



FIU BUS SHELTERS

Florida International University

- Media Format:** Bus Shelters 47" w x 68" h
- Location:** Miami, FL (DMA: 17)
- School Size:** 40,000
- Number of Panels:** 27
- Repeated Exposure:** 24 hours a day, 7 days a week
- Target Demographic:** College Students, Faculty, and Staff
- Format Location:** High traffic areas on campus serving city and campus transit
- Lowest cost per 1,000 impressions** versus Radio and TV

