



COMMUTER RAIL



Upscale

FACE^{TO}FACE

High
FREQUENCY

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 unreachable 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 multi-market campaigns. Number

DIGITAL REQUIREMENTS

- High resolution CMYK print files
- Submit files with online file transferring website or FTP
- Software: Illustrator, Photoshop, & InDesign
- Specify Pantone colors for all flat tones.
- Include font files OR convert to paths/outlines
- Photoshop exports must be saved as .eps or .tif images

