

SYDNEY

MONORAIL & LIGHT RAIL

2013

Advertising
Media Kit

Sydney Monorail and Metro Light Rail are unique transportation networks connecting Sydney's key leisure, retail and dining precincts with surrounding transportation hubs and inner city residential areas.

Advertising in these unique environments not only offers advertisers high-reach and frequency opportunities to broadcast their message to workers, tourists, shoppers and residents – they also offer a unique level of consumer engagement.

Vehicle Liveries deliver an unavoidable message to passengers, pedestrian and vehicle traffic. While with Station Advertising, consumers have plenty of time to read, consider and take in your message with an average waiting time of three minutes on Sydney Monorail and ten minutes on Metro Light Rail stations.



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ADVERTISING OPPORTUNITIES

Why outdoor (or out of home) advertising?

In today's busy and fast-paced life, Outdoor is perfect for reaching people on the go and reaches audiences that other media find hard and cost-prohibitive to reach. For consumers there is no avoiding Outdoor; it is free and cannot be turned off.

Outdoor is about delivering impact and awareness – it captures 'share of mind' and produces measurable results. No other media can match the impact and reach against the investment.

Outdoor advertising at its best achieves direct communication with consumers

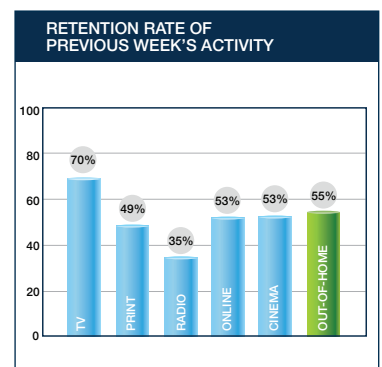
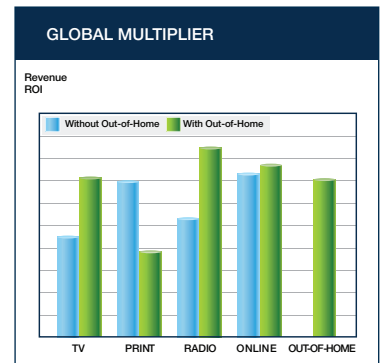
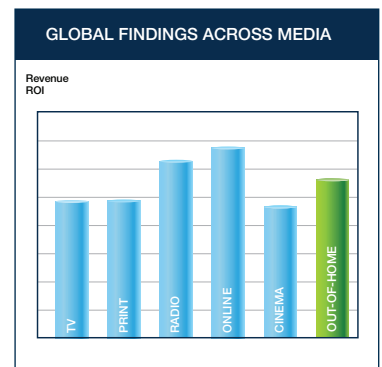
- Where they live, work, and play
- Where they drive and shop
- Where they commute, and
- Where they congregate

Outdoor can provide

- Broad market reach and high, efficient frequency
- 24 hours-a-day, 7 days-a-week presence
- Cost-efficiencies that are unachievable using any other mainstream medium
- Ability to reach markets and/or demographic profiles considered difficult or too expensive with other media
- A perfect strategic add-on/extension with other media activity such as television and radio
- A stand-alone advertising launch vehicle
- A reminder medium when other activity tapers off

Fast facts about Outdoor advertising

- Delivers a high ROI
- Effective and efficient media channel in its own right
- Multiplies and expands the ROI of other media channels
- Reaches as many people as TV at a fraction of the cost
- Increases the memory of a TVC or an online campaign by 30%
- Improves a campaign's diminishing returns
- Has the second highest campaign retention



Source: The Outdoor Media Association and 2010 Brand Science

SYDNEY MONORAIL

Stopping at all of Sydney's best attractions, Sydney Monorail is the perfect combination of easy transport and an essential Sydney experience. The Monorail glides over busy streets and links the city's top shopping, attractions and hotels with the Sydney's favourite entertainment, business event and dining precinct – Darling Harbour, as well as Haymarket and Chinatown.

Advertising on the Sydney Monorail, a 32 metre moving billboard, provides unparalleled exposure through the busiest areas of the city. It is highly visible from most positions in Darling Harbour – most prominently across Pyrmont Bridge, and offers exposure at high vehicle and pedestrian traffic locations including Liverpool Street, Pitt Street and Market Street.

Operational information

- **Operates:** Monday to Friday 7am–10pm
Saturday and Sunday 8am–10pm
364 days (closed Christmas Day)
- **Frequency:** Every 3 to 5 minutes
- **Network:** 3.6km
15 minutes per circuit, 60 circuits per day
- **7 Monorail stations:** City Centre, Darling Park, Harbourside, Convention, Paddy's Markets, World Square, Galleries Victoria (see map attached)

Patronage

- 6 Monorail vehicles carry over 3 million passengers per year
- 53% Female
- 40% between 25–44 years

Reasons for travel

- 54% visitors to Sydney (70% domestic, 30% international)
- 24% leisure seekers
- 22% commuters

Additional exposure opportunities

- 25 million annual Darling Harbour visitors*
- 28 million annual visitors to Sydney**
- 385,000 workers and 177,000 residents in the City of Sydney LGA, AB working professionals, 60% DINKS (Double Income No Kids), early adopters and innovators***

* Sydney Harbour Foreshore Darling Harbour Visitor Snapshot research – 2010 Calendar Year

** IVS and NVS, YE Mar 11, Tourism Research Australia (TRA)

*** City of Sydney



METRO LIGHT RAIL

Metro Light Rail provides efficient, reliable, comfortable and environmentally friendly transport to the growing number of inner city urbanites. Light Rail links the hub of Central Station, and the bustling areas of Chinatown, Darling Harbour, to the key inner west suburban villages of Pyrmont, Glebe, Rozelle and Lilyfield/Leichhardt.

Advertising on the Metro Light Rail, a 29 metre moving billboard, offers high profile opportunities to inner city commuters, plus high exposure past some of Sydney's popular sites, including musical venues such as Capitol Theatre, eclectic Paddy's Markets, The Star entertainment complex, and the iconic Sydney Fish Market.

As Sydney's new transportation system, Light Rail is gaining increasing government and community support, and is also now integrated into the MyZone public transport ticketing system that includes MyMulti, Pensioner Excursion and Family Funday Sunday Tickets.

Operational information

- **Operates:** 24 hours per day, 365 days/year
- **Frequency:** Day services every 10–15 mins
Overnight service every 30 mins
- **Track length:** 7.2km
travel time from Central to Lilyfield approximately 25 minutes
- **14 Light Rail stations:** Central, Capitol Square, Paddy's Markets, Exhibition, Convention, Pyrmont Bay, Star City, John St Square, Fish Market, Wentworth Park, Glebe, Jubilee Park, Rozelle Bay, Lilyfield

Patronage

- 7 Light Rail vehicles carry 4 million passengers per year
- 59% Female
- 48% between 25–44 years

Reasons for travel

- 54% commuters
- 35% leisure seekers

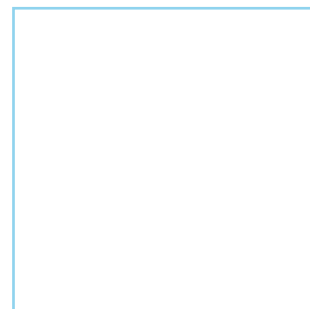
Additional exposure opportunities

- Central Station – Sydney and Australia's largest and busiest railway station, with 52 million passengers per year
- Paddy's Markets – over 4.2 million visitors per year
- Darling Harbour – 28 million visitors per year*
- Sydney Fish Market – over 2 million visitors per year
- 28 million annual visitors to Sydney**
- 385,000 workers and 177,000 residents in the City of Sydney LGA, AB working professionals, 60% DINKS (Double Income No Kids), early adopters and innovators***

*Sydney Harbour Foreshore Darling Harbour Visitor Snapshot research – 2010 Calendar Year

**IVS and NVS, YE Mar 11, Tourism Research Australia (TRA)

***City of Sydney



ADVERTISING OPPORTUNITIES

Monorail On-Station

Station advertising is often the first and last advertising that consumers see as they enter and exit the Monorail stations. These site types are the ideal format to communicate with consumers and entice them into leisure, retail and/or food and beverage locations in the surrounding areas.

All our station advertising sites are large, eye-catching stretch skins that are back-lit and positioned in the most prominent locations to demand consumers' attention as they move around the station.

There are a number of branding and advertising opportunities at Monorail stations:



AUD\$300 per light box/per month
Production and installation costs AUD\$750 per light box

Light Boxes Above Track

51 Light Boxes Above Track

- City Centre – 7 light boxes
Trim: 3.09m x 1.23m | Visual: 3.03m x 1.17m
- Darling Park – 10 light boxes
Trim: 2.5m x 1.29m | Visual: 2.44m x 1.23m
- Harbourside – 7 light boxes
Trim: 3.09m x 1.23m | Visual: 3.03m x 1.17m
- Convention – 7 light boxes
Trim: 3.09m x 1.23m | Visual: 3.03m x 1.17m

- Paddy's Markets – 7 light boxes
Trim: 3.09m x 1.24m | Visual: 3.03m x 1.18m
- World Square – 6 light boxes
Trim: 3.09m x 1.23m | Visual: 3.03m x 1.17m
- Galleries Victoria – 7 light boxes
Trim: 3.09m x 1.24m | Visual: 3.03m x 1.18m



AUD\$300 per light box/per month
Production and installation costs AUD\$750 per light box

Light Boxes On-Station

29 Light Boxes on the platform or outside station exit

- City Centre – 4 light boxes
Trim: 1.31m x 1.82m | Visual: 1.26m x 1.77m
- Darling Park – 4 light boxes
 1. Trim: 1.36m x 1.90m | Visual: 1.30m x 1.84m
 2. Trim: 1.40m x 1.90m | Visual: 1.34m x 1.84m
 3. Trim: 1.39m x 1.90m | Visual: 1.33m x 1.84m
 4. Trim: 1.36m x 1.90m | Visual: 1.30m x 1.84m

- Harbourside – 6 light boxes
 - 4 on-station
Trim: 3.15m x 1.31m | Visual: 3.10m x 1.26m
 - 2 outside station
Trim: 3.09m x 1.23m | Visual: 3.03m x 1.17m
- Convention – 8 light boxes
 - 4 on-station
Trim: 3.15m x 1.31m | Visual: 3.10m x 1.26m
 - 4 outside station
Trim: 3.09m x 1.23m | Visual: 3.03m x 1.17m
- Paddy's Markets – 4 light boxes
Trim: 3.16m x 1.31m | Visual: 3.11m x 1.26m
- Galleries Victoria – 3 light boxes
Trim: 3.15m x 1.31m | Visual: 3.10m x 1.26m



AUD\$500 per light box/per month
Production and installation costs AUD\$2,000 per lightbox

Bulk Head Light Boxes

4 Light Boxes located above ticket booth either on-station or outside station (fare side)

- City Centre – 2 light box
 - On-station
Trim: 10.99m x 0.95m | Visual: 10.93m x 0.89m
 - Outside station
Trim: 9.00m x 0.84m | Visual: 8.94m x 0.785m
- Harbourside – 1 light box
Trim: 11.30m x 0.97m | Visual: 11.24m x 0.91m
- Convention – 1 light box
Trim: 11.30m x 0.97m | Visual: 11.24m x 0.91m

All specifications listed above are specified as width (w) x height (h) • Please ensure all text, etc is within the visual area
For output specifications refer to Page 6 • All rates quoted exclude GST • All Advertising is subject to availability

ADVERTISING OPPORTUNITIES

Vehicle Liveries – Sydney Monorail or Metro Light Rail

Vehicle liveries give your brand a premium position from which to capture consumers' attention when they are in the purchasing mindset as the vehicles travel through the heart of key city centres and high traffic areas.

With over 20% of Monorail and over 50% of Light Rail passengers regular commuters they will be exposed repeatedly to your advertising over the campaign period, further enhancing advertising recall.

Costs are as follows:

- AUD\$20,000 per Sydney Monorail vehicle/per month – 32.12m (l) x 2.6m (h)
- AUD\$20,000 per Metro Light Rail vehicle/per month – 29m (l) x 3.4m (h)
- Production and installation costs AUD\$20,000 per vehicle

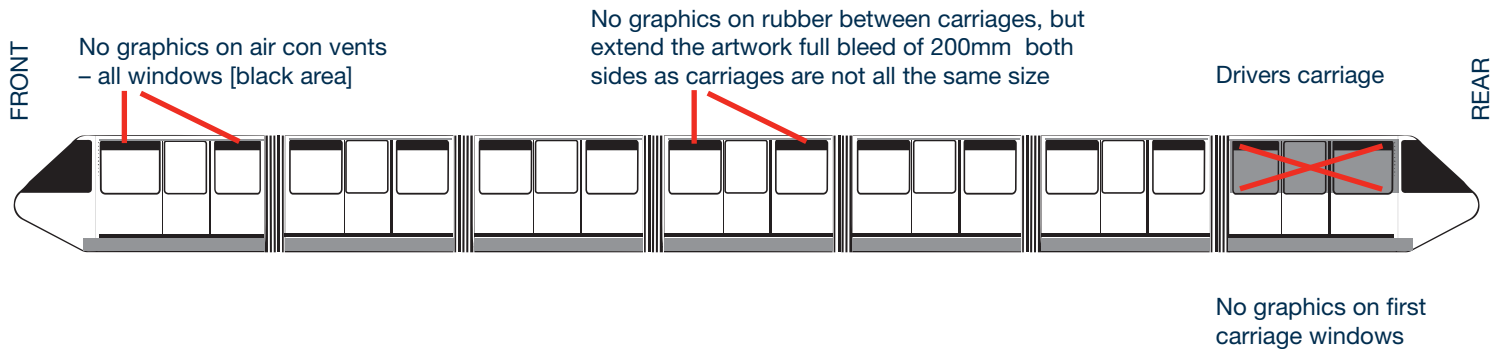


*All rates quoted exclude GST

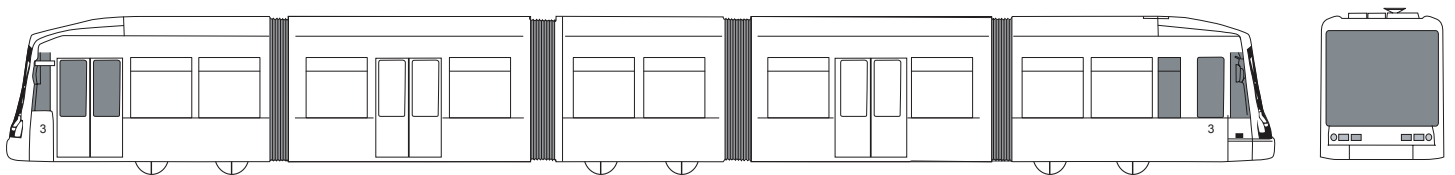
ADVERTISING SPECIFICATIONS

Vehicle Liveries – Sydney Monorail or Metro Light Rail

Sydney Monorail



Metro Light Rail



No more than 50% of windows can be covered but the design cannot cover the bottom half of ALL windows.

- Artwork must be created on supplied Metro Transport Sydney livery templates. Please contact Metro Transport Sydney for files.
- Driver's windows (shown in gray) must be completely clear of artwork AT ALL TIMES.
- No more than 50% of the remaining windows or door glass area can be covered, however the design may include partial coverage and cutout artwork across the 50% so as not to obscure the view of passengers when travelling.
- Artwork can not simply cover the bottom 50% of the windows along the whole vehicle.
- All vinyl will be 'contravision' or equivalent.
- Metro Transport Sydney has the right to approve all artwork one month prior to production, and to refuse any advertising deemed inappropriate.
- All production and installation is done by Metro Transport Sydney preferred contractor.

ARTWORK SPECIFICATIONS

Monorail On-Station and Vehicle Liveries – Sydney Monorail or Metro Light Rail

Artwork

High resolution files should be placed into layouts (rather than low resolution positionals).

All fonts should be either supplied with the artwork or converted to paths. Please supply both screen and printer fonts and note that embedded fonts must also be supplied.

All objects must have overprint turned off.

Software

- Indesign CS4
- Illustrator CS4
- Photoshop CS4
- QuarkXPress 7
- PDF

Colour

Please ensure that all art is supplied as CMYK and that you provide a colour accurate proof with your artwork and inform us of any PMS colours that require matching.

Resolution – Monorail On-Station Light Boxes

Light boxes Above Track & On-Station Supply artwork at 300DPI at 25% of final size

Bulkhead Light boxes Supply artwork at 300DPI at 10% of final size

Please make sure there is a minimum of 20mm bleed at 100%

Livery Templates – Sydney Monorail & Metro Light Rail

Artwork must be created on supplied Metro Transport Sydney liveries templates all images must be 300DPI.

For Further Information

Marketing Director

Metro Transport Sydney – Sydney Monorail and Sydney Light Rail

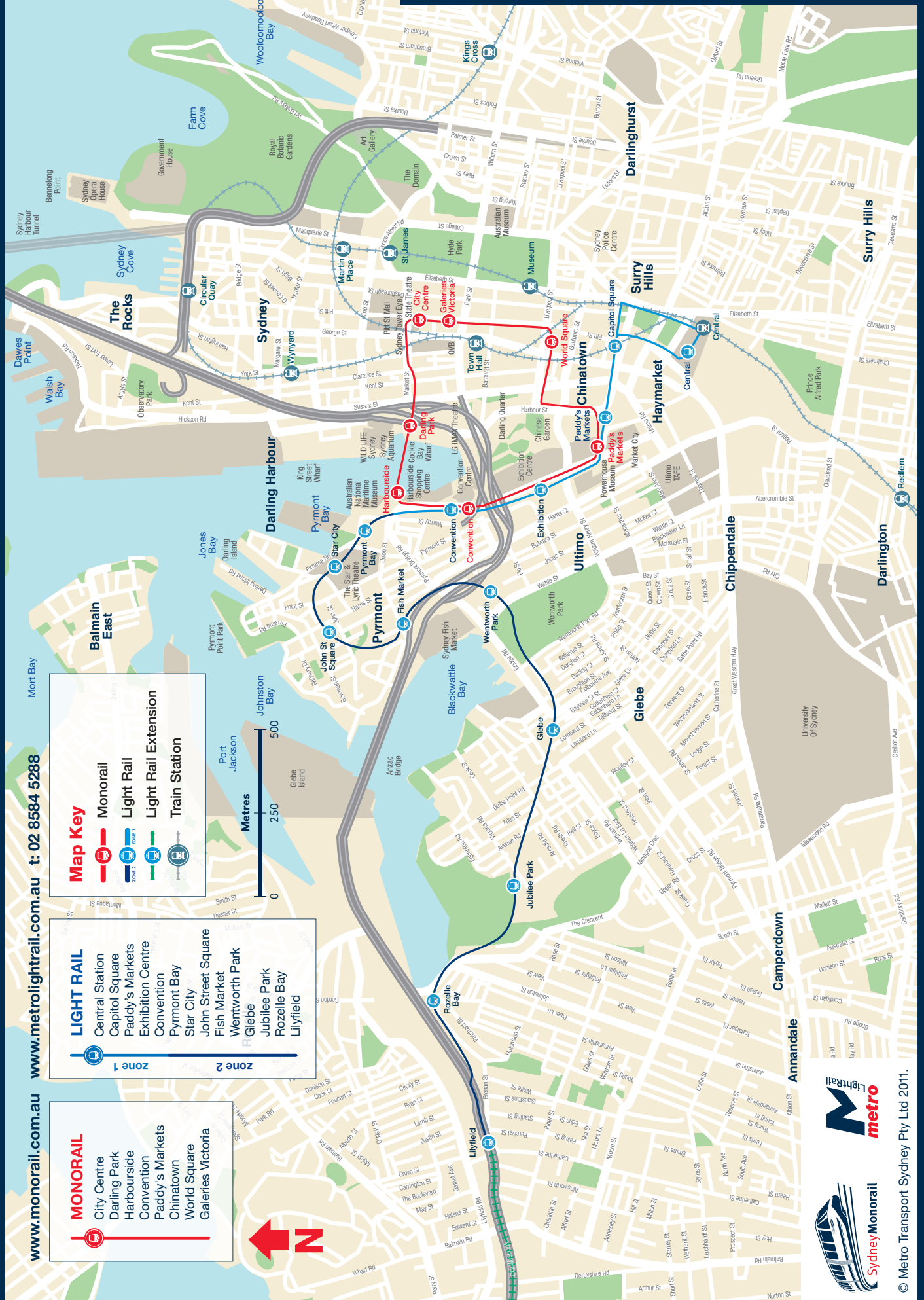
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NETWORK COVERAGE



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