

We  
**love**  
our  
**blue's**

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Chicago Blues Festival 2015

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Logo

## The largest free blues festival in the world.

During three days on five stages, more than 500,000 blues fans prove that Chicago is the “Blues Capital of the World.” Past performers include Bonnie Raitt, Ray Charles, B.B. King, the late Bo Diddley, Buddy Guy and the late Koko Taylor.

The city’s first Blues festival helped open the summer festival season and came a year after the death of blues icon Muddy Waters. Thus the first festival celebrated Muddy’s memory and presented many artists who today are just a memory. In addition to attending the festival, many fans will take time to visit some of the numerous attractions the city has to offer.



## Opportunities are available for all budget sizes.

Titan Chicago has transit media that will effectively target events around the blues festival and the plethora of tourist enjoying the city. 100% of music lovers in Chicago are exposed to transit media, and nearly 45% of CTA system riders are Blue's enthusiasts. Chicago is only one of a few cities that have rail service to two major airports, as well as most of the city's top attractions, are easily accessible by bus or rail. Titan Chicago's street-level displays saturate the area where tourist attendees will stay, shop, dine and go to be entertained.

Titan Chicago media options to effectively target the city's fun.



Society6 image models -2 shot,Specialty





**Specialty**

- Interactive bus shuttle billboard
- QR code



**Bus Map Legend**

- 77th garage
- north park garage
- kedzie garage
- 103rd garage
- 74th garage
- chicago garage
- hotels
- bars/restaurants



**TITAN**



A variety of custom programs are available.

Bus Shelters bring OOH advertising to market areas where coverage is limited or unavailable.

Top left - Evanston/ Davis shuttle  
 Top right - Evanston/ Davis  
 Shot below - Chicago/ South water bus stop



A variety of custom programs are available.

- Top left - Purple line train, brand train with ceiling wrap, and interior boards
- Top left 2nd bottom - Evanston/Davis, station saturation
- Below left - Chicago/Lake street furniture
- Below right - Chicago/Lake train subway
- Top right center - Chicago/Howard, half wraps

Rail advertising is an excellent way to reach a large audience and offers high visibility with consistent daily views.



## Rail Map Legend

-  pink line
  -  purple line
  -  green line
  -  red line
  -  brown line
  -  blue line
  -  orange line
- 
-  hotels
  -  bars/restaurants



TITAN

The CTA's rail system has eight lines and provides over 220 million rides per year.

Titan can help you deliver rich media experiences straight to people's hands.



Mobile



Photo- Shutterstock image



Specialty  
• QR code

Availability just about anywhere.



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# people in transit

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## Chicago Blues Festival



### our place

30 N LaSalle, Suite 2600  
Chicago, IL 60202

### our number

T 312.629.1680  
F 312. 629.1838

### our website

[www.titan360.com](http://www.titan360.com)