Airport Digital Network

DIGITAL NETWORK at Boston Logan consists of 26 double-sided locations featuring 70” LCD HD Screens placed to reach 100% of arriving and departing passengers to Domestic Terminals A & B and International Terminal E.

All of the screens are located on the concourse level (post-security) and most reach arrivals as they deplane and make their way to baggage claim.

Each 10-second ad rotates on a :80-second loop. Advertisers have the ability to change creative on the last day of the event to reach departing attendees.

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Amtrak Posters & Dioramas

As a popular mode of transportation from DC to Boston, this format should also be considered to target arrivals to major Northeast cities.

ACELA OR NORTHEAST REGIONAL RAIL POSTERS: (upper image)
Located in all train cars, posters are sized 17.5” H x 12.5” W.

ACELA BACKLIT DIORAMAS: (lower image)
Acela Express offers Backlit Posters sized approximately 18” H x 13” W. These illuminated posters are available only on Acela Express.

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Bike Share

The Boston Bike Share is a great way to target attendees on the go in Boston. Coverage is city-wide including entertainment venues, shopping districts and major transportation hubs including South Station, North Station and Back Bay.

Panels are sized 56”H x 38”W.

These panels are sold in (2) networks of 45 panels.

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Prudential Mall: Target Back Bay Westin, Sheraton and Marriott guests

Reach over 1800 AAN attendees at the Marriott, Westin and Sheraton in the back bay

Attendees travel through a series of Walkovers and Malls to travel between hotels, to reach the subway and to shop and eat.

Banners range from $30,000 to $40,000 including space, production and install.

Customized Proposal Required

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Copley Place Mall: Target Back Bay Westin, Sheraton and Marriott guests

Reach over 1800 AAN attendees at the Marriott, Westin and Sheraton in the back bay.

• 5 Sky Banners available throughout the mall, placed strategically throughout to reach the most amount of foot traffic.

• Backlit Dioramas, pictured middle, are located at four (4) locations throughout Copley Place Mall.

• Windowscapes near the Westin are powerful eye-level opportunities, targeting foot traffic immediately upon arrival and departure of the mall. There are four (4) different locations available.

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Copley Place Mall | Digital Displays

The digital spectaculars and digital ad panels in the Copley Place mall feature the latest technology with static and full-motion video advertising. All units are vibrant, full color HD digital boards, capable of running multiple creatives.

The Digital Ad Panel package (top image) HD touch displays

Escalator Digital (lower image) is located at the top of the Marriott escalator at entry to the mall

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Recycle Bin Panels

Sustain your message throughout Boston where attendees circulate. These panels dominate the streets and are great for targeting foot and vehicular traffic.

Coverage is surrounding: Fenway Park, North Station, South Station, North End, Boylston Street, Faneuil Hall, Central Business District, Prudential Center, Cambridge Street, Back Bay.

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Many stations on the Silver and Green line will serve attendees staying at Hotels in the Back Bay. The Silver Line serves the Seaport and BCEC Center areas.

Placement of station posters throughout stations on these 2 lines will target attendees going underground for their transportation.

Recommended Coverage:
- Court House Station
- World Trade Center Station
- Prudential Station
- Hynes Station

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
**Subway Dioramas: South Station**

Brightly illuminated backlit Dioramas reach attendees as they enter and exit the stations. These eye-catching displays are located inside Airport Station, South Station and Copley Station.

Sized at 68.5” h x 27.5 w

**Recommended Coverage:**
- South Station (total 22 available)
- Copley Station (total 5 available)
- Airport Station (sold as part of a domination)

**AANI Sponsorship Rates**

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
**Subway Station King Panels**

This dominating media form cannot be missed as passengers move throughout the station. The combination of dwell time and high impact make it a fantastic stand alone product.

Sized at 30’ x 144”

**Recommended Coverage:**

Hynes Station (total 5 available)

Coverage on the MBTA Green and Red Lines.

**AANI Sponsorship Rates**

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Subway Turnstile Ads

Multiple points of unavoidable exposure command the attention of subway riders as they enter and exit stations during their daily travels. Diversify creative messaging with multiple creatives.

4 Ad Panels Per Turnstile
Panel A & C: 11” h x 10.25” w
Panel B: 4.5” h x 11” w
Panel D: 14.25” h x 13” w

Recommended Coverage:
Prudential Station
Airport Station
Copley Station
South Station
Hynes Station

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Subway Digital Displays

Digital Displays are a vibrant way to stand out and offer advertiser the opportunity to appeal to huge subway audiences with creative that can be changed or updated throughout the day.

Product info:
Sized at 55” & 70”, both landscape and portrait
Spot Details: One :15 second spot in :180 second loop
Static & Full Motion-Capable (No Audio)

Recommended Coverage:
8 Screens at Copley Station
14 Screens at South Station

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Subway Domination

Dominate the consumer landscape at key, high traffic commuter centers. Media and sizing varies by station.

Recommended Coverage and Media include:

Airport Station: Cross Over Bridge Panels, Double Sided Banner, Two sheet Posters, Backlit Dioramas and Turnstile Ads

25% (2 x :15-second spot) of digital advertising inventory, if offered on station is included for domination advertisers if contracted 60 days prior to start date.

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Subway Interior Cards

Cover the entire MBTA Green Line with subway interior cards and subway exterior wrapped rail cars.

This media is located above the heads of passengers on crowded trains.

Car Card A: 22” h x 21” w – All MBTA Subway Lines
Car Card C: 22” h x 15.5” w – on MBTA Green Line

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Boston

Digital Urban Panels

Situated above Back Bay and Prudential subway entrances, urban panels are the most dominant and vibrant street-level displays, allowing advertisers the opportunity to appeal to huge rail and pedestrian audiences with create that can be changed or updated throughout the day.

55” LCD Landscape Screens
Spot Length: 15-second
Loop Length: 90-second, 24/7
Static & Full-motion capabilities
Coverage:
Back Bay - 2 Screens
Prudential - 2 Screens

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Arlington Windows

Located at the corner of Arlington and Boylston Streets in the upscale Back Bay neighborhood. Arlington is the most convenient station to reach the Boston Public Garden, as well as some of Boston’s best shopping, dining and nightlife destinations. Your creative will be displayed outside both the station elevator and head house, viewed daily by thousands of pedestrians and motorists.

Contains two (2) head house structures (3 facing sides each). Sizes vary.

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469
Back Bay Station Spectacular

This duo Spectacular is located at the entrance of Back Bay Station on Dartmouth Street, in close proximity to the 4 hotels that serve the Hynes and popular with BCEC attendees too. Both Back Bay Windows and Back Bay Banners creative will face outside the building towards pedestrians and motorists.

This unit is also within walking distance from Copley Square, Newbury Street and is near many bars, shopping and restaurants.

Banners: (6)10’h x 8’w
Windows: 8’h x 60’10.5”w

AANI Sponsorship Rates

Please contact Maryann Ingham EMC Outdoor and Events for more information: 610-355-4469