

SUBWAY STATION AUDIO ADVERTISING PILOT PROJECT

As a pilot project, the Metropolitan Transportation Authority (“MTA”), will permit certain limited audio advertising at certain locations in New York City subway stations (referred to herein as “Station Audio Advertisements”).

All provisions of the MTA Advertising Policy (the “Policy”) applicable to display advertising shall also apply to any Station Audio Advertisements permitted pursuant to this pilot project for Station Audio Advertisements, subject to the additional terms and conditions set forth herein. In addition, the MTA encourages advertisers to recognize that MTA ridership includes children and students, as well as riders from a wide diversity of cultural backgrounds, and that the MTA’s assessment of the future viability of a Station Audio Advertisements program will be affected by the reaction of its ridership to audio ads placed pursuant to this pilot project.

This pilot project for Station Audio Advertisements is intended to be in effect through April 1, 2025; however, the MTA reserves the right to modify the termination date and any other terms and conditions of the pilot project during this initial period.

The MTA will designate select New York City subway stations (collectively, “Locations”) for Station Audio Advertising during the pilot project, and may change this list of Locations at any time at its sole discretion. The Station Audio Advertisements will be played on the MTA’s public announcement system at the designated Location, and the MTA will have control over the decibels of the Station Audio Advertisements. Subject to any future changes to this pilot project, only one advertiser will be permitted to run a Station Audio Advertisement in a given Location on any given day; the MTA will only run a Station Audio Advertisement once every ten minutes (at the most); and all Station Audio Advertisements shall be no more than thirty seconds in length. Since this is a pilot project during which the MTA is piloting Station Audio Advertisements and monitoring the reactions of its customer base, the MTA shall initially only allow Station Audio Advertisements that promote a media or entertainment event (e.g., plays, television shows, movies or concerts) or a sporting event. This provision may later be expanded by the MTA.

All Station Audio Advertisements must identify the advertiser in a clear manner. Station Audio Advertisements are an add-on promotion only available to advertisers also purchasing display advertisements to appear in the same location as the Station Audio Advertisements.

In addition to the requirements of the MTA Advertising Policy (including without limitation Section IV(B) of the MTA Advertising Policy), which are applicable to Station Audio Advertising, the MTA will not accept any Station Audio Advertisement if it falls within one or more of the following prohibited categories:

1. The Station Audio Advertisement creates the impression that it is sponsored or endorsed by the MTA.
2. The Station Audio Advertisement is likely to create a sense of concern for personal safety or welfare for reasonable subway customers, including minors.

3. The Station Audio Advertisement makes any reference to emergencies or dangers, or contains any sound effects that could reasonably be understood by MTA customers to signify the existence of an emergency or danger, such as sirens or alarms.
4. The Station Audio Advertisement makes any reference to transportation or transportation related facilities, functions, or equipment, including the MTA, in a manner that could reasonably create confusion for adults or minors that the message relates to the actual functioning of the subway system.
5. The Station Audio Advertisement depicts or makes any reference to Sexual Activity as defined in the MTA Advertising Policy.
6. The Station Audio Advertisement depicts or makes any reference to violence or violent acts, including through the use of sound effects.

Except as authorized herein, no other forms of audio advertising in subway stations shall be permitted.

Dated: March 22, 2024

Approved: 

Deputy Chief Development Officer, Planning