

WELCOME

SILVER LINE EXPANSION

NOW OPEN

OUTFRONT/

NEW INVENTORY

JUMP ABOARD THE SILVER LINE

- Six new metro stops in Loudoun and Fairfax counties.
Advertisers have the exclusive opportunity to be one of the first advertisers in the new Silver Line Stations!
- New Stations
 - Reston Town Center
 - Herndon
 - Innovation Center
 - Dulles International Airport
 - Loudoun Gateway
 - Ashburn
- **Media Includes:** Station Dominations, Station Saturations, Window Graphics, Adhesive Banners, Platform Runners, Faregates, Pylon Faces

The Washington Post
Democracy Dies in Darkness

TRANSPORTATION

Silver Line extension opens, adding six stations, Dulles connection after years of delays

The \$3 billion, 11.5-mile second phase expands Metro's footprint to six more stations and provides the debut of service to Loudoun County in Virginia



Riders document their trip during the opening of the Silver Line extension at Dulles International Airport on Tuesday. (Uchi Chikwendu/The Washington Post)

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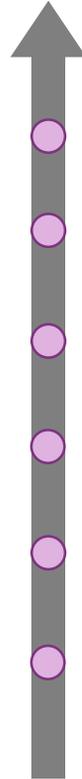
After decades of planning, political wrangling and creative financing, a Silver Line train departed the new Ashburn Metro station in Virginia on Tuesday amid cheers and hoots, marking the debut of Metro's westward expansion to Dulles International Airport and the edges of suburban Washington.

Fast, informative and written just for locals. Get The 7 DMV newsletter in your inbox every weekday morning.

The opening ushered in a new transit and development phase for the region — one that officials hope will focus growth near rail stations, diversify the region's housing stock, encourage residents to reduce driving and solidify the Dulles tech corridor's role as major driver of economic activity.

STATION OVERVIEW

- All stations are available as Station Dominations offering immersive brand experiences for commuters.
- First time we have had media reaching residents as far out as Loudoun County VA.
- 420,000 people live within 5 miles of the new silver line stations connecting some of the wealthiest counties in the nation in one line.



<p>1</p> <p>ASHBURN</p> <p>Terminus station already proven to be one of the busiest accounting for 60% of entries.</p>	<p>2</p> <p>LOUDOUN GATEWAY</p> <p>Bringing in South Riding & Stone Ridge (\$170k+ MHI) residents through bus service connection.</p>	<p>3</p> <p>DULLES INT.</p> <p>Over 600 flights arrive/depart each day bringing over 20K daily workers to operate the facility.</p>
<p>4</p> <p>INNOVATION CENTER</p> <p>Near the Center for Innovative Technology, a fast-growing tech hub.</p>	<p>5</p> <p>HERNDON</p> <p>56.7% of residents speak a language other than English at home.</p>	<p>6</p> <p>RESTON TOWN CENTER</p> <p>Over 43% of residents are professionals between the ages of 24 - 54.</p>

NEW INVENTORY

TYSONS STATION DOMINATION EXAMPLE

New silver line stations vary slightly but the Tysons Station Domination located on the Silver Line gives a general idea of media and Station Domination concept.



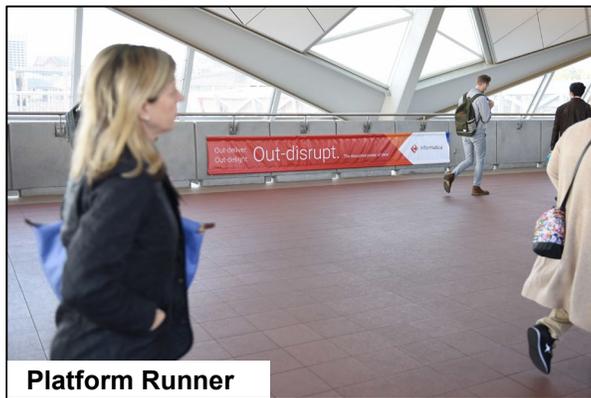
Window Graphic



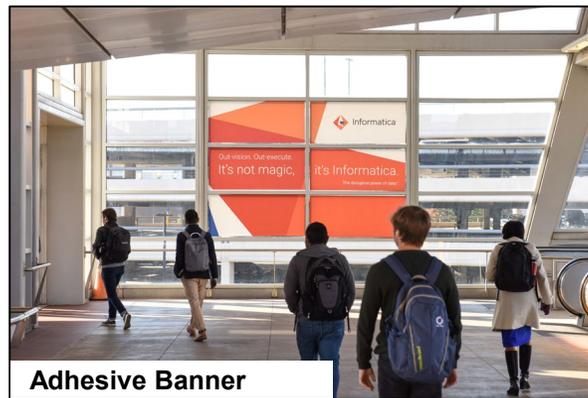
Adhesive Banner



Faregates



Platform Runner



Adhesive Banner



Banner



We're confident
your business will remain
confidential.
wework

Confidential about what you do,
we know about where you do it.
wework

OUTFRONT/