

Engage Busy COMMUTERS outside METRO TRAIN STATIONS in Major Markets



The Network

In partnership with Encompass Media Group, our **Metro Commuter Network™** field team will deliver up to 500,000+ samples per day outside of New York City's Grand Central Station and 26 other commuter rail market cities nationally (Northeast skew with 65% rail commuter volume). Busy commuters will engage with your brand during rush hour (morning or afternoon), samples hand-delivered by dedicated brand ambassadors, decked out custom-branded apparel. For brands looking to connect with mid- to upscale urban professionals, the Metro Commuter Network™ is the ultimate platform to drive trial, awareness, and loyalty—right at the heart of where your audience starts and ends their day.



Key Demographics

- Ages: 11.2% 16-24; 30.8% 25-34; 22.1% 35-44; 17.9% 45-54; 18% 55+
- Gender: 53% Female / 47% Male
- Median HH Income: \$65,000+ (23.5% with a HH income of \$100,000+)
- Education: college / university degree



Locations/Reach

- Up to 900,000+ samples per day in top 27 rail commuter markets
- Heavily skewed to major Eastern DMA's (NYC, Boston, Philadelphia, DC) and Chicago (smaller DMA bus and rail terminals higher cost / sample)



Collateral and Research

- Custom branded apparel
- Dedicated consumer core and conversion dual research
- Survey invite / branding post cards (one 4" x 6" post card for each of two samples included)

Investment

Sample Quantity	Cost / Sample
50,000 pilot	84¢ / sample
100,000 – 250,000	68 - 76¢ / sample
250,001 – 500,000	62 - 68¢ / sample
500,001 – 750,000	58 - 62¢ / sample
750,001 – 1,000,000	56 - 58¢ / sample
> 1,500,000	Inquire

Product Sample Distribution

All-inclusive — programs include full staff for live consumer intercepts, management, storage, truck rental, branded apparel, carts, and other collateral, consumer trial and follow-up conversion research. 50,000 samples minimum per market.

the **samplingstore™**

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Top 27 Commuter Rail Systems & Riderships

Rank	System	Major cities served	Annual Riders	Avg Weekday Riders
1	MTA Long Island Rail Road	New York	70,342,700	253,800
2	MTA Metro-North Railroad	New York / Stamford / New Haven	52,197,600	189,500
3	NJ Transit Rail	New York / Newark / Trenton / Philadelphia	45,838,200	140,666
4	Metra	Chicago	23,726,400	116,200
5	MBTA Commuter Rail	Boston / Worcester / Providence	19,000,800	81,800
6	SEPTA Regional Rail	Philadelphia / Trenton / Wilmington	15,907,400	44,491
7	Denver RTD: A, B, N, G Lines	Denver	7,935,900	19,850
8	Caltrain	San Francisco / San Jose	4,717,900	16,000
9	Metrolink	Los Angeles / Anaheim / Riverside / Irvine	4,134,500	15,400
10	Tri-Rail	Miami / Fort Lauderdale	3,395,800	13,000
11	UTA FrontRunner ^[17]	Salt Lake City	3,168,300	12,300
12	MARC Train	Baltimore / Washington, D.C.	2,815,900	11,800
13	NICTD South Shore Line	Chicago / South Bend	1,406,400	4,600
14	Sounder Commuter Rail	Seattle / Tacoma	1,208,500	5,100
15	eBART	Contra Costa County, California	1,205,400	4,400
16	Virginia Railway Express	Washington, D.C.	1,172,700	6,200
17	Trinity Railway Express	Dallas / Fort Worth	1,089,800	3,800
18	SunRail	Orlando	919,600	4,300
19	Keystone Service	Philadelphia / Harrisburg	889,900	3,200
20	NCTD Coaster	San Diego / Oceanside	735,100	2,000
21	Capitol Corridor	San Jose / Oakland / Sacramento	674,039	1,847
22	TexRail	Fort Worth	556,300	1,700
23	Sonoma–Marin Area Rail Transit	San Rafael / Santa Rosa	474,500	2,100
24	Capital MetroRail	Austin	466,800	1,500
25	Downeaster	Boston / Brunswick, Maine	444,812	1,219
26	New Mexico Rail Runner Express	Albuquerque / Santa Fe	439,200	1,800
27	Altamont Corridor Express	San Jose / Stockton	389,100	1,900
			265,253,551	960,473

Source: 2022 American Public Transportation Association (APTA) Ridership statistics