



Ride ALONG WITH MILLIONS

MORE THAN 2 MILLION PEOPLE RIDE AMTRAK ANNUALLY THROUGHOUT NEW YORK. MANY NEED TRAVEL TIPS ON WHERE TO EAT, STAY AND PLAY, WHY NOT YOUR BUSINESS?

MULTIMEDIA ADVERTISING PACKAGES

PRINT – NEW YORK BY RAIL TRAVEL MAGAZINE

Reach **750,000 travelers** annually with **150,000 copies** distributed (Spring 2020 - Spring 2021) via seatbacks on all Amtrak trains traveling through New York State, parts of Canada (Montréal and Toronto) and Vermont. Also, publicly placed copies are found in NYS Amtrak stations and NYS Thruway Information Centers. Print ads are synergistically placed within highlighted destination editorial sections based on your location.



DIGITAL – NEWYORKBYRAIL.COM

Reach over **265,000 unique visitors** and approximately **500,000 page views** annually:

BANNER ADS Placed annually on NewYorkByRail.com

DIGITAL PROFILE Including photo, 300 word description and location map in directory



NYC PENN STATION TRAVEL SHOW – MAY 2020

Reach **600,000 daily** Amtrak riders and NY Metro area commuters at the 15th annual New York By Rail Day @ Penn Station with brochure or table presence



SPECIAL ANNUAL PACKAGE RATES

All packages include print, digital banner, and profile and Penn Station event.

- Full Page-\$10,000-Event Table
- 1/4 page-\$5,000-Event Table
- 1/2 page-\$7,500-Event table
- 1/8 page- \$2,500-Event brochure distribution

Add On:

- **Digital ad** on the weekly **New York By Rail E-Newsletter** that offers travel tips to **8,700+ opt-in subscribers** for \$600 per e-blast.
- **StorySeller Blog** - Customized blog, 1,200-1,500 words written for your business by an assigned travel writer complete with photos, video, and digital click-thru promotion to reach travelers for \$2,500.

DEADLINE February 15, 2020 (Space Reservation Deadline)

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