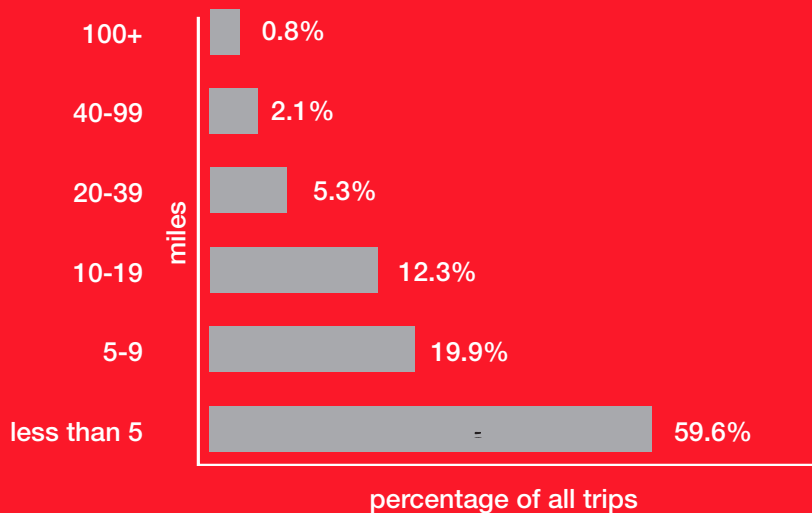


Out-of-home is an investment that pays.

**Burkhart**

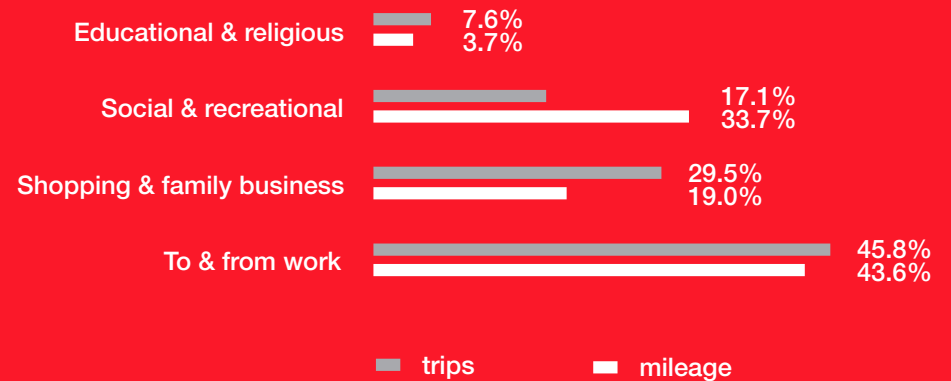
## Advertise close to home

Six out of ten trips are less than 5 miles long, and eight out of ten trips are less than 10 miles long. On average there are 1.7 occupants per car.



## Reasons for driving

79.5% of all trips are 10 miles or less. On average there are 1.7 occupants per car.



Sources include: *The Arbitron National In-Car Study*, Arbitron, 2003; *The Arbitron Outdoor Study*, Arbitron, 2001; *National Public Transportation Survey*, Outdoor Advertising Association of America