



Targets the on-the-go commuter with strategically placed displays.

commuter rail displays

Benefits

- Reaches captive commuters, shoppers and business professionals
- Offers "face-to-face" impact in trains, on platforms, in waiting areas, and in high traffic corridors
- Delivers messages in an uncluttered, visually stimulating environment
- Provides impressions in upscale areas often unreached by traditional out-of-home displays

Distribution

- Available in the major metropolitan markets

Size

- Wide variety of backlit displays and non-backlit posters

Production

- Backlit displays are produced using either Duratrans™ transparencies or Digitrans™
- Non-backlit posters produced by silkscreen, lithography, or digital printing
- Production varies by display type

Contract Terms

- Contract periods vary by product and market
- Typically purchased four weeks or longer
- Typically purchased in mult-market campaigns. Number of locations contracted determines coverage and cost

Layout

- Varies according to type of display

Digital Requirements

- Digital resolution at this scale is best at 600dpi but can be as low as 300dpi
- Supply on Macintosh formatted CD or DVD
- Software: Illustrator, Photoshop, Freehand & QuarkXpress
- Specify Pantone colors for all flat tones.
- Include both screen and printer fonts OR convert to paths/outlines
- Photoshop imports must be saved as .eps or .tif CMYK images
- A color print out of layout for color matching



For more information, please call 800-609-5259 or email us at: info@billboardsource.com.