


R Line Promo

1G Comprehensive Campaign


Print Ads



LINE



**GO HERE, GO THERE,
AND CONNECT EVERYWHERE**

RLine trains run every 15 to 30 minutes
to Aurora, Denver, Lone Tree and beyond.



PARK MEADOWS — FIDDLERS GREEN — DENVER TECH CENTER — DENVER INTERNATIONAL AIRPORT — UNION STATION


Plan your trip on the **R**Line today at rtd-denver.com



LINE


**IMAGINE ALL THE PLACES
YOU CAN GO ON THE **R**LINE**

Trains run every 15 to 30 minutes.
Only \$2.60 one way to any station.



TOWN CENTER AT AURORA — ANSCHUTZ MEDICAL CAMPUS — AURORA MUNICIPAL CENTER — DENVER TECH CENTER — REGIS UNIVERSITY DTC CAMPUS

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The campaign messaging, featuring modern type, bold colors, and contemporary icons, aligned the service as an integral part of the community providing connections to activities, events, and points of interest along the alignment.



TAKE **R** LINE *To Summer Events*

AURORA METRO CENTER, GREAT LAWN

Enjoy summer events! Get off at the **Aurora Metro Center Station**.

SUMMER IN THE CITY

June 1 and July 20 • 11 a.m. – 2 p.m.

4TH OF JULY SPECTACULAR

July 4 • 6 p.m. – 10 p.m.

BUSKERS, BREWS & BBQ

June 9 • 11 a.m. – 6 p.m.

GLOBAL FEST

August 18 • 11 a.m. – 6 p.m.

FIDDLER'S GREEN AMPHITHEATRE

Get off at the **Arapahoe @ Village Center Station**

SUMMER CONCERTS

Plan your trip on the **R** Line today at rtd-denver.com



IMAGINE ALL THE PLACES YOU CAN GO ON THE **R** LINE



PEORIA STATION

- Connect with the **University of Colorado A Line** to the airport or downtown's Union Station
- Connect with bus routes **37, 45, 121, 153**

FITZSIMONS STATION

- Access to Colorado's premier medical facility, the Anschutz Medical Campus, UC Health, Children's Hospital Colorado, residential, and dining options
- Sand Creek Parkway (open space)

COLFAX STATION

- Access to Colorado's premier medical facility, the Anschutz Medical Campus, UC Health, Children's Hospital Colorado, residential and dining options
- Connect with bus routes **15, 15L**

13TH AVENUE STATION

- Future planned retail and residential

2ND & ABILENE STATION

- Future planned retail, hotel, and residential
- Connect with bus route **6**

AURORA METRO CENTER STATION

- Visit the Aurora Municipal Center (city hall, great lawn, library, museum, police services, and courthouse)
- Access the Arapahoe County CentrePoint Plaza building (administrative and human services)
- Visit the Town Center at Aurora and Aurora City Place shopping centers
- Connect with bus routes **3, 3L, 6, 11, 15L, 21, 130, 133, 153, 157**

FLORIDA STATION

- Access The Medical Center of Aurora, EcoTech Institute
- Connect with the **H Line** to downtown Denver

ILIFF STATION

- Residential and dining options, as well as the Heather Gardens retirement community
- Connect with bus routes **21, 131**

NINE MILE STATION

- Live, work, shop, and access to the Cherry Creek bike path
- Connect with the **H Line** to downtown Denver
- Connect with bus routes **35, 83D, 83L, 121, 130, 131, 133, 135, 139, 483, AT**

DAYTON STATION

- Retail and residential options
- Connect with the **H Line** to downtown Denver

BELLEVIEW STATION

- Work, shop, dine, or play only five minutes away
- Connect with the **E or F lines** to downtown Denver
- Connect with bus routes **46, 73, Belleview Call-n-Ride**

ORCHARD STATION

- The Landmark at Greenwood Village offers restaurants, live entertainment, and a movie theater
- Connect with the **E or F lines** to downtown Denver
- Connect with the **Orchard Call-n-Ride**

ARAPAHOE AT VILLAGE CENTER STATION

- Visit Fiddler's Green Amphitheatre for summer concerts
- Retail and residential
- Regis University DTC campus
- Connect with the **E or F lines** to downtown Denver
- Connect with bus routes **66, AT, Arapahoe Call-n-Ride**

DRY CREEK STATION

- Connect with the **E or F lines** to downtown Denver
- Connect with the **Dry Creek and N. Inverness Call-n-Rides**

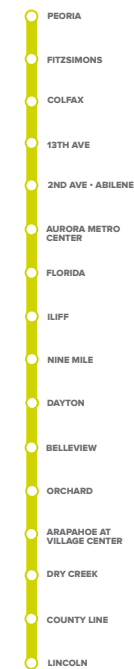
COUNTY LINE STATION

- Park Meadows offers a multitude of shopping and dining options
- Connect with the **E or F lines** to downtown Denver
- Connect with bus routes **402L, S, Inverness Call-n-Ride**

LINCOLN STATION

- Charles Schwab campus
- Many retail and residential options
- Connect with the **E or F lines** to downtown Denver
- Connect with bus routes **403, 483, Lone Tree and Meridian Call-n-Rides**

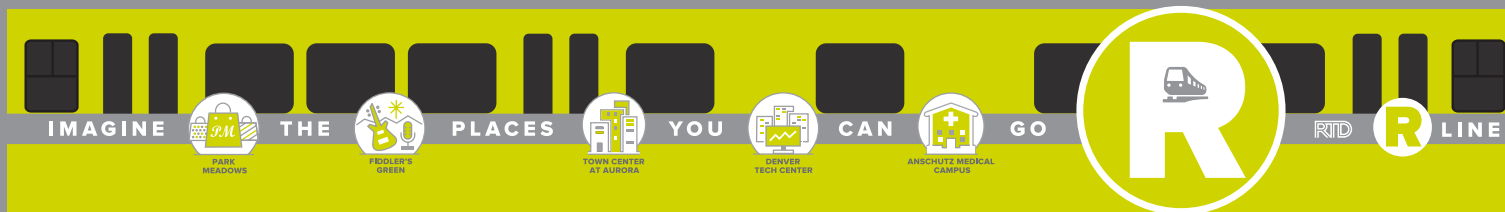
RIDE to any **R Line station for just \$2.60 each way. Trains run every 15-30 minutes.**



Plan your trip on the **R** Line today at rtd-denver.com



On-Vehicle Advertising



The campaign was designed to increase service awareness with transfluges, interiors, and a train wrap to spread the message of the benefits of the R Line to the greater metro area with a yield of more than 78 million impressions.

On-Vehicle Advertising

R
LINE

IMAGINE ALL THE PLACES YOU CAN GO ON THE R LINE

Trains run every 15 to 30 minutes.
Only \$2.60 one way to any station.

TOWN CENTER AT MIDTOWN
ANSCHUTZ MEDICAL CAMPUS
AURORA MUNICIPAL CENTER
DENVER TECH CENTER
REGIS UNIVERSITY EPIC CAMPUS

Plan your trip on the R-Line today at rtd-denver.com

RTD

R
LINE

TAKE R LINE To Summer Events

AURORA METRO CENTER, GREAT LAWN
Enjoy summer events! Get off at the Aurora Metro Center Station.

SUMMER IN THE CITY June 1 and July 20 • 11 a.m. – 2 p.m.	4TH OF JULY SPECTACULAR July 4 • 6 p.m. – 10 p.m.
BUSKERS, BREWS & BUD June 9 • 11 a.m. – 6 p.m.	GLOBAL FEST August 18 • 11 a.m. – 6 p.m.

FIDDLER'S GREEN AMPHITHEATRE
Get off at the Asaphene @ Village Center Station.

SUMMER CONCERTS

Plan your trip on the R-Line today at rtd-denver.com

RTD

R
LINE
DENVER • AURORA • LONE TREE

IMAGINE ALL THE PLACES YOU CAN GO ON THE R LINE

Plan your trip on the R-Line today at rtd-denver.com

RTD

**ON-THE-JOB
EMPLOYEE HEALTH
PHYSICAL EXAMS &
LOCAL TEAM. EXP.
303.531.4**

Print Collateral

IMAGINE ALL THE PLACES YOU CAN GO ON THE R LINE



LINE
DENVER • AURORA • LONE TREE

The **R** Line brings fast and convenient rail service to Denver, Aurora, & Lone Tree with greater connections to more destinations than ever before.

- 55 mins — Peoria to Lincoln
- 15-30 minute frequency
- \$2.60 local one-way fare
- Travels through the heart of Aurora
- University of Colorado A Line connection at Peoria Station
- H Line connections at Florida, Iliff, Nine Mile, and Dayton stations



STATION	POINTS OF INTEREST	PARKING	BICYCLE AMENITIES	CONNECTIONS
Peoria	Connect with the University of Colorado A Line to the airport or downtown's Union Station	550	10 racks, 10 lockers	University of Colorado A Line, 37, 45, 121, 153
Fitzsimons	Access to Colorado's premier medical facility, the Anschutz Medical Campus, UC Health, & Children's Hospital Colorado - Sand Creek Parkway (open space)	—	5 racks	Fitzsimons Shuttle (operated by CU)
Collax	Access to Colorado's premier medical facility, the Anschutz Medical Campus, UC Health, & Children's Hospital Colorado - Sand Creek Parkway (open space)	—	12 racks	15, 15L
13th Ave	Future planned retail and residential	262	3 racks, 5 lockers	—
2nd • Abilene	Future planned retail, residential and hotel	242	4 racks	6
Aurora Metro Center	Visit the Aurora Municipal Center - Access the Arapahoe County CentrePoint Plaza building - Visit the Town Center at Aurora and Aurora City Place shopping centers	145	4 racks	3, 3L, 6, 11, 15L, 21, 130, 133, 153, 157
Florida	Access The Medical Center of Aurora, EcoTech Institute	—	4 racks	H Line
Iliff	Residential and dining options, as well as the Heather Gardens retirement community	600*	8 racks	H Line, 21, 131
Nine Mile	Live, work, shop, and access to the Cherry Creek bike path	1,225	16 racks, 28 lockers	H Line, 35, 83D, 83L, 121, 133, 135, 139, 483, AT
Dayton	Retail and residential options	250	16 racks, 8 lockers	H Line
Bellevue	Work, shop, dine, or play only five minutes away	59	12 racks, 12 lockers	E, F lines, 46, 73, Bellevue Call-n-Ride
Orchard	The Landmark at Greenwood Village offers restaurants, live entertainment, and a movie theater	48	6 racks	E, F lines, Orchard Call-n-Ride
Arapahoe at Village Center	Visit Fiddler's Green Amphitheatre - Retail and residential, Regis University DTC campus	817	22 racks, 10 lockers	E, F lines, 66, AT, Arapahoe Call-n-Ride
Dry Creek	Connects with E and F lines to downtown Denver	235	6 racks	E, F lines, 402L, S, Inverness Call-n-Ride
County Line	Park Meadows offers a multitude of shopping and dining options	388	8 racks, 16 lockers	E, F lines, 402L, S, Inverness Call-n-Ride
Lincoln	Charles Schwab campus - Many retail and residential options	1,734	8 racks, 16 lockers	E, F lines, 403, 483, Lone and Meridian Call-n-Ride

* Facility managed by City of Aurora. Parking fees apply.

PARKING AT A PARK-N-RIDE

Parking fees at RTD Park-n-Rides depend on if your car is registered within the RTD service area. Check out rtd-denver.com/howtopark

- If your vehicle is registered within the RTD service area, parking is free for the first 24 hours. After 24 hours, a \$2.00 daily fee applies.
- If your vehicle is registered outside of the RTD service area, a \$4.00 daily fee applies.

Pay for parking onsite at a parking kiosk, online at www.parkmobile.com, or with the Parkmobile app.


CONTACT US

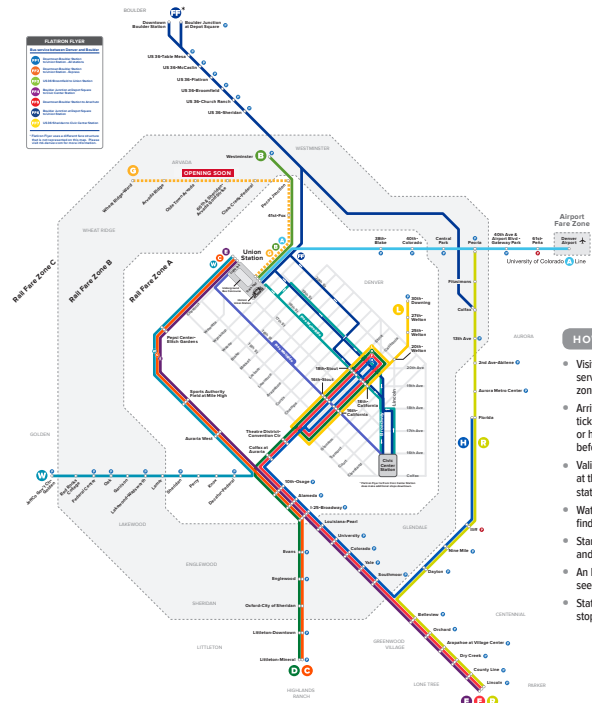
For more information about routes, schedules, fares, and services.

303.299.6000
TDD 303.299.6089

rtd-denver.com

GO HERE, GO THERE, AND CONNECT EVERYWHERE






HOW TO RIDE THE TRAIN

- Visit rtd-denver.com, call customer service, or see the map for your zone, station, and fare.
- Arrive at the station, purchase a ticket at a ticket vending machine, or have your transfer or pass ready before you board.
- Validate a pre-paid ticket or coupon at the red "V" machines on the station platform.
- Watch the signs at each station to find out when the next train departs.
- Stand behind the yellow line and wait.
- An RTD fare inspector may ask to see your ticket, coupon, or pass.
- Stations are announced before stopping at each location.

TRANSIT ROUTES



FARES

LOCAL	REGIONAL	AIRPORT
One-way: \$2.60	One-way: \$4.50	One-way: \$6.00
Monthly: \$65.00	Monthly: \$115.00	Monthly: \$145.00


FREE BUS SERVICE

Free MetroRide: Connects to Denver, Aurora, and Lone Tree.

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BE SAFE AROUND BUSES AND TRAINS

- Stand behind yellow warning stripes at stations
- Look both ways before you cross the tracks
- Follow all warning signs and signals at the stations and crossings
- Trains are very fast and can't stop quickly. Never try to beat a train across the tracks
- Remove headphones when you are around buses and trains
- Don't touch the wires



TICKETS

RTD ticket books, day pass books, and monthly passes are available for purchase at the following locations:

- rtd-denver.com
- Union Station
- Civic Center Station
- Denver Airport Station
- Downtown Boulder Station
- Boulder Junction at Depot Square Station
- King Soopers and Safeway

Detailed informational fact sheet and z-card provided necessary information for customers to understand the service and key points of interest on the R Line for easy travel and connections.

Print Collateral

TAKE R LINE To Summer Events

AURORA METRO CENTER, GREAT LAWN
Enjoy summer events! Get off at the Aurora Metro Center Station.

SUMMER IN THE CITY June 1 and July 20 • 11 a.m. – 2 p.m.	4TH OF JULY SPECTACULAR July 4 • 6 p.m. – 10 p.m.
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FIDDLER'S GREEN AMPHITHEATRE
Get off at the Arapahoe @ Village Center Station

SUMMER CONCERTS

Plan your trip on the R Line today at rtd-denver.com

**GO HERE,
GO THERE, AND
CONNECT EVERYWHERE**

Plan your trip on the R Line today at rtd-denver.com

IMAGINE ALL THE PLACES YOU CAN GO ON THE R LINE

- PEORIA
- FITZSIMONS
- COLFAX
- 13TH AVE
- 2ND AVE - ABILENE
- AURORA METRO CENTER
- FLORIDA
- ILIFF
- NINE MILE
- DAYTON
- BELLEVIEW
- ORCHARD
- ARAPAHOE AT VILLAGE CENTER
- DRY CREEK
- COUNTY LINE
- LINCOLN

PEORIA STATION

- Connect with the University of Colorado A Line to the airport or downtown's Union Station
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FITZSIMONS STATION

- Access to Colorado's premier medical facility, the Anschutz Medical Campus, UC Health, Children's Hospital Colorado, residential, and dining options
- Sand Creek Parkway (open space)

DAYTON STATION

- Retail and residential options
- Connect with the H Line to downtown Denver

BELLEVIEW STATION

- Work, shop, dine, or play only five minutes away
- Connect with the E or F lines to downtown Denver
- Connect with bus routes **46, 73, Belleview Call-n-Ride**

ORCHARD STATION

- The Landmark at Greenwood Village offers restaurants, live entertainment, and a movie theater
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ARAPAHOE AT VILLAGE CENTER STATION

- Visit Fiddler's Green Amphitheatre for summer concerts
- Retail and residential
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DRY CREEK STATION

- Connect with the E or F lines to downtown Denver
- Connect with the Dry Creek and N. Inverness Call-n-Rides

COUNTY LINE STATION

- Park Meadows offers a multitude of shopping and dining options
- Connect with the E or F lines to downtown Denver
- Connect with bus routes **402L, S, Inverness Call-n-Ride**

LINCOLN STATION

- Charles Schwab campus
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FLORIDA STATION

- Access The Medical Center of Aurora, EcoTech Institute
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ILIFF STATION

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TAKE R LINE TO SUMMER EVENTS

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BUSKERS, BREWS & BBQ June 9 • 11 a.m. – 6 p.m.
4TH OF JULY SPECTACULAR July 4 • 6 p.m. – 10 p.m.
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RTD

TRANSIT ROUTES

A Aurora	B Broomfield	C Centennial	D Denver	E East Denver	F Front Range	G Golden	H Highlands	I Inverness	J Jefferson	K Kenton	L Littleton	M Morrison	N Northglenn	O Olathe	P Park	Q Queens	R R-Line	S Southglenn	T Thornton	U Union	V Vista	W Westminster	X X-15	Y Y-15	Z Z-15
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FARES

LOCAL	REGIONAL	AIRPORT
One-way: \$2.00 Round-trip: \$3.50	One-way: \$4.00 Round-trip: \$7.00	One-way: \$5.00 Round-trip: \$9.00

FREE BUS SERVICE

- Free Mobility: Free mobility service for eligible riders.
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To promote the benefits and activities along the R Line, an informative and unique utility bill insert and summer door hanger were delivered to more than 86,000 households along the rail alignment.

Digital Advertising

Issue 7G, involving language that would loosen Taxpayer's restrictions on the Urban Drainage and Flood Control District; Ordinance 302, a .08 percent tax hike to fund programs and education programs.

Initiated Ordinance 300, which calls for a .08 percent tax to cover College Affordability Fund, as the only measure in the hole. But the deficit is only 430 votes out of more than 150,000

For more details on all of the Denver ballot measures.

The results for the Denver ballot issues on the Denver Election of the city's website. It was last updated at midnight on November 6.



Leslie Herod backed Initiated Ordinance 301, which cruised to an easy victory.

File photo

Measure 2A

93,779 votes

Colorado Election Results 2018: Polis, the Blue Wave and the Power of TABOR

Construction Firms, Realtors Give \$4M-Plus to Prop 110 Transportation Measure

Broncos Fans on Twitter Rip the Team for Finding a New Way to Choke vs. Texans

ADVERTISEMENT



TAKE R LINE To Summer Events

AURORA METRO CENTER, GREAT LAWN
Enjoy summer events! Get off at the Aurora Metro Center Station.

5TH OF JULY SPECTACULAR
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SUMMER IN THE CITY
July 20 - 11 a.m. - 2 p.m.

GLOBAL FEST
August 18 - 11 a.m. - 6 p.m.

FIDDLER'S GREEN AMPHITHEATRE

Get off at the Arapahoe @ Village Center Station

SUMMER CONCERTS

Plan your trip at rtd-denver.com



South Colorado Boulevard

Mark achievement of any independent introvert? Summoning the hero to head to a movie alone. Chez Artiste is an unassuming indie gem on the south side of town. Almost never full, this is the perfect spot to find your favorite independent, foreign or avant-garde flick without having any interactions with others.



Sit in the soothing contemporary interior of the Clyfford Still Museum.

Leanne Goebel

Clyfford Still Museum 1250 Bannock Street

With plenty of art to keep you company, who needs a plus-one to go to a museum? Denver's Clyfford Still Museum is one of those small, serene spaces, right in Denver's Golden Triangle. The institution is dedicated to showcasing the life and work of its abstract-expressionist namesake. *Smithsonian* magazine called it "among the best art museum experiences anywhere."



Digital ads expanded reach to thousands of metro area residents and commuters effectively raising awareness about the rail line. A mix of keyword-driven search and display ads featuring familiar station art and R Line branding resulted in exceptional engagement rates 10-times above industry norm, and 56 percent conversion rate.

Free for All: The Five Best Free Events This Week

Colorado Creatives: Sarah Bowling

Denver Film Festival 2018 Weekend One Review: Flat Earth Mayhem!

ADVERTISEMENT

The 2018 Volkswagen
Golf GTI

2.0T SE
Price: \$31,570
Stock #: 183002
VIN: JFVWA47A04M250241

[FIND OUT MORE](#)

[View key info](#)

Tynan's Volkswagen
Aurora, CO

TAKE R LINE To Summer Events

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Powered by WIBBITZ


IMAGINE ALL THE PLACES
YOU CAN GO ON RTD'S R LINE

Plan your trip at rtd-denver.com

Social Media

RTD
Written by Lisa Ray Girard [?] · June 22 · 🌐

Concerts, festivals, shopping, and more! Imagine all the places you can go on the R Line! Trains every 15-30 minutes and only \$2.60 one way to any station on the line.




TAKE R LINE
To Summer Events

[HTTP://WWW.RTD-DENVER.COM/RLINE](http://www.rtd-denver.com/rline)
R Line: Go Places
The R Line serves Denver, Aurora & Lone Tree. Stops ...

[Learn More](#)

RTD
Written by Lisa Ray Girard [?] · May 3 · 🌐

Imagine all the places you can go on the R Line! Trains every 15-30 minutes and only \$2.60 one way to any station on the line.



R LINE: GO PLACES
DENVER AURORA LONE TREE


[HTTP://WWW.RTD-DENVER.COM/RLINE](http://www.rtd-denver.com/rline)
R Line: Go Places
The R Line serves Denver, Aurora & Lone Tree. Stops ...

[Learn More](#)

👤 55,241 people reached

RTD
Written by Lisa Ray Girard [?] · May 3 · 🌐

Imagine all the places you can go on the R Line! Trains every 15-30 minutes and only \$2.60 one way to any station on the line.



GO PLACES ON THE R LINE
DENVER • AURORA • LONE TREE

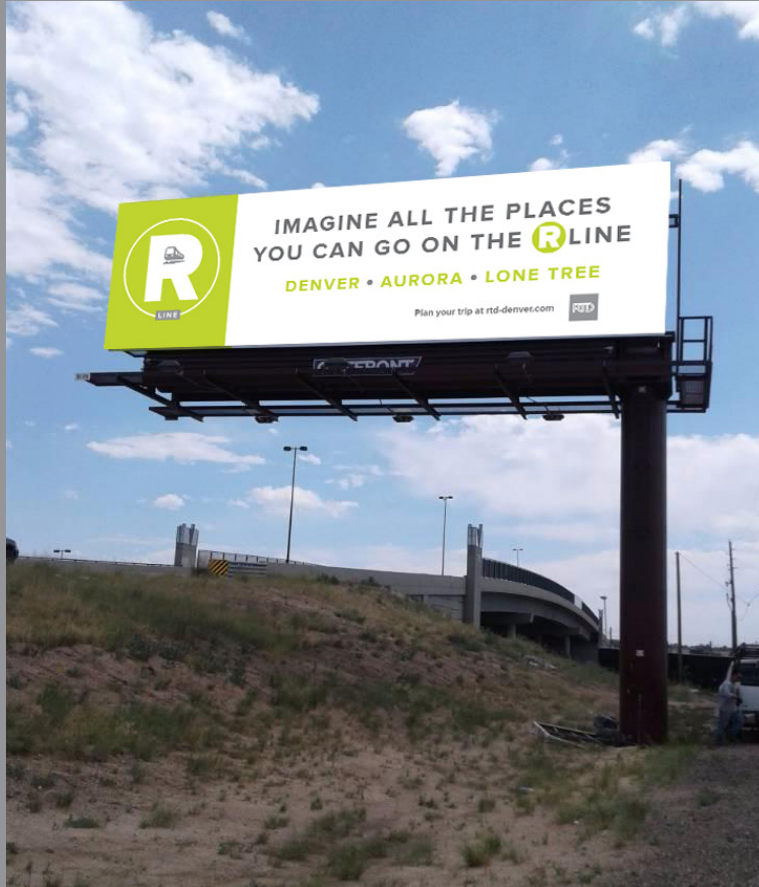
[HTTP://WWW.RTD-DENVER.COM/RLINE](http://www.rtd-denver.com/rline)
R Line: Go Places
The R Line serves Denver, Aurora & Lone Tree. Stops ...

[Learn More](#)

👤 60,327 people reached

Facebook was used to engage R Line commuters across the metro area with an aggressive ad campaign that reached 339,038 users and resulted in over 3,000 clicks on the ads.

Outdoor Advertising



Strategic advertising location positioned the service as an integral part of the community providing vital connections points of interest along the line and the greater metro area.

Display Advertising



We employed a unique and tailored tactic within malls and gathering places, to reach a geographical audience to generate excitement, interest and awareness of the R Line, with more than 1.4 million impressions during a four-week run.