



ADVERTISING KIT

ABOUT US

For the first time in nearly 60 years, Marin and Sonoma counties have state-of-the-art passenger train service for leisure and business travel. Sonoma-Marín Area Rail Transit (SMART) began full passenger service in the fall of 2017, and since opening its doors, the service has been popular across the board with commuters, students, cyclists, tourists and weekend travelers. In just over a year, more than 1.2 million people have taken SMART, and more than 110,000 of them have brought their bikes on board.

The fleet of nine 2-car trains runs from Sonoma County Airport Station in the northern Santa Rosa, to downtown San Rafael in Marin County, and the newest extension to Larkspur near the ferry terminal slated to open in 2019. SMART's latest extension will expand the system to a 45-mile trip and include 12 stations. With demand continuing to rise, work is underway to extend the system farther north to Windsor, with plans to continue the system to Healdsburg and Cloverdale for a full 70-mile network.

SMART trains use the latest safety technology, and operate its fleet of sleek green-and-silver trains benefit from the cleanest, greenest technology in the industry. Each 2-car train has room for more than 300 passengers and up to 24 bikes. SMART trains have a retro-cool vibe, and are equipped with amenities, including an onboard concessionaire, restrooms, large scenic windows, tables with comfortable seating, and free Wi-Fi on the train and at stations.

Advertising is limited and strategically placed both onboard and at station platforms for maximum visibility and reach.

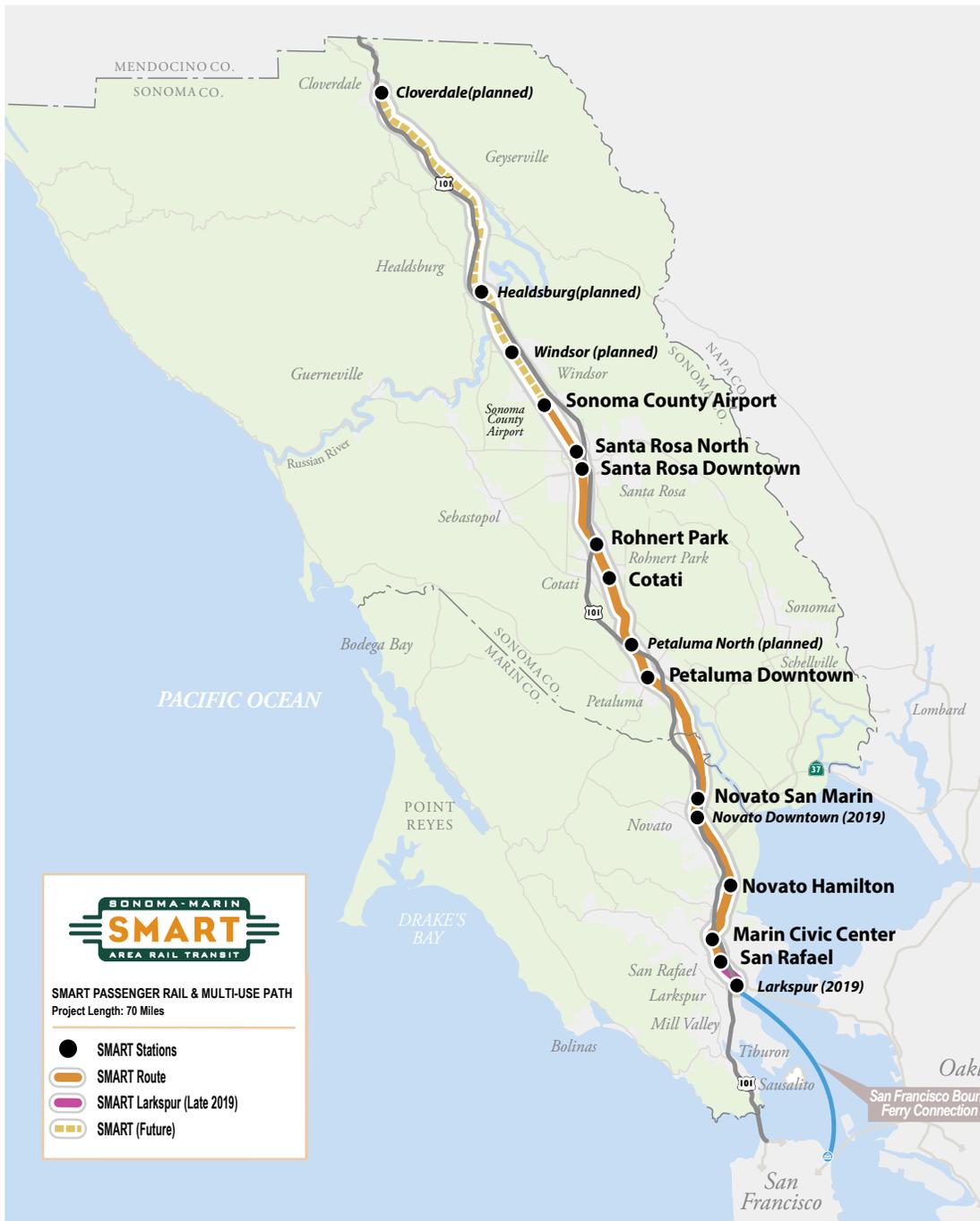


Service Area

Currently, SMART operates 10 stations with stations from the Sonoma County Airport area in Santa Rosa to downtown San Rafael, with stations in Santa Rosa, Rohnert Park, Cotati, Petaluma and Novato. SMART's two newest stations in Larkspur near the ferry terminal and in downtown Novato, are slated to open in 2019. Extensions to Windsor, Healdsburg and Cloverdale will add three more stations in those cities, and complete SMART's vision for a full 70-mile system.

SMART's transit partners provide shuttle and connector service for free access to Charles M. Schulz-Sonoma County Airport and the Golden Gate Ferry to San Francisco. Employer sponsored shuttles and Zipcars are provided from many stations, with bike share programs underway.

Historic Districts are walkable from the San Rafael, Petaluma and Santa Rosa Downtown stations. Destinations include the Sonoma County Airport, several colleges and universities, and corporate headquarters.





Green and Eco-Minded

SMART trains are top-tier in the industry for safety and green technology. SMART is among the first rail transit services in North America to use EPA Tier 4 engines that meet stringent emission standards, the cleanest greenest technology available.

SMART was created with the environment in mind—it's part of our ethos. SMART's system includes a bicycle and pedestrian pathway project to help passengers sustainably connect with our stations. SMART also created a 56-acre nature preserve environmental rehabilitation project along the tracks between Sonoma and Marin counties. The views from the train are stunning—displaying Marin and Sonoma countryside through large scenic windows.

Some of the wonders include the wetlands, nature preserves, vineyards and a variety of wildlife. This immersion into our landscape brings a new sense of wonder that is not available when you are driving along congested Highway 101.

Taking SMART allows you to leave the traffic congestion and brake lights behind, reduce greenhouse emissions, and to travel in a green and sustainable way.





Meet our SMART riders

SMART riders are active, affluent, engaged commuters and leisure travelers in Marin and Sonoma. SMART offers our passengers a connection to nature, multi-generational appeal, active lifestyles, and relief from traffic woes on Highway 101.

Marin and Sonoma counties are home to a mix of tourism, recreation, agriculture, and industry. The major population centers of Marin and Sonoma are located along the SMART and Highway 101 corridor. And 77% of jobs in the two counties are located within 3 miles of a SMART rail station.

More than 80% of North Bay commercial, health care and educational facilities are located along the SMART corridor, including four community and state college campuses. Recent survey data from the Metropolitan Transportation Commission show that SMART riders are “choice” riders, who have access to cars but choose to take the train instead.

The average SMART rider makes more than \$97,300, with nearly 40 % earning \$100,000 or more, and just under 20% earning more than \$150,000.

2018 Metropolitan Transportation Commission Onboard Survey



Multi-Generational Appeal

SMART Train is a huge draw for riders of all generations from toddlers to seniors. Stations are easily accessible and provide walkable access to downtown destinations like Santa Rosa's Railroad Square, downtown Petaluma and San Rafael's 4th Street.





Prime Visibility

Curved Wall

Each two-car train is equipped with an onboard concessionaire that sells snacks and locally sourced beer and wine.

The Curved Wall is in a highly trafficked section of the train with the concession booth to the right and near the entrance and exit doors.

Ad Size:

52" tall by 36" wide



Maximum Impact

Main Cabin Wall

The Main Cabin Wall is the largest and most prominent ad space on board at more than six feet tall—it commands attention. The Main Cabin Wall is located in a highly trafficked area, across from a busy bicycle tie-down area and near train exit and entrance doors.

Ad Size:

74.5" tall by 42.1" wide



Maximum Value

Half Cabin Wall

The Half Cabin Wall provides both impact and value. The Half Cabin Wall is located in the same on-board hot spot as the Main Cabin Wall, but with a shorter canvas. It is located in a highly trafficked area, across from a busy bicycle tie-down area and near train exit and entrance doors.

Ad Size:

40" tall by 42.1" wide



Overhead Panels

Overhead Panel A and Overhead Panel B provide you with valuable onboard advertising space, at a lower cost. With only four panels per two-car train, your ad will stand out and away from the “noise” that can accompany similar sized bus advertising. These panels are above the train’s large tinted windows, and are often below gathering spots on the trains.

Ad Sizes:

Panel A:

11” tall by 64.75” wide

Panel B:

11” tall by 58.63” wide



Scenic Window

Ad Size: 36" tall by 48" wide

This unique advertising space is a moving billboard, boasting exterior visibility to train riders and exposure to your ad throughout Sonoma and Marin counties.

Advertising on SMART Platform Shelters

Platform shelter ads are some of our most popular options. The ads offer large spaces, with the ability to cherry pick locations and to purchase a full “take over” of the entire platform spaces.

Side Style Shelter Ad Size:
78.5” tall by 35” wide

Center Style Shelter Ad Size:
77” tall by 42.65” wide

Stations

Sonoma Co. Airport

Santa Rosa North

Santa Rosa Downtown

Rohnert Park

Cotati

Petaluma Downtown

Novato San Marin

Novato Downtown (Opening in 2019)

Novato Hamilton

Marin Civic Center

San Rafael

Larkspur (Opening in 2019)





Fare Card Machine

SMART's fare card machines are a popular hub at our station platforms. Every SMART station has a fare card machine for riders to purchase fares and passes. The fare card machine is one of the first things riders see as they enter the station platform.

Advertising on our fare card machine is a cost-effective option for advertisers seeking outdoor visibility across the entire system or at targeted locations.

Ad Size:

7" tall by 31" wide

Join our team of advertisers

70% of consumers time is spent out-ofhome. Messaging in strategic areas, such as SMART onboard ads, increases exposure and drives engagement while folks are in a relaxed and receptive state of mind.





For advertising rates and availability contact:

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