

**M (/)**

Home (<https://www.metro.net/>) > About Metro (<https://www.metro.net/about/>) > **Advertising, Sponsorships & Filming**

# Advertising, Sponsorships & Filming

**Increase your visibility** to millions across a wide variety of demographics, **create brand affinity** with our riders and the broader public, and **generate positive earned media** in the second-largest media market and most populous county in the United States.

Partnering with LA Metro is a win-win-win for brands, the Agency, and our communities. In addition to advertising and filming, we can now explore holistic opportunities with sponsorship. See what Metro's expansive system and new set of diverse marketing assets has to offer:

## Media Kit

(<https://www.dropbox.com/s/wv1v6l8152kcoe7/Metro%20Media%20Kit%202023.pdf?raw=1>)

## Programs and Assets

(<https://www.dropbox.com/s/e2yei7mzf63sx65/Metro%20Programs%20and%20Assets.pdf?raw=1>)



## Content

Advertising

Commercial Sponsorships

Filming

## Advertising

Metro's bus and rail system covers more than 2,200 square miles of service in Los Angeles County. You will gain visibility to millions in numerous communities throughout our broad network each month. Metro accepts commercial advertising on the exterior and interiors of our bus and rail fleet, rail

and transitway stations; as well as unique pop-up experiences at our rail stations.

Metro does not own bus benches or bus shelters – street furniture is managed and maintained by each city. Metro does not sell or post advertising directly. Contact our designated agencies to inquire about rates and how to advertise on the Metro system:

**Metro Bus System**

(bus interiors and exteriors)

**OUTFRONT Media**

Bryan Canley (mailto:bryan.canley@outfrontmedia.com)

General Manager

323.222.7171

OUTFRONT website

(<https://www.outfrontmedia.com/whereweare/markets/pages/los-angeles.aspx>)

**Metro Rail System**

(stations, train interiors and exteriors)

**Intersection**

Contact Us

(<https://www.intersection.com/market/los-angeles/>)

All commercial advertising must meet Metro’s Advertising Content Policy, please review the guidelines for your reference:

Advertising Content Guidelines

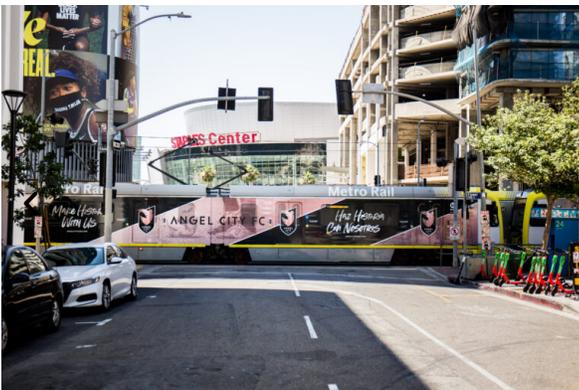
([https://www.dropbox.com/s/ld5l7s117vkiq0q/Metro%20System%20Advertising%20%28COM%206%29\\_01May2023rev.pdf?raw=1](https://www.dropbox.com/s/ld5l7s117vkiq0q/Metro%20System%20Advertising%20%28COM%206%29_01May2023rev.pdf?raw=1))



Full Wrap (Articulated Bus)



Full Wrap



Full Wrap



Half Wrap

# Commercial Sponsorships

Metro’s diverse media and infrastructure is significant and includes many opportunities for individually tailored sponsorships, whether it is advertising, station domination, experiential, or a combination thereof.

Metro strives to go beyond transactional partnerships, we want to work with our partners and drive meaningful relationships that move the conversation forward. Contact our team with your goals and ideas, and we will together create unique experiences that will deliver on your campaign:

Paul Phootrakul  
Communications Manager  
phootrakulp@metro.net (mailto:phootrakulp@metro.net)

All commercial sponsorships must meet Metro’s Commercial Sponsorship and Adoption Policy, please review the policy for your reference:

Commercial Sponsorship Policy  
(<https://www.dropbox.com/s/zedwvdlod1kfpnt/Commercial%20Sponsorship%20and%20Adoption%20Policy.pdf?raw=1>)

<b>Why Partner With Metro</b>	<b>+</b>
<b>Metro Asset Inventory</b>	<b>+</b>

## Filming

Metro provides bus and rail service throughout Los Angeles County. Since Metro is an integral part of Los Angeles County’s image and history – its facilities, vehicles, and equipment are often featured in movies, television programs, commercials, print ads, and documentaries.

Metro can provide production companies with site locations, vehicles, equipment, and parking for use in their productions. Contact Metro’s filming representative to discuss your particular needs as restrictions on days, hours, and types of filming may apply. Metro is happy to discuss your filming needs.

### Hollywood Locations

Tommy Nierman (mailto:tnierman@hollywoodlocations.com)  
213.617.0111  
Hollywood Locations website (<https://hollywoodlocations.com/cat-database/?slug=metro>)

All commercial filming on Metro property must meet Metro’s Filming Policy, please review the policy for your reference:

Filming Policy  
(<https://www.dropbox.com/s/firqkl8wwf2cevx/Metro%20Filming%20Policy%20%28COM10%29.pdf?raw=1>)

<b>Fee Schedule</b>	<b>+</b>
---------------------	----------

