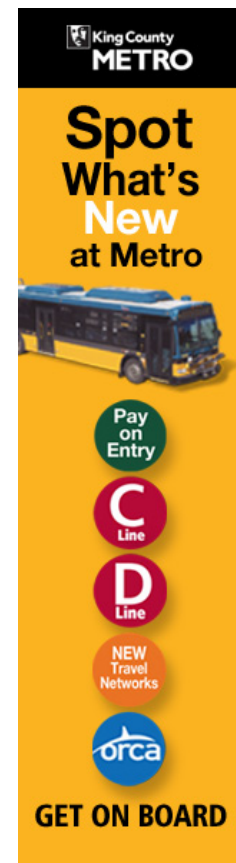




Campaign logo



Web ads

Ride Free Area ends 9/29/12 King County METRO We'll Get You There

Spot What's New at Metro

NEW Travel Networks **orca** **C Line** **D Line** **Pay on Entry**

Serving West Seattle-Downtown
Serving Ballard-Downtown
Pay in front, exit in back on all trips

Changes big and small get you there faster and easier.

Hop on new RapidRide lines to Ballard and West Seattle.
It's Bus Rapid Transit and runs every 10-15 minutes every day, so you don't need a schedule. With new buses, new stations & stops, free Wi-Fi onboard, air conditioning and many other amenities, it's the best of Metro.

New, re-engineered travel network for better service.
New routes, schedules, and connections make travel on Metro faster and more reliable.

ORCA gets you moving.
Tap and go with the ORCA card. It's the fast, convenient way to pay on entry, and you never have to worry about cash.

New RapidRide lines, a re-engineered travel network, plus new tools like better maps, easier web site, and digital signs, all combine to get you there easier than ever.

Count on the transportation pros at Metro for safe, reliable service. We're dedicated to your satisfaction. In fact, 91% of all riders give Metro the thumbs up!

GET ON BOARD!
Try the new and improved Metro.
Plan a trip, get an ORCA card and more at:
www.kingcounty.gov/GetYouThere
206-553-3000

Newspaper ads

Ride Free Area Ends 9/29/12 **Spot What's New at Metro** **NEW Pay on Entry** **Pay in front. Exit in back.** **Buy orca cards at tunnel stations***

How you ride buses in King County changes September 29.

Bus riders will now pay when they enter the bus for all trips on King County Metro Transit, Community Transit and Sound Transit. Board faster with an ORCA card. In downtown Seattle, buy and reload ORCA cards at tunnel stations* and Metro Customer Service offices. See complete listing of locations at www.orccard.com

For More Information:
www.kingcounty.gov/metro/howtoride
206-553-3000

* except Convention Place station

King County METRO We'll Get You There

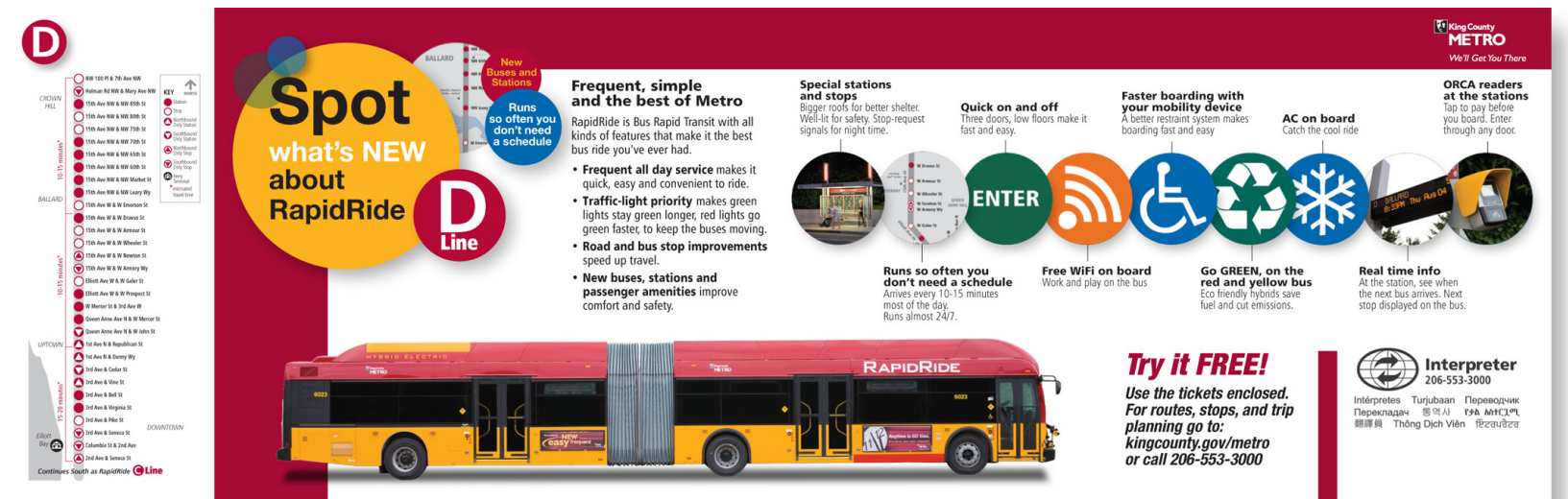
Transit shelter posters



Brochure cover



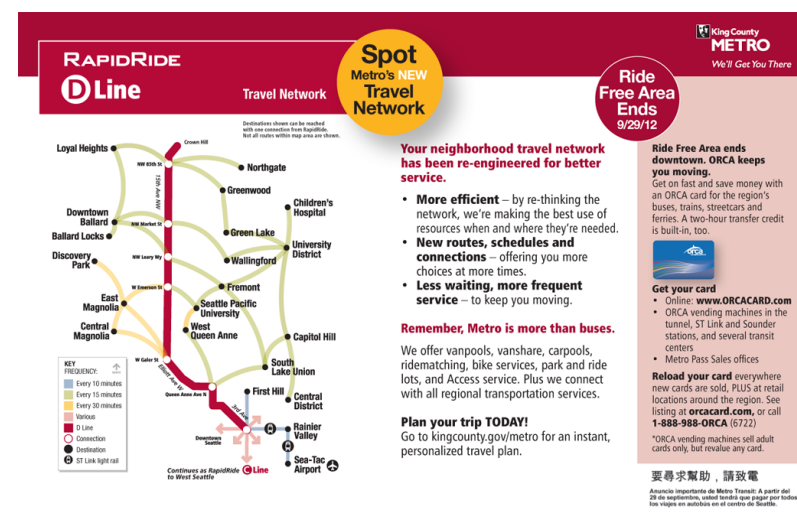
Wrapped bus



Brochure center spread



Bus exterior signage



Brochure back cover



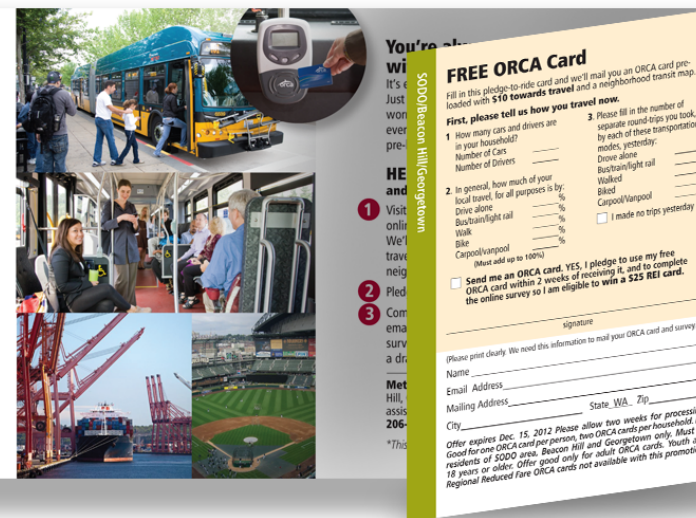
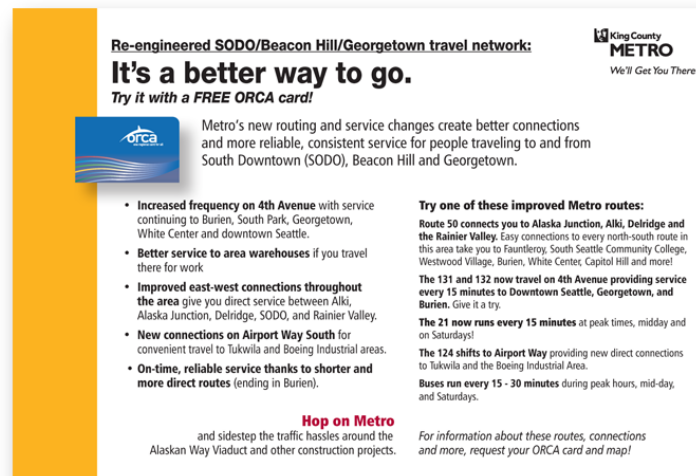
Neighborhood-targeted Direct Mail



Mailing side



Cover



Center spread and overleaf



Center spread and BRC