

# Station Domination Media

Dominate the consumer landscape in San Francisco's **only above ground** rail station.

Station dominations **transform commuters' daily ride into a total "brand experience,"** delivering multiple campaign messages.

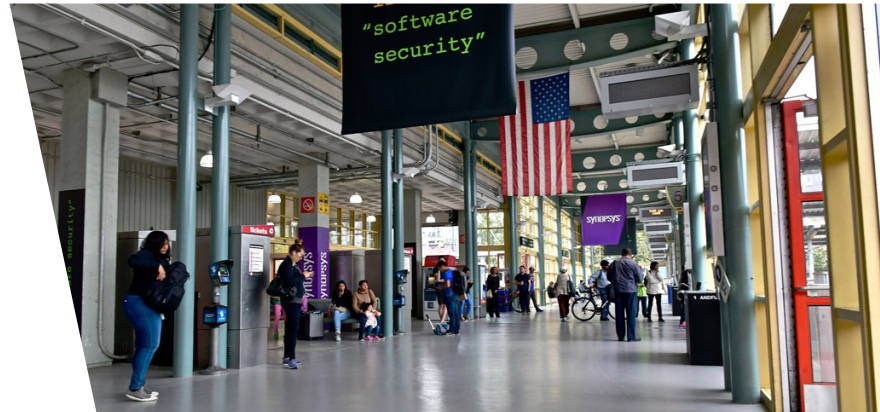


## Product Information:

- > **EXTERIOR:**
  - > 10 Double Sided Pennants
  - > 8 Four-sided Column Wraps
  - > 1 Plaza Window Wall
  - > 1 Ticket Window Wall
- > **INTERIOR:**
  - > 1 Ticket Window Wall
  - > 6 Multi-sided Column Wraps
  - > 4 Interior Hanging Banners

## Coverage:

- > 4th & King Station





# Exterior | Double Sided Pennants



Seen by both, pedestrian and vehicular traffic as a **captivating first impression** at the entrance of the station, offering a unique and eye-catching way to dominate a station.

Pennants are **visible from every angle - waiting on the platform, as well as from the approaching streets and parking lots.**



## Product Information:

- > 55.3"H x 43.3"W
- > 10 Flags (20 Faces)

## Coverage:

- > 4th & King Station



# Exterior | Column Wraps

**Multiple points of unavoidable exposure** command the attention of San Francisco's daily Cal Train riders as they enter and exit stations during their daily travels. Diversify your messaging with multiple

creative concepts — column wraps are the prime space for advertiser branding.



## Product Information:

- > 90"H x 19"W
- > 8 Columns (32 Faces)

## Coverage:

- > 4th & King Station





# Exterior | Plaza Window Wall



Seen by both, pedestrian and vehicular traffic as a **captivating first impression** at the entrance of the station, offering a unique and eye-catching way to dominate a station.

Situated above-head entering the station, your messaging will **entice commuters and locals** to and from their destination.



Product Information:  
> 222"W x 106"W

Coverage:  
> 4th & King Station



# Exterior | Ticket Window Wall



## Product Information:

> 92"H x 107.5"W

## Coverage:

> 4th & King Station

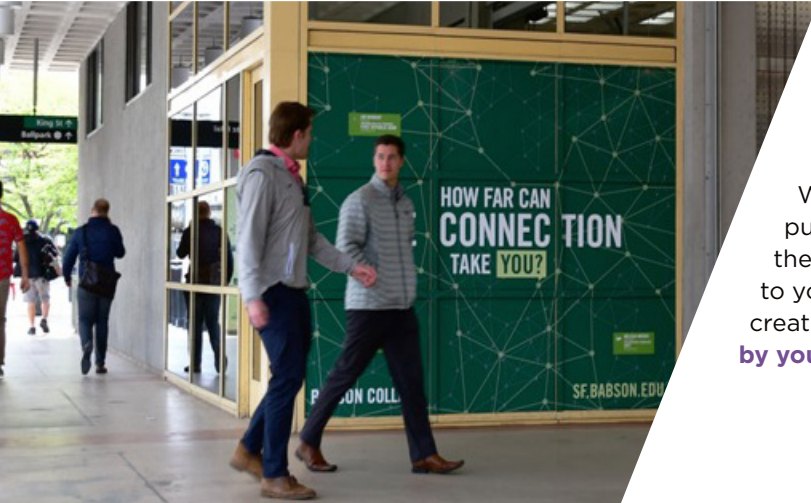
**Multiple points of unavoidable exposure** command the attention of San Francisco's 19M+ annual train riders as they enter and exit stations

during their daily travels. Prime your creative messaging as commuters purchase tickets or inquire about schedules.





# Interior | Ticket Window Wall



Entering or exiting the Cal Train station, the ticket window wall serves as an **eye-catching piece of inventory.**

Whether you're waiting to purchase a ticket, standing on the platform or catching a ride to your next destination, your creative **messaging will be seen by your target demographic.**



## Product Information:

> 92"H x 107.5"W

## Coverage:

> 4th & King Station



# Interior | Column Wraps



## Product Information:

- > 90"H x 19"W
- > 6 Columns (13 Faces)

## Coverage:

- > 4th & King Station

Make a **huge impact** with interior column wraps. **Influence daily commuters, tourists and locals** as they wait to board the train or exit the station headed to their next destination.





# Interior | Hanging Banners



Hanging above head at the entrance/exit of the station, these banners will be the **first and last piece of media consumers see, keeping your messaging top of mind.**

**Double sided banners provide your brand with multiple creative concepts,** giving your messaging the opportunity to reach its target demographic.



## Product Information:

- > 89"H x 84"W
- > Double sided

## Coverage:

- > 4th & King Station



# 4th & King | Digital Displays

Reaching over **62 Thousand of The Bay Area's most educated, upscale and affluent** transit audience daily, this 17 screen digital package demands attention in an otherwise hectic commuter environment. Keep **commuters actively engaged and informed** as they enter and exit the station or seek information on their scheduled trains

## Product Information:

- > 17 Screens | 56.3"H x 31.7"W
- > 14 Interior Screens
- > 3 Exterior Screens
- > Spot Length | :15
- > Loop Length | 2 min.
- > Advertisers | 8 individual advertisers
- > Hours | 24/7
- > Static/ Full-motion

## Coverage:

- > 4th & King Station

