



[Metro.net](#) (web)

Resources

- ▶ [Safety](#)
- ▶ [Pressroom](#) (web)
- ▶ [Ask the CEO](#)
- ▶ [CEO Forum](#)
- ▶ [Employee Recognition](#)
- ▶ [Employee Activities](#)
- ▶ [Metro Projects](#)
- ▶ [Facts at a Glance](#) (web)
- ▶ [Archives](#)
- ▶ [Events Calendar](#)
- ▶ [Research Center/Library](#)
- ▶ [Metro Classifieds](#)
- ▶ [Bazaar](#)

Metro Info

- ▶ [30/10 Initiative](#)
- ▶ [Policies](#)
- ▶ [Training](#)
- ▶ [Help Desk](#)
- ▶ [Intranet Policy](#)

Need e-Help?

Call the Help Desk
at 2-4357

[Contact myMetro.net](#)

Advertisements in Metro Red Line Stations, Metro Green Line Cars Begin Next Month

By NED RACINE

(Feb. 13, 2007) Paid advertisements will begin appearing in Metro Red Line stations and on the exterior of Metro Green Line rail vehicles next month under a pilot program authorized by the Board last year.

McDonald's Corporation has purchased ads throughout the 7th&Metro Station and on Metro Green Line vehicles during March. The company will place advertising in the North Hollywood Metro Rail Station during April.

Advertisements promoting the premiere of "Shrek 3" will appear in the Universal City Station during April. Hows Markets advertisements will appear in the North Hollywood Station in June.

"Our advertising vendors are finding there is demand for advertising on our rail system, and we expect that demand to grow," said Warren Morse, DEO, Communications. Morse added that many transit systems sell ad space on their rail systems.

Morse believes these initial ads will further promote Metro Rail advertising space to potential customers, leading to increasing ad placement and revenue to Metro.

