



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?

INTEGRATED MARKETING PROGRAM

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

Digital Banner Ads

NewYorkByRail.com is the exclusive web site for planning a NYS Amtrak trip. Banners are available on topic-specific pages aligning with search topics such as Destinations, Events, Blogs, etc. Reach more than 265,000 users and approximately 500,000 annual pageviews.

Profile within Local Guide

300-word profile, photos, video (if supplied) and information about their location with distance from Penn Station. Placed within Local Guide categories: Restaurants, Hotels, Museums, etc.

Email Marketing

Sponsor weekly e-newsletter featuring timely train getaway ideas sent to recipients in the New York Metro area and beyond.

StorySeller™ Blog

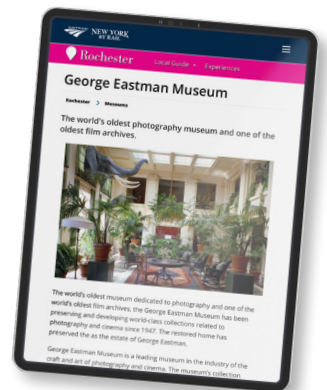
Custom written and Digitally Boosted blog about visiting a destination or attraction via Amtrak. This could include an article based upon a writer experiencing first-hand based upon a pre-planned itinerary. Blog article length is generally 1,500 words with helpful tips and hot spot sidebar information.

Email Marketing

Can be combined with promoting StorySeller™ Blog. Reach in-market travelers, contextually targeting NY content interested audience based on demographic/geographic profile. Priced on a cost-per-click (CPC) basis, great at driving site visits, sign ups, and engagement.

Content Development

SEO-rich, custom content development and consulting. We can supply a writer and/or editor to develop customized content for client website, social media, digital campaigns, etc.



NYC PENN STATION TRAVEL SHOW – MAY 14, 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

**NEW YORK
BY RAIL**

2020