

# TRANSIT TESTIMONIALS

## ANOTHER SUCCESS STORY

**ADVERTISER:**

Arts Club Theatre Company

**MARKET:**

Burnaby, British Columbia

**TARGET AUDIENCE:**

Patrons of the Arts

**TRANSIT BUY:**

Kings with Headliners

King with Headliner & Extension

**RESULTS:**

The Arts Club has worked with Lamar in executing transit advertising campaigns for many years and have been continuously pleased with the product and service we receive. Transit advertising provides our company with optimal visibility and contributes to overall product recognition in all facets of media. I have no doubt that our marketing campaigns have been made stronger with the inclusion of transit advertising.

I am also impressed with the level of service we receive from Lamar. Our AE, Michael Wei, is always thinking of innovative ways to challenge our creative applications; his imagination has contributed to many new concepts in our outdoor advertising.

We are pleased with the results of our campaigns and look forward to our upcoming campaigns with Lamar Transit Advertising.

Sincerely,  
Bryan Woo  
Marketing Manager

