

TRI  RAIL™



2018 AdWheel Awards
Shoestring Tactic



Ultra Music Festival (March 24 - 26, 2017)

Ultra Music Festival, which attracts tens of thousands of young South Florida residents and visitors each year, provides an excellent opportunity to get millennials onboard and ride the train to the three-day festival. As part of this outreach initiative, GPR promoted Tri-Rail as an inexpensive, safe and convenient transportation option with extended train service to accommodate festival-goers. Tri-Rail partnered with Ultra Music Festival to publish train service info on the Festival's website, social media pages and mobile app. A partnership with iHeartRadio was also created to present a ticket giveaway. South Florida residents were encouraged to visit the Tri-Rail website, where they could enter for the chance to win two free tickets to the Festival and complimentary Tri-Rail passes.

This campaign gained more than 4.5 million impressions and drove traffic to the Tri-Rail website with nearly 3,000 page views on the Ultra ticket giveaway landing page. Offering an online sweepstakes for an Ultra ticket giveaway on the Tri-Rail website incentivized audiences to learn more about Tri-Rail and its extended train service.

Campaign Highlights

- 52,000 impressions via print advertising (New Times)
- 426,326 impressions via online advertising
- 386,300 impressions via radio advertising (WHYI and WLDI)
- More than 3.6 million impressions via earned media publicity
- 2,741 page views on the Ultra Music Festival landing page
- 39,098 impressions via Facebook Ads with 650 clicks to campaign landing page
- 702 people registered for the chance to win a pair of tickets to Ultra Music Festival

TOTAL CAMPAIGN COST: \$13,000

Results



Highest Weekend Ridership

Rank	Date	Ridership	Event
1	April 22, 2017	9,477	Ride & Play 2017
2	January 28, 2017	9,065	Rail Fun Day 2017
3	January 30, 2016	8,795	Rail Fun Day 2016
4	January 21, 2017	7,987	Women's Rally of South Florida - No affiliation
5	April 23, 2016	7,794	Ride & Play 2016
6	March 11, 2017	7,724	Calle Ocho 2017 Weekend
7	December 10, 2016	7,680	Polar Express
8	March 25, 2017	7,675	Ultra Music Festival 2017 - Extra Train
9	March 29, 2014	7,652	Ultra Music Festival 2014 - Extra Train
10	April 25, 2015	7,645	Ride & Play 2015



MARCH 24-26, 2017

RIDE TRI-RAIL TO ULTRA

WIN 2 TICKETS TO ULTRA!

Enter for the chance to win a pair of Ultra tickets, plus Tri-Rail passes at www.tri-rail.com

- > special late night train service
- > free parking at all Tri-Rail stations

TRI RAILTM

www.tri-rail.com • 1-800-TRI-RAIL

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Tickets courtesy of  and **WILD95.5**

New Times Dedicated Eblast

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Ride Tri-Rail to Ultra Music Festival

Going to Ultra Music Festival? For a safe, easy and affordable ride to and from Ultra, Tri-Rail is the way to go! Train service runs from Palm Beach to Fort Lauderdale and Miami with 18 convenient train stations. Plus, roundtrip weekend fares are only \$5. As an added convenience, Tri-Rail will offer extended northbound train service every night during the Festival, March 24-26.

For more information and to ENTER FOR THE CHANCE TO WIN A PAIR OF ULTRA TICKETS plus Tri-Rail passes, click [here](#).

A large promotional graphic for 'Ride Tri-Rail to Ultra Music Festival'. It features a blue and purple background with a large 'U' logo and the text 'ULTRA musicfestival'. A yellow banner says 'WIN 2 TICKETS TO ULTRA!'. Below that, it says 'Enter for the chance to win a pair of Ultra tickets, plus Tri-Rail passes at www.tri-rail.com'. There are two bullet points: '> special late night train service' and '> free parking at all Tri-Rail stations'. At the bottom, there's the Tri-Rail logo and a photo of a train. The text 'Tickets courtesy of A&A and WILDORP' is at the bottom right.

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2450 Hollywood Blvd, Suite 301-A
Hollywood, FL 33020

The poster features a vibrant blue and purple background with a large, glowing 'U' logo in the center. The text 'ULTRA musicfestival' is written in white below the logo. A yellow banner at the top left reads 'MARCH 24-26, 2017'. A large, yellow, curved text 'RIDE TRI-RAIL TO ULTRA' arches across the right side. At the bottom, a blue and white train is shown with '825' and 'TRI-RAIL' branding. The bottom left corner contains the Tri-Rail logo, website, phone number, and social media icons.

MARCH 24-26, 2017

RIDE TRI-RAIL TO ULTRA

ULTRA
musicfestival®

WIN 2 TICKETS TO ULTRA!

Enter for the chance to win a pair of Ultra tickets, plus Tri-Rail passes at www.tri-rail.com

- > special late night train service
- > free parking at all Tri-Rail stations

TRI-RAIL™
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f t YouTube i

Web Banners

500x650

300x250



320x50 – rotating banner



728x90 – rotating banner



New Times Website

38th ANNUAL Fat Hatsume Fair
A one of a kind celebration of Spring

WIN TWO TICKETS TO ULTRA
Tickets courtesy of AKA and WILDORSE TRI-RAIL

NEWS

Fort Lauderdale Ranked Drunkest Spring Break City

LATEST SOUTH FLORIDA NEWS

Survey Says Fort Lauderdale Is Instagram's Drunkest Spring Break Destination

Here's Video of a Giant Cruise Ship Nearly

MARGARITAVILLE Beach Resort
1111 NORTH OCEAN DRIVE, HOLLYWOOD, FL 33019
844.262.5625

Set & Sun April 1 & 2 10am - 5pm
Buy Tickets >>

Fort Lauderdale Ranked Drunkest Spring Break City

While you've been sitting at your stupid desk all week, thousands of sunbaked Midwesterners have been bringing beer and Instagramming selfies at the beach for spring break. It's unfair, but you can't blame them for taking advantage of the working site of passage while they're young and their lives are still somewhat normal.

If you're on the hunt for America's drunkest spring break locale, you don't have to look very far. According to a newly released survey, that distinction goes to our very own Fort Lauderdale Beach - AKA Fort Lauderdale.

Earlier this year, researchers with Project Know, an online resource for substance abuse, surveyed more than 250,000 Instagram posts to find the nation's drunkest spring break destinations. Fort Lauderdale topped the list, with 10 percent of the city's spring break posts featuring alcohol or drugs. Landedlocked Harlingen, Texas, somehow came in second, while Miami Beach took the bronze medal.

WIN TWO TICKETS TO ULTRA
TRU RAIL

FOOD & DRINK

New River Brewing to Open in Fort Lauderdale

FIND THE BEST RESTAURANTS IN SOUTH FLORIDA:

WHAT/WHERE: Name, keyword...

CUISINE: By category...

LATEST SOUTH FLORIDA FOOD & DRINK NEWS

Nice Cream Food Truck Offers Banana-Based and Vegan Sundae

New River Brewing to Open in Fort Lauderdale

Wawa Announces Opening Dates for Three

WIN TWO TICKETS TO ULTRA
TRU RAIL

Homepage Banner



Tri Rail | South Florida Regional Transportation Authority

www.tri-rail.com

Tri Rail

Select Language Powered by Google Translate

 800-TRI-RAIL (800-874-7245) | 954-783-6030

Home Rider Information

Search

System Map



- Mangonia Park Station
- West Palm Beach Station
- Lake Worth Station
- Biyahon Beach Station
- Delray Beach Station
- Rock Ridge Station
- Deerfield Beach Station
- Pompano Beach Station
- Capri Creek Station
- FL Lauderdale Station
- FL Lauderdale/Hollywood International Airport Station at Galle Beach
- Sheridan Street Station
- Hollywood Station
- Golden Shingles Station
- Opaloka Station
- To-Go/Metrolink Transfer Station
- Miami Metrolink
- Miami Airport Station

Train Schedule

Choose Departure Station

Choose Arrival Station

Choose Day of Travel

Show Schedule

Fare Calculator

Mangonia Park

Mangonia Park

One Way

Weekday

Calculate

Reset

FREE TRI-RAIL SHUTTLE BUSES



BICYCLE INFORMATION



VIP ALERTS

Easy Card Benefits

How to Obtain a Discounted Fare EASY Card

Purchase or Reload an EASY Card

EASY CARD

Discount EASY Card Request and Renewal Page

Register Your EASY Card for Balance Protection

SERVICE UPDATES

VIDEOS: Purchasing Your Fare

Easy Card FAQs



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Site Map
Ticket Kiosks
Title VI

Sign up for the OnBoard newsletter

Enter your name

Enter your email

Submit

Landing Page

www.tri-rail.com/ultra

Select Language | Powered by Google Translate



TRI RAIL™

800-TRI-RAIL (800-874-7245) | 954-783-6030
TDD 800-273-7545

Home | Rider Information | Train Schedules | Stations/Shuttles | Fares | Destinations | Employer Discount Program | Contact

Ultra Music Festival



ULTRA musicfestival
RIDE TRI-RAIL TO ULTRA
MARCH 24-26, 2017

Tri-Rail is a cost effective and convenient way to get to Ultra Music Festival! Train service runs from Palm Beach to Fort Lauderdale and Miami from 18 train stations with weekend fares just \$5 roundtrip. There will be extended train service hours each night of the festival as an added convenience.

To save money on gas and parking and plan your trip today, [click here.](#)

Enter for the chance to win a pair of Ultra tickets, plus Tri-Rail passes.

Name

Address

City

State

Zip

Phone

Email

Tickets courtesy of **WILD955** and **WILD955**

SUBMIT

[Click here for contest rules.](#)

Train Schedule

Choose Departure Station

Choose Arrival Station

Choose Day of Travel

Show Schedule

[f](#) [t](#) [v](#)

RTA SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY

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Ultra Train Schedule



Ride Tri-Rail to Ultra Music Festival

Tri-Rail will offer a special late train every night during the Ultra Music Festival, March 24, 25 & 26. Passengers attending Ultra Miami 2017 can take Tri-Rail to the Miami Airport Station* and transfer to Metrorail onto the Government Center Station, then take Metromover to the College/Bayside Station. Passengers returning to Tri-Rail from the event can take Metrorail back to Tri-Rail's Miami Airport or Metrorail Transfer Station. The special northbound Tri-Rail train will depart at 1:35 a.m. from the Miami Airport Station after the concerts on 3/24 and 3/25, and at 12:35 a.m. after the concert on 3/26.

Instructions for passengers without an EASY Card:

- Purchase Tri-Rail fare and
- Purchase an EASY Ticket at the Miami-Dade Transit Ticket Vending Machine for \$2.25
- On return, purchase an EASY Ticket (or reload EASY Ticket) at the Government Center Station for \$2.25.

Instructions for passengers with an EASY Card:

- Load a Tri-Rail One-Way, Round-Trip or Weekend Day Pass on the EASY Card and
- Load a minimum of \$4.00 cash value on the EASY Card
- Tap On and Tap Off as you enter and exit Tri-Rail and Metrorail systems
 - \$1.20 transfer fee to transfer from Tri-Rail to Metrorail
 - \$2.25 at the Metrorail Brickell Station to return

* Metrorail runs every 15 minutes on weekends from the Miami Airport Station.

SPECIAL LATE TRAIN SERVICE

Friday, March 24 & Saturday, March 25

Weekend-Northbound	ULTRA EXTRA
MIAMI AIRPORT	1:35 am
HIALEAH MARKET	No Stop
METRORAIL TRANSFER	1:45 am
OPA LOCKA	1:51am
GOLDEN GLADES	1:58 am
HOLLYWOOD	2:07 am
SHERIDAN STREET	2:11 am
FORT LAUDERDALE AIRPORT	2:15 am
FORT LAUDERDALE	2:24 am
CYPRESS CREEK	2:31 am
POMPANO BEACH	2:38 am
DEERFIELD BEACH	2:44 am
BOCA RATON	2:53 am
DELRAY BEACH	2:59 am
BOYNTON BEACH	3:08 am
LAKE WORTH	3:14 am
WEST PALM BEACH	3:25 am
MANGONIA PARK	3:35 am

Sunday, March 26

Weekend-Northbound	ULTRA EXTRA
MIAMI AIRPORT	12:35 am
HIALEAH MARKET	No Stop
METRORAIL TRANSFER	12:45 am
OPA LOCKA	12:51 am
GOLDEN GLADES	12:58 am
HOLLYWOOD	1:07 am
SHERIDAN STREET	1:11 am
FORT LAUDERDALE AIRPORT	1:15 am
FORT LAUDERDALE	1:24 am
CYPRESS CREEK	1:31 am
POMPANO BEACH	1:38 am
DEERFIELD BEACH	1:44 am
BOCA RATON	1:53 am
DELRAY BEACH	1:59 am
BOYNTON BEACH	2:08 am
LAKE WORTH	2:14 am
WEST PALM BEACH	2:25 am
MANGONIA PARK	2:35 am

Facebook Ad

The advertisement features a dark blue and purple background with glowing light effects. On the left, a circular graphic contains the Ultra Music Festival logo (a white 'U' in a circle) and the text 'ULTRA musicfestival'. Above this circle, the dates 'MARCH 24-26, 2017' are written in yellow. A large, yellow, curved banner across the middle reads 'RIDE TRI-RAIL TO ULTRA'. In the bottom left corner, the Tri-Rail logo is displayed with the website 'www.tri-rail.com' and phone number '1-800-TRI-RAIL', along with social media icons for Facebook, Twitter, YouTube, and Instagram. On the right side, a yellow banner reads 'WIN 2 TICKETS TO ULTRA!'. Below this, text invites users to enter for a chance to win tickets and passes at 'www.tri-rail.com'. A list of benefits includes 'special late night train service' and 'free parking at all Tri-Rail stations'. At the bottom right, a blue and white Tri-Rail train is shown, with the number '825' on its side and a palm tree graphic on the passenger car.

WIN 2 TICKETS TO ULTRA!

Enter for the chance to win a pair of Ultra tickets, plus Tri-Rail passes at www.tri-rail.com

- > special late night train service
- > free parking at all Tri-Rail stations

TRI-RAIL™
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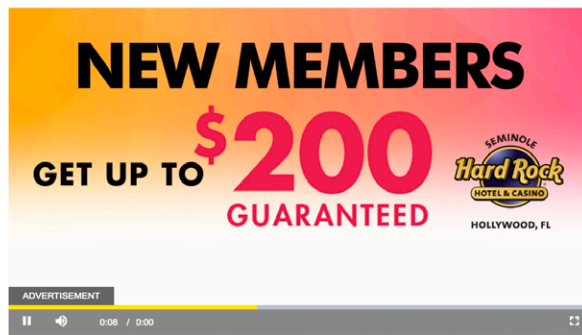
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News Clips



News / Transportation

Tri-Rail adding trains for Ultra Music Festival



Tri-Rail is adding extra trains to get concert-goers home after the Ultra Music Festival.



By **Wayne K. Rouston** - Contact Reporter
Sun Sentinel

MARCH 23, 2017, 5:25 PM

It's not exactly Rock & Rail, but Tri-Rail is adding extra trains to accommodate concert-goers heading home from the Ultra Music Festival in Miami this weekend.

They can take Metrorail to the Miami Airport station or the Metrorail Transfer station and catch the Tri-Rail trains there.

The northbound train is scheduled to depart from the Miami Airport station at 1:35 a.m. Saturday, following the Friday night concert and 1:35 a.m. Sunday after the Saturday night show.

The last Tri-Rail train is set to depart at 12:35 a.m. Monday following the Sunday night festivities.

Concertgoers heading to the Ultra Music Festival can board a train at any of Tri-Rail's 18 train stations from West Palm Beach, to Fort Lauderdale and Miami.

Friday's regular fares are between \$2.50 and \$11.55 round-trip and weekend fares are \$5 for all day.

To save time and avoid lines, passengers can pre-load their EASY Cards with the appropriate dollar amount to cover their transfers with Metrorail, officials said.

joyfulhome.com

US Cities With the Most Violent Crimes

#1	New York, NY
	Population 8,550,400
	52,384 Violent Crimes

Posted on Monday, March 27, 2017

See The Full List → Next List ↗

march of dimes MARCH FOR BABIES

News Clips

Downtown Miami Getting Ready For Ultra Music Festival This Weekend



Y-100's on-air personality Mack stops by the 6 in the Mix set to talk about the Ultra Music Festival and Pitbull's new music. (Published Tuesday, March 21, 2017)

Up Next

- ROUGH DAY: Hialeah MMA Fighter Angry During Court Hearing
- Arrest Made For Threats to Jewish Centers, Including South Florida...
- Crews Dealing With Fire Inside NW Miami-Dade Home
- 400+ Acre Fire Breaks Out in North Florida

For the 19th straight year, some of the top electronic music acts from across the world will make their way to South Florida for the annual Ultra Music Festival.

The three day event, which has been held at Bayfront Park in Downtown Miami every year since 2001 after taking place on Miami Beach the first two times, kicks off Friday with gates opening at 4 p.m. and scheduled to close at midnight. Gates open from 12 p.m. until midnight on Saturday and Sunday.



Get the whole house

Book Now!

TRENDING STORIES

- 1 SWAT Units Searching For Armed Suspect on Miami Beach
- 2 VIDEO Angry Outburst From MMA Fighter During Court Appearance
- 3 VIDEO US Man Celebrating Wedding Anniversary Killed in UK Attack
- 4 VIDEO Jewish Israeli Is Primary Suspect in JCC Bomb Threats
- 5 VIDEO Weston College Students Die in Chain Reaction Turnpike Crash

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Miami, FL

News Clips



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10 Things to Know Before Going To The ULTRA Music Festival In 2017

Have the best possible experience at the ULTRA Music Festival by following these ten tips.



ULTRA Music Festival is an incredible experience in Miami for anyone who loves electronic music or a good time in the sun. A three-day festival, ULTRA usually sells out quickly and for good reason. With over 100 performers including world-renowned DJs and artists, this event also falls on Spring Break. If you're up for three days filled with music, dancing, and meeting new people, you'll want to head to ULTRA. Here are some helpful things to know before you go -- and here are [our recommendations for where to stay](#) when you're there.

Be Prepared For ULTRA With These 10 Useful Tips

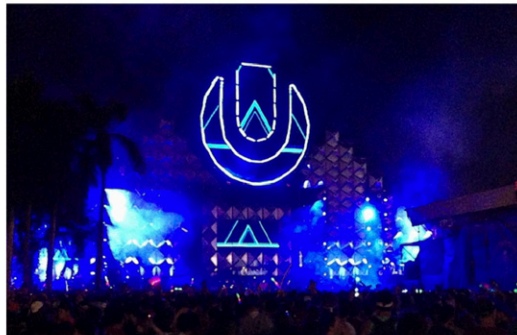


Image credit: Ines Hegedus-Garcia/Flickr CC-BY 2.0

1. Leave Your Backpack at Home

The ULTRA Music Festival security staff will be checking bags at the gates, and there are restrictions to which type of bag you can bring into the venue. No backpacks, CamelBaks, or other bags are allowed. Additionally, any bag you bring in must be see-through or clear. Small clutches may be allowed, but you might not want to risk getting to the gate and having your small bag taken away. Just think ahead when you're packing for the festival and bring the appropriate type of bag!

2. Take Public Transportation

Whether you want to or not, taking public transit is probably the best, most cost-effective method of getting to and from the festival. Parking anywhere near the festival can cost more than \$20/day, which can add up. Plus, traffic jams are a real thing since there will be thousands of people trying to get into and out of the festival. Park near the Metrorail, Metromover, or the Tri-Rail and hop on any one of them for a ride to the festival. The Metromover is free, which means it will likely be more crowded, but the Metrorail is \$2.25 per trip and the Tri-Rail is \$5 per trip on the weekend.

3. Once You're In, You're In For the Day

Unlike other events you may have been to in the past, once you enter ULTRA Music Festival, you are not allowed to leave and re-enter. Make sure you have everything you need before going in because you don't want to get inside and realize you forgot something important. Luckily, the festival offers food, free water fill-up stations, and basically everything else you need during the event. Just make sure you bring money for these things!

Resources / Explore

About

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Authors

- Colin Gardiner · Ben Crook · Matt Landau · Kris Getzle · Ann Samuelson · Audrey Zigmond · Michelle Fox · Carter Brutschy · Lexi Perman · Chris DeBusk · James C. Sells · Scott Shattford · Alley Bellack · Anna Harris · Catherine Lahlouh · Joe Fraiman · Jeff Newman · Tyler Swartz · Tess Saville · Home Depot

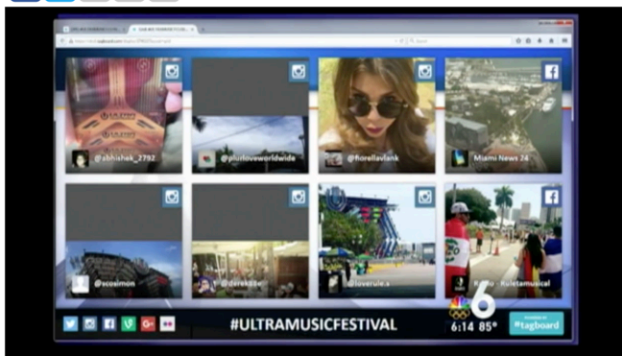
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- 10 Things to Do in Los Angeles for Graduation Weekend

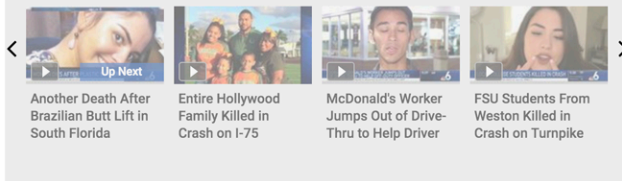
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News Clips

Transit Officials Extend Metrorail, Metromover Hours During Ultra Music Festival



Miami's Ultra Music Festival officially begins with some changes for 2016. (Published Friday, March 18, 2016)



Those who will be attending next weekend's Ultra Music Festival in Downtown Miami are going to be able to take the city's Metrorail system after each day of the top electronic music in the country.

Miami-Dade Transit announced that they have expanded their hours of operation for the Metrorail and Metromover services on Sunday, meaning that festival goers will be able to use the rail system until 2 a.m. – the same time the systems runs until on Friday and Saturday.

UPDATED SoFlo Airports See Rise in Cancelled Flights Due to Storms

Transit officials hope the extended hours – with both systems now running from 5



TRENDING STORIES

- 1 VIDEO Person Hanging From High Rise After Scaffold Collapse
- 2 VIDEO Suspect Caught on Miami Beach After SWAT Situation
- 3 VIDEO Angry Outburst From MMA Fighter During Court Appearance
- 4 Three Wawa Stores Officially Open in South Florida
- 5 VIDEO Florida Girl Escapes From Would-Be Abductor Outside Walmart

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Miami, FL

82° Broken Clouds Feels Like 84°

News Clips

Tri-Rail Ultra



Total National TV Audience: 155,115
Total National TV Publicity: USD \$38,507

Total Local TV Audience: 155,115
Total Local TV Publicity: USD \$38,507

Total Number of Clips: 7

Collapse all clips



NBC 6 South Florida Today at 6am

1

Time: Mar 23, 2017 6:42 AM EDT (UTC -0400)
Local Broadcast Time: 6:42 AM EDT (UTC -0400)
Category: News
Call Sign: WTVJ (NBC)
Market: DMA: 16 Miami, FL

Est. National Audience: 13,937
Est. National Publicity Value: USD \$5,048
Est. Local Audience: 13,937
Est. Local Publicity Value: USD \$5,048



late. they seem to be moving up to speed with the general purpose lanes. northbound looking a whole lot better. see you in six minutes. >>> 6:40 now. we are just one day away from day one of the ultra music festival in miami. and this year is bringing a new partnership. >> it is all an effort to reduce traffic and help those going to make it home safely. darryl forges is live in miami for us. tell us about this new uber partnership. >> reporter: well, good morning to you. it is going to be an exciting time this weekend for the ultra fest. according to event organizers, they're expecting over 55,000 people per day for this festival. now they're partnering with uber 6:41 AM to have this uber exclusive transportation hub called ultra lounge. filled with beverages and bathrooms for uber riders. i'll show you a map of where this ultra lounge will be located. it is going to be the pickup and dropoff location on the corner of biscayne boulevard and northeast street. that's next to the americanairlines arena and just a short walk to bay front park. there is also a few



NBC 6 South Florida Today at 5:30am

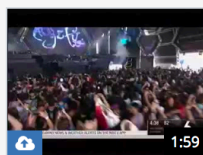
2

Time: Mar 23, 2017 5:44 AM EDT (UTC -0400)
Local Broadcast Time: 5:44 AM EDT (UTC -0400)
Category: News
Call Sign: WTVJ (NBC)
Market: DMA: 16 Miami, FL

Est. National Audience: 6,492
Est. National Publicity Value: USD \$3,002
Est. Local Audience: 6,492
Est. Local Publicity Value: USD \$3,002



i'll lette y >>> welcome back. time is 5:42. it is back. we're one day away from the ultra music festival. >> if you're going, there is new lounge that could help out with traffic and parking situations. uber is sitting up a hub at the festival. to darryl forges live there in miami, the calm before the storm. 5:43 AM tell us about the new hub. >> reporter: it is called the ultra lounge. good morning to you. it is a big thing that uber is doing because they're expecting over 55,000 people per day for this big festival. i want to go and show you a map of where this hub is located. now, the pickup and dropoff location will be on the corner of biscayne boulevard in northeast 6th street, next to the americanairlines arena. in a short walk to bay front park. there is also a few things you need to know when it comes to your uber ride. now, make sure you're getting into the right car. a lot of people will be requesting live, so double-check the car type, model and photo before you get in the car. now, uber rides can only be requested through the app, so don't get in the car



NBC 6 South Florida News at 4pm

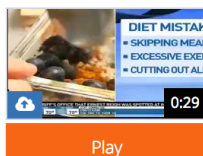
3

Time: Mar 22, 2017 4:39 PM EDT (UTC -0400)
Local Broadcast Time: 4:39 PM EDT (UTC -0400)
Category: News
Call Sign: WTVJ (NBC)
Market: DMA: 16 Miami, FL

Est. National Audience: 18,935
Est. National Publicity Value: USD \$4,336
Est. Local Audience: 18,935
Est. Local Publicity Value: USD \$4,336



coming up on the nbc 6 news at 6:00, anchor keith jones has reaction from the marlins about their teammates making it this far in the championship. >>> all right, ultra music festival starts friday. uber is teaming up to give music lovers a way to get around safely without worrying about parking. stephanie bertini joins us now with how it works. >> uber will be offering a transportation hub at the 4:38 PM festival this weekend. it's the uber ultra lounge. it will be the exclusive pickup and dropoff location for ultra goers. the pickup and drop off location is at the corner of biscayne boulevard and northeast 6th street right next to the aaa. just a short walk to bayfront park. it will offer some amenities, including a beverage station and a bathroom. now, if you're taking an uber to or from ultra, there's a few tips to keep in mind. make sure you're getting in the right vehicle, first of all. a lot of people will be requesting rides, so double check the vehicle type, the model and the photo on the app before you get inside. uber rides can only be requested



CBS12 News This Morning at 5AM

4

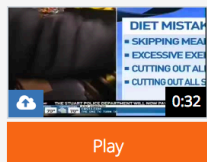
Time: Mar 24, 2017 5:25 AM EDT (UTC -0400)
Local Broadcast Time: 5:25 AM EDT (UTC -0400)
Category: News
Call Sign: WPEC (CBS)
Market: DMA: 38 West Palm Beach, FL

Est. National Audience: 15,903
Est. National Publicity Value: USD \$777
Est. Local Audience: 15,903
Est. Local Publicity Value: USD \$777



affair return the jerseys to the stadium from mexico with a credentialed member of the international media. >>> the final sound checks are done and tonight largest is it festival kicks off in miami. here's a live look at bayfront park or the stage is set for a few hundred thousand people as ultra music festival in downtown miami. it's a three day electronic music festival that begins this afternoon tri-rail is adding extra trains

News Clips



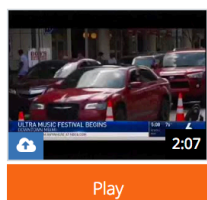
CBS12 News This Morning at 6AM

5

Time: Mar 24, 2017 6:25 AM EDT (UTC -0400)
Local Broadcast Time: 6:25 AM EDT (UTC -0400)
Category: News
Call Sign: WPEC (CBS)
Market: DMA: 38 West Palm Beach, FL

Est. National Audience: 29,119
Est. National Publicity Value: USD \$1,135
Est. Local Audience: 29,119
Est. Local Publicity Value: USD \$1,135

it to gillette stadium. they were found in mexico by a court - with a credentialed member of the international media. >>> file some checks are done and tonight the largest music festival kicks off in miami. here is they front park you can see the lights as they set up. they are expecting a few hundred thousand people who will go to downtown miami for the ultra music festival the three-day electronic music festival begins this afternoon and tri-rail is adding extra



NBC 6 South Florida News at 5pm

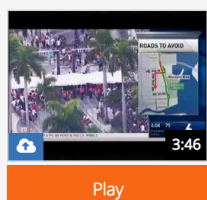
6

Time: Mar 24, 2017 5:09 PM EDT (UTC -0400)
Local Broadcast Time: 5:09 PM EDT (UTC -0400)
Category: News
Call Sign: WTVJ (NBC)
Market: DMA: 16 Miami, FL

Est. National Audience: 30,181
Est. National Publicity Value: USD \$9,333
Est. Local Audience: 30,181
Est. Local Publicity Value: USD \$9,333

that they have their upcoming day in court and they have since hired an attorney to represent them. reporting live, melissa adon, nbc 6 news. 5:08 PM>>> thousands of electronic music lovers filling the streets in downtown miami right now. ultra music festival is under way. >> here is a live look at the big crowds already. the festival runs all weekend and brings people from all over the world to south florida. it's not always music to all south floridians ears. >> hi, ari. >> hi, guys. you can hear behind me the thumping music. the doors have opened here at the ultra music festival. we know electronic dance music and people are pouring in. this is the naenth year of this annual festival which brings an ever present thumping music. it also brings a sea of people and those traffic woes. for some of the options on how to get around, this weekend you can take public transportation. tri-rail is extending its service hours every night and it only costs \$5. also the miami metro rail is an option for those traveling in downtown miami and brickell.

with the use of a live broadcast from the festival grounds, which was presented by the festival. 5:08 PM EDT (UTC -0400) - 5:08 PM EDT (UTC -0400) - 5:08 PM EDT (UTC -0400)



NBC 6 South Florida News at 6pm

7

Time: Mar 24, 2017 6:05 PM EDT (UTC -0400)
Local Broadcast Time: 6:05 PM EDT (UTC -0400)
Category: News
Call Sign: WTVJ (NBC)
Market: DMA: 16 Miami, FL

Est. National Audience: 40,548
Est. National Publicity Value: USD \$14,876
Est. Local Audience: 40,548
Est. Local Publicity Value: USD \$14,876

the nightly news at 6:30 right after our newscast. >>> chopper 6 over a sea of people flooding downtown miami. tens of thousands of music fans are flocking to bayfront park for the ultra music festival and it's under way right now. >> nbc 6 has team coverage from the festival and the fun to the areas you want to avoid. we begin with nbc 6 reporter amanda plasencia live from outside bayfront park right now. amanda. >> reporter: yes, adam. as you can hear the booming beats are in full force here in downtown miami this weekend for the ultra music festival. of course that brings along some pros and some cons that come along with it. the sea of colorful crowds brings an eclectic and fun vibe to downtown miami, but crowd and traffic control is a top priority, security stepping it up. >> we're taking a lot of precautions and measures to keep 6:03 PM traffic flowing, to keep everyone safe, to keep drugs out, alcohol, and prevent any incident that can happen here. >> reporter: there have been some controversies in the past. back in 2014 a security

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