

MEXICO CITY

GUADALAJARA

MONTERREY

METRO ADS



SUBWAYS

SUBWAY OFFERING

+50,000 spaces

(Mexico City, Guadalajara y Monterrey)

FORMATS

PLATFORM PANEL

STATION PANEL

CHARGER PANEL

BENCH PANEL

GREAT WALL

COLUMNS AND MORE...

TRAIN DOOR

TRAIN WRAPS

THE BEST OPTION

Metro Advertising offers constant visibility to millions of daily passengers connecting you with a diverse and active audience. Long exposure times.

We have large-format displays on platforms and corridors, ideal for high-impact campaigns and creative messages that capture the attention of users. Digital panels available in Mexico City and to be installed in Monty & Guad.

Ad spaces inside the train cars with high visual contact, perfect for detailed messages with a captive audience during the ride. Full wraps.

MEXICO CITY SUBWAY



REACH

5.4 M

DAILY USERS

12^{LINES}
195^{STATIONS}

59%

USAGE PREFERENCE

Of the public transportation users in CDMX, use the Subway



WITHOUT visual obstruction and distractions

MEXICO CITY SUBWAY

DEMOGRAPHIC



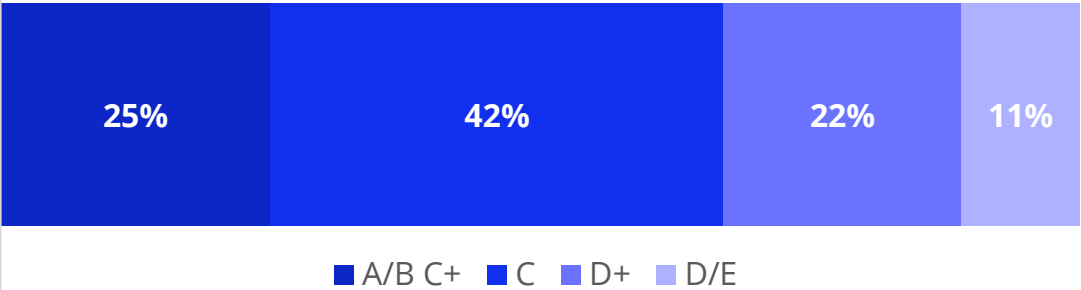
45%

• WOMEN

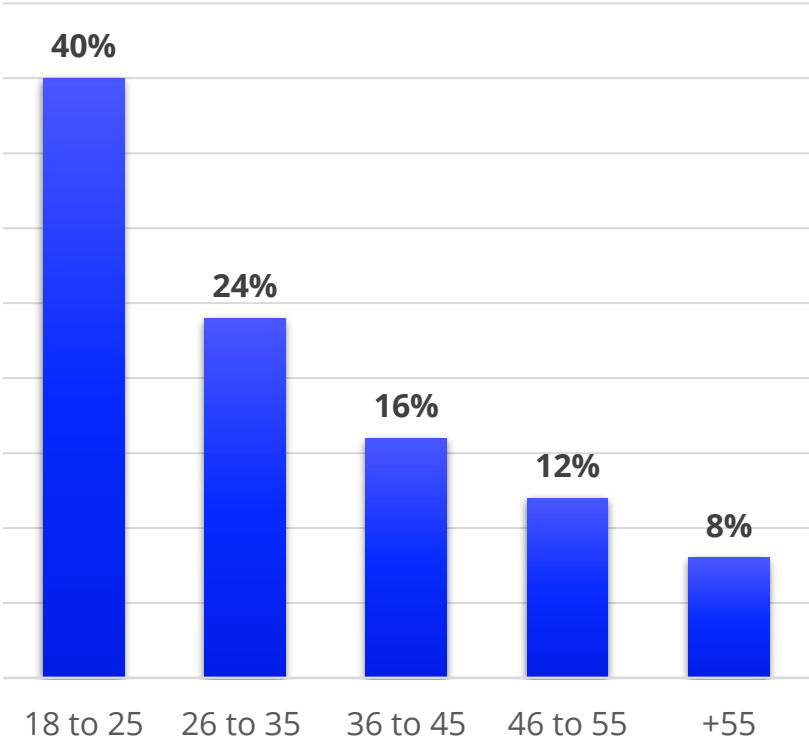
55%

• MEN

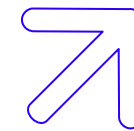
SES



■ AGE



DIGITAL PANELS



DIGITAL CIRCUITS

DIGITAL SCREENS IN HIGH-DEMAND
STATIONS

HIGH VISIBILITY AND IMPACT

- NOW AVAILABLE MEXICO CITY METRO
- GUADALAJARA AND MONTERREY
METROS SECOND SEMESTER 2025



DIGITAL PANELS

40 DIGITAL SCREENS

CIRCUIT OF 10 VIDEOWALLS

LINES 1, 2, 3, 7, 8, 9 Y B

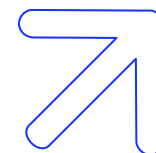
VISUAL AREA

3.84 x 1.44 meters

THE BEST OPTION

Large format in stations, eye-catching video images with a high percentage of recall.

Latest generation screens.



Guadalajara SUBWAY

REACH



+500m

DAILY
USERS

3 LINES
48 STATIONS

51%

USAGE PREFERENCE

Of the public transportation users in GDL,
use the **ELECTRIC TRAIN***

TRIP



WITHOUT visual obstruction and distractions

**INEGI Transporte Urbano*

Guadalajara SUBWAY

DEMOGRAPHIC

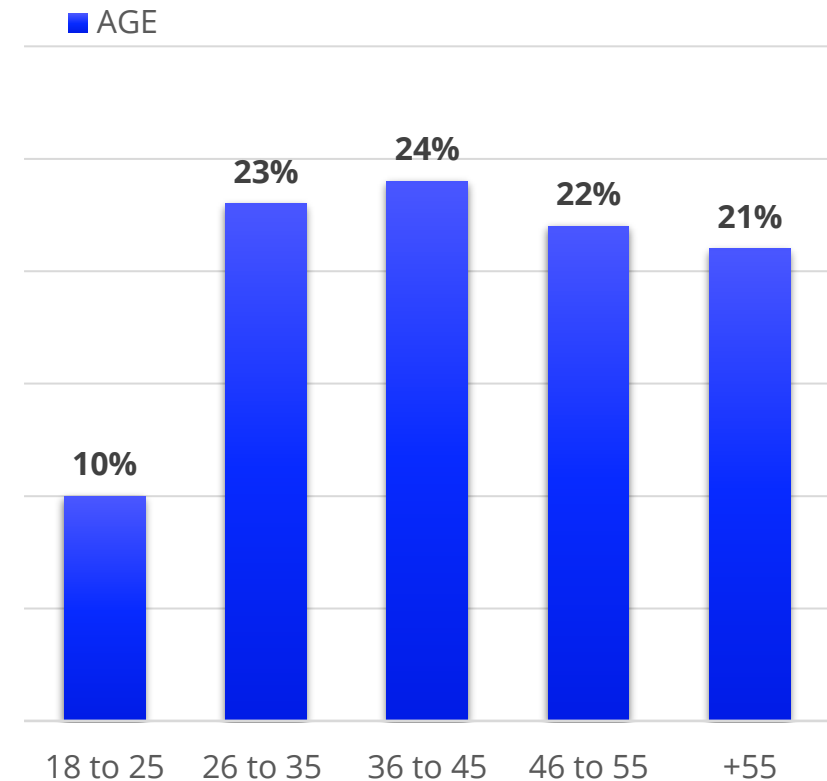
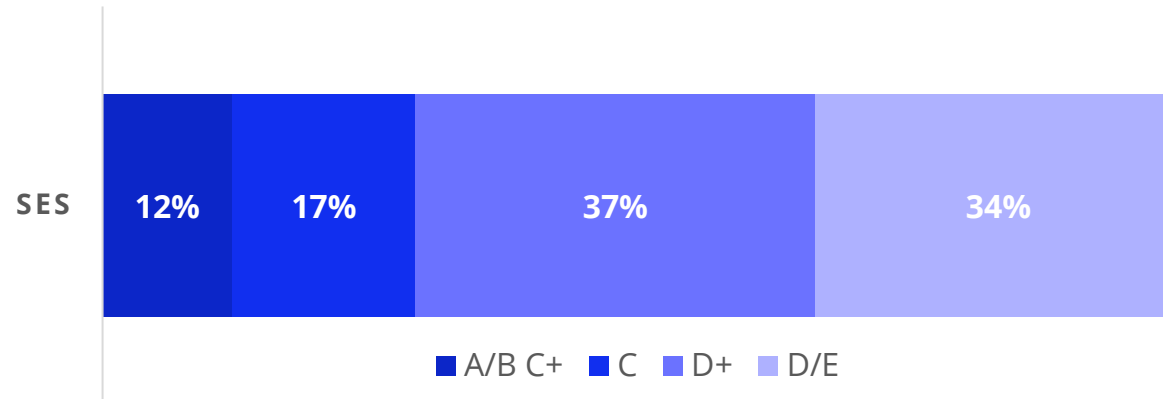


44%

• WOMEN

56%

• MEN



MONTERREY SUBWAY



REACH

+500m

DAILY
USERS

3 LINES
41 STATIONS

77%

USAGE PREFERENCE

Of the public transportation users in MTY,
use **METROREY**.

TRIP



WITHOUT visual obstruction and distractions

MONTERREY SUBWAY

DEMOGRAPHIC



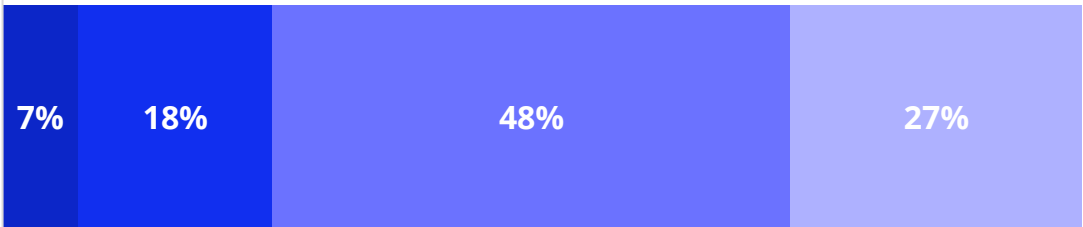
46%

• WOMEN

54%

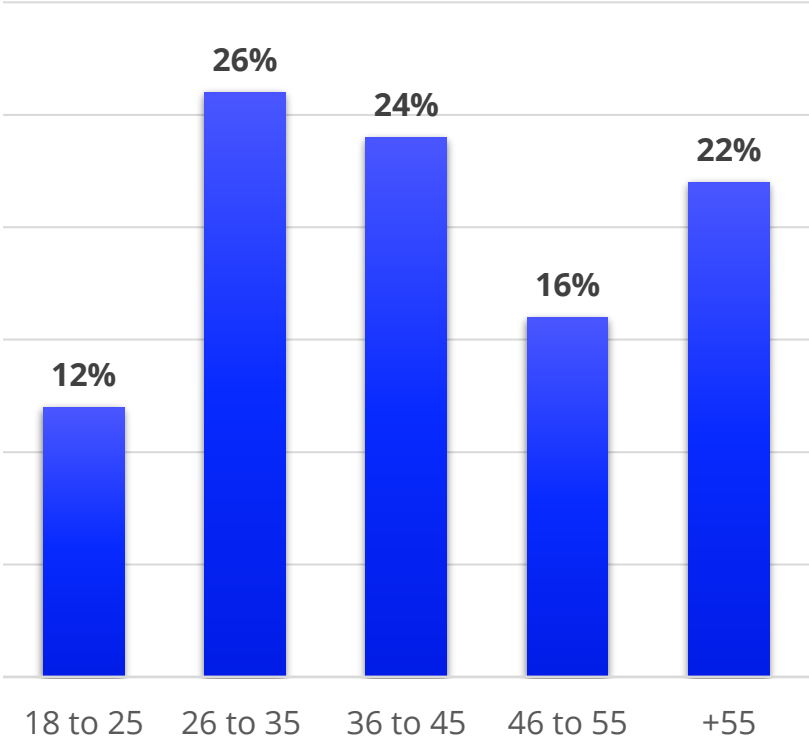
• MEN

SES



■ A/B C+ ■ C ■ D+ ■ D/E

■ AGE



DIGITAL SCREENS

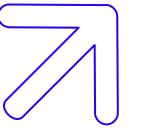
// Mexico City SUBWAY



ISA TV

ISA TV SYSTEM

MEXICO CITY METRO



576 SCREENS
70 STATIONS

- NEWS / SPORTS / ENTERTAINMENT DAILY CONTENT WITH ADVERTISING SPOTS INTERVALS
- PRESENCE IN HIGH-TRAFFIC STATIONS
- VIDEO WITH AUDIO



ISA TV OFFERING

576 screens

THE BEST OPTION

Television network with content covering News, Sports, Entertainment, and Music Sections.

Audiovisual format with great recall.

Production tailored to the client's needs, with formats such as capsules, mentions, integrated products, and intros/others.

Screen orientation at **45°** which allows for a greater range of vision, during the **19** hours of service.

8 SCREENS PER STATION

**2 CIRCUITS TOTAL AND
PREMIUM**

SCREENS IN CORRIDORS*



TRAIN \ NEW MAYA TRAIN

QUINTANA ROO

CHIAPAS

YUCATÁN

CAMPECHE



TREN MAYA

TREN MAYA OFFERING

18 spaces

THE BEST OPTION

We expanded our coverage and began operating advertising spaces on the **TREN MAYA**, an emblematic infrastructure tourism project in Mexico. We started with **18 digital screens** strategically distributed in various stations, providing a unique opportunity for brands to connect with users in a highly visible environment.

With this new offering, ISA Corporativo reinforces its commitment to offering innovative solutions in key transportation areas.



CAMPECHE
MÉRIDA
CHICHÉN ITZA
VALLADOLID
PLAYA DEL CARMEN
CANCÚN
TULUM
PALENQUE