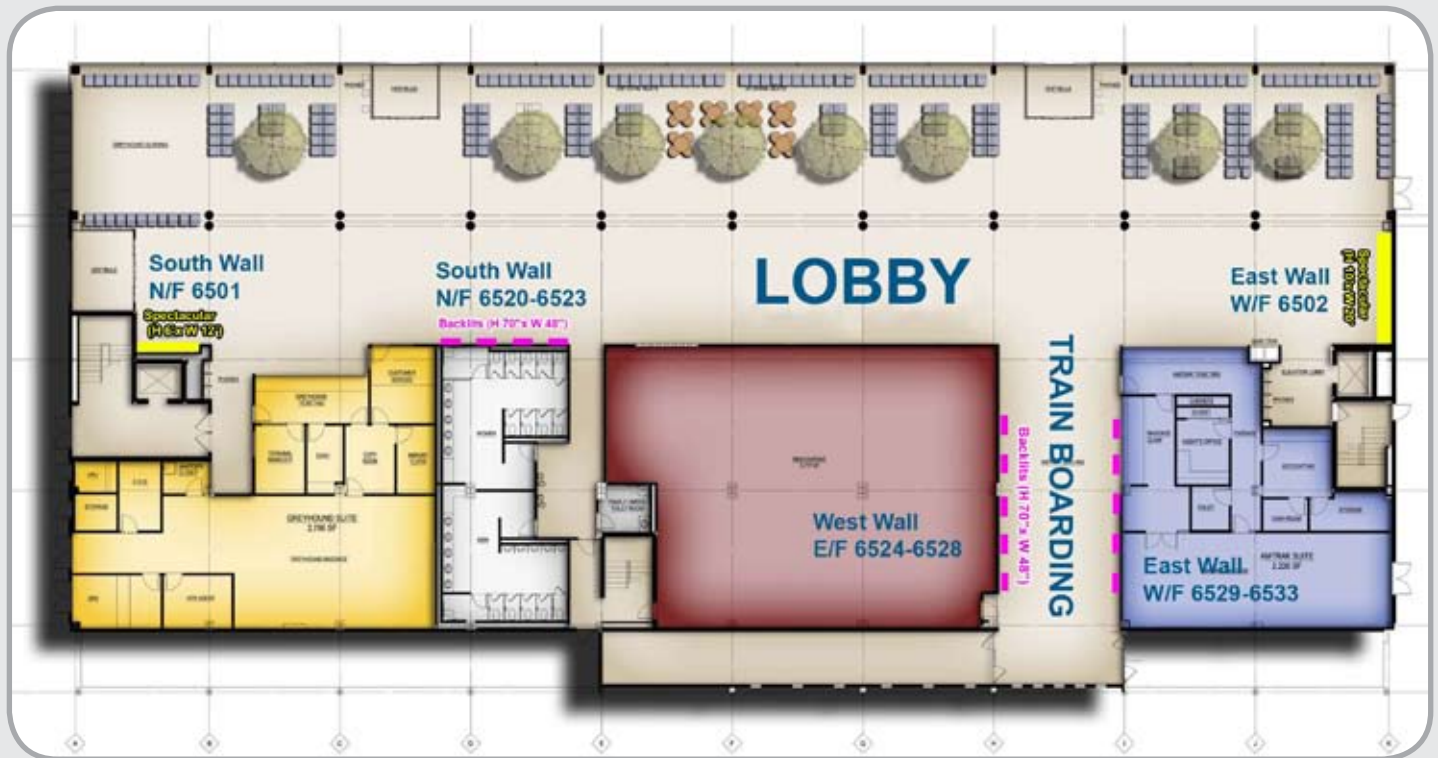
- Prominent backlit wall display visible from west lobby entrance and concessions.
- Long term exposure to Greyhound passengers at ticketing counters or those waiting to board.

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## MAP



## ART REQUIREMENTS

Our creative department is available to offer services and access to resources developed to ensure your design will be successful before it hits the streets. We are equipped with the latest in technology and skilled artists whose day-to-day experience is dedicated to outdoor advertising. Clear Channel Outdoor also maintains strong relationships with our production vendors, to ensure your out-of-home artwork is produced at the highest quality of color, resolution, and durability for outdoors in a timely manner.

### Clear Channel Outdoor Creative Services

- Creative and design services for out-of-home formats
- Production templates and assistance
- Creative samples from varieties of client industries/markets
- Photo-shoot capabilities
- "On-screen" creative testing programs: software programs which allow clients to view prospective creative in a variety of virtual outdoor settings. Creative is viewed to test readability, contrast and impact.