



# ADRailUSA<sup>TM</sup>

media that moves you





Put your message in the hands of millions with ADRail™, advertising delivered through escalator handrail wraps that will connect with consumers for a dedicated 30 second ride while enticing them to hold onto the escalator handrails for a safer riding experience. Escalator handrail advertising has been tested and made successful throughout Asia and Europe and is now offered exclusively by ADRail USA™ in the United States.

ADRail™ is a new and innovative form of advertising and branding media for escalators and moving walks, brought to you by ADRail USA™ and developed and patented by EHC Global, the world's largest handrail manufacturer. ADRail™ has been specially formulated to provide advertisers with a captivating medium that is capable of providing rich, vibrant colors, as well as effective and clear messages. ADRail™ also enhances escalator safety because riders can now judge the direction and velocity of escalators before boarding via the graphics resulting in safer entry and exit. Handrails will also be more aesthetically pleasing, encouraging passengers to hold them, thus enhancing escalator safety. With the messaging and visual opportunities created by ADRail™ you are sure to reach your advertising and branding goals!

Imagine being able to communicate with riders in shopping malls, airports, transit systems, stadiums and arenas, casinos and anywhere else where escalators are being utilized. ADRail™ is non-permanent and utilizes existing structures. With ADRail™ working for you, you're always one step ahead.

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## **ADVERTISE: *Increase sales by having your brand noticed near the point of purchase!***

Most 'outdoor media' campaigns are installed on highways, street furniture, vehicles, and building exteriors; however, in most cases escalators are in much closer proximity to the point-of-purchase and the consumers line of sight thus advertising with ADRail™ will stimulate sales for the brands utilizing this cutting edge marketing mechanism.

ADRail™ is quickly becoming a popular advertising medium in airports, convention centers, shopping malls, hotels, sports arenas and transit stations around the world.

### **What makes ADRail™ so effective?**

- ✓ High advertisement recall rates prove ADRail™ impact on customers
- ✓ Exposure to ADRail™ will capture rider attention for an average of 30 seconds
- ✓ This NEW marketing method stands out in crowded venues
- ✓ ADRail™ enhances the aesthetics of escalators



**THE NEW LAND ROVERS AND RANGE ROVERS. TWITTER: #LRNY**  **HAIRPIN TURNS DON'T COME**

# ADRail™ Campaign Applications

ADRail USA™ offers two different campaign categories to meet your needs:

## Advertising and Branding

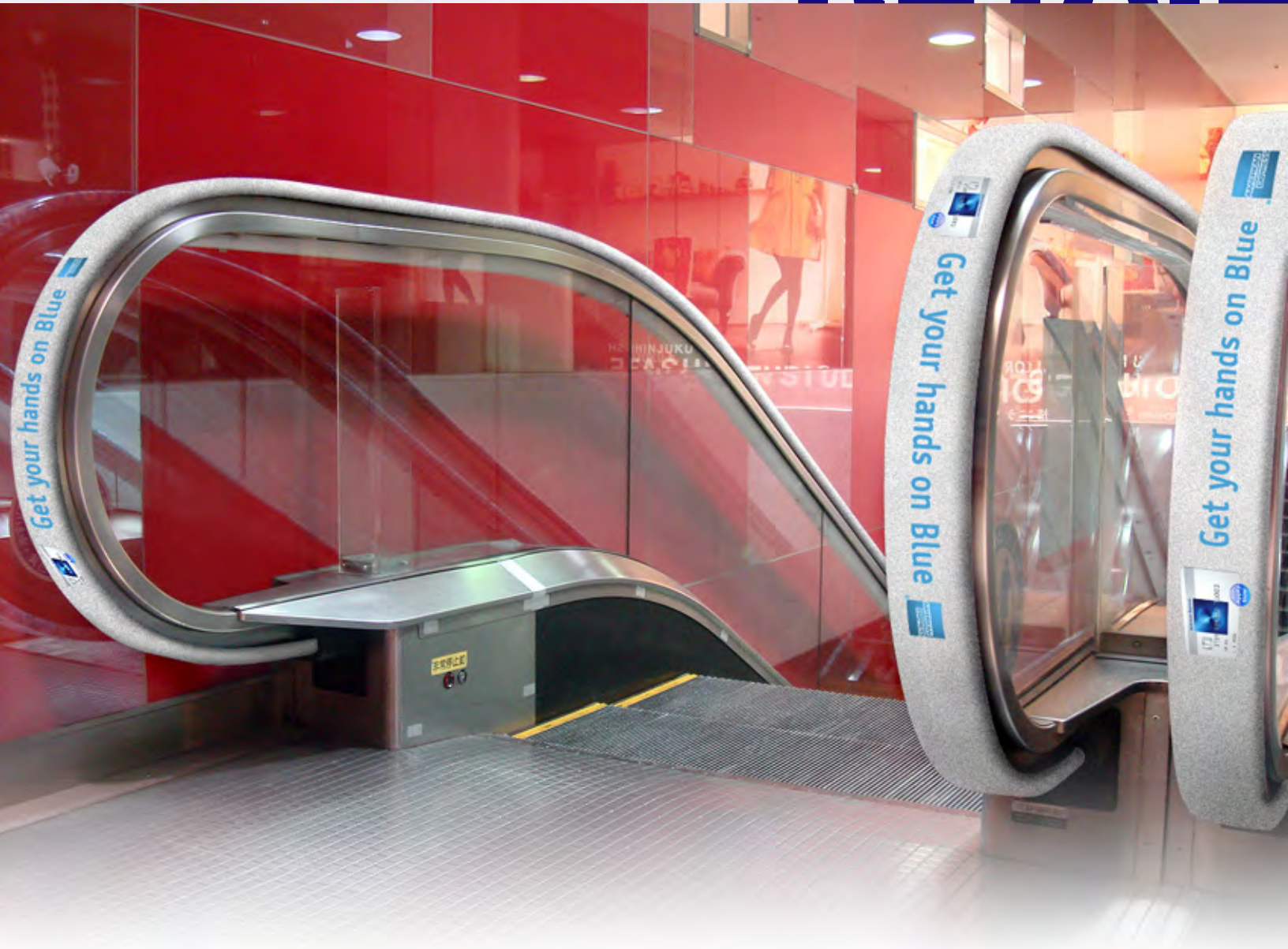
**Advertising:** Escalator handrail wraps that call public attention to one's product, service, needs, sales, etc. **For example:** American Express announces the Blue credit card program inside a mall.



**Branding:** Escalator handrail wraps that call public attention to one's product, service, needs, etc., within your own store, building or event to further enhance your corporate identity. **For example:** Macy's brands escalators within their stores during the holiday season.



# RETAIL



# TRANSIT

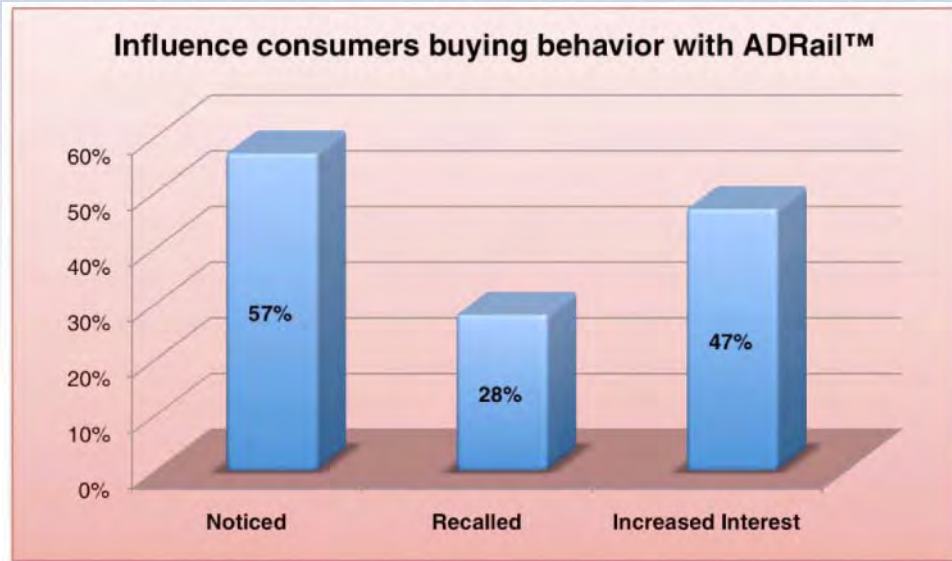


# ENTERTAINMENT



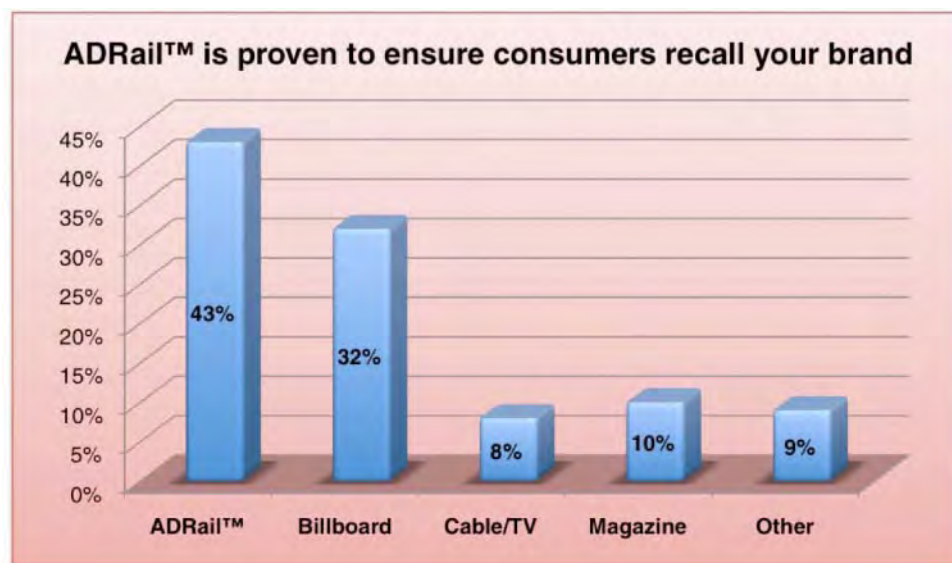
## ADRail™ Behavior Study

A study was completed by partner and patent holder EHC Global to determine advertising recall rates using ADRail™ on escalator handrails and moving walks, in summary: 57% of the escalator passengers interviewed noticed the advertising, 28% recalled the specific ad. Approximately 47% of those recalling the ad admitted that it increased their interest in buying the product.



## ADRail™ Brand Recall

A research study was conducted by Louisiana State University\* to determine the recall effectiveness of outdoor advertising. There were several pre-existing hypotheses that needed to be investigated in order to increase the strength of the outdoor medium as a viable advertising vehicle. These studies have found that 42.6% of escalator passengers recalled the brand name that was advertised on ADRail™, while only 32% remembered what they had seen on billboards. This proves that ADRail™ is a very effective and powerful advertising medium.



\* Study conducted by the Louisiana State University Manship School of Mass Communications under the supervision of Anne Cunningham, Ph.D and Renita Coleman, Ph.D., June 2003



# Get started with ADRail™ today!

ADRail USA™ captivates audiences with hands on media and offers a high return on investment. Contact us today and learn more about the unique benefits and opportunities we have to offer!

## **ADRail USA™ will manage the entire process.**

- Evaluate all site inspections
- Handle all design requests when applicable
- Schedule and track the installation and removal process/provide POP
- Production (printing, installation & removal)

For more information contact your ADRail USA™ representative  
at **212.560.6180** or **sales@ADRailUSA.com**



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# ARTWORK SPECIFICATIONS

## AD REQUIREMENTS:

**ACCEPTED FILE FORMATS:** .eps, .ai, .pdf (hi-res) or .tif

**BLEED:** No bleed required.

**FONTS:** Embed & convert all fonts to outlines or curves.

**LINKED IMAGES:** Embed all images & convert to CMYK.

*\*All images must be supplied at a minimum resolution of 300dpi*

## DIMENSIONS:

**6" (152 mm) x Up to 6' (2000 mm)**

ADRailUSA™ accomodates artwork up to 6 feet in length. The most common lengths are between 3 to 6 feet.

*\*Graphics will repeat continuously to fit the length of escalator handrail*

**TOP VIEWING AREA:** 2.35" (60 mm)

Use this area for primary visual elements, messages and logos.

**SIDE AREA:** 1.18" (30 mm)

Use this area for additional data regarding the product or service.

*(ie. website, name, location, date, etc.)*

**HIDDEN AREA:** .6" (16 mm)

Extend the background of the design for visual appeal.

*\*Refer to ADRail™ design template on reverse side*

## COLOR MATCHING:

ADRail™ is printed on a 4 color digital press (CMYK). If applicable, pantone numbers should be supplied for specific spot color matching. A printed proof is available upon request.



## ARTWORK LAYOUT EXAMPLE

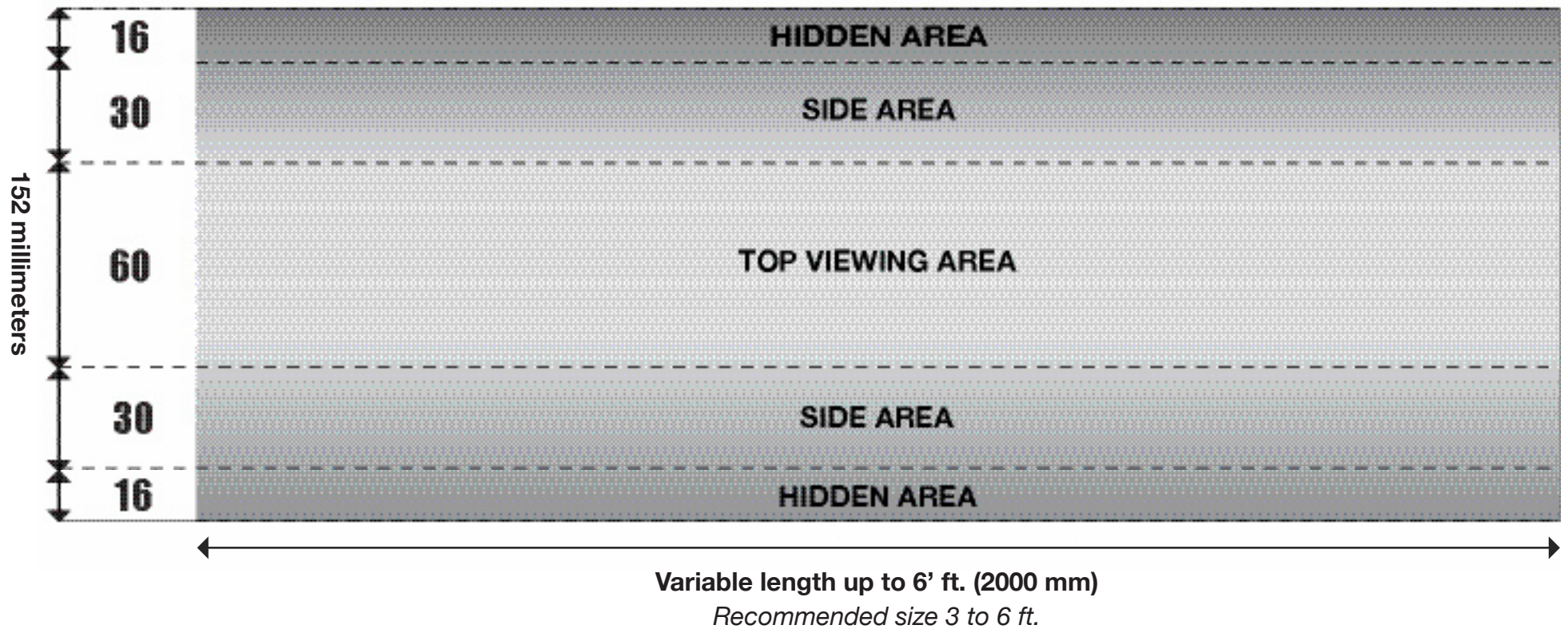


## ARTWORK SUBMISSION

[www.adrailusa.com/artwork.html](http://www.adrailusa.com/artwork.html)

# ADRAIL™ DESIGN TEMPLATE

ADRail™ design template (EPS Format) is available upon request.



For examples of ADRAIL™ campaigns visit  
<http://www.adrailusa.com/gallery.html>