



StationMasters[®] Advertising Options

Guide to Metrorail Station Neighborhoods • Promote your business or event with highly targeted advertising

StationMasters[®] is a product of Bowring Cartographic • 258 N. Park Drive • Arlington, VA 22203 • 703-527-7828, fax 703-527-0376

Reach out to potential customers who use Metrorail, or promote special events taking place near Metrorail stations. Here are a number of options. There's something for every need and budget.

StationMasters AdStars Program

Our new **AdStars Program** gives you the ability to highlight the location of your business or event **right on the face of a StationMasters map**. And each AdStar ad allows users to click through to your website for more information. Although users can clear the AdStar locations from a map with the click of a button, the map with your AdStar ad prominently featured is the default view, and most people printing a map page will have your AdStar ad on the printout they take with them! See the Ballston-MU station map for some examples, and click on our promotion in the upper-right corner of other station maps to download complete information.

 **Your AdStar Here!**
Click for more information

Banner Ads

Banner Ads are located in high visibility areas on each station map page, positioned right next to the station map. Grab viewers attention and have them click through to your web site for complete information. Click-through statistics can be monitored from your web site log.

Specifications: Banner ad dimensions 54 pixels tall x 200 pixels wide. File formats accepted include GIF, animated GIF, or JPEG (please use appropriate file name extensions), with maximum size of 10K. Email files to info@stationmasters.com, and provide the click-through URL for each banner submitted. File must be received one week prior to start date to allow testing. Alternatively, we can design and implement a basic animated banner for a one-time fee of \$115 (waived for 12-month run).

LOCAL BUSINESSES

This ad space is available.
Reach local Metro riders!

**CLICK
FOR
INFO!**

Cost: \$250 for 1-month run; \$600 for 3-month run; or \$1750 for 12-month run, payable in advance. We accept all major credit cards. Discounts are available for multiple banner ad placements.

Google AdSense Ads

Try the popular Google AdSense program. Check out these prominently-placed ads located on each station map page, just below the station name and just above the panoramic photo. Click on "Advertise on this site" in the corner of each banner for more information. Cost: variable

Newsletter Sponsorship Ads

StationMasters Neighborhood News is our opt-in monthly newsletter and calendar of community events taking place near Metrorail stations. Have your message delivered directly to potential customers who have actively expressed an interest in receiving information about activities and events near Metrorail!

Cost: Sponsorship ad rate (approx. 4 lines text) is \$20/1,000 subscribers (currently 3,600 subscribers). Haven't yet seen the newsletter? Send an email to info@stationmasters.com and we'll send the current one to you pronto.