

# Sponsor Information



## A Short Introduction to LAPassenger.com

- About LAPassenger
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- Passenger Demographics

## About LAPassenger



- An interactive website that sends real time train delay alerts to passengers right to their cell phone, mobile device and email
- Largest Metrolink passenger community on the web
- Founded in October 2007

## What is Metrolink?



- Heavy rail commuter train serving Los Angeles, Ventura, Orange, San Bernardino, and Riverside Counties.
- 50,000 daily boardings (June 2008)
- Significant growth in riders continues as gas prices increase
- Most commuters ride from suburban stations to Downtown Los Angeles

# Sponsor Benefits



- Promote your business to an eco-conscious, tech-savvy, professional demographic in five counties
- Passengers highly value our service, which means greater exposure and higher response than traditional newspaper, direct-mail, and other websites campaigns.
- Sponsor message included in thousands of alerts delivered directly to mobile devices and email addresses.

# Sponsor Benefits



- Create a targeted campaign for specific passengers who board at any of the fifty-six stations
- Create a broad campaign to reach specific counties.
- Deliver your message via the LAPassenger homepage, via email or both
- To become a sponsor contact LAPassenger now

# Station Locations



- Create a targeted campaign for specific passengers who board at any of the fifty-six stations

<b>91 Line</b>	<b>Antelope Valley Line</b>	<b>Ventura County Line</b>
Commerce	Glendale	Glendale
Fullerton	Newhall	Simi Valley
Buena Park	Sun Valley	Camarillo
North Main Corona	Sylmar/San Fernando	Burbank-Bob Hope Airport
Riverside-La Sierra	Palmdale	Chatsworth
Riverside-Downtown	Santa Clarita	Northridge
Union Station	Via Princessa	Oxnard
West Corona	Union Station	Van Nuys
Norwalk/ Santa Fe Springs	Vincent Grade/Acton	Union Station
	Downtown Burbank	Downtown Burbank
	Lancaster	Montalvo
		Moorpark

# Station Locations

continued...



<b>San Bernardino Line</b>	<b>Inland Empire/Orange County Line</b>
Claremont	Commerce
Covina	Fullerton
El Monte	Irvine
Fontana	Oceanside
Rancho Cucamonga	Anaheim
Baldwin Park	Laguna Niguel/ Mission Viejo
Cal State LA	Buena Park
Upland	Orange
Pomona (North)	Tustin
San Bernardino	Santa Ana
Rialto	San Juan Capistrano
Union Station	San Clemente
Montclair	San Clemente Pier
Riverside Line	Union Station
East Ontario	Norwalk/ Santa Fe Springs
Industry	North Main Corona
Pedley	Riverside-La Sierra
Riverside-Downtown	Anaheim Canyon
Union Station	San Bernardino
Downtown Pomona	Riverside-Downtown
Montebello/ Commerce	West Corona

[www.LAPassenger.com](http://www.LAPassenger.com)

888-545-TRAIN (8724)



## LAPassenger.com Stats



- 1,666 Pageviews per Month (June 2008) and growing.
- 60% of site visitors are new viewers
- 55% of site traffic is “direct” due to strong name recognition and word of mouth referrals.
- 30% of site traffic is via search engines, 15% from referring sites.



# Passenger Demographics



## Passengers' County of Residence

40% - Los Angeles

22% - San Bernardino

17% - Riverside

14% - Orange

5% - Ventura

2% - San Diego

## Passengers' Median Annual Household Income

System Wide: \$72,232

Ventura Line: \$85,186

Antelope Valley Line: \$64,238

San Bernardino Line: \$64,914

Riverside Line: \$77,373

91 Line: \$72,724

Inland Empire Line: \$78,991

Orange County Line: \$88,259

# Passenger Demographics



## Passenger Age Distribution

47% - Age 62 - 44 (Baby Boomers)

27% - Age 43 to 32 (Generation X)

18% - Age 31 to 14 (Generation Y)

7% - Age 75 to 64 (Swing  
Generation)

1% - Over Age 75 (GI Generation)

# Contact Us Today



- Become a LAPassenger.com sponsor today.  
Contact Brian at (888)-545-TRAIN x 2.

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