



# AWAY

## Media Kit







## About MTA Away

MTA Away is a turnkey, out-of-home and online media opportunity to connect with the nearly 4.9 million\* daily riders of MTA subways, buses, and commuter railroad trains.

We partner with brands and destinations to provide our riders with valuable incentives to engage with you, while encouraging use of public transportation.

The program employs easy-to-use advertising templates and an aggressively promoted MTAaway.com website to provide MTA Away partners with immediate, effective reach at a reasonable cost.

Advertising templates include QR codes to drive visibility of your messaging and offers on the MTA Away website, with direct links to your website from MTA Away. Performance metrics are shared with you to measure campaign success and help you refine future marketing efforts.

This comprehensive Media Kit provides everything you need to get started. And our MTA Away Team is always available to help you along the way.

Thank you for considering an MTA Away partnership.

\* As of March 2022; for most current ridership [click here.](#)



# What an MTA Away Deal Includes

## Exclusive offer for MTA customers promoted via MTA-owned assets

- Your exclusive offer and artwork in MTA Away ad template
- Ad in rotation on digital screens
- QR code on ad that directs to partner customized offer page on MTAaway.com

## Additional options

- Article on MTA Away website
- Banner Ad on MTA Away website
- MTA Away customer newsletter eBlast





## Subway Digital Screens

The MTA continues to expand its digital screen network to serve messaging and advertising to our millions of daily riders at nearly every touchpoint in their transit journey. Whether entering a station, waiting for their train on the platform, or riding with us, riders can engage with messaging. And the average transit commute in NYC is 54 minutes, ensuring messages are seen multiple times along the way.

### Screens in Stations

Up to 300 digital screens in subway stations throughout the five NYC boroughs selected for their high daily foot-traffic and customer diversity.

### Screens in Subway Cars

Digital screens inside subway cars connect with millions of potential customers every day.





## Bus Digital Screens

For the first time in its history, the MTA now offers advertising on digital screens inside buses, citywide. The network includes 6,357 screens on 2,894 buses serving 378 bus routes. This represents more than half of the MTA's entire bus fleet, and an optimal way to reach a diverse audience.

Each bus features 2-3 screens strategically positioned at the front, midpoint, and/or rear of the bus, with ads appearing beside customer information, such as 'Next Stop,' to ensure high visibility and engagement with riding customers. Ads may be purchased by borough, or citywide.

Borough	Routes	Buses	Screens	% of Total Screens
Bronx	62	594	1,407	22%
Brooklyn	83	779	1,621	25%
Manhattan	49	429	995	16%
Queens	102	764	1,621	25%
Staten Island	82	328	713	12%
	378	2,894	6,357	100%







## Long Island Rail Road Digital Screens

### Digital Screens in Stations

Digital screens at commuter railroad stations, selected for their high daily foot-traffic, customer diversity and reach, include major terminals and hubs such as Penn Station, Atlantic Terminal, and Jamaica Center, and throughout Nassau and Suffolk counties.

- 202 screens and 24 stations

### Digital Screens in Train Cars

Digital screens inside train cars are positioned at both ends and the middle of each train car for optimal visibility.

- 776 screens and 194 cars

### Printed Platform Posters

Engage with customers as they wait for the train. Situated on platforms and walkways at commuter railroad stations.

- Posters at 58 stations



# Metro-North Railroad Digital Screens

## Digital Screens in Stations

Digital screens at railroad stations, selected for their high daily foot-traffic, customer diversity and reach. Includes Grand Central Terminal and important outlying stations in Westchester, Putnam, Dutchess, and Fairfield (CT) counties.

- 361 screens and 83 stations

## Digital Screens in Train Cars

Digital screens inside train cars are positioned at both ends and the middle of each train car for optimal visibility.

- 380 screens and 95 cars

## Printed Platform Posters

Engage with customers as they wait for the train. Situated on platforms and walkways at many commuter railroad stations.

- Posters at 61 stations





## MTA Away Website

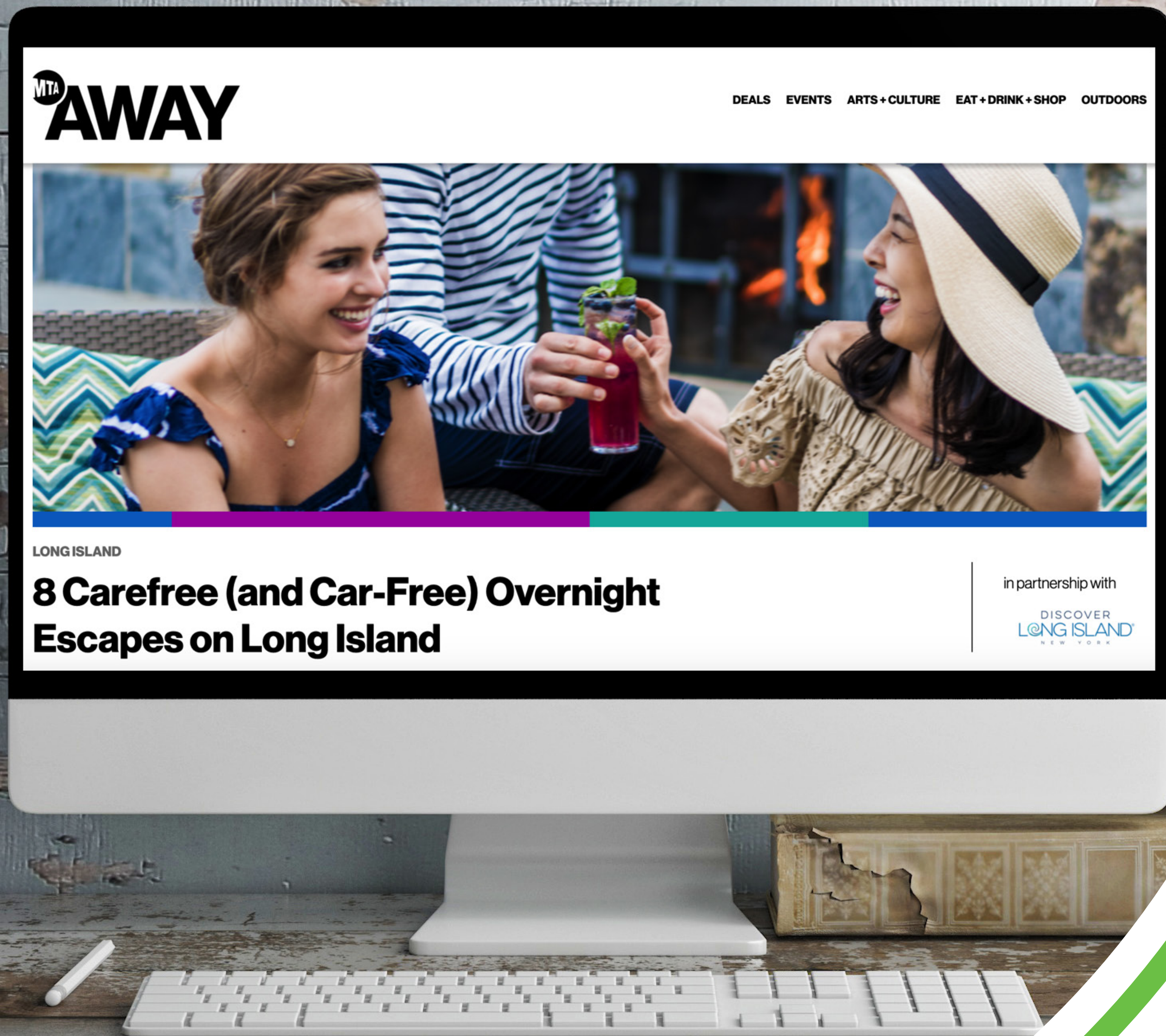
MTAaway.com is an inspirational travel website with articles, listings and money-saving deals for popular destinations in NYC, on Long Island, Hudson Valley, and western Connecticut – all accessible by MTA subway, bus, or train.

### MTA Away Partner Deal Page

- Deal page highlighting details of promotional offer
- QR Code on MTA Away templated ad directs to partner's deal page

### MTA Away Website Ads

- Sidebar Ad
- Banner Ad





# THE ONLY SURE WAY TO MAKE IT TO BROADWAY

## Additional Assets

We are available to discuss additional partnership opportunities, such as:

- Press Events
- News Alerts
- Station Activations
- In-Station Audio announcements
- In-Train Audio announcements
- Pop-up stores
- Pop-up events
- Merchandise licensing
- And more...

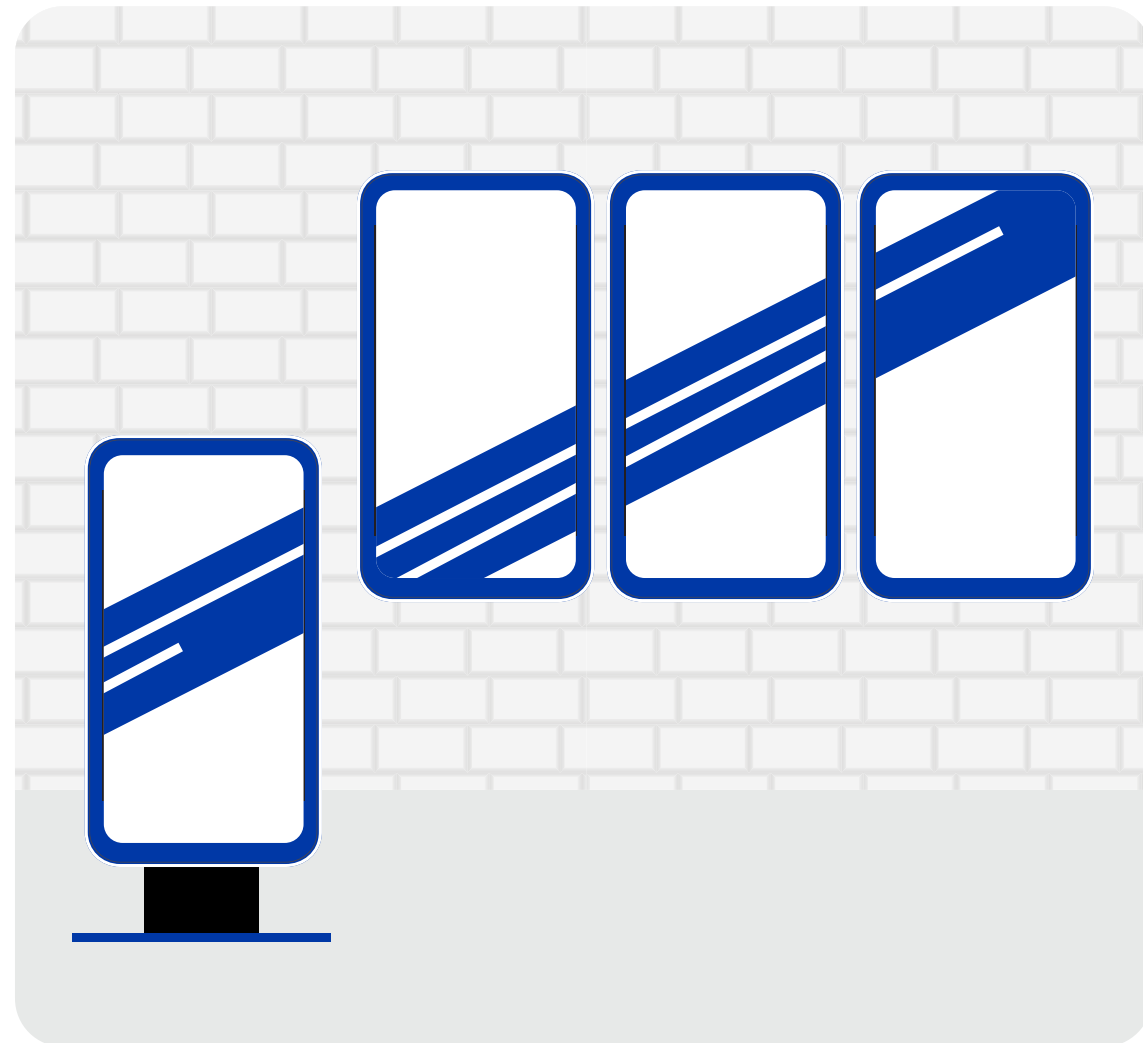


welcome  
back  
new york



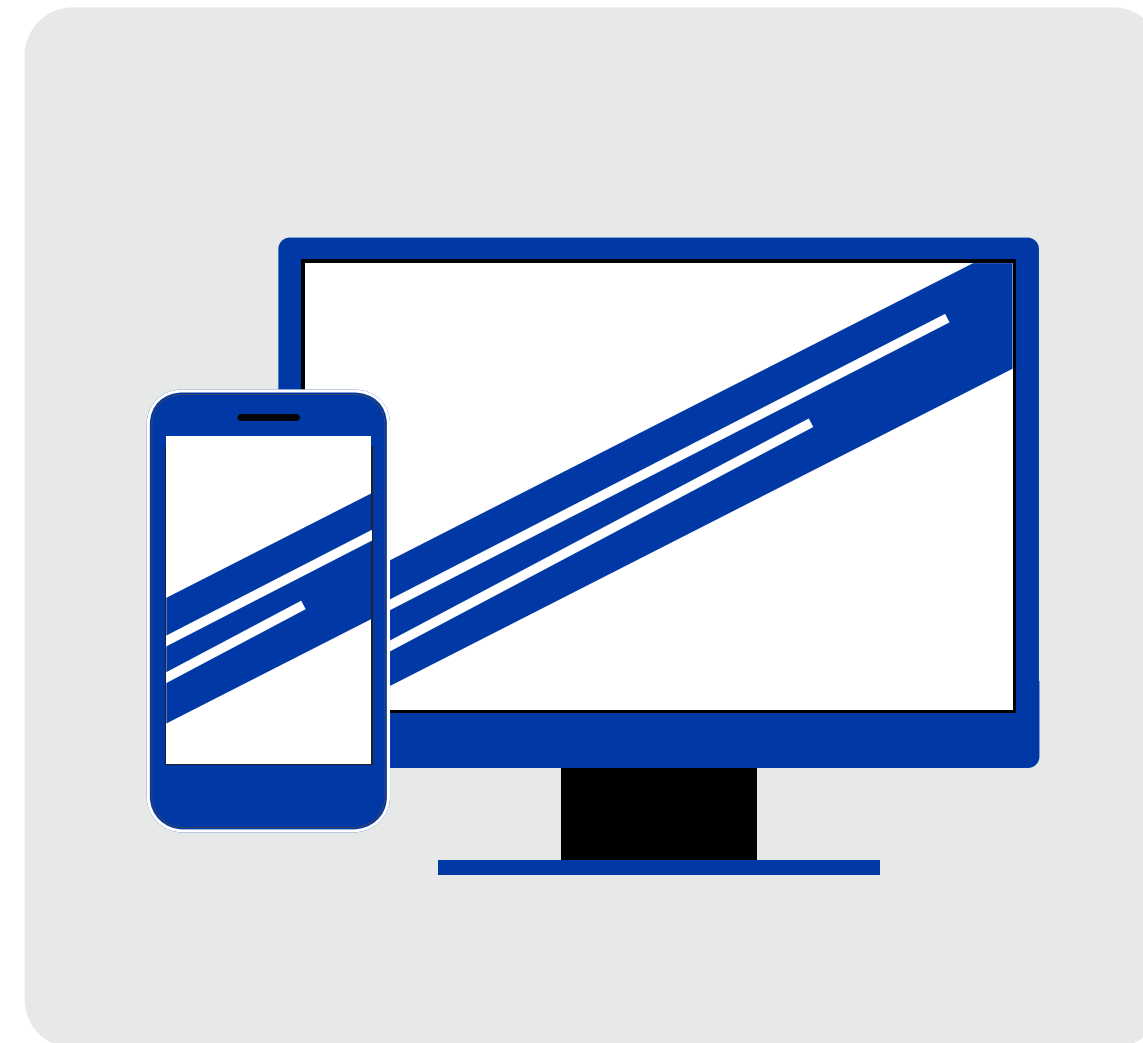


# Available Media Templates



## In-Station Screens

<b>Subway</b>	<b>MNR</b>
<u>1920 x 1080</u>	<u>1280 x 1040</u>
<u>1080 x 1920</u>	<u>1920 x 1080</u>
<b>LIRR</b>	<u>1080 x 1920</u>
<u>1920 x 1080</u>	
<u>1080 x 1920</u>	



## MTAaway.com Banners

<u>970 x 90</u>	<u>728 x 90</u>
<u>336 x 280</u>	<u>300 x 250</u>



## On-Board Screens

<b>Bus</b>	<b>Subway</b>
<u>1920 x 656</u>	<u>1920 x 540</u>
<u>960 x 540</u>	<u>1920 x 480</u>
<u>1920 x 1080</u>	<u>1920 x 360</u>
<u>1366 x 768</u>	<u>1840 x 357</u>
<b>LIRR &amp; MNR</b>	<u>1920 x 1920</u>
<u>1920 x 1080</u>	



## Print Posters

<b>LIRR &amp; MNR</b>
<u>42" x 84" Three Sheet Poster</u>
<u>60" x 46" Two Sheet Poster</u>
<u>30" x 46" One Sheet Poster</u>



## Contacts

### Sales/Business Development

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### Production

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## Tier 1 — 100 Subway Stations

Borough	Stations	Daily Visits*	Screens
Bronx	3 Av-149 St ② ⑤	12,209	3
Bronx	East 180 St ② ⑤	4,643	8
Bronx	Tremont Av ③ ④	5,712	8
Bronx	Pelham Parkway ⑤	4,950	6
Brooklyn	Crown Heights-Utica Av ③ ④ ⑤	15,082	8
Brooklyn	Nevins St ② ③ ④ ⑤	5,543	8
Brooklyn	Grand Army Plaza ② ③ ④	3,748	4
Manhattan	28 St ①	7,352	4
Manhattan	Brooklyn Bridge-City Hall ④ ⑤ ⑥ Chambers St ① ②	15,374	14
Manhattan	5th Avenue ⑦	14,335	6
Manhattan	86th Street ⑧	13,339	4
Manhattan	23rd Street ⑨ ⑩	10,080	3
Queens	Queens Plaza ⑪ ⑫ ⑬	8,320	10
Queens	Forest Hills ⑭ ⑮ ⑯ ⑰	15,570	14
* average weekday, as of March 2022		136,257	100



## Tier 2 — 200 Subway Stations

Borough	Stations	Daily Visits*	Screens	Borough	Stations	Daily Visits*	Screens
Bronx	3 Av-149 St ②⑤	12,209	3	Manhattan	14th Street ①②③	13,931	16
Bronx	East 180 St ②⑤	4,643	8	Manhattan	Brooklyn Bridge-City Hall ④⑤⑥	15,374	14
Bronx	Hunts Point Av ⑥	6,823	4		Chambers St ①②		
Bronx	Tremont Av ③④	5,712	8	Manhattan	Grand Central-42 St ⑦	12,387	10
Bronx	161 St-Yankee Stadium ③④⑤	14,042	8	Manhattan	86th Street ①	13,339	4
Bronx	Kingsbridge Road ③④	4,252	12	Manhattan	23rd Street ①②	10,080	3
Bronx	Pelham Parkway ⑤	4,950	6	Queens	Queens Plaza ③④⑤	8,320	10
Brooklyn	Nevins St ②③④⑤	5,543	8	Queens	74-Broadway ⑦	35,183	14
Brooklyn	Franklin Av ②③④⑤	8,901	8		Jackson Hts-Roosevelt Av ③④⑤⑥		
	Botanic Garden ③			Queens	Forest Hills ③④⑤⑥	15,570	14
Brooklyn	Broadway Junction ①②	4,110	20	Queens	Jamaica Center ③④⑤	17,780	11
Brooklyn	Jay Street ①②③	18,681	15				
	Metrotech ①②						
* average weekday, as of March 2022						231,830	196



## Tier 3 — 300 Subway Stations

Borough	Stations	Daily Visits*	Screens	Borough	Stations	Daily Visits*	Screens
Bronx	3 Av-149 St ②⑤	12,209	3	Manhattan	72 St ①②③	22,960	9
Bronx	East 180 St ②⑤	4,643	8	Manhattan	Brooklyn Bridge-City Hall ④⑤⑥	15,374	14
Bronx	Hunts Point Av ⑥	6,823	4		Chambers St ①②		
Bronx	Tremont Av ③④	5,712	8	Manhattan	Canal Street ①②③	8,590	18
Bronx	161 St-Yankee Stadium ③④⑤	14,042	8	Manhattan	5th Avenue ⑦	14,335	6
Bronx	Kingsbridge Road ③④	4,252	12	Manhattan	Grand Central-42 St ⑦	12,387	10
Bronx	Pelham Parkway ⑤	4,950	6	Manhattan	57th Street ①②③	16,999	16
Brooklyn	Crown Heights-Utica Av ③④⑤	15,082	8	Manhattan	86th Street ④	13,339	4
Brooklyn	Nevins St ②③④⑤	5,543	8	Manhattan	23rd Street ①②	10,080	3
Brooklyn	Franklin Av ②③④⑤ Botanic Garden ⑥	8,901	8	Queens	Queens Plaza ③④⑤	8,320	10
Brooklyn	Grand Army Plaza ②③④	3,748	4	Queens	74-Broadway ⑦	35,183	14
Brooklyn	Broadway Junction ①②	4,110	20		Jackson Hts-Roosevelt Av ③④⑤⑥		
Brooklyn	Jay Street ①②③ Metrotech ④⑤	18,681	15	Queens	Court Square/23rd Street ③④	11,654	18
Manhattan	14th Street ①②③	13,931	16	Queens	Forest Hills ③④⑤⑥	15,570	14
Manhattan	28 St ①	7,352	4	Queens	Jamaica Center ③④⑤	17,780	11
				Queens	Hunterspoint ⑦	3,262	16
* average weekday, as of March 2022						323,603	295