



# 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.

## 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](mailto: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 AdWords Advertising

Target your message to a specific station or stations, and set your own budget by trying the popular Google AdWords program. Check out these prominently-placed ads located on each station map page, just below the station name and just above the panoramic photo. For more information follow links to Google Adwords.

## 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/mo./1,000 subscribers (currently 3,600 subscribers). Haven't yet seen the newsletter? Send an email to [info@stationmasters.com](mailto:info@stationmasters.com) and we'll send the current one to you pronto.

## "Live Near Metro" Sponsorship

**Realtors** can benefit from exposure to our dedicated reading audience with a strong affinity with the Washington, DC Metrorail system. Each realtor or agency is introduced at [http://www.stationmasters.com/Live\\_near/live\\_near.html](http://www.stationmasters.com/Live_near/live_near.html) which in turn links to a customized information page (612x792 pixels, equivalent to an 8.5x11" printed page), with pictures and contact information for a single realtor or office (see sample at [http://www.stationmasters.com/Live\\_near/mikesellsvirginia.html](http://www.stationmasters.com/Live_near/mikesellsvirginia.html)). Sponsorship includes an ad in our monthly opt-in newsletter, "StationMasters Neighborhood News", a calendar of events accessible via Metrorail (currently over 3500 subscribers). Cost: \$2,400/year, payable semi-annually. Contact [info@stationmasters.com](mailto:info@stationmasters.com) or call the number above to get started.