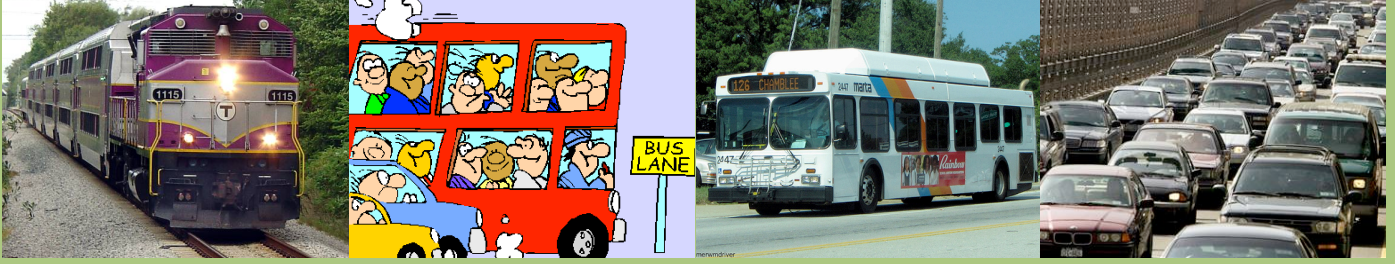


The Commuter Network



Introducing the Online Commuter Network

Municipal Media Solutions, the leading broker of online advertising placements on government and transit agencies websites is pleased to announce the expansion of its “Commuter Network” which allows advertisers to reach more than 2 million unique monthly visitors on commuter websites in Atlanta, Boston, Chicago, and Seattle/Tacoma.



The Network by Numbers

Market	Monthly Uniques	Monthly Page Views
Atlanta	300K	2.5M
Boston	800K	7.1M
Chicago	600K	6.6M
Seattle/Tacoma	600K	9M
Total	2.3M	25M

Why Advertise on the Commuter Network?

- Attractive demographics
- Well above average click-through rates
- Geo-targeting capabilities that are logical for advertisers and the end users, as well as traditional targeting (zip/DMA, day part, device, etc.)
- Great placement size and location
- Easy setup even with minimal spending commitments
- Real time campaign reporting
- Creative services for advertisers who prefer to have their creative outsourced

Commuter Audience

ComScore indicates that our Online Commuter Network audience is younger and has a substantially greater average

income than the Internet on average. Check the most recent media kits for demographic detail:

- [Atlanta's MARTA](#)
- [Boston MBTA](#)
- [Massachusetts Registry of Motor Vehicles](#)
- [Chicago Metra](#)
- [Chicago Trip Planner](#)
- [PaceBus](#)
- [WSDOT](#)

Targeting Opportunities

- Reach target demographics by selecting train lines, bus routes, traffic pages or communities that reflect those demographics
- Reach consumers by focusing campaigns to specific locations or geographic parameters

Outstanding Response Rates

Click rate performance significantly exceeds Internet norms when local advertisers are placed on appropriate travel routes, often times greater than 0.3%

Pricing

Placement	CPM
Home page - all sites	\$4
Map, schedule, traffic pages	\$4
ROS	\$3
Geo-targeting	\$5 - \$7