



WiFi Zone Advertising Program





Wi-Fi Zone Advertising Program

Plymouth & Brockton Street Railway Co. is pleased to offer a new platform for advertisers. With the launch of its new Wi-Fi service in 2017, **advertisers will have the opportunity to target their messages to more than 700,000 annual riders on P&B's entire fleet of 37 motor coaches!**

Plymouth & Brockton Street Railway Company offers motor coach service from Boston Logan Airport and South Station, to Provincetown via Route 3 and Route 6, and the communities in between. The majority of riders are commuters who reside on the South Shore and Cape Cod who commute to work in Boston, or are traveling to the airport. Additionally, many riders reside in Boston or are tourists, and they use P&B to travel to Plymouth and the Cape, particularly in the summer months.

P&B's motor coaches make 31 roundtrips from Hyannis to Boston on weekdays, 35 roundtrips on weekends. Additionally, there are 4 daily roundtrips from Hyannis to Provincetown. Daily trips to Boston originate in Hyannis at 2:50am, with the last arrival into Hyannis at 1:20am. The number of roundtrips increase in the summer months (June-August).

Additionally, 14,300 riders use our charter motor coach services each year.

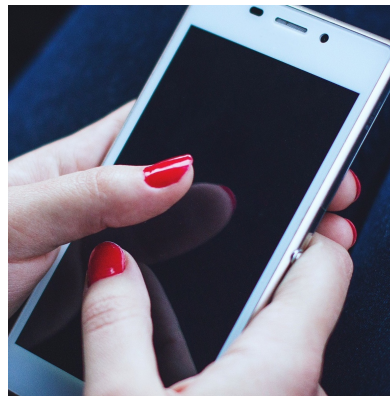




How the Wi-Fi Zone Advertising Program Works

When passengers connect with P&B's Wi-Fi Zone, they'll be prompted to accept the Acceptable Use Policy (AUP) before they're connected to the internet. Once they accept, users will be redirected to a Wi-Fi ad from one of our advertisers. These ads will be linked to a website designated by the advertiser (such as a homepage, special offer, etc.) if the user wants more information. Once they have viewed the ad, users will have the option to move on to their desired internet site.

Full-screen ads will be offered on a rotating basis. This means that at any given time when a user logs-on, one of the ads will be presented.





Wi-Fi Zone Ad Specifications

Full-screen ad size is 1920 x 1080 pixels.

Ads should be simple in design to be compatible with mobile screens.

Hi-resolution ads should be submitted in a png or jpg file.

Video ads are not currently supported.



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