



## MTA Press Releases

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Press Release

June 5, 2014

[NYC Transit](#)

IMMEDIATE

### MTA Issues Spanish-Language MetroCard Advertising Campaign

#### *Law Firm's MetroCard Ad Buy in a Language Other than English is First for MTA*

The Metropolitan Transportation Authority (MTA) has issued, for the first time, a Spanish-language advertising campaign on MetroCards. A print run of 250,000 MetroCards in Spanish was purchased by the immigration law firm Youman, Madeo & Fasano LLP.

The print campaign uses two versions with a run of 125,000 cards for each. One version advertises the law firm and its locations, and the other promotes a television show on immigration issues that the law firm produces.

The MTA has used advertising on the rear face of MetroCards since 1995 and began selling space on the card's front face in 2012. The change was part of an expanded initiative to raise revenue through MTA's reach to 8 million New York City residents and visitors who take subways and buses every day. In 2012, the MTA also began selling space on MetroCards directly to advertisers rather than through an intermediary.

"We're very pleased by the continuing high level of interest that advertisers are showing toward the MetroCard as a medium for promotions," said Paul J. Fleuranges, MTA's senior director of corporate and internal communications. "This confirms that our decision to relaunch the MetroCard advertising program was the right move. Advertisers can continue to leverage the MetroCard as a vehicle to communicate to our diverse customer base."

The cards are scheduled for release beginning June 7, and distribution will be targeted to the following stations:

Queens:

Junction Blvd; 82 St; 74 St; 61 St; 33 St; 103 St

The Bronx:

149 St-Grand Concourse

Manhattan:

125 St; 168 St

Brooklyn:

Atlantic Av-Barclays Center

The MTA does not disclose the costs for specific ad campaigns. Prices for ads on both faces of MetroCards range from 25¢ to 45¢ per card, with minimum print runs of 250,000 cards. The MTA produces 4 million to 5 million MetroCards every month.

Sujeto a tarifas aplicables y condiciones de uso.

Para el Servicio al Cliente de Metro Card, llame al 511 o visite eFIX en mta.info

**Oficina en Manhattan**  
212 791-7791  
299 Broadway Suite 810  
New York, NY 10007

**Oficina en Queens**  
718 478-4720 / 877 796-8626  
82-11 37th Avenue Suite 908  
Jackson Heights, NY 11372

**Oficina en Long Island**  
718-478-4720 / 631-438-0246  
1 South Ocean Ave. Suite 219  
Patchogue, NY 11772

**Oficina en New Jersey**  
201 617-0000  
4210 Bergenline Ave. 2nd Floor  
Union City, NJ 07087



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Back of Law Firm's MetroCard Ad



Front of Law Firm's MetroCard Ad