

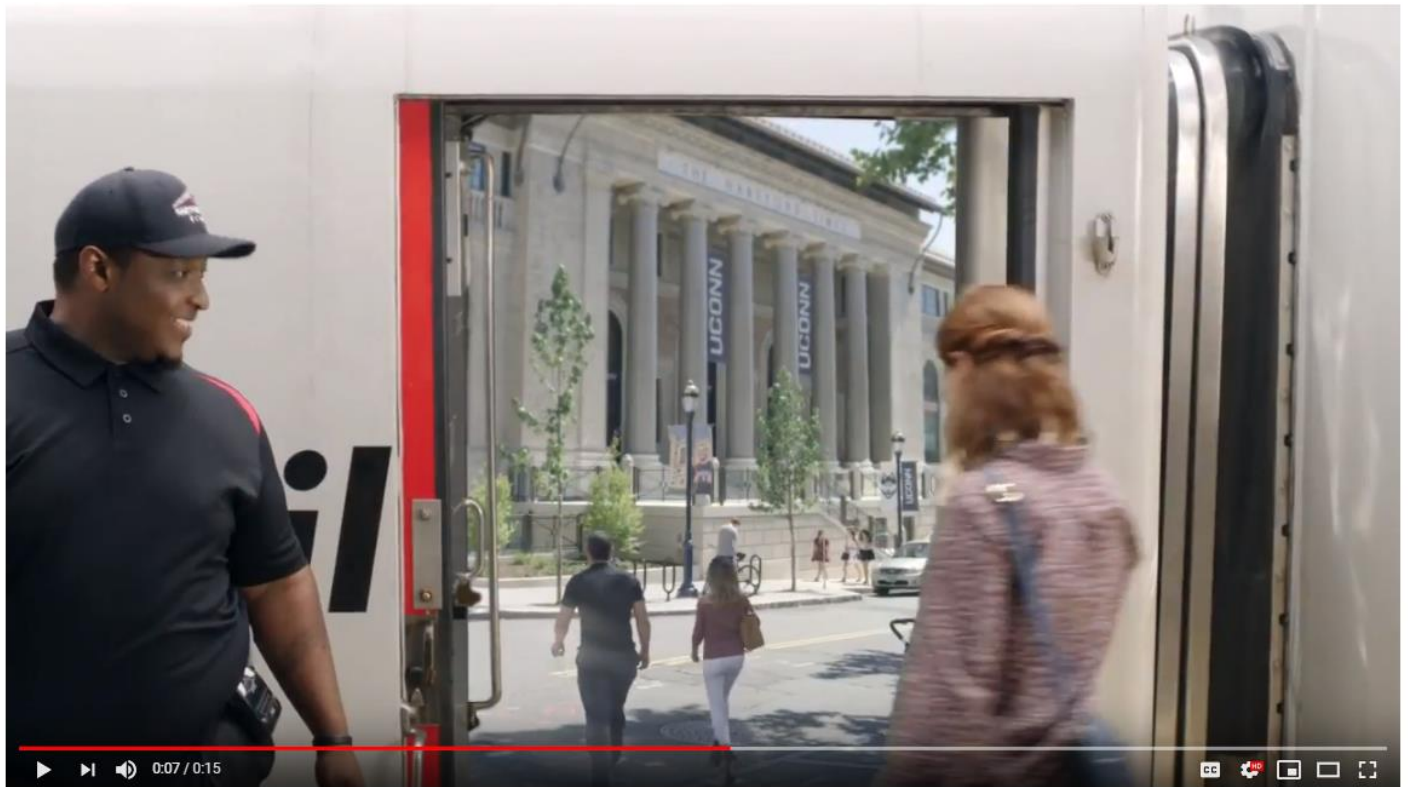


Hartford Line Advertising



TV Spots

TV Spots (College)



TV Spot College

<https://www.youtube.com/watch?v=glZIMssDjIU>

TV Spots (Baseball/Yard Goats)



TV Spot Yard Goats

<https://www.youtube.com/watch?v=AHgOtlMpZU>

TV Spots (Business)



TV Spot Business

<https://www.youtube.com/watch?v=rEbwDzxHObA>



Radio Spots

Radio Spots

Download using links below:

<http://owncloud.mintz-hoke.com/public.php?service=files&t=0a2f7f9f67a509ce1e71b0c00beed31e>

<http://owncloud.mintz-hoke.com/public.php?service=files&t=8dde67f739dc6f01e92e7e462c4b6499>

<http://owncloud.mintz-hoke.com/public.php?service=files&t=4245b379745a13e3d67803ac4712345b>

<http://owncloud.mintz-hoke.com/public.php?service=files&t=cc06b34130435a78e3b1496165987094>



Billboards

Out of Home (Pre-Launch Billboards)

YOUR TRIP JUST GOT
FASTER.

All aboard June 16. HartfordLine.com



YOUR WORLD JUST GOT
BIGGER.

All aboard June 16. HartfordLine.com



YOUR COMMUTE JUST GOT
EASIER.

All aboard June 16. HartfordLine.com



Out of Home (Launch Billboards)



NOW
ARRIVING:

YOUR CHAUFFEUR.

HARTFORDLINE.COM



NEXT
STOP:

THE FACULTY LOUNGE.

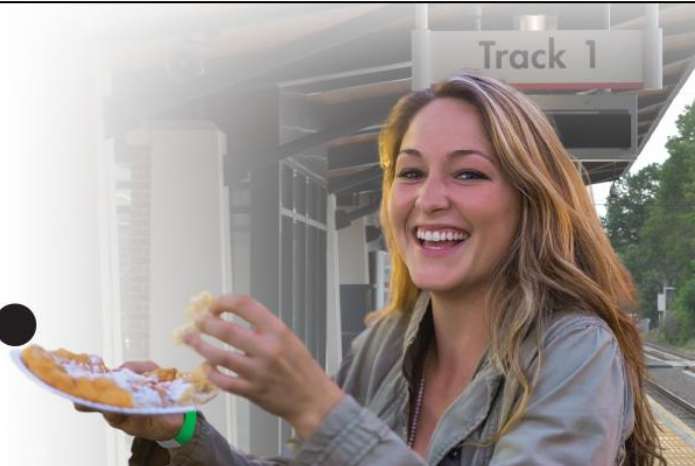
HARTFORDLINE.COM



NEXT
STOP:

FAIR FARE.

HARTFORDLINE.COM



Out of Home (Launch Billboards)



NOW
BOARDING:

GIRLS' NIGHT OUT.

HARTFORDLINE.COM



NEXT
STOP:

CORNER OFFICE.

HARTFORDLINE.COM





Street Signage

Out of Home (Street Signage)





Station Boards

Out of Home (Station Boards)

NEXT STOP:
**RELAXATION ON
TWO RAILS.**

HARTFORDLINE.COM



NEXT STOP:
**YOUR DAILY
ROUTINE, JUST
FASTER.**

HARTFORDLINE.COM



NEXT STOP:
**YOUR FAVORITE
WINDOW SEAT.**

HARTFORDLINE.COM



NEXT STOP:
**YOUR WORLD,
MADE BIGGER.**

HARTFORDLINE.COM





Print

Print (Pre-Launch)

YOUR WORLD JUST GOT
BIGGER.

All aboard June 16.



Hey, Connecticut! Arriving June 16 there's a new way for you to connect to what matters most. The Hartford Line is a reliable and affordable regional passenger rail service that expands travel options between New Haven and Springfield, MA. Featuring 17 round trips between New Haven and Hartford, with 12 of those trips continuing north to Springfield, the Hartford Line is quickly changing how we travel for work, school and for fun.

Learn more about the service at HartfordLine.com

Print (Launch)



HOP
SKIP
JUMP

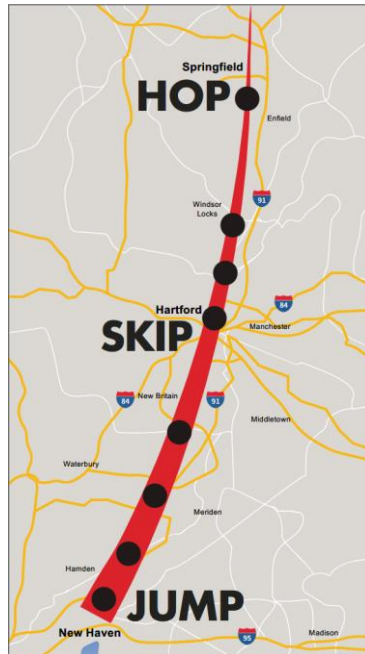
Springfield
Hartford
New Haven

**NOW BOARDING:
PLACES
NORTH
AND
SOUTH.**

Plan your trip at
HartfordLine.com



HARTFORD LINE
CT rail




HOP
SKIP
JUMP

Springfield
Hartford
New Haven

**NOW BOARDING:
PLACES
NORTH
AND
SOUTH.**

Plan your trip at HartfordLine.com



HARTFORD LINE
CT rail



HOP
SKIP
JUMP

Springfield
Hartford
New Haven

**NOW BOARDING:
PLACES
NORTH
AND
SOUTH.**

Plan your trip at
HartfordLine.com



HARTFORD LINE
CT rail



Digital Banners

Digital

NEXT STOP:
**THE OFFICE.
MINUS
THE
WORK.**


[LEARN MORE](#)



HARTFORD LINE
CT rail

NEXT STOP:
**A BIGGER
EMPLOYEE
POOL TO
DIVE INTO.**

[LEARN MORE](#)



HARTFORD LINE
CT rail

NEXT STOP:
**NEW BUSINESS
OPPORTUNITIES
UP AND
DOWN
THE LINE.**

[LEARN MORE](#)



HARTFORD LINE
CT rail

NEXT STOP:
**A BREAK
FROM TRAFFIC
THAT WON'T
BREAK THE
BANK.**

[LEARN MORE](#)



HARTFORD LINE
CT rail

NEXT STOP: **THE OFFICE.
MINUS THE
WORK.**

[LEARN MORE](#)



HARTFORD LINE
CT rail

NEXT STOP:
**NEW BUSINESS OPPORTUNITIES
UP AND DOWN
THE LINE.**

[LEARN MORE](#)



HARTFORD LINE
CT rail

NEXT STOP:
**A BIGGER EMPLOYEE
POOL TO DIVE INTO.**

[LEARN MORE](#)



HARTFORD LINE
CT rail

NEXT STOP:
**A BREAK FROM
TRAFFIC THAT WON'T
BREAK THE BANK.**



HARTFORD LINE
CT rail

Pandora Banner

ALL ABOARD:
**THE
HARTFORD
LINE.**

PLAN YOUR TRIP





Social Media

Social (Facebook)

The image shows a smartphone screen displaying a Facebook sponsored post for Hartford Line rail. The post includes a header with the Hartford Line logo and the text: "The fast, affordable Hartford Line rail connects you to work, school and fun. Ride today!". Below the text is a carousel of five images. The first image shows a building with the caption "Next stop:" and a "Learn more" link. The second image shows various city buildings with the caption "All kinds of places." and a "Learn more" link. The third image shows a train with the Hartford Line logo and the caption "North and south." and a "Learn more" link. The fourth image shows a train at a station with the caption "All aboard the Hartford Line." and a "Learn more" link. The fifth image is a white card with the text "NOW BOARDING:" at the top, a logo of a train, and the text "HARTFORD LINE" and "CT rail" below it. At the bottom of this card is the text "Learn more at HARTFORDLINE.COM". The smartphone interface also shows the status bar at the top with "achtungf", "12:30", and "30%" battery. At the bottom of the post, it shows "241 Likes • 12 Comments • 6 Shares" and buttons for "Like", "Comment", and "Share".

Hartford Line
Sponsored

The fast, affordable Hartford Line rail connects you to work, school and fun. Ride today!

Next stop:
Learn more

All kinds of places.
Learn more

North and south.
Learn more

All aboard the Hartford Line.
Learn more

NOW BOARDING:
HARTFORD LINE
CT rail
Learn more at HARTFORDLINE.COM

241 Likes • 12 Comments • 6 Shares

Like Comment Share

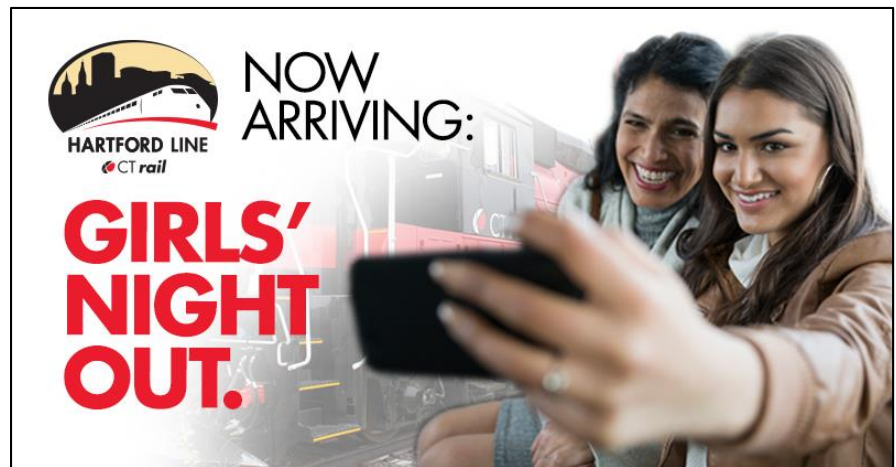
Social (Twitter)




 **NOW ARRIVING:**

YOUR BIG BREAK.

A man in a light blue button-down shirt stands in a train station with tracks and a 'Track 1' sign in the background.



 **NOW ARRIVING:**

GIRLS' NIGHT OUT.

Two young women are smiling and taking a selfie with a smartphone in front of a train.



 **NOW ARRIVING:**

LAST MINUTE STUDYING.

A young woman with long dark hair, wearing a white top with a lace collar, holds two red books in front of a train station background.



Experiential

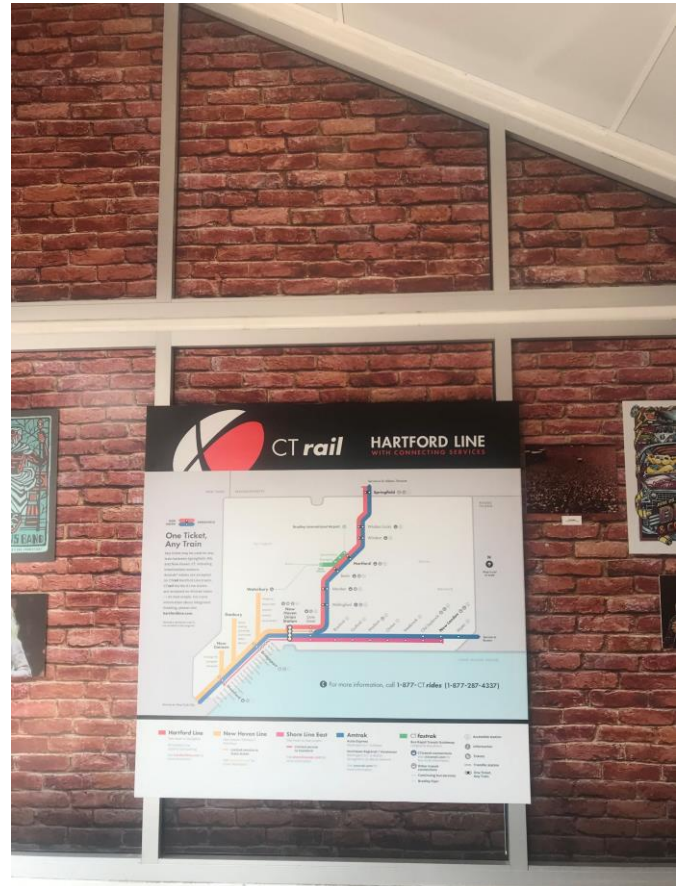
Experiential (XFINITY Theatre)



Experiential (XFINITY Theatre)



Experiential (XFINITY Theatre)



Experiential (XFINITY Theatre)

