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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](#)

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A First for Metro: Exterior Ads on Metro Green Line Cars

(March 8, 2007) Next week, Metro Green Line riders and motorists on the I-105 freeway will see something new – advertising on the sides of the light-rail cars.

The king ads, which will promote McDonald’s new Angus Third-Pounder sandwich, are a first for Metro. The agency previously has restricted exterior ads to buses.

Posting revenue-generating advertising on Metro Rail car exteriors was approved by the Board last summer. In October, the agency reached an agreement with CBS Outdoor, the agency that sells ad space on Metro vehicles.

The McDonald’s ads will begin posting this weekend on the exteriors of 28 Green Line cars, four ads to a side. The ads are scheduled to run through April.

The agreement with CBS Outdoor also covers exterior ads on Metro Gold Line cars, but ads have not yet been sold for that line, according to Warren Morse, deputy executive officer for Communications.

