



## PMI Introduces High-Visibility Art-Framed Poster Displays on Chicago Water Taxi

New for  
2009



### COVERAGE

- Poster Displays on all three Chicago Water Taxis.
- Express Chicago-Metro ferry service

### RECORD-BREAKING RIDERSHIP

- Chicago Water Taxi carries over 34,320 commuters monthly.
- 26 Commuter Trips per day
- 342,400 Average monthly impressions

### UPSCALE DEMOGRAPHICS

- 75%+ Commuters/Passengers have a household income of over \$100,000/yr.
- 65%-35% Male:Female
- Large percentage of Commuters are Professionals and Senior Managers

### ADVERTISING PROGRAM

- High Visibility 33”h x 21”w Poster Displays
- 30”h x 60”w ‘Poster Spectaculars’



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