



# AWAY

## Media Kit





## About MTA Away

MTA Away is a turnkey, out-of-home and online media opportunity to connect with the nearly 4.5 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 2023; 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 custom partner 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.

- 210 screens and 26 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.

- 448 screens

### 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.

- 249 screens and 72 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.

- 540 screens

## 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

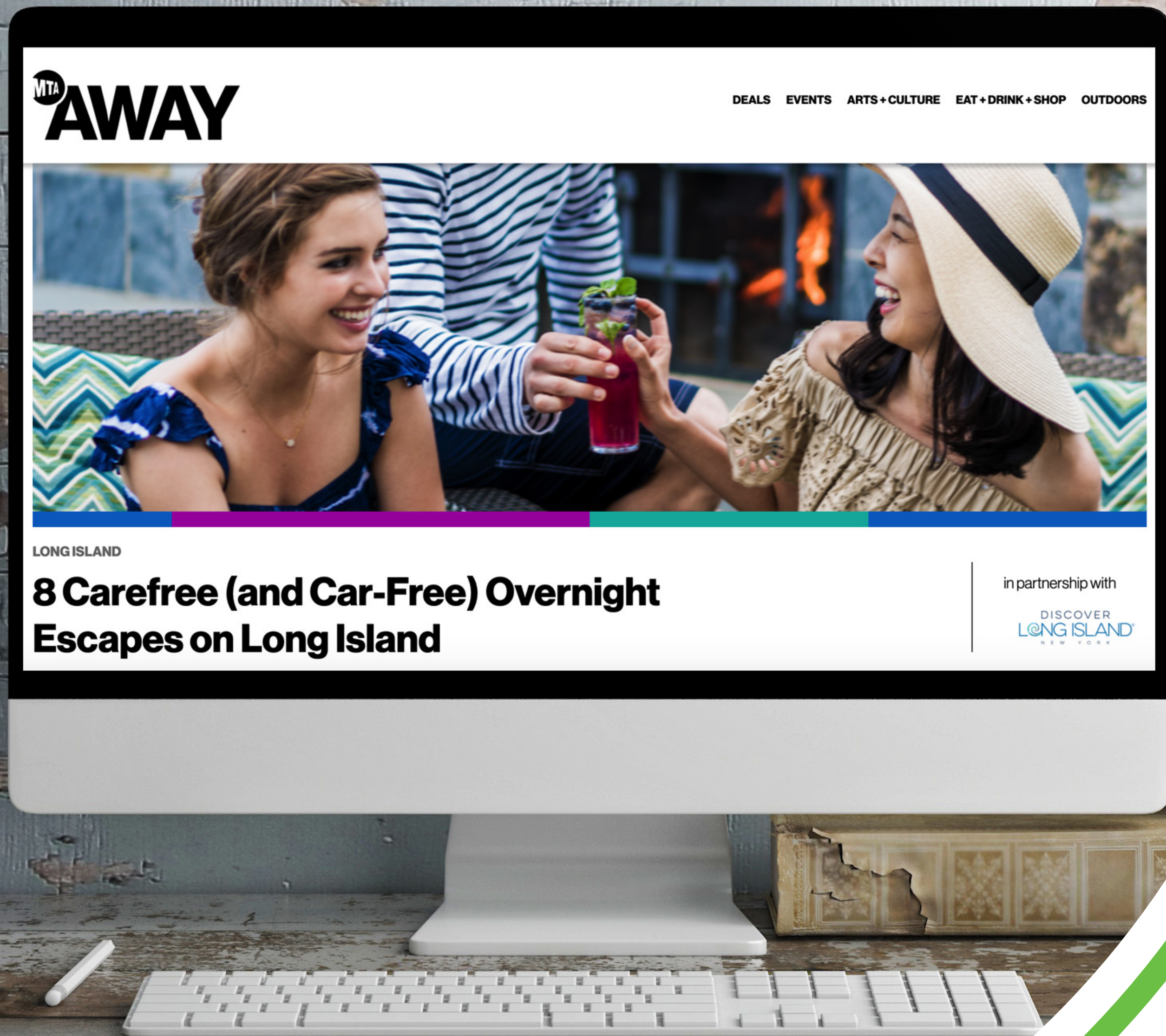
MTAaway.com is an inspirational travel website with articles, listings and money-saving deals for popular destinations in NYC, on Long Island, Hudson Valley, and western Connecticut – all accessible by MTA subway, bus, or train.

### 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






# MTA Away Flash Sales

MTA Away Flash Sales are short-term, aggressive discounts offered by MTA Away partners. These offers are promoted as a ‘thank you’ to riders for choosing MTA, generating goodwill for both ourselves and our promotional partners.

## Offers must be:

- **Exclusive:** Not available anywhere else
  - **Significant:** At least 25% off regular pricing
  - **Short term:** Valid for no more than three days
- 
- The MTA Away Flash Sale ad template must be utilized
- 
- Promote with offer code “MTA AWAY”



**MTA AWAY**  
**FLASH SALE**

**Buy One Get One  
& More Great Deals**  
**Grand Central Terminal**  
**THURSDAY, APRIL 20**

Details at [MTAaway.com](https://MTAaway.com)  
**Thanks for riding!**

Participating vendors only - see [MTAaway.com](https://MTAaway.com)

The advertisement features a vibrant blue background. At the top, the 'MTA AWAY' logo is prominently displayed in white, with 'MTA' in a small circle. Below it, a purple banner with white text reads 'FLASH SALE'. The central image shows a bouquet of pink and yellow tulips in clear plastic wrapping, with two circular stickers attached. The background of the image is a blurred view of Grand Central Terminal. At the bottom, white text on the blue background promotes a 'Buy One Get One & More Great Deals' at Grand Central Terminal on Thursday, April 20. It includes a QR code and a link to 'Details at MTAaway.com' with the phrase 'Thanks for riding!'. A small disclaimer at the very bottom states 'Participating vendors only - see MTAaway.com'.



# THE ONLY SURE WAY TO MAKE IT TO BROADWAY

## Additional Assets

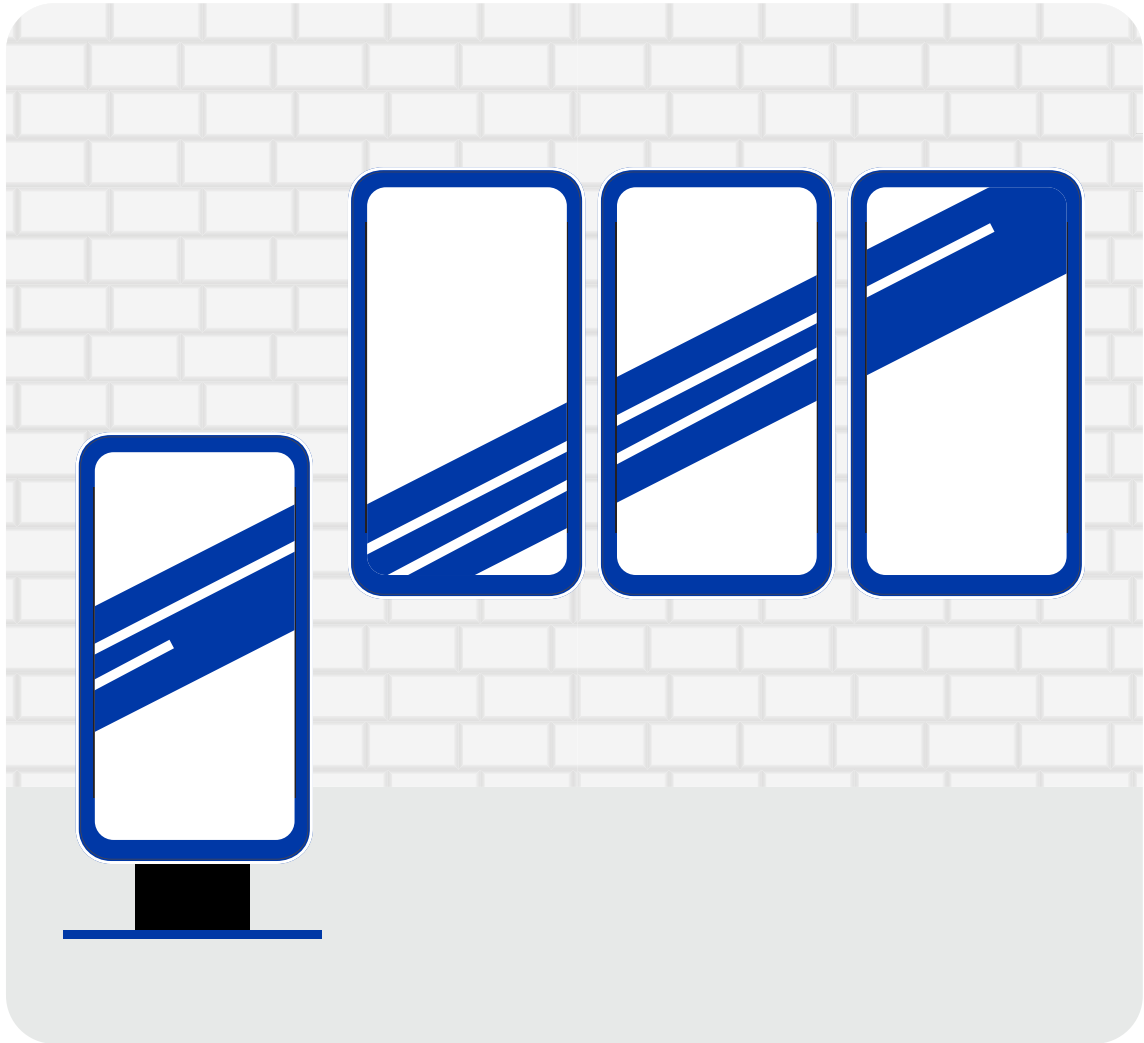
We are available to discuss additional partnership opportunities, such as:

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



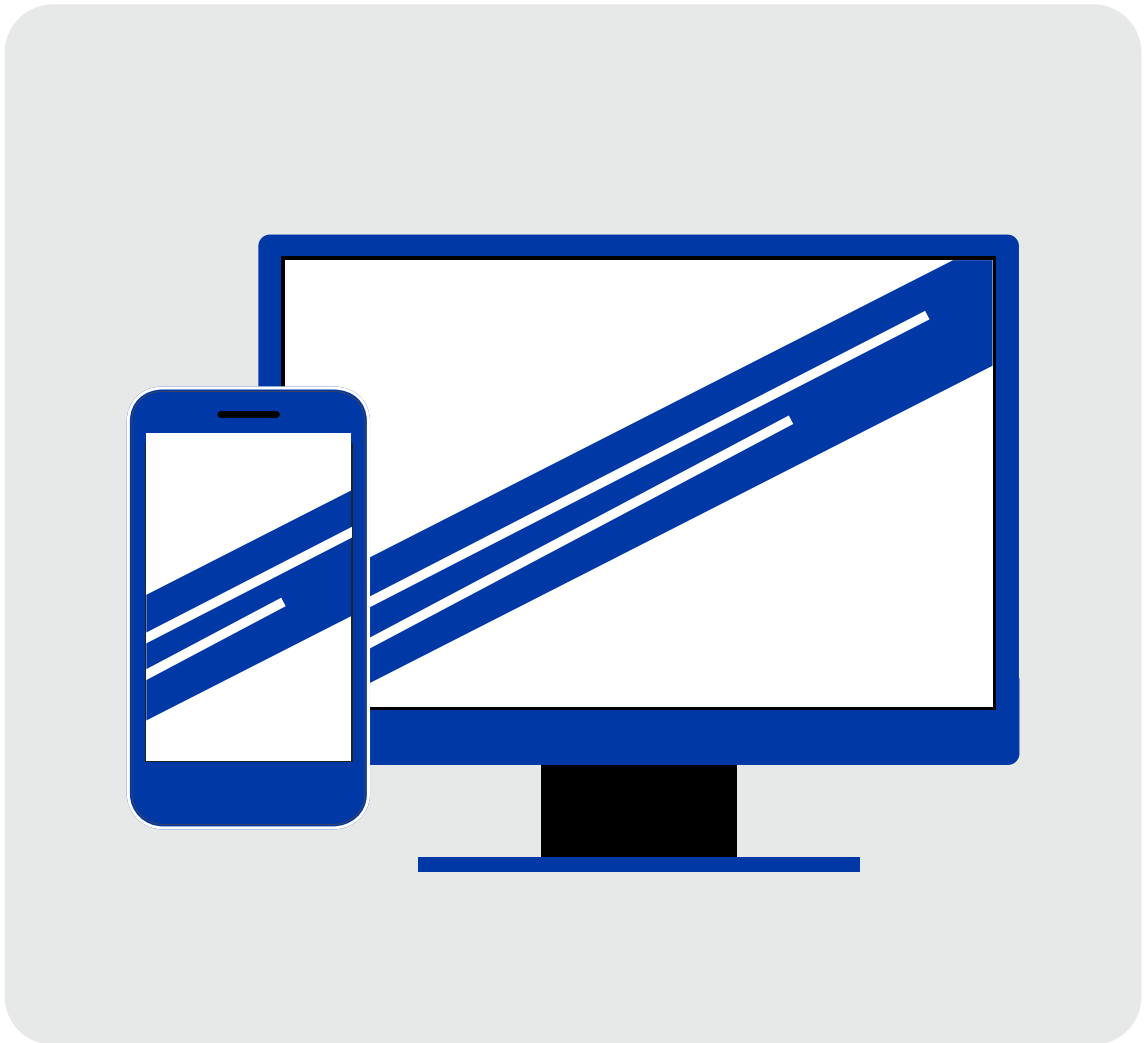


# Available Media Templates



## In-Station Screens

<b>Subway</b>	<b>MNR</b>
<a href="#">1920 x 1080</a>	<a href="#">1280 x 1040</a>
<a href="#">1080 x 1920</a>	<a href="#">1920 x 1080</a>
<b>LIRR</b>	<a href="#">1080 x 1920</a>
<a href="#">1920 x 1080</a>	
<a href="#">1080 x 1920</a>	



## MTAaway.com Banners

<a href="#">970 x 90</a>	<a href="#">728 x 90</a>
<a href="#">336 x 280</a>	<a href="#">300 x 250</a>



## On-Board Screens

<b>Bus</b>	<b>Subway</b>
<a href="#">1920 x 656</a>	<a href="#">1920 x 540</a>
<a href="#">960 x 540</a>	<a href="#">1920 x 480</a>
<a href="#">1920 x 1080</a>	<a href="#">1920 x 360</a>
<a href="#">1366 x 768</a>	<a href="#">1840 x 357</a>
<b>LIRR &amp; MNR</b>	<a href="#">1920 x 1920</a>
<a href="#">1920 x 1080</a>	



## Print Posters

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



## 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 ③ ④	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 ⑪ ⑫ ⑬ ⑭	15,570	14
* average weekday, as of March 2022		136,257	100



## Tier 2 — 200 Subway Stations

Borough	Stations	Daily Visits*	Screens
Bronx	3 Av-149 St ②⑤	12,209	3
Bronx	East 180 St ②⑤	4,643	8
Bronx	Hunts Point Av ⑥	6,823	4
Bronx	Tremont Av ③④	5,712	8
Bronx	161 St-Yankee Stadium ③④⑤	14,042	8
Bronx	Kingsbridge Road ③④	4,252	12
Bronx	Pelham Parkway ⑤	4,950	6
Brooklyn	Nevins St ②③④⑤	5,543	8
Brooklyn	Franklin Av ②③④⑤ Botanic Garden ③	8,901	8
Brooklyn	Broadway Junction ①②	4,110	20
Brooklyn	Jay Street ①②③ Metrotech ④⑤	18,681	15
* average weekday, as of March 2022			

Borough	Stations	Daily Visits*	Screens
Manhattan	14th Street ①②③	13,931	16
Manhattan	Brooklyn Bridge-City Hall ④⑤⑥ Chambers St ⑦⑧	15,374	14
Manhattan	Grand Central-42 St ⑨	12,387	10
Manhattan	86th Street ⑩	13,339	4
Manhattan	23rd Street ⑪⑫	10,080	3
Queens	Queens Plaza ⑬⑭⑮	8,320	10
Queens	74-Broadway ⑯ Jackson Hts-Roosevelt Av ⑰⑱⑲	35,183	14
Queens	Forest Hills ⑳㉑㉒㉓	15,570	14
Queens	Jamaica Center ㉔㉕㉖	17,780	11
* average weekday, as of March 2022			



## Tier 3 — 300 Subway Stations

Borough	Stations	Daily Visits*	Screens
Bronx	3 Av-149 St ②⑤	12,209	3
Bronx	East 180 St ②⑤	4,643	8
Bronx	Hunts Point Av ⑥	6,823	4
Bronx	Tremont Av ③④	5,712	8
Bronx	161 St-Yankee Stadium ③④⑤	14,042	8
Bronx	Kingsbridge Road ③④	4,252	12
Bronx	Pelham Parkway ⑤	4,950	6
Brooklyn	Crown Heights-Utica Av ③④⑤	15,082	8
Brooklyn	Nevins St ②③④⑤	5,543	8
Brooklyn	Franklin Av ②③④⑤ Botanic Garden ⑤	8,901	8
Brooklyn	Grand Army Plaza ②③④	3,748	4
Brooklyn	Broadway Junction ①③	4,110	20
Brooklyn	Jay Street ①③④ Metrotech ③④	18,681	15
Manhattan	14th Street ①②③	13,931	16
Manhattan	28 St ①	7,352	4
* average weekday, as of March 2022			

Borough	Stations	Daily Visits*	Screens
Manhattan	72 St ①②③	22,960	9
Manhattan	Brooklyn Bridge-City Hall ④⑤⑥ Chambers St ③④	15,374	14
Manhattan	Canal Street ①③④	8,590	18
Manhattan	5th Avenue ⑦	14,335	6
Manhattan	Grand Central-42 St ⑦	12,387	10
Manhattan	57th Street ③④⑤	16,999	16
Manhattan	86th Street ⑤	13,339	4
Manhattan	23rd Street ③④	10,080	3
Queens	Queens Plaza ④⑤⑥	8,320	10
Queens	74-Broadway ⑦ Jackson Hts-Roosevelt Av ④⑤⑥⑥	35,183	14
Queens	Court Square/23rd Street ④⑤	11,654	18
Queens	Forest Hills ④⑤⑥⑥	15,570	14
Queens	Jamaica Center ④③④	17,780	11
Queens	Hunterspoint ⑦	3,262	16
* average weekday, as of March 2022		323,603	295