

Advertising

Our Story

As a full service real estate asset management and consulting firm specializing in creating revenue opportunities for our clients, TRA has the specialized capabilities required for managing an advertising portfolio without the conflict many advertising and media consultants have. Our team of experienced professionals is prepared to help solve problems and create novel and inventive ways to maximize our clients' revenue from advertising sources using real estate, rolling stock, sponsorships and naming rights programs.



Why TRA

TRA has handled a variety of "out of home" advertising projects including billboards, bus shelters/street furniture, "motion poster" tunnel advertising, website advertising, logo merchandising, naming rights/sponsorships, and traditional transit advertising. TRA has the know-how to get the job done right, and our results demonstrate the immediate financial benefits our clients have received from our management and development of advertising programs and creative solicitations. Let TRA help you select the best media and advertising firms to create the highest revenue opportunities.



Results with TRA - MBTA Case Study

TRA more than tripled revenues from the Massachusetts Bay Transportation Authority's (MBTA) billboard assets and obtained clear title to the structures on behalf of the MBTA. TRA, in cooperation with Clear Channel Outdoor, Inc., generated an additional \$800,000 per year, and has plans to expand that revenue to nearly \$1.5 million by upgrading select billboards to digital. Our sponsorship wall-scape program on MBTA-owned structures yields more than \$1.2 million annually. TRA assisted the MBTA in preparing complex solicitation documents that resulted in approximately \$15 million in revenues from its transit advertising program. Our bus shelter program produced over 200 new shelters at no cost to the client, plus over \$300,000 in new annual revenues.

Advertising Services

- ✓ **Billboards**
- ✓ **Sponsorship "Wallscapes"**
- ✓ **Bus Shelters**
- ✓ **Transit Advertising**
- ✓ **Building Sponsorship**
- ✓ **Naming Rights**
- ✓ **Website Advertising and**
- ✓ **Merchandising Programs**

Current Clients

- ✓ **County of Alameda**
- ✓ **City of Anaheim**
- ✓ **MBTA**
- ✓ **New Rochelle**

Billboard Development, Consolidation, and Relocation Programs for Municipalities

Many of today's existing billboards were constructed between 1940 and 1970 along the major arterials before the completion of the Interstate Highway System.

The affected neighborhoods have significantly changed since the completion of the interstate highway system and subsequent development of regional auxiliary highway connectors. Call us about a win-win-win program that can help reduce neighborhood visual blight, produce revenues, and satisfy the billboard industry.

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