

Tram Overview



Transit exteriors prompt action

61%
WEEKLY AD
EXPOSURE



Taken any
action

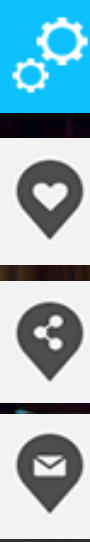
43%

Taken hard
action

20%

- Talked about
- Made a mental note to look at later
- Bought the product*
- Conducted research*
- Visited the website*
- Looked up on mobile*
- Posted/commented on social media*

*HARD
ACTIONS
TAKEN



SOURCE: CLARITY STRATEGIC RESEARCH & APN OUTDOOR, AUSTRALIA, MEDIA ATTENTION - IT'S A JUNGLE OUT THERE! N = 3002
BASED ON THOSE SEEING ADS ON TRANSIT EXTERIORS AT LEAST WEEKLY
Q. WHICH OF FOLLOWING HAVE YOU DONE AS A RESULT OF SEEING ADS ON THE OUTSIDE OF BUSES /TRAMS RECENTLY?
WEEKLY AD EXPOSURE = SEE ADS ON THE OUTSIDE OF BUS/TRAMS AT LEAST WEEKLY OR MORE

Formats





Tram Sky Breaker

Description

Sky breakers provide a powerful street level bulletin, and penetrate CBD and suburban areas very effectively.

Benefits

Sky breakers can be used for both broadcast and tactical applications, and are ideal for URL or headline style executions.

Purchasing Information

- Purchased in minimum two panels per depot
- Able to target certain areas with the option to choose specific depots (availability dependent)
- Minimum four week booking cycles
- Please note: double carriage trams will have sky breakers on both carriages and both will be your panels – this will increase frequency and also mean you are not sharing space with another advertiser.



Tram Superside

Description

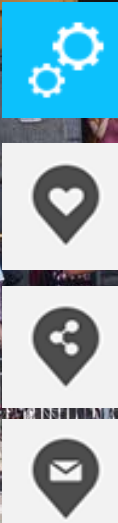
The Superside format offers eye level exposure to hundreds of thousands of bus commuters daily, as well as impacting business districts and built up shopping precincts day in and out.

Benefits

The unique design of the format ensures all entering commuters are exposed to your brand and also offers the ability to provide call and response or multiple message sequencing.

Purchasing Information

- Four Packs of 72 Panels available
- Two Panels on each side of the tram – ownership of each side of the tram (do not share the space with other advertisers)
- Opportunity to utilise both panels for attention-grabbing creative design or use the same creative for increased frequency of your message
- Four Week booking cycles
- General distribution throughout Melbourne





City Squares

Description

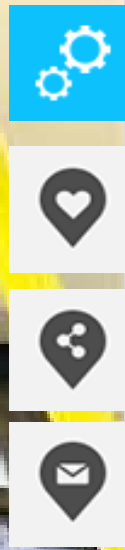
A powerful street level bulletin, penetrating CBD and inner suburban areas very effectively

Benefits

A square format ideal for both simple headlines as well as brand and retail messages. 50% larger than street furniture.

Purchasing Information

- Two Packs of 40 Panels – distributed on ten trams (four per tram – two per side).
- Format supported by new



Interiors

Description

Interiors reach a receptive audience who have ample time to read and absorb advertising messages.

Benefits

An inactive, captive audience provides an opportunity to inform and entertain the target audience and generate a high level of involvement.

Purchasing Information

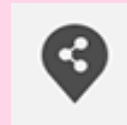
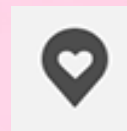
Must be purchases in allocations of four panels per depot. Generally there will be 8-16 panels per tram depending on the style.

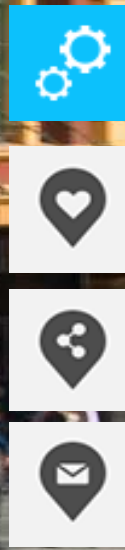
Investment Examples

	Supersides	City Square	Tram Sky Breaker Light Weight	Tram Sky Breaker Heavy Weight	Interiors
Pack Quantity	68 Panels	40 Panels	10 Panels	40 Panels	100 Panels
Timing	Four Weeks Dates TBA	Four Weeks Dates TBA	Four Weeks Dates TBA	Four Weeks Dates TBA	Four Weeks Dates TBA
Coverage	General Melbourne	General Melbourne	Your Choice of Area/s	Your Choice of Area/s	Your Choice of Area/s
Media Market Rate	\$47,600	\$72,000	\$17,500	\$70,000	\$7,500
Media Investment	\$28,560	\$50,400	\$11,750	\$38,500	\$6,250
Production & Install	\$9,920	\$14,500	\$3,150	\$10,450	\$3,250
Total Investment	\$38,480 + GST	\$64,900 + GST	\$14,900 + GST	\$48,950 + GST	\$9,500 + GST

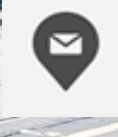
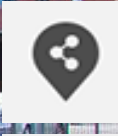
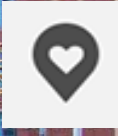
All production amounts are for one creative design per format only.
Please contact your BBA representative for more information

Wrapped Vehicles





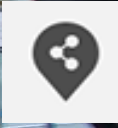
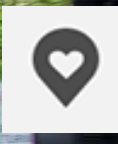
SUPERTRAM EXAMPLE



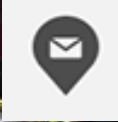
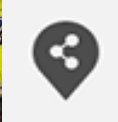
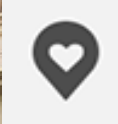
MEGATRAM EXAMPLE



MAXITRAM EXAMPLE



MAXITRAM PLUS EXAMPLE



5 CAR MAXITRAM EXAMPLE

Wrapped Vehicle Comparison 8 Weeks

	Super Tram	Mega Tram	Maxi Tram	Maxi Tram Plus	5 Car Maxi
Depot Options	Brunswick Camberwell Essendon Glen Huntly Kew Malvern	Camberwell East Preston Essendon Glen Huntly	Malvern	Kew	Brunswick
Media Rate	\$57,200	\$57,200	\$88,400	\$104,000	\$104,000
Media Investment	\$34,320	\$34,320	\$53,040	\$62,400	\$62,400
Effective Discount	40%	40%	40%	40%	40%
Production & Install	\$23,500	\$25,500	\$24,000	\$27,500	\$33,000
Total Investment	\$57,820 (ex GST)	\$59,820 (ex GST)	\$77,040 (ex GST)	\$89,900 (ex GST)	\$95,400 (ex GST)



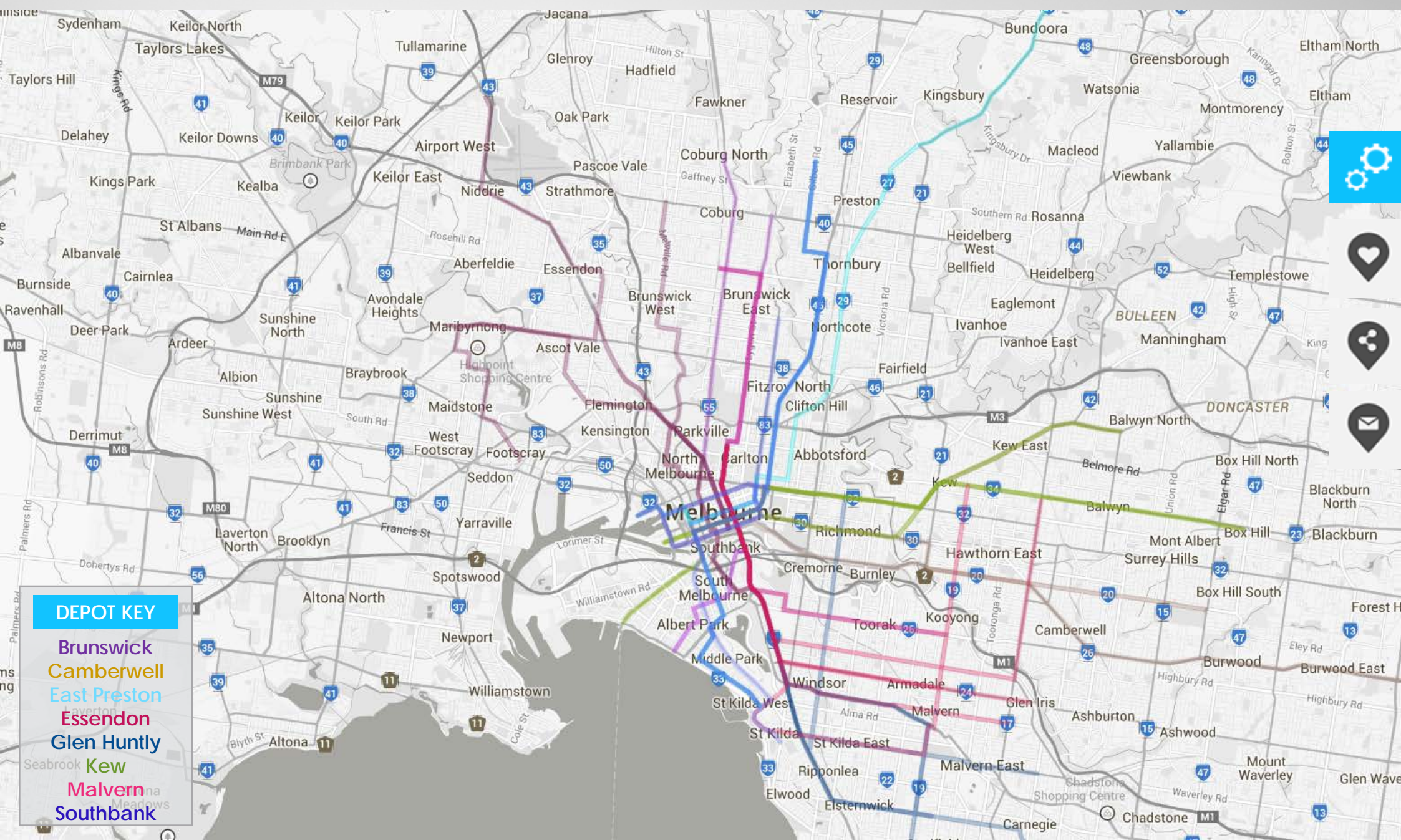
Wrapped Vehicle Comparison 12 Weeks

	Super Tram	Mega Tram	Maxi Tram	Maxi Tram Plus	5 Car Maxi
Depot Options	Brunswick Camberwell Essendon Glen Huntly Kew Malvern	Camberwell East Preston Essendon Glen Huntly	Malvern	Kew	Brunswick
Media Rate	\$71,500	\$71,500	\$110,500	\$129,999	\$129,999
Media Investment	\$42,900	\$42,900	\$66,300	\$78,000	\$78,000
Effective Discount	40%	40%	40%	40%	40%
Production & Install	\$23,500	\$25,500	\$24,000	\$27,500	\$33,000
Total Investment	\$66,400 (ex GST)	\$68,400 (ex GST)	\$90,300 (ex GST)	\$105,500 (ex GST)	\$111,000 (ex GST)

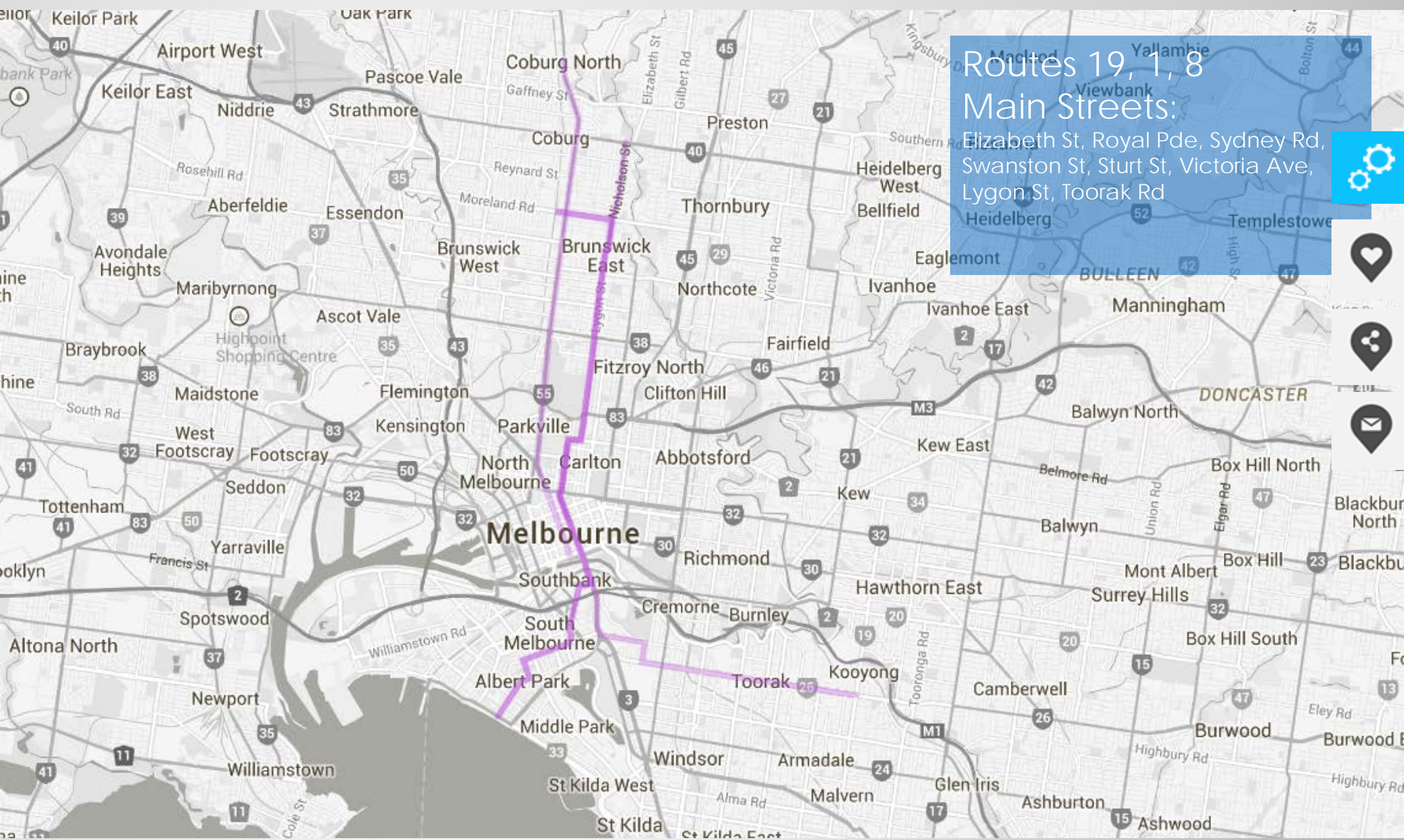


Tram Maps & Route Information

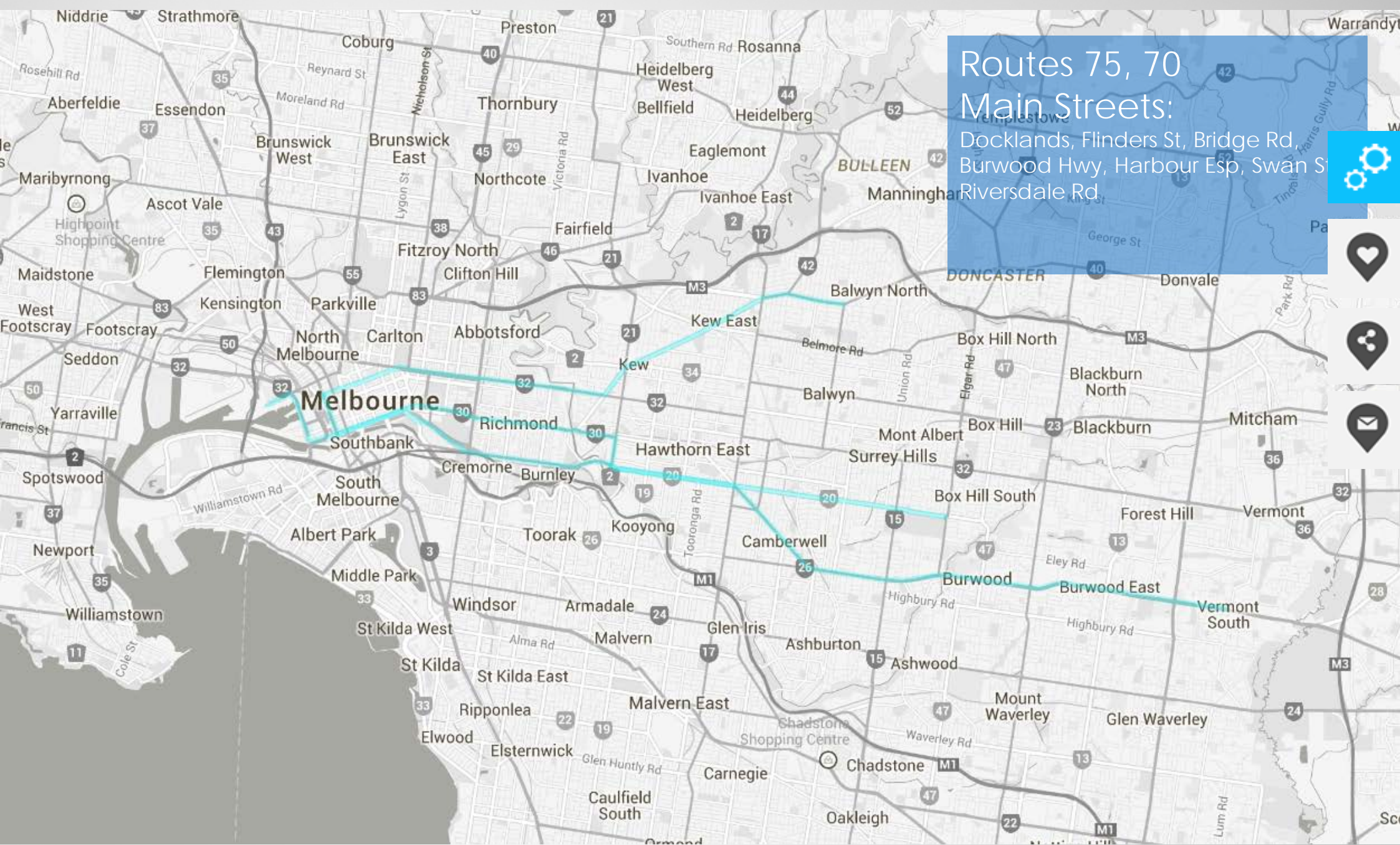




TRAM DEPOT MAP COVERAGE



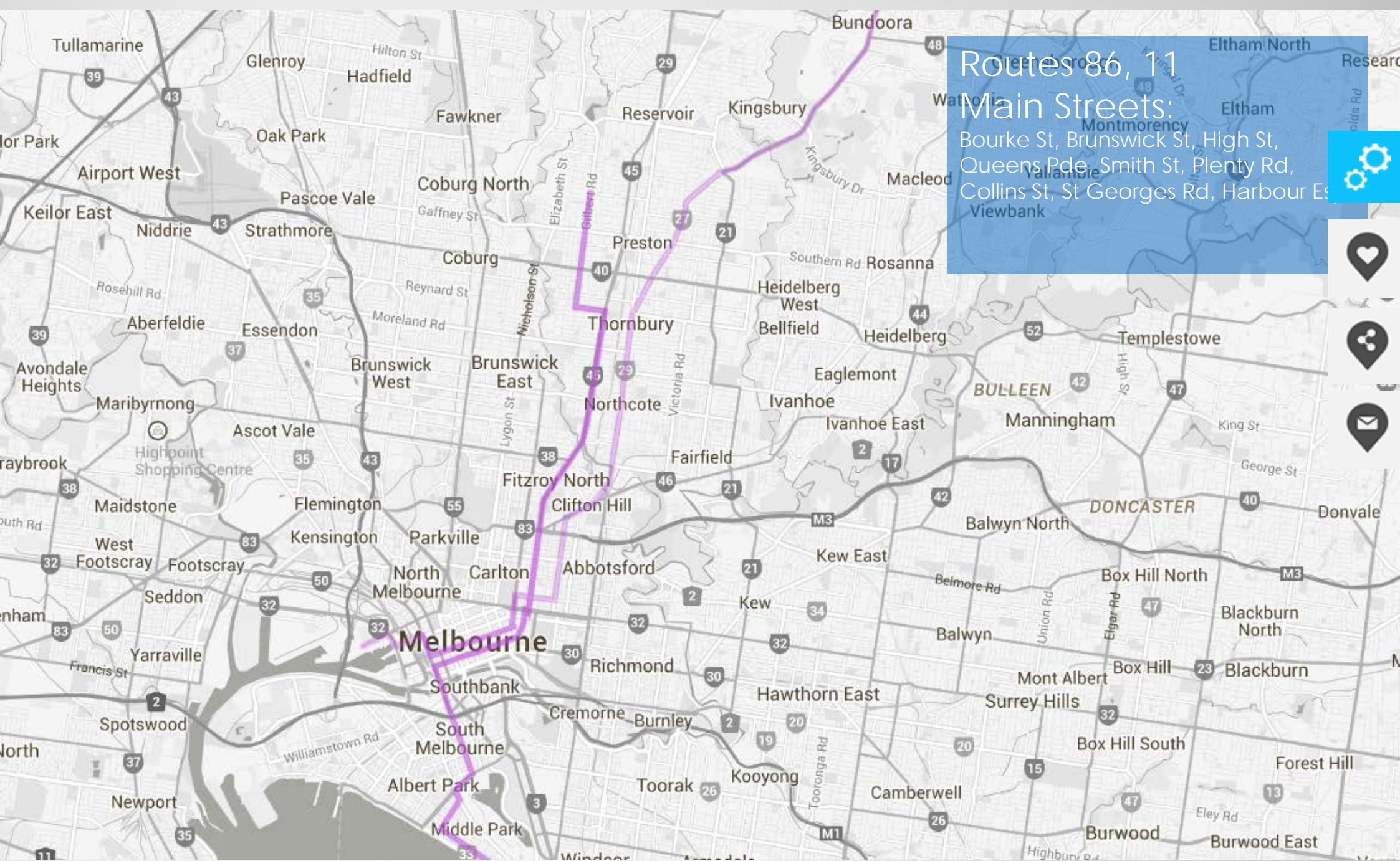
BRUNSWICK DEPOT COVERAGE



Routes 75, 70
Main Streets:
Docklands, Flinders St, Bridge Rd,
Burwood Hwy, Harbour Esp, Swan St,
Riversdale Rd.



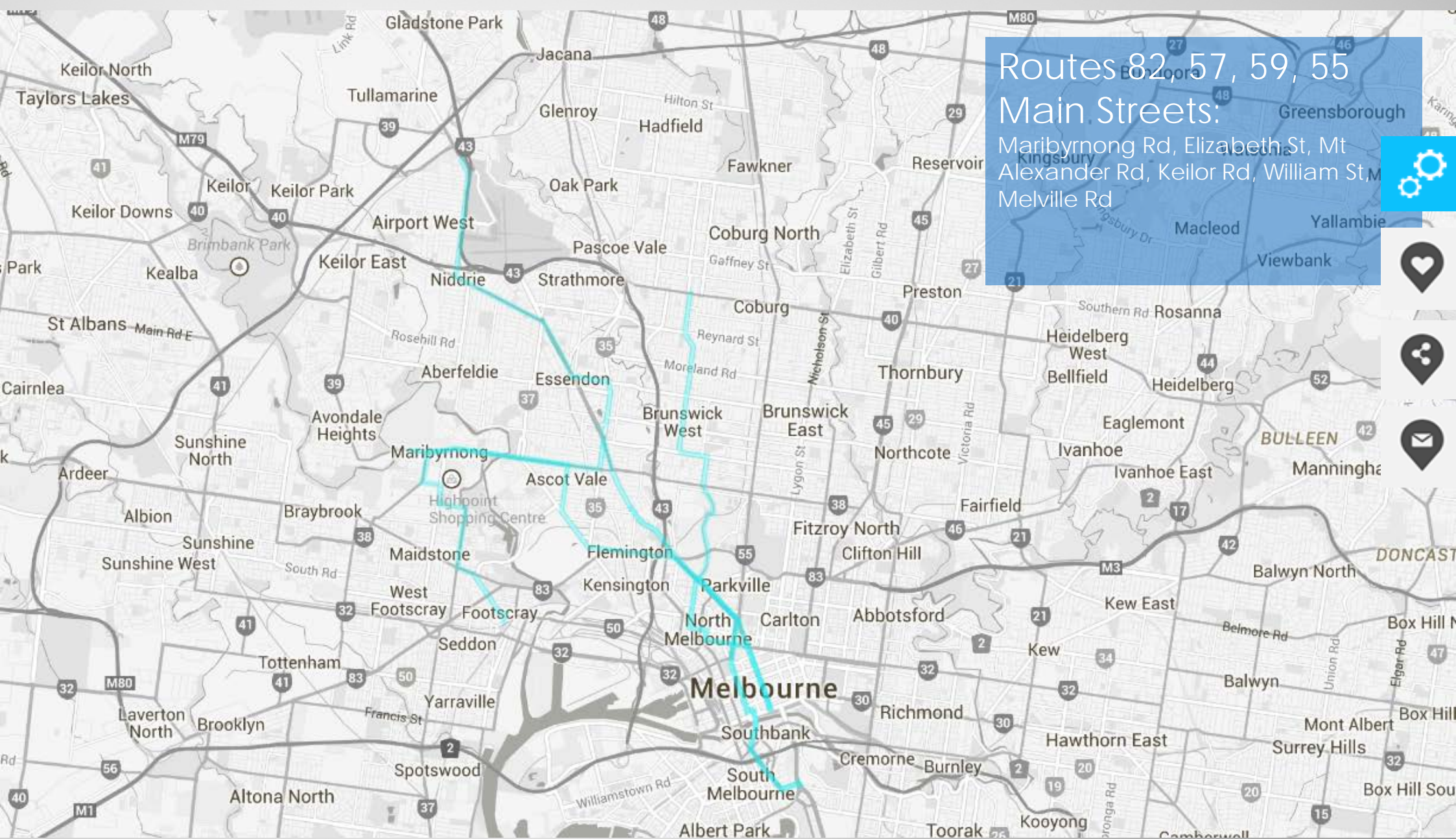
CAMBERWELL DEPOT COVERAGE



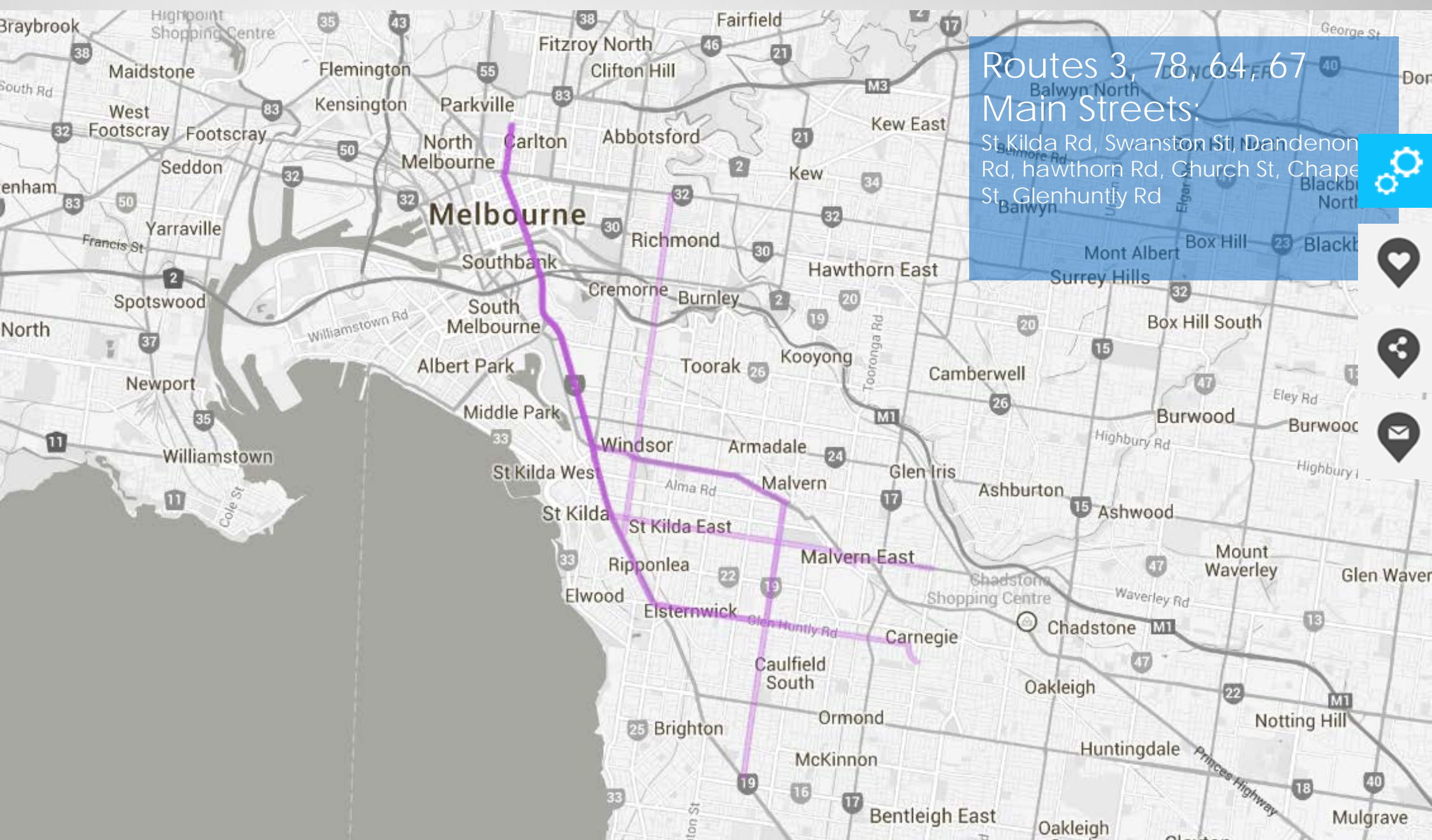
Routes 86, 11
Main Streets:
Bourke St, Brunswick St, High St,
Queens Pde, Smith St, Plenty Rd,
Collins St, St Georges Rd, Harbour Es
Viewbank



EAST PRESTON DEPOT COVERAGE



ESSENDON DEPOT COVERAGE

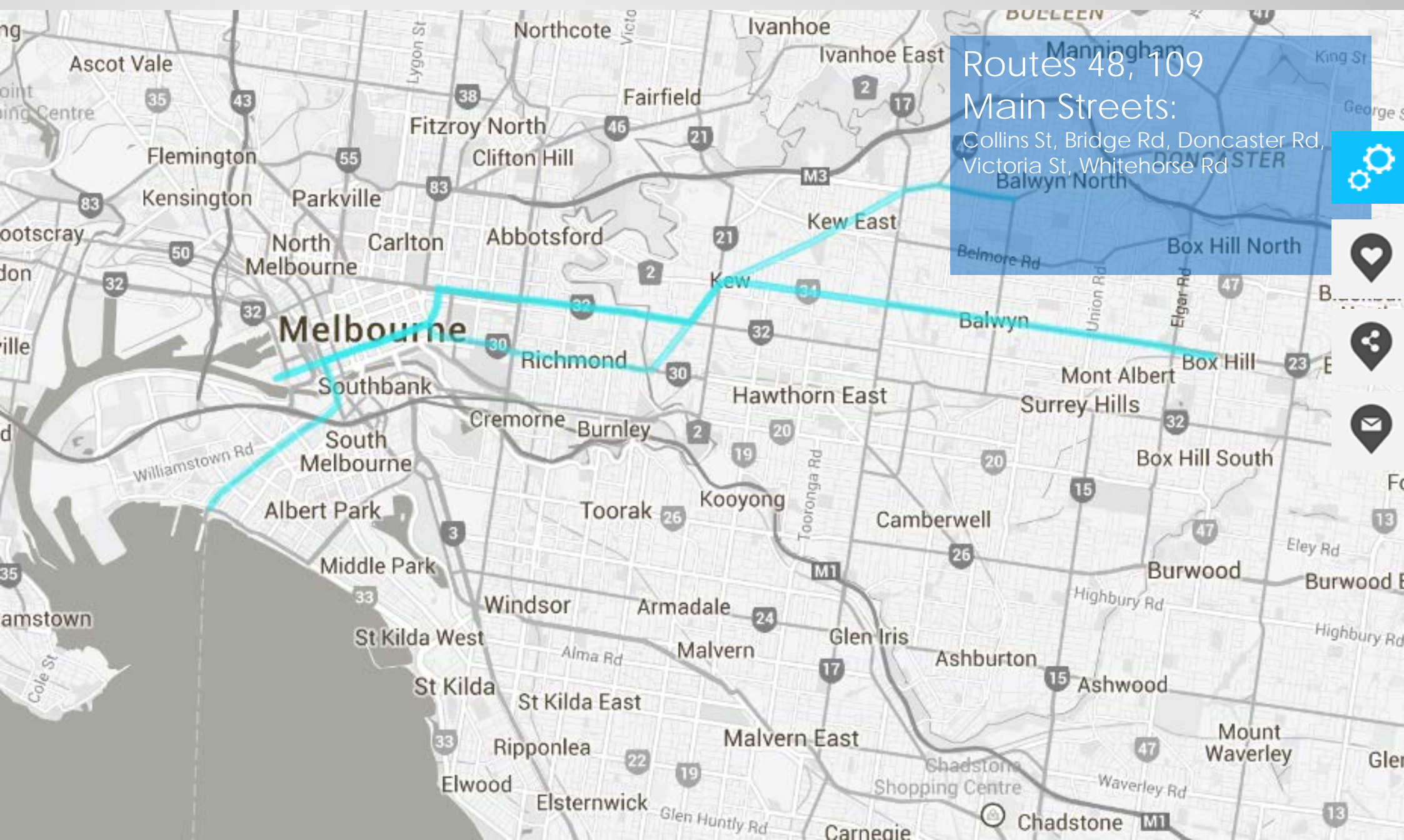


Routes 3, 78, 64, 67

Main Streets:

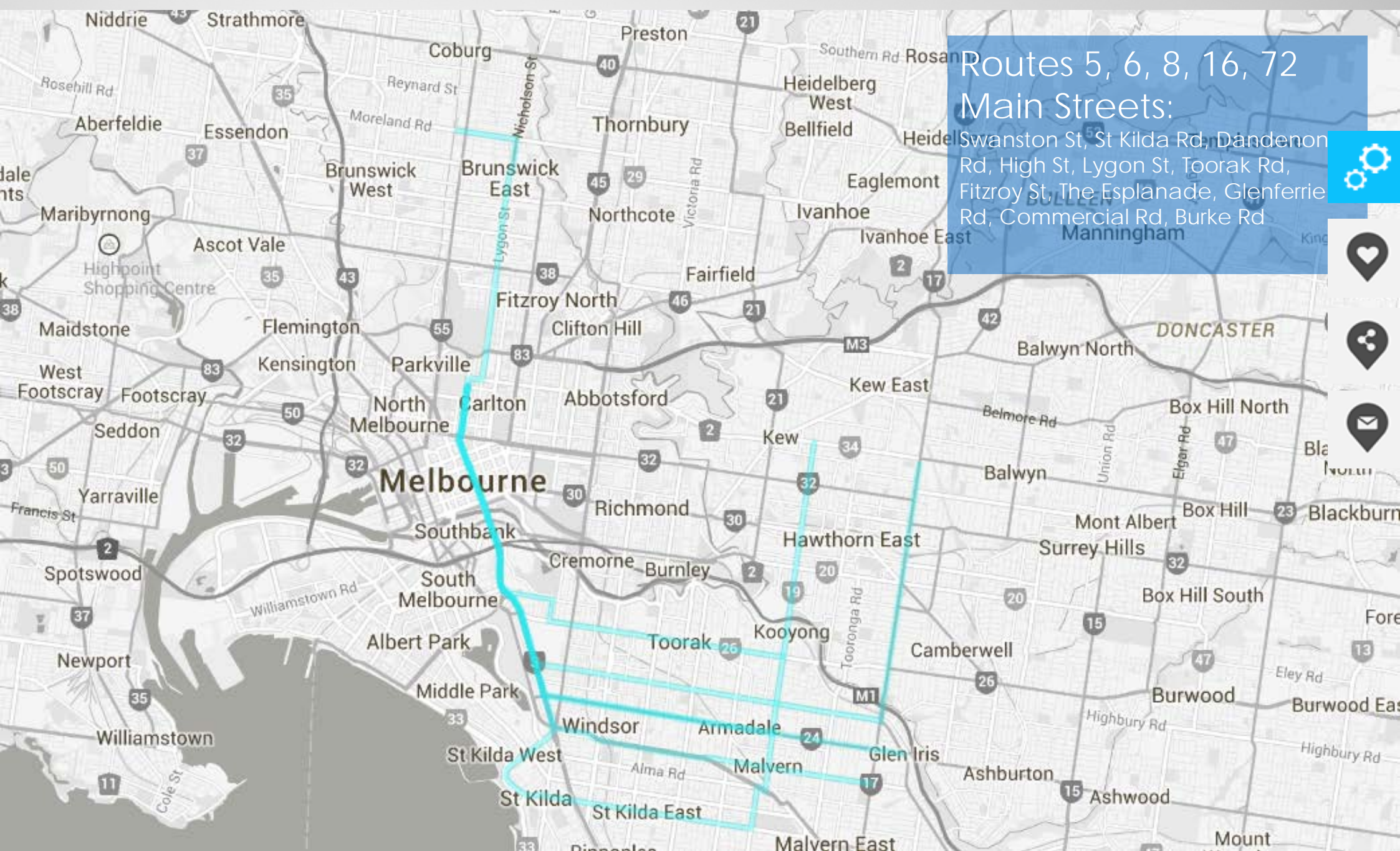
St Kilda Rd, Swanston St, Dandenong Rd, Hawthorn Rd, Church St, Chapel St, Glenhuntly Rd

GLEN HUNTLY DEPOT COVERAGE



Routes 48, 109
Main Streets:
Collins St, Bridge Rd, Doncaster Rd,
Victoria St, Whitehorse Rd

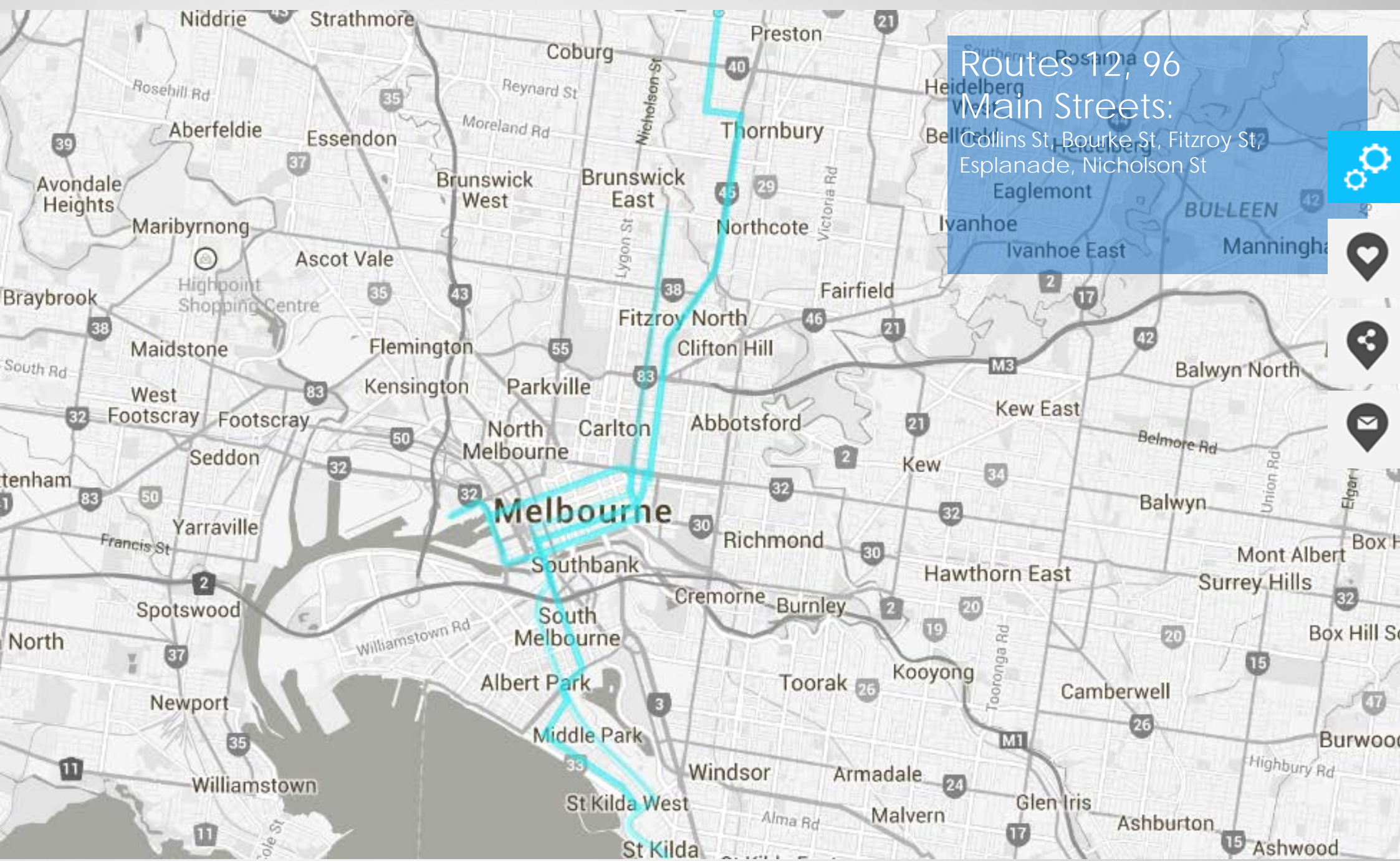
KEW DEPOT COVERAGE



Routes 5, 6, 8, 16, 72
 Main Streets:
 Swanston St, St Kilda Rd, Dandenong Rd, High St, Lygon St, Toorak Rd, Fitzroy St, The Esplanade, Glenferrie Rd, Commercial Rd, Burke Rd



MALVERN DEPOT COVERAGE



Routes 12, 96
Main Streets:
Collins St, Bourke St, Fitzroy St,
Esplanade, Nicholson St

SOUTH BANK DEPOT COVERAGE

Terms of Trade

- ✓ All prices quoted are **exclusive of GST**.
- ✓ Prior to confirmation of any booking, we require clients to be **credit approved**, or campaigns **must be pre-paid in full**.
- ✓ Outdoor advertising campaigns are not able to be **cancelled or changed** in any way after a contract is signed.
- ✓ With an email request, Billboards Australia may **hold (or “pend”) inventory**, in order to facilitate the booking process, for a maximum of 48 hours.
- ✓ All quoted rates are **valid for 7 days** from the date of proposal.
- ✓ Unless otherwise stated, any production quote is for **one piece of creative** only.
- ✓ **Billboard campaigns** run for a minimum of four weeks, with 13 available start dates each year.
- ✓ **Transit campaigns** run four weeks minimum, with 13 available start dates each year, or 26 start date options for selected formats.
- ✓ Digital billboards campaigns run for one week minimum and **all digital billboards display multiple advertisers**
- ✓ **Photography** is not guaranteed for all campaigns (please speak to your representative for more details).
- ✓ **Exact tram / bus depot panel distribution** is not guaranteed and can be subject to change throughout a campaign
- ✓ If Billboards Australia is printing the material for a campaign, **correct artwork is due 21 days before** campaign start date.
- ✓ Our **installation period** commences on the Friday prior to contracted start date and ends on the Tuesday following the contracted start date. Material which is **delivered on time** will be installed within the period if there are no weather or wind delays.
- ✓ If artwork or material delivery **deadlines are not met**, the campaign is at risk of being installed late.
- ✓ Campaign end date does not guarantee removal of copy.

Please refer to the Terms and Conditions section of the advertising order for more information.





Billboards Australia

