

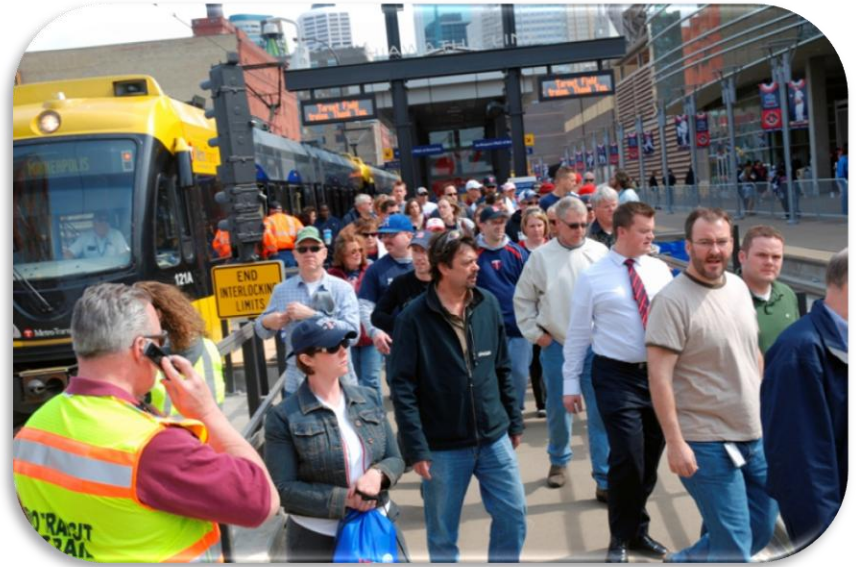


# Twins 2012



## Ridership Objective

- 960,000 rides
- 15% market share
- 10% increase from 2011



## Service Overview

- 13 bus routes serving Target Field
- Light Rail – Target Field operations
- Northstar – serves all home games
- Family Pass – downloadable

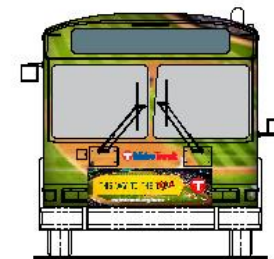


## Marketing Campaign

- Twins marketing trade
- Metro Transit inventory
- NEW! Billboards, Facebook & Google search ads
- NEW! 'Food From Fans' promotion, April 15th



•Wrapped Bus



•IPTV In-Arena ad

The advertisement is a vertical banner. The top half features a baseball field with a large yellow arrow pointing upwards. Inside the arrow, the text reads "THIS WAY TO THE Twins" in blue and red. Above the arrow is a red circle with a white letter 'T'. The bottom half of the banner has a dark background with silhouettes of people. It contains the text: "Let's fill a bus with Food From Fans", "Sunday, Apr. 15", "Donate food & get a free ride to the game!", and "metrotransit.org/FoodFromFans". At the very bottom, there is a white box containing the Metro Transit logo and the website "metrotransit.org".

THIS WAY TO THE Twins

Let's fill a bus with  
**Food From Fans**

Sunday, Apr. 15

*Donate food & get a free ride to the game!*

metrotransit.org/  
FoodFromFans

metrotransit.org