



Clever Commute Media Kit

An innovative and direct way to get YOUR message through to a FANTASTIC demographic.

It started as a handshake agreement among five frustrated NJ commuters. It grew into an engaged and sophisticated national network.

Riders respect and value info from Clever Commute...so your messages to them are read!

More info at <http://www.clevercommute.com> and <http://blog.clevercommute.com> (see "Advertising - Example")

Our Audience

- 64% male
- Average age of 40
- 45% have advanced degrees
- 90% are homeowners
- Median household income \$173K
- 85% have income over \$100K
- 25% have income over \$300K
- Peak earners, affluent, white-collar, tech-savvy

A strong culture of *support and trust* in the Clever Commute community. Fantastic retention.

Contact: advertising@clevercommute.com or call (973) 494 - 3952

Our Reach

- Over 10,000 users with tremendous ongoing growth and loyalty
- Our business continues to double in size year-over-year
- Over 500K impressions systemwide per month
- Our more-active communities send 80+ messages per month

The Clever Commute Advertising Platform Puts *Your* Message alongside *Their* Message

Each message is a “nugget of gold” to the commuter...and your message is prominently shown right alongside!
You are in control.

- Sponsored messages may be up to three lines...with each being roughly 50 characters long.
- You pick the audience (by transit provider, terminal, state...or even by train / bus line!)
- Morning rush hour or afternoon...or both
- You chose the target dates for your ad
- You may place one or more ads in our rotation...or choose to blanket for a period of time
- Hyperlinks in the ads *are* supported
- Click-through stats for your campaign
- No need for an artist or graphic designer (saves you money and time)
- Flexibility – you can easily change / update your ad to accommodate your copy/promotions
- => Ask about our new offering that gets your message displayed and read every day! <=

Recent Advertisers Include

- The New York Knicks
- Wildlife Trust
- Wall Street Technology Association
- Carnegie Hall
- Ann Taylor/LOFT
- NFL.com



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What they are saying about Clever Commute

The Press, Media and Partners	Advertisers
<p><u>NY Times</u> “Information is the lifeblood of commuters” <i>(Blackberry as a Weapon in the Fight to Commute)</i></p> <p><u>NBC Television</u> “You can save time...and money”</p> <p><u>Featured on CNN/Money.com</u> “Startups Defying the Downturn”</p> <p><u>CBS Television</u> “Where can you turn for updated information about delayed commuter trains? How about your fellow commuters.” <i>(Boston Commuters Making Their Own Traffic Reports)</i></p> <p><u>Boston Globe</u> “It is to commuting what websites like Wikipedia are to more generalized topics” <i>(‘Clever’ train update service arrives)</i></p> <p><u>Newsday</u> “Repeatedly, they have been out in front, way ahead of the railroad, on getting you the information sooner” <i>(Clever Commute helps LIRR riders cope)</i></p> <p><u>New Jersey Transit</u> “Clever Commute is proof of 'the importance of accurate, real-time information.'” <i>(NJT spokesperson in NY Times article)</i></p> <p><i>Want more?</i> http://www.clevercommute.com/press_room.php</p>	<p><i>We frequently use Clever Commute to advertise the Flour Patch Bakery. We have found it to be an effective and cost efficient way to market the bakery to the greater Montclair community! As an advertising service, Clever Commute also provides phenomenal customer service</i></p> <p>– Co-Owner Flour Patch Bakery</p> <p><i>Clever Commute is the way to introduce your business to a fantastic local community</i></p> <p>– Owner of The Pie Shop</p>
	<p>Unsolicited Comments from Clever Commuters</p>
	<ul style="list-style-type: none"> • This service rocks! • [It] saved my day this week • [Provides] incredible value • EXTREMELY helpful • I love the service and tell people about it all the time • I can't tell you how many times I've heard a passenger ask a conductor "what the heck is going on?" and he says "I don't know," - but I know! Those conductors should sign up for Clever Commute. • [Clever Commute] has made my commute so much more manageable. • I recommended Clever Commute to the people who bought our house! • A brilliant and wonderful service! • Clever Commute provides real-time information way before the LIRR is able to communicate