



CALTRAIN BRAND TRAIN

CalTrain is the public transit link that **connects San Francisco with the peninsula and Silicon Valley.** This exciting new opportunity allows brands to reach affluent commuters on the train that are heading to work or traveling to events at any of CalTrain's 31 stations. **Major companies are located or headquartered at many of these CalTrain stations** such as Nvidia, OpenAI, Lockheed Martin, Waymo, Meta, Google, Intel, Electronic Arts, Robinhood, and many more.

This offering includes both interior and exterior inventory on all 7 cars in a train, which **ensures every passenger will be exposed your messaging multiple times a week as they commute.** With 75% of adults reporting noticing an OOH transit ad in the past 30 days, take advantage of this new offering before it sells out. With CalTrain's 4th and King station domination sold out through 2026, this is currently the only option on Caltrain to reach this audience.



LAST REVISED 06/01/2026
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 SOURCE: OAAA/HARRIS

PRODUCT INFORMATION

KONGS

- Size: 41" H x 288" W
- Quantity: 2 per car

INTERIOR CARDS

- Size: 32" H x 32" W
- Quantity: 2 per car

HEADLINERS

- Size: 11" H x 62" W
- Quantity: 8 per car

BULKHEADS

- Size: 36" H x 78" W
- Quantity: 2 per car

LIMIT 4 CREATIVES PER MEDIA FORMAT SEE PAGE 4.

COVERAGE

- System Wide (31 Stations)

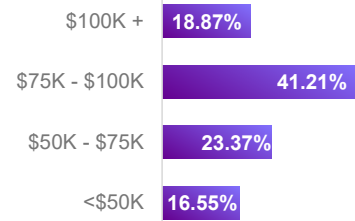
ALL 7 CARS OF A TRAIN MUST BE PURCHASED TOGETHER FOR A MINIMUM OF 4-WEEKS

CALTRAIN BRAND TRAIN INSIGHTS

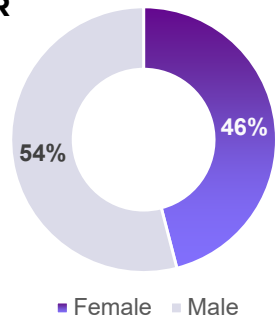
MEET THE YOY GROWING CALTRAIN AUDIENCE

DEMOGRAPHIC SNAPSHOT

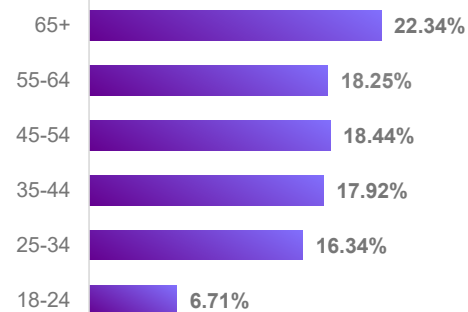
HHI DISTRIBUTION



GENDER



AGE



HISTORICAL RIDERSHIP

7.2M

TOTAL 2024 RIDERSHIP

2025 SURGE

11.2M

TOTAL 2025 RIDERSHIP

+56%

YOY INCREASE FROM 2024

RISING WORKDAY RIDERSHIP

43K

APRIL 2026 AVERAGE WEEKDAY RIDERSHIP

+22.5%

YOY INCREASE FROM APRIL 2025

ROLLING MOMENTUM IN 2026

1M

ROLLING 12 MONTH AVERAGE (APRIL 2026)

CALTRAIN BRAND TRAIN COVERAGE

CALTRAIN COMPANY COVERAGE

ZONE 1

ZONE 2

ZONE 3

ZONE 4



Caltrain System Map

INTRODUCING OUTFRONT'S NEW CALTRAIN BRAND TRAIN ASSETS



KONGS

Quantity: 14 per Train

Kongs are **high impact units** that will make an impression on commuters that are waiting for their train. These large format units are the **perfect starting touch point** with your audiences.

Limit 4 creatives, additional creative will incur additional fee.



HEADLINERS

Quantity: 56 per Train

Headliners are **high frequency** interior units that benefit from **high dwell times** which allows for your messaging to be top of mind throughout the rider's commute.

Limit 4 creatives, additional creative will incur additional fee.



BULKHEADS

Quantity: 14 per Train

Bulkheads are positioned at the each of the staircases of each traincar which ensures every passenger sitting in the **upper seating section passes by these units** when exiting the traincar.

Limit 4 creatives, additional creative will incur additional fee.



INTERIOR CARDS

Quantity: 14 per Train

Interior Cards are strategically positioned next to the Bulkheads and near the entrances/exits to ensure rider sitting in the **lower seating section sees the messaging** when exiting the car.

Limit 4 creatives, additional creative will incur additional fee.