

2016 Metro Holiday Shopping Guide Media Kit



October 2016

Dear Retailer:

You are cordially invited to partner with the Washington Metropolitan Area Transit Authority (Metro) to kick off the holiday season! Join us by adding your information to **Metro's 2016 Holiday Shopping Guide** – designed to support regional retailers and highlight the important role of public transit. Each holiday season hundreds of thousands of shoppers use Metro to visit retail locations throughout the District, Maryland and Virginia. The question is: How many of these people will come through your doors this year?

Metro's 2016 Holiday Shopping Guide can help deliver customers to you! In fact, our shopping guide might be the single most cost-effective marketing tool you'll use.

When you partner with Metro, we agree to offer a free listing for individual merchants and/or shopping centers in our 2016 Holiday Shopping Guide (including the nearest Metrorail station and/or Metrobus routes). In exchange, your business agrees to extend a deal or discount of your choice to Metro customers who show their SmarTrip® card (Metro's reusable, rechargeable farecard) at checkout from mid-November through December 31, 2016. Each participating merchant will receive a supply of shopping guides and a placard to display at registers. It's just that easy!

Metro is also offering an opportunity for retailers to purchase ad space in the 2016 Holiday Shopping Guide to get even more exposure. Ads prices range from \$500 for a half-page ad to \$2500 for the coveted back cover. There's limited advertising space, so act soon. The 2016 Holiday Shopping Guide will be available at all 91 Metrorail stations and various Metrobus routes throughout the region. Metro will also feature the guide on our website and our social media pages, which combined boast an audience in the millions. We will also use our strongest asset – transit advertising – to promote the guide!

Take advantage of this exciting and affordable advertising opportunity! Our sales team is ready to assist with additional information. If you have any questions, please call our information line at 202-962-1122 and we will return your call within 48 hours.

Happy Holidays,

Ms. Jawauna Greene

Director of Marketing
Washington Metropolitan Area Transit Authority

Attachment: Ad Specifications
WMATA Advertising Contract



Advertising Contract

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Office of Marketing
600 Fifth Street, N.W. Washington, DC 20001
202/962-1122 FAX: 202/962-6103
wmata.com

DATE: _____

SECTION 1 – OFFICE OF MARKETING

The undersigned hereby authorizes the Washington Metropolitan Area Transit Authority, hereinafter referred to as WMATA, to display the following described advertising for which said Agency or Advertiser agrees to pay the sum of _____ Dollars (\$ _____); for which the Advertiser agrees to pay at least fifty percent (50%) in advance of printing.

ORDER FOR:	UNITS	INCHES HIGH X	INCHES WIDE,
FOR DISTRIBUTION BEGINNING APPROXIMATELY BY			
MEDIUM: BROCHURE	FARECARDS	TIMETABLES	OTHER
RATE: \$	PER 1000/MONTH/YEAR/CAMPAIGN	PRODUCTION \$	TOTAL \$
DEPOSIT: \$	BALANCE DUE \$		
SUBJECT TO 15% AGENCY COMMISSION	YES:	NO:	AMOUNT \$
PRODUCT OR SERVICE TO BE ADVERTISED:			
ADVERTISEMENT LOCATION(S) AND REMARKS:			

SECTION 2 – SIGNED AGREEMENT

This contract is executed by the undersigned advertiser or agency and accepted by WMATA subject to the Guidelines Governing Commercial Advertising.

Accepted: Washington Metropolitan Area Transit Authority

DATE: _____

BY: _____
Office of Marketing

Advertiser or Agency

BY: _____
Signature

Title

Print Name

STREET: _____

CITY/STATE/ZIP: _____

TELEPHONE NUMBER: _____

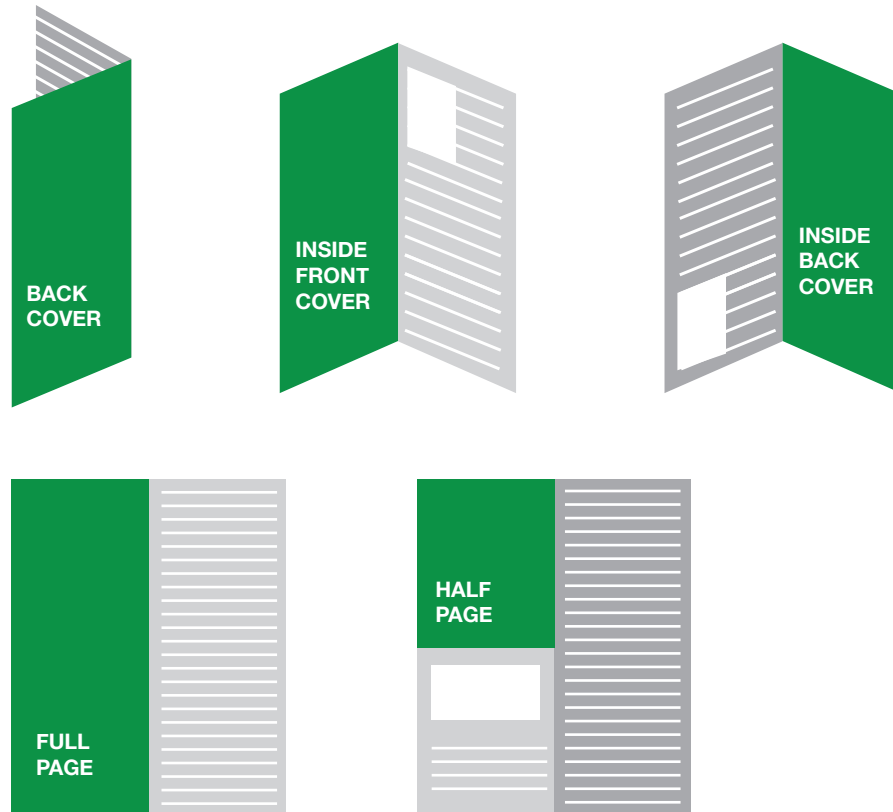
FAX: _____ EMAIL: _____



Specs & Rates

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Office of Marketing
 600 Fifth Street, N.W. Washington, DC 20001
 202/962-1122 FAX: 202/962-6103
 wmata.com



AD DIMENSIONS & PRICING

Back Cover:	3.75”w x 8.75”h	\$2,500
Inside Front Cover:	3”w x 8”h	\$2,000
Inside Back Cover:	3” x 8”h	\$1,500
Full Page:	3”w x 8”h	\$1,000
Half Page:	3”w x 4”h	\$500

FILE REQUIREMENTS

- Balance due no later than 11/30/16
- Art deadline: 11/14/16
- Acceptable files: .pdf, .eps, .tif or .jpg
- Save .pdf as PDF/X-1a:2001
- File should be CMYK
- Convert text to paths for .eps, .tif or .jpg
- Resolution is 300 dpi for .eps, .tif or .jpg



Participation Form

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

Metro's 2016 Holiday Shopping Guide can help deliver customers to you! In fact, our shopping guide might be the single most cost-effective marketing tool you'll use.

Complete and return this form by November 11, 2016.

CONTACT INFORMATION

STORE NAME: _____

TYPE OF BUSINESS: _____

MALL/SHOPPING CENTER NAME: _____

ADDRESS: _____

ADDRESS LINE 2: _____

CITY _____

STATE _____

POSTAL CODE: _____

SALES REPRESENTATIVE INFORMATION: _____

CONTACT NAME: _____

CONTACT E-MAIL: _____

CONTACT PHONE NUMBER: _____

DEAL/DISCOUNT

*Examples: Save 20% off your purchase.
Get \$50 off any purchase of \$200 or more.
Buy one, get one free.*

DEAL/DISCOUNT: _____

I HEREBY AGREE TO PARTICIPATE IN THE 2016 METRO HOLIDAY SHOPPING PROGRAM. IN EXCHANGE, YOUR BUSINESS AGREES TO EXTEND A DEAL OR DISCOUNT OF YOUR CHOICE TO METRO CUSTOMERS WHO SHOW THEIR SMARTRIP® CARD (METRO'S REUSABLE, RECHARGEABLE FARECARD) AT CHECKOUT FROM MID-NOVEMBER THROUGH DECEMBER 31, 2016.

Email your completed form to: MetroMktg@wmata.com

Questions? Call 202-962-1122.

