



COMMUTERRAIL



FEATURES AND BENEFITS:

- Commuter Rail Displays offer high impact advertising that targets the hard to reach corporate decision makers, executives and business men & women on their daily commute to and from work.
- Due to the frequency of ridership, Commuter Rail Displays generate a high level of exposure to this audience.
- Commuter Rail Displays target a captive, affluent audience with long exposure times.
- Commuter Rail Campaigns can often reach into suburban areas where other outdoor media is not permitted.
- Platform Displays offer visual dominance on crowded railway platforms in major cities and suburban areas.
- Car Cards posted inside the trains reach this same affluent audience during their 40 minute average commute, each way five days a week.
- Outstanding four color magazine quality production insures your message and company image will be delivered in a clear and vibrant format.
- Campaigns can be targeted geographically or by demographic criteria within the rail system.

LOCATIONS:

- Displays are located on Commuter Rail platforms and inside the train cars.
- Some markets may offer rail station advertising opportunities including: wall mounted dioramas, hanging banners and video networks.

PRODUCTION:

- Platform Displays are typically produced on vinyl or special outdoor paper.
- Interior Car Cards are typically produced on adhesive backed vinyl or specialty paper .

PROGRAM LENGTH

- Available in four week periods to long term programs.