

BOSTON TRANSIT STATIONS



Reach the affluent waterfront district, downtown Boston!



Clear Channel Outdoor Boston now has transit station advertising available in three brand new MBTA stations: Airport Station, World Trade Center Station, Courthouse Station, as well as Boston's well known South Station. Together, these stations feature 86 pieces of eye catching advertising inventory.

Displays are seen by the thousands of residents, office workers and the 750,000 conventioners, each year, who supplement the purchasing power in the Waterfront District.

Natives and tourists alike frequent the area for the attractions that abound. The Bank of America Pavilion and the newly opened Institute of Contemporary Art are just some of the exciting new venues in this booming Waterfront District.

Additionally, this area boasts new hotels with over 600,000 overnight guests per year who seek out the many shops and restaurants right at their doorstep. The area is poised to become one of Boston's biggest dining destinations.

There is a wide range of advertising displays and programs available for purchase. Most of the displays are backlit with the exception of a sky mural banner and a framed wall mounted vinyl. Included in every package is a 6 second loop on the Networked Digital Plasma / LCD Screens (18 in total). Packages are commonly purchased for a minimum of four weeks. Consult your CCO Account Executive for availabilities, artwork requirements and production specifications.

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BOSTON TRANSIT STATIONS

World Trade Center, Courthouse, South & Airport Stations

2008 All Divisions Space Only Commuter Rail Station / Transit Allotments (NET)

All rates are NET, and subject to change without prior notice. Space subject to availability.

Packages	Number of Packages	4-Week Package Rate
Line Domination*	1	\$150,000
100% of all products		
Rate Card Value = \$201,500		
Spectacular	1	\$63,500
16' h x 12' w Sky Mural Banner (1)		
35' h x 10' w Vinyl Wall Display (1)		
10' h x 10' w Backlit Display (3)		
10' h x 40' w Backlit Spectacular (2)		
42" Digital Screen Network (1 space in rotation)		
Platform	2	\$43,000
4' h x 6' w Backlit Dioramas (3)		
6' h x 4' w Backlit Dioramas (2)		
6' h x 11' w Backlit Dioramas (7)		
6' h x 4' w Backlit Column Display (6)		
42" Digital Screen Network (1 space in rotation)		
Concourse	2	\$25,500
6' h x 4' w Free Standing Display (7)		
6' h x 4' w Backlit Column Display (4)		
42" Digital Screen Network (1 space in rotation)		

* Line Domination package may pre-empt all other packages if purchased a minimum of 90 days in advance.
Consult you Account Executive for availability.