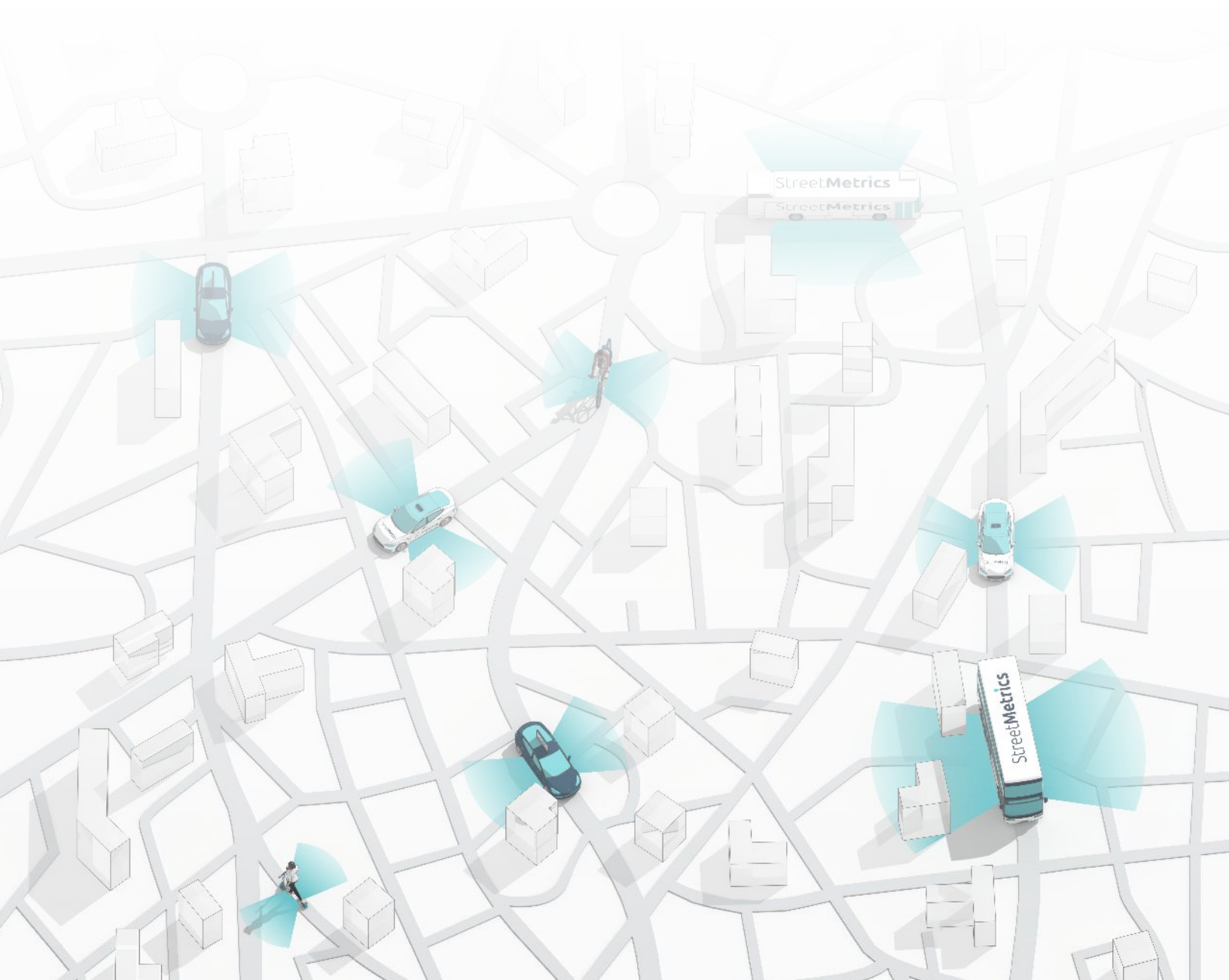


Charting Overview

Setting up vehicles and media information within the StreetMetrics platform



Vehicle Terms & Definitions

The charting process is **key** to a successful onboarding process. This information helps the system match vehicles to media products and provide the foundation to build campaigns and pull data correctly.

*asset_id

The Asset ID (or Vehicle ID) is the unique identifier assigned to each vehicle that is coming through the GPS or GTFS API data feed.
The field can contain numbers, letters and special characters.

*display_name

The Display Name is how the vehicle(s) appears in the platform. This name can contain letters, numbers, and special characters, but **must** be unique to each asset_id.

*asset_class

The Asset Class is a grouping of asset_ids (vehicles) based on common characteristics, typically including some combination of the manufacturer, model, vehicle length and year (for vehicles).
Example: 'New Flyer Xcelsior 2019.' An asset_classification can be associated with multiple asset_ids, and will have a variety of media_product_types associated to it.
The asset_class can contain letters, numbers, and special characters.

*asset_market

The Asset Market is the name of the market assigned to each asset_id. For asset_ids in the United States, please choose from the StreetMetrics markets list. For asset_ids operating outside the United States, a market is defined as the known region in which the asset_id operates. Please contact StreetMetrics for the names of markets outside the US. If an asset will be in multiple markets, enter the home market of the asset. Please refer to the DMA Market List at the end of this document for correct market naming conventions.

*asset_active

Asset Active indicates whether an asset is 'Active' or 'Inactive' within the StreetMetrics platform. All asset_ids marked 'Active' will be processed for measurement and payment.

*asset_owner

Asset Owner is the name of the asset owner (i.e. transit authority); example: 'New York City Metro Transit Authority.'
Please type out the entire name of the asset_owner.

Vehicle Terms & Definitions (cont.)

*gps_provider

The name of the GPS provider for each asset; For Transit Authorities using GTFS, enter the transit authority abbreviation followed by ' - GTFS.'
Example: 'TransitRTA - GTFS.'

*asset_broad

The broadest definition of an asset. Choose either 'Moving' or 'Stationary.'

*asset_type

Asset Type is the specific vehicle type.
Choose from one of the following options: *Bike, Bus, Mobile Billboard, Pedicab, Scooter, Taxi, Light Rail, Box Van, Semi Trailer, Trolley, Double Decker, Tour Bus, Delivery Truck.*

*asset_grouping

Asset Grouping can be used by transit operators to group assets (vehicles) that operate from the same garage, or used as a custom field.
The asset_grouping can contain letters, numbers, and special characters.

*vehicle_length

The length of the vehicle, in feet.

*vehicle_manufacturer

The name of the vehicle manufacturer.

*vehicle_model

The name of the vehicle model.

*vehicle_year

The year the vehicle was built.

Vehicle Terms & Definitions (cont.)

*vehicle_fuel_type

The vehicle's fuel type; example: 'gas,' 'diesel,' 'bio-diesel,' 'hybrid,' 'electric.'

Media Terms & Definitions

*media_format

The Media Format is the distinction between a traditional media product and a digital media product; Choose from one of the following: 'Static,' or 'Digital.'

*media_placement

The Media Placement refers to where the media is placed, either 'Exterior' or 'Interior.'

*media_product_type

The Media Product type is a unique identifier used to describe the type of ad placed on the asset; example: 'Queen,' 'Headliner,' 'Full Wrap'

*media_position

The Media Position indicates which side of the vehicle the ad is positioned; choose from one of the following: *Front Side, Street Side, Curb Side, Rear Side*

*media_grouping

Media Grouping is a custom identifier field that is used to group your media specs. The Media Grouping can contain letters, numbers, and special characters.

*media_width

Media Width is the ad width, in inches.

*media_height

Media Height is the ad height, in inches.

Media Terms & Definitions (cont.)

*asset_id

The Asset ID (or Vehicle ID) is the unique identifier assigned to each vehicle that is coming through the GPS or GTFS API data feed.
The field can contain numbers, letters and special characters.

*display_name

The Display Name is how the vehicle will appear in the platform. This name can contain letters, numbers, and special characters, but **must** be unique to each asset_id.

*asset_class

The Asset Class is a grouping of asset_ids (vehicles) based on common characteristics, typically including some combination of the manufacturer, model, vehicle length and year (for vehicles).
Example: 'New Flyer Xcelsior 2019.' An asset_classification can be associated with multiple asset_ids, and will have a variety of media_product_types associated to it.
The asset_class can contain letters, numbers, and special characters.

Helpful Tips

Naming Conventions

The Naming Convention of the asset_class in the Vehicle Onboarding Template should match the naming of the asset_classification in the Media Specs Onboarding Template. In other words, the asset_class must be consistent across both templates.

Multiple Markets

If an asset will reside in multiple markets, enter the asset's home market.

Duplicate Names

It's common to have duplicate names per asset class. For example, a "King" could be associated with both the "New Flyer Hybrid 14-18" and "Gillig Diesel 16-19" asset classes.

DMA Market List

DMA

A

ABILENE-SWEETWATER
ALBANY-SCHENECTADY-TROY
ALBANY, GA
ALBUQUERQUE-SANTA FE
ALEXANDRIA, LA
ALPENA
AMARILLO
ATLANTA
AUGUSTA
AUSTIN

B

BAKERSFIELD
BALTIMORE
BANGOR
BATON ROUGE
BEAUMONT-PORT ARTHUR
BEND, OR
BILLINGS
BILOXI-GULFPORT
BINGHAMTON
BIRMINGHAM
BLUEFIELD-BECKLEY-OAK HILL
BOISE
BOSTON
BOWLING GREEN

BUFFALO

BURLINGTON-PLATTSBURGH

BUTTE-BOZEMAN

C

CASPER-RIVERTON
CEDAR RAPIDS-WATERLOO&DUBQ
CHAMPAIGN&SPRNGFLD-DECATUR
CHARLESTON-HUNTINGTON
CHARLESTON, SC
CHARLOTTE
CHARLOTTESVILLE
CHATTANOOGA
CHEYENNE-SCOTTSBLUFF
CHICAGO
CHICO-REDDING
CINCINNATI
CLARKSBURG-WESTON
CLEVELAND
COLORADO SPRINGS-PUEBLO
COLUMBIA-JEFFERSON CITY
COLUMBIA, SC
COLUMBUS-TUPELO-WEST POINT
COLUMBUS, GA
COLUMBUS, OH
CORPUS CHRISTI
DALLAS-FT. WORTH

D

DMA Market List (cont.)

DAVENPORT-R.ISLAND-MOLINE

DAYTON

DENVER

DES MOINES-AMES

DETROIT

DOTHAN

DULUTH-SUPERIOR

E

EL PASO

ELMIRA

ERIE

EUGENE

EUREKA

EVANSVILLE

F

FARGO-VALLEY CITY

FLINT-SAGINAW-BAY CITY

FLORENCE-MYRTLE BEACH

FRESNO-VISALIA

FT. MYERS-NAPLES

FT. SMITH-FAYTVIL-SPGDALE-RGRS

FT. WAYNE

GAINESVILLE

GLENDIVE

GRAND JUNCTION-MONTROSE

GRAND RAPIDS-KALMZOO-B.CRK

GREAT FALLS

GREEN BAY-APPLETON

GREENSBORO-H.POINT-W.SALEM

GREENVILLE-N.BERN-WASHNGTN

GREENVLL-SPART-ASHEVLL-AND

GREENWOOD-GREENVILLE

H

HARLINGEN-WSLCO-BRNSVL-MCA

HARRISBURG-LNCSTR-LEB-YORK

HARRISONBURG

HARTFORD & NEW HAVEN

HATTIESBURG-LAUREL

HELENA

HOUSTON

HUNTSVILLE-DECATUR,FLOR

I

IDAHO FALLS-POCATELLO

INDIANAPOLIS

J

JACKSON, MS

JACKSON, TN

JACKSONVILLE, BRUNSWICK

JOHNSTOWN-ALTOONA

JONESBORO

JOPLIN-PITTSBURG

K

KANSAS CITY

KNOXVILLE

L

LA CROSSE-EAU CLAIRE

LAFAYETTE, IN

DMA Market List (cont.)

LINCOLN & HSTNGS-KRNY PLUS

LITTLE ROCK-PINE BLUFF

LOS ANGELES

LOUISVILLE

LUBBOCK

M

MACON

MADISON

MANKATO

MARQUETTE

MEDFORD-KLAMATH FALLS

MEMPHIS

MERIDIAN

MIAMI-FT. LAUDERDALE

MILWAUKEE

MINNEAPOLIS-ST. PAUL

MINOT-BISMARCK-DICKINSON

MISSOULA

MOBILE-PENSACOLA

MONROE-EL DORADO

MONTEREY-SALINAS

MONTGOMERY

NASHVILLE

N

NEW ORLEANS

NEW YORK

NORFOLK-PORTSMTH-NEWPT NWS

NORTH PLATTE

O

ODESSA-MIDLAND

OKLAHOMA CITY

OMAHA

ORLANDO-DAYTONA BCH-MELBRN

OTTUMWA-KIRKSVILLE

P

PADUCAH-C.GIRD-HARBG-MT VN

PALM SPRINGS

PANAMA CITY

PARKERSBURG

PEORIA-BLOOMINGTON

PHILADELPHIA

PHOENIX

PITTSBURGH

PORTLAND-AUBURN

PORTLAND, OR

PRESQUE ISLE

PROVIDENCE-NEW BEDFORD

Q

QUINCY-HANNIBAL-KEOKUK

RALEIGH-DURHAM

R

RAPID CITY

RENO

RICHMOND-PETERSBURG

ROANOKE-LYNCHBURG

ROCHESTER, NY

DMA Market List (cont.)

ROCHESTR-MASON CITY-AUSTIN

ROCKFORD

S

SACRAMNTO-STKTN-MODESTO

SALISBURY

SALT LAKE CITY

SAN ANGELO

SAN ANTONIO

SAN DIEGO

SAN FRANCISCO-OAK-SAN JOSE

SANTABARBRA-SANMAR-SANLUOB

SAVANNAH

SEATTLE-TACOMA

SHERMAN-ADA

SHREVEPORT

SIOUX CITY

SIOUX FALLS(MITCHELL)

SOUTH BEND-ELKHART

SPOKANE

SPRINGFIELD-HOLYOKE

SPRINGFIELD, MO

ST. JOSEPH

ST. LOUIS

SYRACUSE

T

TALLAHASSEE-THOMASVILLE

TAMPA-ST. PETE, SARASOTA

TERRE HAUTE

TOLEDO

TOPEKA

TRAVERSE CITY-CADILLAC

TRI-CITIES, TN-VA

TUCSON

TULSA

TWIN FALLS

TYLER-LONGVIEW(LFKN&NCGD)

U

UTICA

V

VICTORIA

WACO-TEMPLE-BRYAN

W

WASHINGTON, DC

WATERTOWN

WAUSAU-RHINELANDER

WEST PALM BEACH-FT. PIERCE

WHEELING-STEUBENVILLE

WICHITA FALLS & LAWTON

WICHITA-HUTCHINSON PLUS

WILKES BARRE-SCRANTON

WILMINGTON

Y

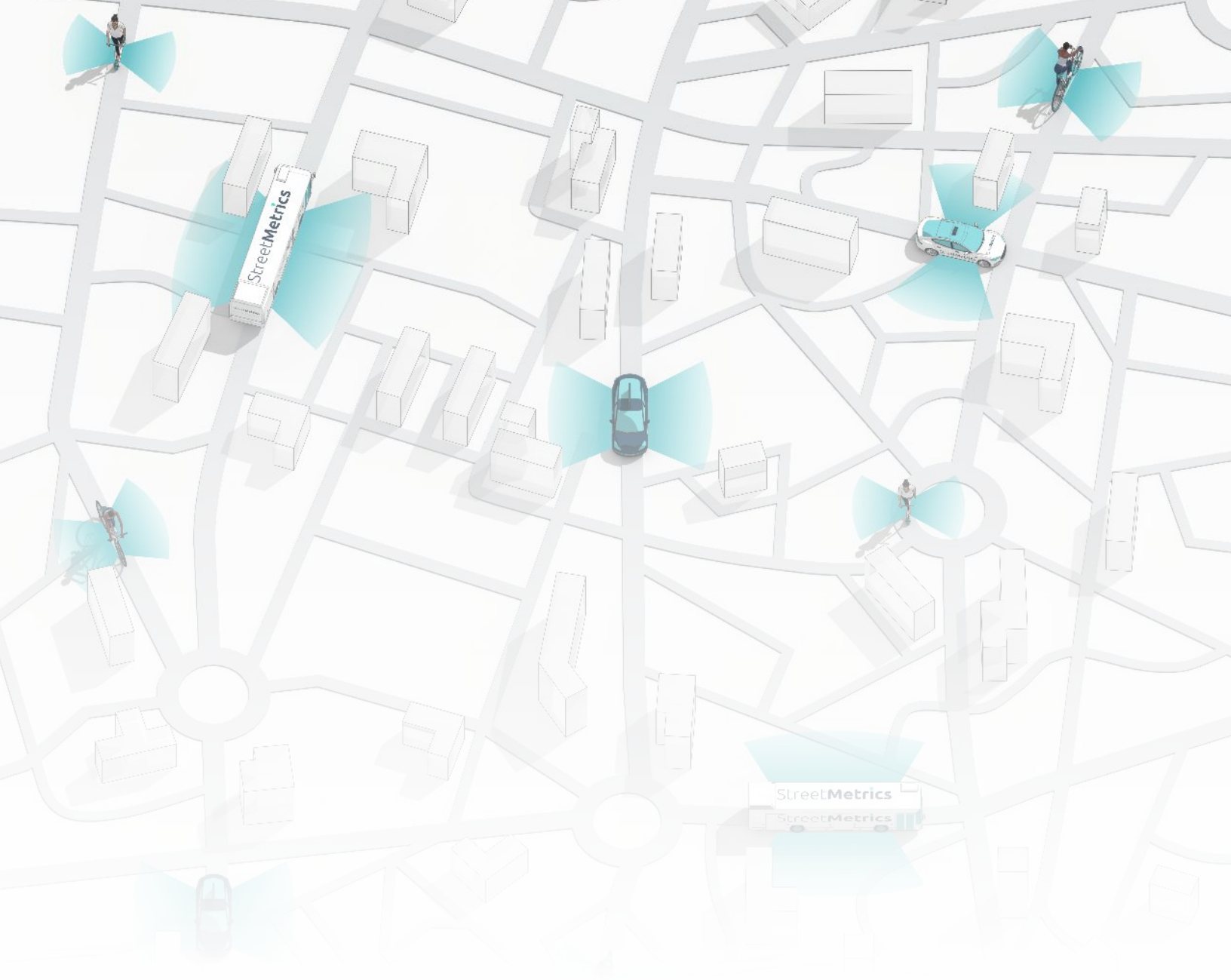
YAKIMA-PASCO-RCHLND-KNNWCK

YOUNGSTOWN

YUMA-EL CENTRO

Z

ZANESVILLE



Thank you

Please reach out to your account representative with any questions

Street**Metrics**