BUSINESS CARD PROMOTIONAL MATERIALS

**Purpose:**

These pocket-sized advertisements are a great way to push digital campaigns in a face-to-face interaction, and are specifically geared toward increasing rider awareness of the app. We ask that operators hand out these cards to riders as they get on the bus. A version for train-specific clients is available in a .pdf and these would ideally be made available to riders through optimal placement.  
  
Printing Guidelines:

* Print on 3.5" × 2" card stock
* Full bleed
* Full color
* Matte or high-gloss suggested