

**Discover Gold!** In preparation for the Grand Opening of the Metro Gold Line, July 26 and 27, MTA is mailing its new Discover Gold brochures to approximately 40,000 residences and businesses along the rail corridor. The eight-page, four-color brochure also is inserted in some 30,000 copies of the Spring/Summer issue of MTA's MQ magazine. Other promotional elements include billboards, newspaper ads, bus king ads and car cards, rail station posters, a take-one brochure.



MQ Editor Gary Wosk, left, and Gricel Sanchez of Marketing, center, along with Jorge Pardo of Metro Art, (not shown) provided copy. Neil Sadler of MTA's Design Studio, right, designed the brochure along with Georgina Saez. Teresa Renn of the Design Studio designed the latest issue of MQ.

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