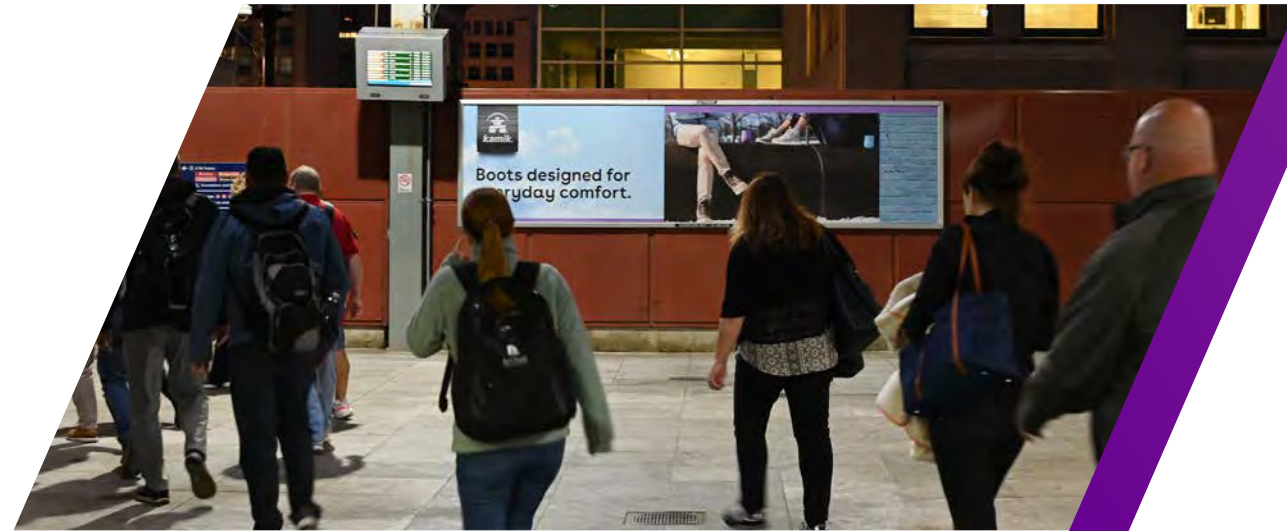


# OUTFRONT/

# WE GET YOU CHICAGO

Metra Media Kit





# COMMUTER RAIL



# METRA COMMUTER RAIL

Metra provides over 35.1M rides annually, making it one of the busiest commuter rail systems in the nation. With a service area encompassing over 3,700 square miles, Metra serves Cook, DuPage, Will, Lake, Kane, and McHenry counties to and from downtown Chicago.

Metra offers an upscale commute to riders who are mostly made up of affluent, suburban professionals that work in the city. With the abundance of stations across the Chicagoland area, Metra is easily available to these mostly white-collar commuters, taking them from their home communities to Ogilvie Transportation Center & MetraMarket, LaSalle Street Station, Millennium Station, or Van Buren Street Station.

Metra ridership has been escalating quickly due in part to 2023's massive return to office, long-term construction projects on major expressways, and Chicago roadways seeing record breaking traffic numbers.



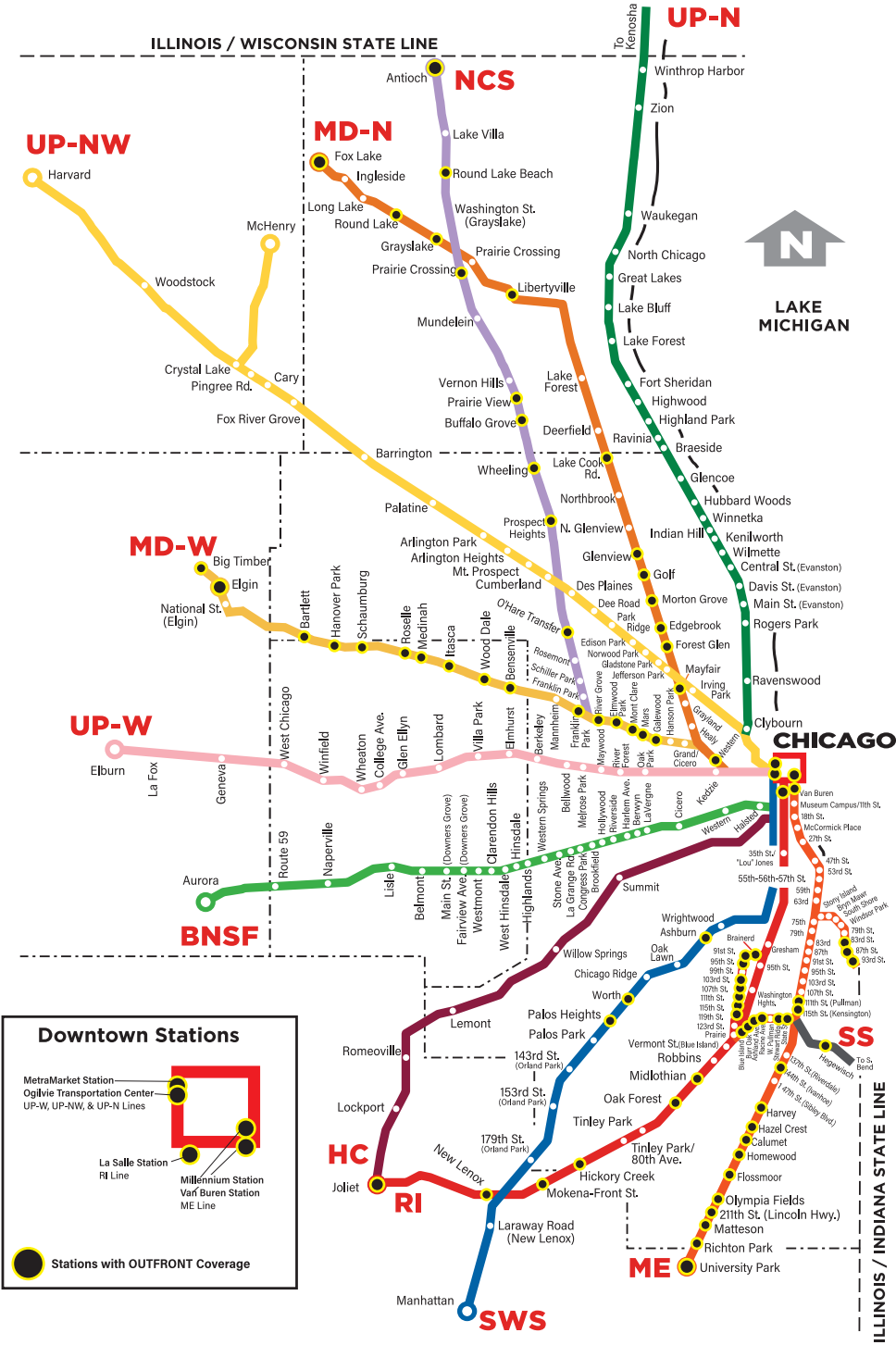
# METRA RAIL COVERAGE

With a massive service area that encompasses over 3,700 square miles, Metra Commuter Rail serves Cook, DuPage, Will, Lake, Kane, and McHenry counties to and from downtown Chicago.

Metra offers an upscale commute to riders, largely made up of affluent, suburban professionals that work in the city. There are hundreds of suburban stations, many of which are positioned in some of the city and country’s wealthiest towns. Typically, commuters will hop on in their local community and get off at one of Metra’s main downtown stations which include Ogilvie Transportation Center & MetraMarket, LaSalle Street Station, Millennium Station, and Van Buren Street Station.

METRA IS THE 4TH LARGEST COMMUTER RAIL SYSTEM IN THE UNITED STATES.

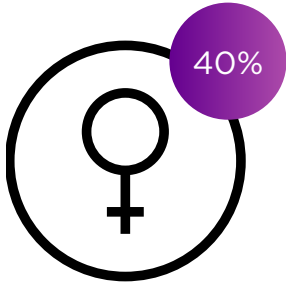
CHICAGO  
312.396.5700  
SOURCE: METRA.





# METRA COMMUTER

## Rider Profile

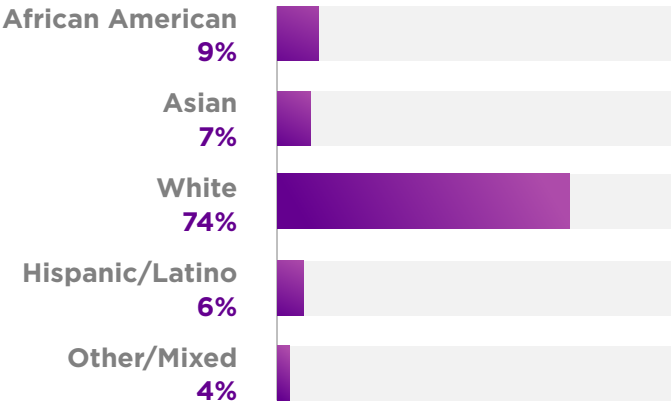


Female

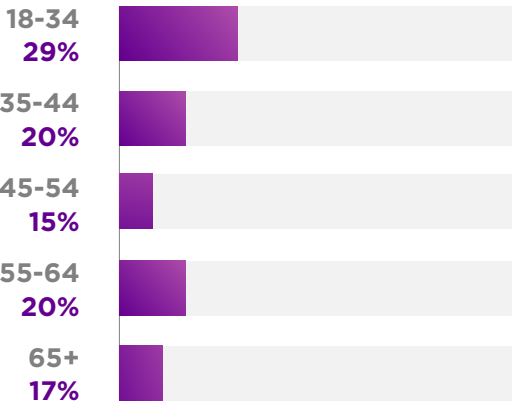


Male

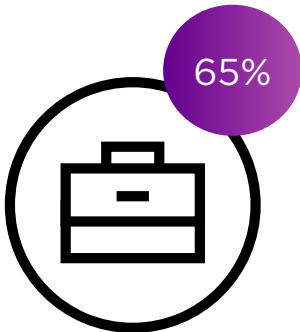
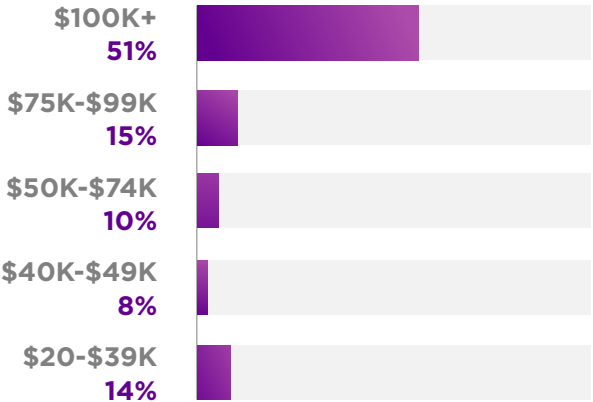
### Race/Ethnicity



### Age



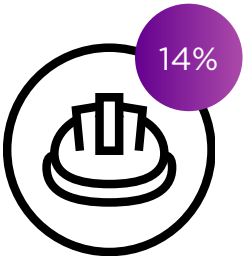
### Household Income



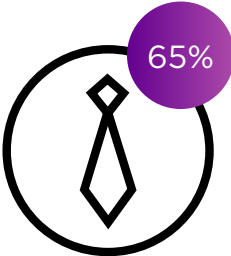
Employed



College Degree



Blue-collar occupation



White-collar occupation

# WHY SMART BRANDS BUY METRA ADVERTISING

OUTFRONT/



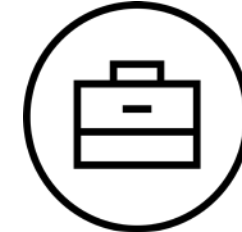
**3700**  
square mile  
coverage



**35.1M+**  
rides annually



**12 Min**  
average platform  
dwell time



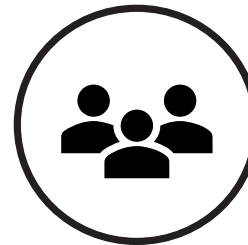
**Audience**  
predominantly  
affluent suburban  
professionals



**1 of 2 Riders**  
are Millennials or  
Gen Z



**Upscale**  
commuting  
experience



**Targeting**  
mass reach and/  
or hyperlocal



**Impact**  
immersive & interactive  
opportunities

# METRA COMMUTER RAIL MEDIA

Reach upscale commuters, traveling to and from the suburbs to Downtown Chicago. Rail media allows advertisers to reach affluent commuters on a daily basis, at multiple touchpoints throughout their journeys as they are walking through stations, waiting on platforms, and riding on the train.

## STATION MEDIA

- Station Dominations
- Station Saturations
- Digital Media
- 1-Sheet Posters
- 2-Sheet Posters
- Stair Risers
- Floor Graphics
- Experiential
- 3D Props
- Many more

## EXTERIOR TRAIN MEDIA

- Train Wraps
- Train USKs
- Custom Train Wraps

## INTERIOR CAR MEDIA

- Interior Cards
- Interior Brand Trains

OUTFRONT





# METRA MEDIA PRODUCTS AT A GLANCE



STATION DOMINATIONS



STATION SATURATIONS



DIGITAL LIVEBOARDS



PLATFORM POSTERS



BACKLIT DIORAMAS



TRAIN WRAPS



INTERIOR CAR SIGNAGE



FLOOR GRAPHICS



STAIR RISERS



EXPERIENTIAL



INTERACTIVE



# METRA RAIL STATION DOMINATIONS

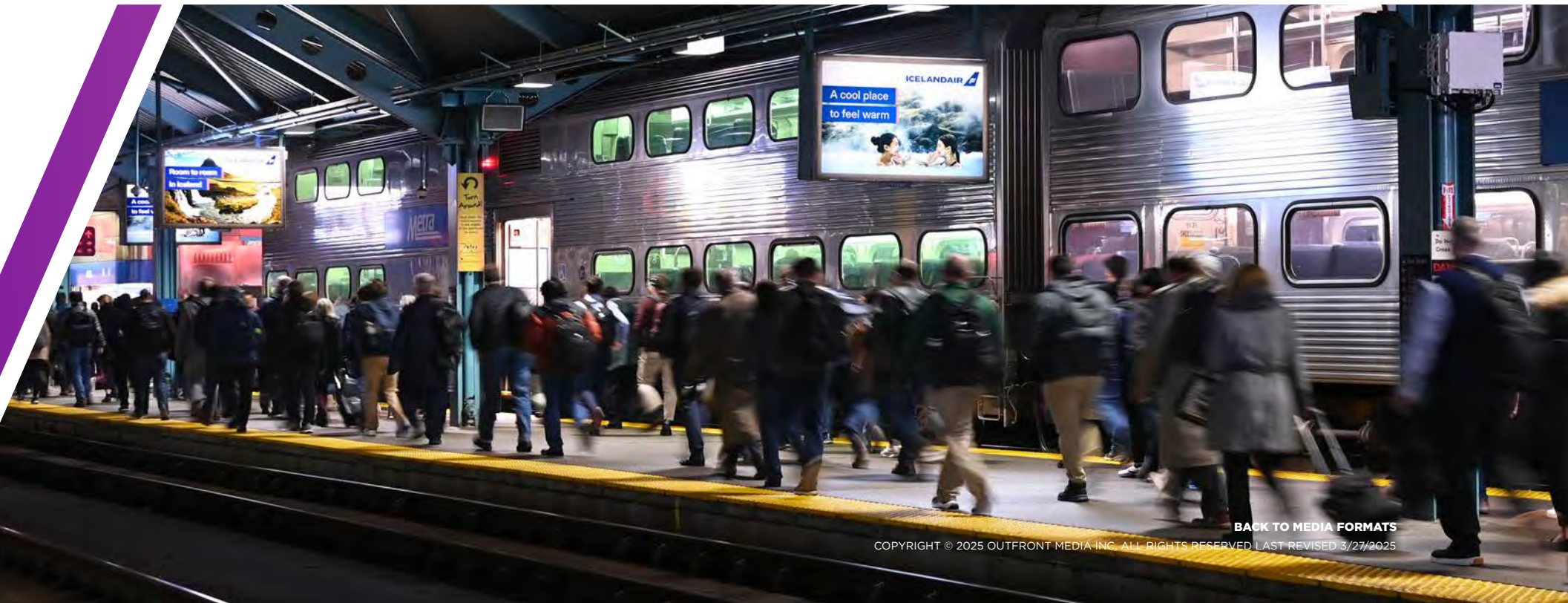
Station Dominations **transform transit passengers' daily commutes into a brand experience.** This media opportunity gives your brand the dominant share of voice within a transit station allowing you to surround commuters with your ad message at a very high frequency. Station Dominations are excellent for advertisers who want to **creatively showcase different products & services or leverage the placement of sequential ad faces to tell a story.**

## PRODUCT INFORMATION

- Media varies by station

## COVERAGE

- Millennium Station
- LaSalle Street Station
- MetraMarket
- Ogilvie Transportation Center





# OGILVIE TRANSPORTATION CENTER STATION DOMINATION

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Ogilvie Transportation Center (OTC) is one of Chicago's busiest Metra commuter rail stations. Located at 500 W. Madison Street, Ogilvie is in Chicago's bustling West Loop and provides service from downtown to many of Chicago's most highly sought-after north and northwest suburbs. These lines service some of the city and country's wealthiest towns, like Glencoe, Kenilworth, Winnetka, and Lake Forest.

Additionally, the OTC trains penetrate areas of the market that other OOH advertising may be zoned out.

The media in Ogilvie Transportation Center is great for capturing many desirable audiences including affluent commuters from Metra's N, W, and NW Union Pacific routes. In addition, right outside the station are corporate/specialty bus stops for some of Chicago's top employers, including Google, McDonalds HQ, and Northwestern.

## MEDIA FORMATS INCLUDED

- Backlit Dioramas
- Angled Banners
- Stairwell Banners
- Digital Displays
- Floor Graphics

## MEDIA FORMATS OPTIONAL

- Optional Stair Riser Media is available at this station for an additional cost.

## AUDIENCES CAPTURED

- Business Decision Makers
- White-Collar Urban & Suburbanites
- Hip & Trendy
- Techies
- Foodies
- Event Goers

[CLICK HERE FOR OTC STATION DOMINATION VIDEO.](#)

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# OTC: METRAMARKET STATION DOMINATION



MetraMarket spans two city blocks and is connected to Ogilvie Transportation Center in the West Loop. This transit-oriented hub is located near some of the city's most bustling areas like the Loop, River North, Fulton River District, and Randolph Street's Restaurant Row. Beyond Metra commuters, MetraMarket draws in a multitude of on-the-go audiences who frequent the market's many options for dining and quick retail conveniences. MetraMarket is home to Chicago's French Market which is the city's busiest multi-venue marketplace for lunch and serves over 7,000 visitors daily.

Additionally, right outside the doors are corporate/specialty bus stops for some of Chicago's top employers. The media in MetraMarket is ideal for capturing many desirable audiences including affluent commuters from Metra's N, W, and NW Union Pacific routes.

## MEDIA FORMATS INCLUDED

- Backlit Dioramas
- Backlit Spectaculars
- Vertical Backlit Dioramas

## MEDIA FORMATS OPTIONAL

- Optional Stair Riser Media is available at this station for an additional cost.

## AUDIENCES CAPTURED

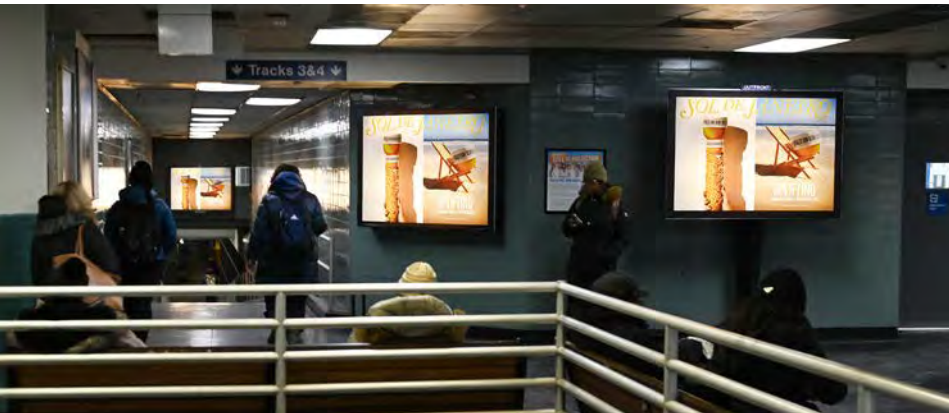
- Business Decision Makers
- White-Collar Urban & Suburbanites
- Hip & Trendy
- Techies
- Foodies
- Event Goers

[CLICK HERE FOR OTC: METRAMARKET STATION DOMINATION VIDEO.](#)



# MILLENNIUM STATION STATION DOMINATION

OUTFRONT/



Located at the southwest corner of Michigan Avenue and Randolph Street, Millennium Station is in Chicago's lively Loop and provides service from downtown to Chicago's south suburbs and NW Indiana. The Metra Electric line originates at Millennium Station starting from Michigan Avenue and services many notable areas including McCormick Place, Museum Campus/Soldier Field, and Hyde Park. The South Shore Line makes similar stops in Chicago and then heads east to cover Indiana including stops at Gary and South Bend Airports.

Millennium Station is not only a transportation hub, but also an underground retail oasis with many booming businesses. Millennium brings in a host of on-the-go audiences who frequent the station's many options for quick retail conveniences as well as grab-and-go or sit-down, leisurely meals.

## MEDIA FORMATS INCLUDED

- 1-Sheet Posters
- 2-Sheet Posters
- Backlit Dioramas
- Digital Displays
- Headhouse Display
- Pole Wraps
- Floor Graphics

## AUDIENCES CAPTURED

- White-Collar Suburbanites
- Blue-Collar Downtown Workers
- Students
- IN Residents
- Museum Goers
- Sports Fans
- Shoppers

[CLICK HERE FOR MILLENNIUM STATION DOMINATION VIDEO.](#)

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# LASALLE STREET STATION STATION DOMINATION

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Lasalle Street Station is located at 414 South Lasalle Street in Chicago's Central Business District, just across the street from the Chicago Board of Trade building. Coming out of Lasalle is the Rock Island District rail line, which provides service from downtown, through to some of Chicago's most historic neighborhoods like Beverly, and then on to highly sought-after, southwest suburbs like Tinley Park, Mokena, and New Lenox.

Lasalle Station is located near many higher education institutions, the infamous State Street, major business centers, and is the entry way for south access into Chicago's Loop and financial district.

## MEDIA FORMATS INCLUDED

- 2-Sheet Posters
- Backlit Dioramas
- Digital Displays
- Shelter-size Posters

## MEDIA FORMATS OPTIONAL

- Optional Stair Riser Media is available at this station for an additional cost.

## AUDIENCES CAPTURED

- White-Collar & Blue-Collar Urban & Suburbanites
- Financial Professionals
- Business Decision Makers
- Students
- Entertainment Seekers

[CLICK HERE FOR LASALLE STREET STATION DOMINATION VIDEO.](#)

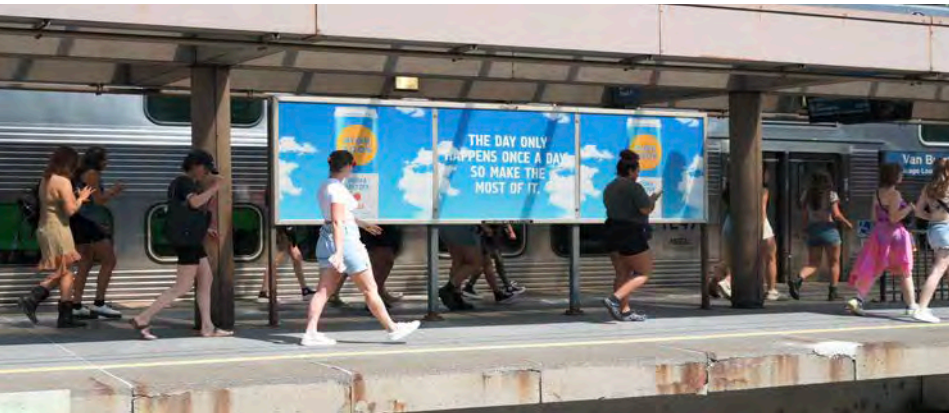
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# VAN BUREN STREET STATION STATION DOMINATION

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Located at Van Buren Street and Michigan Avenue, Van Buren Station is in Chicago's Loop and provides service to and from downtown to Chicago's south and east suburbs and NW Indiana.

The Metra Electric line services many notable areas including McCormick Place, Museum Campus/Soldier Field, and Hyde Park. The South Shore Line makes similar stops in Chicago and then heads east to cover Indiana including stops at Gary and South Bend Airports.

Located between the notable Art Institute of Chicago and Grant Park, media in Van Buren Street Station is great for capturing crowds going to many of Chicago's downtown events including Lollapalooza, Taste of Chicago, Chicago Marathon, and so much more. Van Buren audiences included downtown workers, students, entertainment enthusiasts, shoppers, tourists, traffic to/from many Grant Park events, and many more. Additionally, Van Buren headhouse media provides street-level exposure along the highly-sought after Michigan Ave., where other media opportunities are extremely limited.

## MEDIA FORMATS INCLUDED

- 2-Sheet Posters
- Shelter-size Posters
- Headhouse Displays

## AUDIENCES CAPTURED

- Downtown Workers
- Students
- Entertainment Enthusiasts
- Shoppers
- Tourists

[CLICK HERE FOR VAN BUREN STREET STATION DOMINATION VIDEO.](#)

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# METRA RAIL STATION SATURATION

Own 100% of all traditional station media with a Commuter Rail Saturation. Brands utilize rail saturations to target Chicago suburbs, **capturing commuters, leisure travelers, and event-goers heading to and from the city of Chicago**. Located on station platforms across the market, these high impact displays are visible to pedestrians and traffic at railroad stations **across the affluent communities surrounding Chicago**.

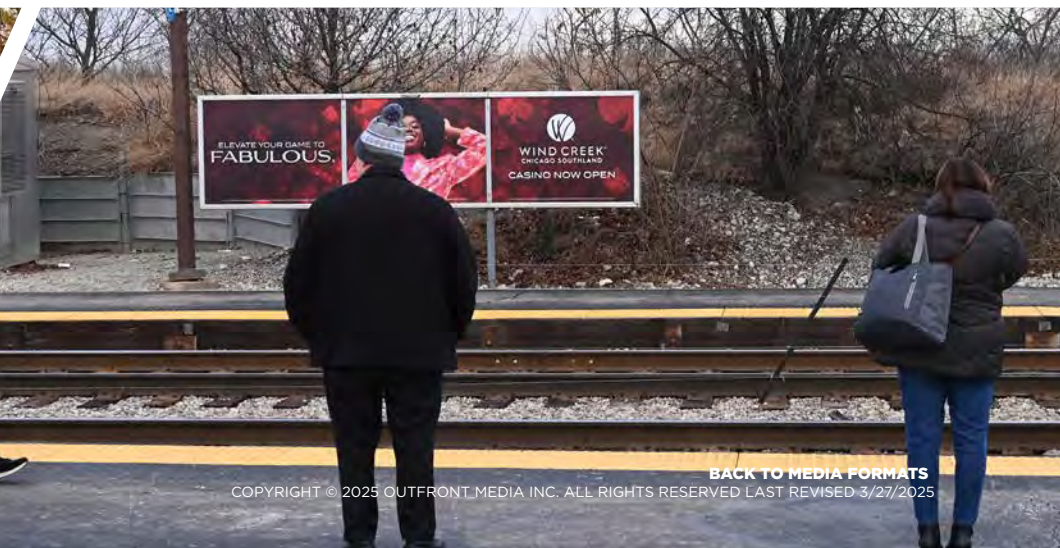
With **over 100+ stations to choose from**, station saturations enable high reach, targeted coverage throughout the Chicago metro area. Expand creative possibilities by utilizing rail bulletins, a larger canvas media that allows for **flexible creative messaging and unavoidable brand exposure**.

## MEDIA FORMATS INCLUDED

- 1-Sheet Posters
- 2-Sheet Posters

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# METRA RAIL DIGITAL DISPLAYS

The digital displays in Chicago's downtown Metra stations reach a variety of audiences, including **affluent, suburban white/blue collar professionals** who work in Chicago, along with a multitude of people coming into the city for dining, entertainment, cultural/sporting events, shopping, etc. OUTFRONT's digital network offers the **latest technology to engage with audiences via full-motion video, animation, dynamically, and many other creative possibilities.**

## PRODUCT INFORMATION

- Static/Full Motion
- Dynamic Capabilities
- Spot Length: 8 seconds
- Loop Length: 64 seconds
- Advertiser Slots: 8

## COVERAGE

- Ogilvie Transportation Center
- LaSalle Street Station
- Millennium Station

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# RAIL 1-SHEET POSTERS

Rail 1-Sheet Posters are located on Metra Commuter Rail platforms where they are **visible to passengers waiting for/getting of their train**. Brands that use platform advertising **build brand awareness through repeated exposure** and benefit from being in a captive environment with a long dwell time.

## PRODUCT INFORMATION

- 46"x30"
- 1-Sheet Poster is the center unit in photo (denoted by arrow)

## COVERAGE

- Metra Commuter Rail Systemwide





# RAIL 2-SHEET POSTERS

Rail 2-Sheet Posters are located on Metra Commuter Rail platforms where they are **visible to passengers waiting for/getting off their train**. Brands that use platform advertising **build brand awareness through repeated exposure** and benefit from being in a captive environment with a long dwell time.

## PRODUCT INFORMATION

- 46"x60"
- Please note photo is representative of three 2-sheets

## COVERAGE

- Metra Commuter Rail Systemwide



# METRA RAIL STAIR RISERS

Stair risers are a **cost effective medium** as they **maximize advertising dollars**. Due to their unique creativity, they attract a following on social media with locals, tourists, and commuters. OUTFRONT's stair risers offer a **unique opportunity to promote brand messaging**, product launches, event branding, event promotions, and sponsorships.

## PRODUCT INFORMATION

— Sizes vary

## COVERAGE

— Opportunities vary. See your OUTFRONT Account Executive for details.



# METRA RAIL FLOOR GRAPHICS

Floor Graphics are a step out of the ordinary. They **reach consumers in a unique and unexpected way**. Floor Graphics can be created in a **variety of shapes, colors and sizes** to make your message stand out! Floor Graphics can be combined with multiple media options for **added impact** that is sure to stop traffic.

## PRODUCT INFORMATION

- Varies by opportunity

## COVERAGE

- Millennium Station
- MetraMarket
- Ogilvie Transportation Center





# METRA RAIL EXPERIENTIAL

Experiential events are a **great addition to bring your advertising campaign and brand to life**. These opportunities include product sampling, literature/sample distribution, brand ambassadors, games, mascots and many more.

Run your event during peak lunch hours and connect with the **largest concentration of upscale, educated, working adults in the state**.

## PRODUCT INFORMATION

Creative event products vary based on location. Media that complement events include wallscapes, pillar wraps, floor clings, domination walls, and digital liveboard networks. Design an event and we will find products that amplify your product.

## COVERAGE

- Stations vary
- See your OUTFRONT Account Executive for details.

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# METRA RAIL TRAIN EXTERIOR WRAPS

Train Exterior Wraps are one of **Chicago's most impactful media forms**. These train cars are like larger-than-life traveling billboards that **cut through the clutter and generate buzz** as they travel throughout the Chicago DMA.

## PRODUCT INFORMATION

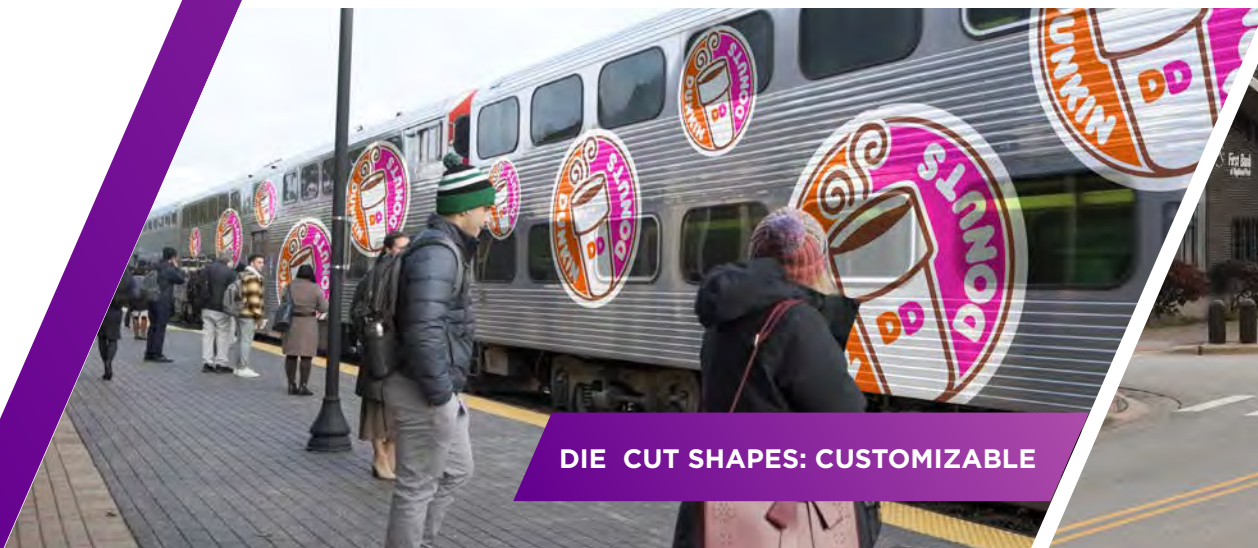
- Available on train cars & locomotives
- Full Wraps
- USKs
- Customizable sizes & shapes

## COVERAGE

- Metra Commuter Rail Systemwide



FULL WRAP TRAIN: 135"X990"



DIE CUT SHAPES: CUSTOMIZABLE



USK WRAP TRAIN: 135.38"X280"





# RAIL VESTIBULE INTERIOR CARDS

Rail Interior Cards deliver your ad message **at a high frequency to affluent Metra commuter rail passengers** while they are in a captive environment. Located in the train's vestibule where passengers get on/off the train, these interiors are a **cost efficient medium that capitalizes on the long dwell times** associated with traveling via the commuter rail.

## PRODUCT INFORMATION

— 22"x21"

## COVERAGE

— Metra Commuter Rail Systemwide





# RAIL INTERIOR CARDS

Rail Interior Cards deliver your ad message **at a high frequency to affluent Metra commuter rail passengers** while they are in a captive environment. Located where commuters sit, these interiors are a **cost efficient medium that capitalizes on the long dwell times** associated with traveling via the commuter rail.

## PRODUCT INFORMATION

- 9"x37.5"
- Please note photo is representative of three interior cards

## COVERAGE

- Metra Commuter Rail Systemwide



# MOBILE METRA AUDIENCES

Target Chicago commuters on their smartphones with our exclusive Metra Riders audience targeting capabilities. Our mobile targeting platform can pinpoint and verify audiences that ride Metra Rail and can target or retarget those consumers in conjunction with OUTFRONT campaign by serving mobile ads. This tool allows for a seamless synergy between billboards, Metra media, and Mobile advertising to increase the frequency with which riders see your ads.

## TARGETING CAPABILITIES

- Target or retarget the Metra Rail Riders when your ad is displayed in the stations
- Go beyond the stations and reach riders in their home zip codes or anywhere throughout Chicago

## MOBILE FORMATS AVAILABLE

- Mobile Display, Mobile Video, or CTV

## COVERAGE

- Impressions, Clicks, CTR and VCR
- Performance Analysis by Creative, Audience Targeting, Location Engagement, and more!
- Store Visitation

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SOURCE: NEURO INSIGHTS 2016; S4M ENHANCING MEDIA EFFICIENCY AND SYNERGIES BETWEEN OOH AND MOBILE 2020



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**48%**

MORE LIKELY TO CLICK  
MOBILE ADS AFTER  
SEEING THAT SAME AD  
ON OOH

**2.5X**

MORE EFFECTIVE AT  
DRIVING STORE TRAFFIC  
WHEN OOH AND MOBILE  
ARE COMBINED

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