

MTA Would Receive \$875,000 in Revenue from Ads on Metro Rail

(September 10, 1999) The MTA would receive \$875,000 in revenues over the next two years under a proposal to sell ad space on Metro Rail trains and in stations. The Operations Committee will consider the proposal during its Sept. 15 meeting.

If the proposal gains committee approval, the Board will be asked to approve a staff recommendation to award a contract to Transportation Displays Inc. (TDI) The MTA currently receives about \$13 million annually from the sale of advertising space on Metro Buses. TDI also handles the Metro Bus advertising contract.

The proposed contract specifies that ads – including full-car wraps and king ads - can be placed on the exteriors of Metro Blue Line and Metro Green Line cars. The agreement does not permit wraps and king ads on Metro Red Line cars.

The contract would permit the ad agency to place car cards in about 50 percent of interior display frames on all Metro Rail cars. The other 50 percent would be reserved for MTA transit information. The vendor also can place ads in about 50 percent of all Metro Rail station display cases, reserving the rest for transit information.

The ad agency would not be permitted to place ads for alcohol or tobacco products, or for any advertiser who does not offer a commercial product or service for sale. As in its current Metro Bus ad contract, the MTA reserves the right to reject any ad it finds unsuitable for display.

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