

# **DGL-11**

# **GO RAIL ADVERTISING**

**DESIGN GUIDELINE**

**AUGUST 2024 | VERSION 0.0**



**Metrolinx Design Guidelines**

GO Rail Advertising Design Guideline

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# 1 INTRODUCTION

## 1.1 PURPOSE

Advertising elements play a critical role in Metrolinx operations to generate non-fare revenue, a key strategic deliverable from Metrolinx to our stakeholders. These devices and screens also act as a key marketing tool for Metrolinx to communicate with our riders and customers on programs, safety, pricing, and promotions.

The current advertising strategy involves integrated static and digital advertising formats across the station environment. Metrolinx engages third-party advertising vendors to sell, install, display, operate, and maintain advertising at GO stations serving both rail and bus.

### **This guideline provides design recommendations for:**

- a) infrastructure applied strategically within the station environment to support various formats of digital advertising supplied and installed by a third-party vendor,
- b) other advertising considerations such as brand activations that have spatial needs, and
- c) static elements like decals and posters that are coordinated and installed in the station when in operation.

**Not in this design guideline:** Recommendations for digital signage screens where advertising and customer information are collocated.

## 1.2 RELATIONSHIP WITH OTHER DOCUMENTS

The GO Rail Advertising Design Guideline provide a bridge to other existing requirements and standard documents published by Metrolinx, namely:

1. Design standards (DS-series),
2. Design Requirements Manual (DRM), and
3. all other documents and technical standards published in the link below:

**[http://www.gosite.ca/engineering\\_public/](http://www.gosite.ca/engineering_public/)**

**This design guideline should be read in conjunction with Metrolinx standards as well as all other applicable codes, standards, and regulatory requirements.** While standards will not be referenced repeatedly, select content from relevant standards documents may be repeated in some sections of the design guidelines to provide context.

## 1.3 LIST OF ABBREVIATIONS

- **CPTED** - Crime Prevention Through Environmental Design
- **TVM** - Ticket Vending Machine
- **AVM** - Add Value Machine
- **SFTP** - Single Fare Transaction Processor

## 1.4 DESIGN PRIORITIES

The following priorities form the foundation for the design strategy to support third-party advertising:

### 1.4.1 Balance

To support customer needs at each touchpoint along the customer journey, non-fare revenue zones should be designated in a manner that strikes a balance alongside customer information, wayfinding, and other station infrastructure (i.e. benches, garbage receptacles, CCTVs, Passenger Assistance Intercoms). The placement strategy should consider these elements holistically on a station-by-station and space-by-space basis.

### 1.4.2 Integration

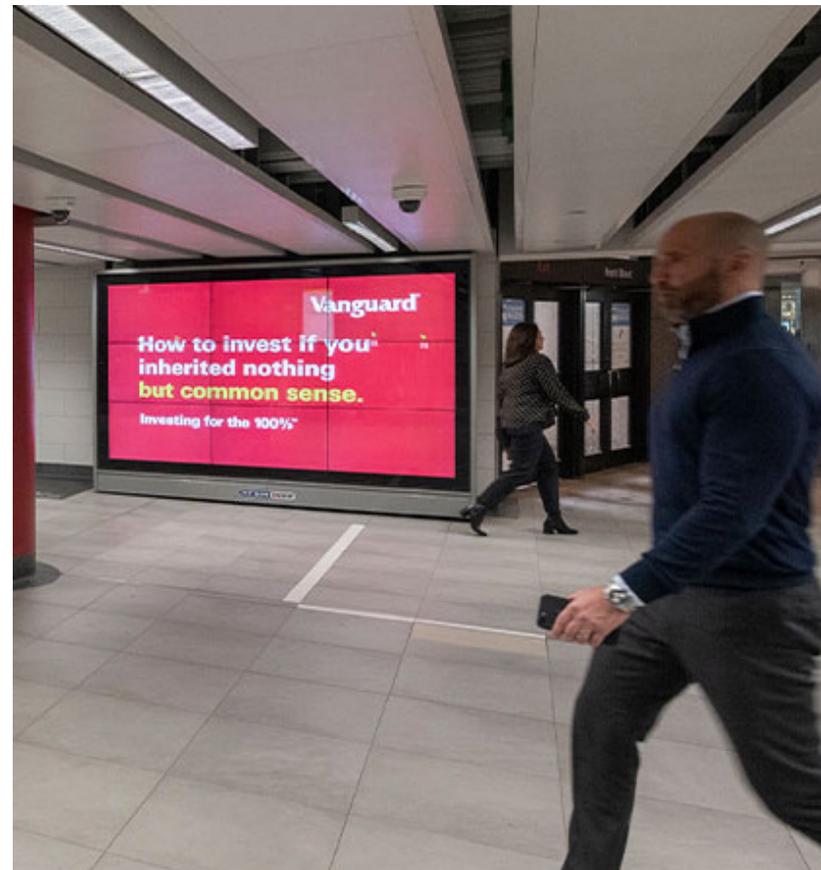
Planning of third-party advertising and Metrolinx's own devices should be coordinated in terms of design, specifications, placement, and operations early on in any project, and should be integrated into the overall station design. This should consider installation as well as ongoing maintenance and replacement where necessary. Furthermore, consideration should be given to devices and infrastructure (electrical, data, etc.) that are capable of being shared with other devices.

### 1.4.3 Flexibility

Continuous advances in digital technology and advertising trends make it essential that full consideration is given to a design strategy that is flexible to accommodate ongoing changes, while reducing the potential for additional costs and disruption.

### 1.4.4 Revenue Maximization

To support and maximize revenue opportunities, device locations and non-fare revenue zones should be placed in areas that have the potential to deliver the highest possible traffic flow and customer dwell time.



## 2 GENERAL RECOMMENDATIONS

- a) This Design Guideline shall comply with the DS-02 - Universal Design Standard and all other applicable Metrolinx standards.
- b) Quantity of infrastructure and translation of third-party advertising strategy for a project should be determined per project scope and associated architectural modules outlined in the DS-04 - GO Station Architecture Design Standard.
- c) Non-fare revenue zones i.e. areas in the station environment appropriate for installing advertising media should be identified and coordinated early in the design process:
  - 1. Associated electrical and IT infrastructure, wall cavity, structural, and ventilation requirements, and impact to surrounding finishes and design elements should be coordinated early in the design process.
  - 2. Non-fare revenue zones should be identified and coordinated with the building architecture as well as interior station elements such as static and digital signage, seating, waste receptacles, and CCTVs early in the design process.
  - 3. Non-fare revenue zones should be determined such that advertising media can be easily removed, replaced, cleaned, and maintained.
- d) Do not place non-fare revenue zones in areas that compromise the safety of customers.
- e) Non-fare revenue zones should be located in public-facing areas, particularly in high-traffic and high-dwell time areas with clear visibility. These areas include the Platform Access module, the Station Ambassador module, tunnels, staircases, bridges, shelters, lobbies or waiting areas, pick-up and drop-off zones, and platforms.
- f) Advertising should only be located at key transit transactional points, such as Self-Serve Hubs, or adjacent to fare purchase devices if it is determined that advertising and customer information can be collocated.
- g) If it is determined that advertising and customer information cannot be collocated, at key decision-making points:
  - 1. Static and digital signage should take precedence and be the primary visual cue, and

2. No competing element should impact a customer's ability to successfully navigate the station.

Examples of key decision-making points include where directional information is provided prior to access to platforms, where service and schedule information is provided, and signage adjacent to elevators.

- h) Where wall-mounted advertising is proposed (the Non-Fare Revenue Zone):

1. All wall-mounted advertising elements should be integrated and flush in the wall assembly, unless otherwise noted. Where wall-mounted advertising is surface mounted, it shall comply with Hazard Detection requirements in the DS-02 - Universal Design Standard.
2. A wall cavity using a wall framing system should be provided for the length of the wall receiving advertising with adequate supporting infrastructure to receive advertising panels.
3. For each Non-Fare Revenue Zone, power, data, and other services should be made available behind a modular wall finish via a concealed junction box located in the centre of the zone between 1200mm and 1700mm from finished floor and a

horizontal raceway for easy access and connection for advertising products. Sufficient power and data should be provided via the junction box to allow for compositional flexibility of advertising product(s) along each Non-Fare Revenue Zone. Wall panels should be designed to be removable to access power/data.

4. Where advertising panels are flush mounted, the wall cavity should accommodate the depth of the advertising product as well as mounting space for services. Provide structural blocking as required behind finish substrate to support intended advertising products.
5. Adequate ventilation should be provided within the wall cavity for intended advertising products with a sufficient air gap between the framing of the advertising display and the wall finish to allow air to travel from the back of the display to the sides and out.
6. Advertising panels should be mounted no less than 400mm above finished floor, no less than 50mm from the underside of ceiling-mounted signage, and a minimum of 1200mm from the nearest inside and/or outside corner.

7. All final device and screen placements should be at the discretion of the Non-Fare Sales Team.

i) Where staircases or escalators are located:

1. At staircase/escalator landings, provided there are no CPTED concerns with interior/exterior visibility, provide concealed infrastructure within the wall perpendicular to the path of travel to receive flush mounted advertising displays. Non-Fare Revenue zone on landings should be designated no less than 150mm above staircase handrail and 150mm from underside of ceiling.
2. At high-ridership stations, consider infrastructure that supports large-scale or feature advertising displays complimenting the station architecture. Examples include advertising along stairwell/escalator archways and station feature halos atop escalators or stairs that draw customers upward.
3. To support customer safety, digital advertising media at staircase or escalator landings should not display moving images.

j) Where elevators are located:

1. Where possible, on the wall opposite an elevator, provided there are no CPTED concerns with interior/exterior visibility, provide concealed

infrastructure within the wall to support at least one surface-mounted advertising panel. If space permits, such as platform access areas to bridges or tunnels, configure wall infrastructure to accommodate larger advertising formats, flush mounted where possible. Refer to figures 2, 3, and 6 on the following pages.

2. There should be no advertising adjacent to elevators along the same wall unless it is determined that advertising and customer information can be collocated.
  3. Advertising should not be placed inside elevators. Advertising should not be placed on the perimeter of waiting areas / surge spaces or reduce/overlap with accessible maneuvering clearances in front of the elevators and inside elevator vestibules.
- k) Where non-fare revenue zones are proposed, the lighting scheme should take this into account. The lighting should provide a subtle backdrop to the screens to enhance the aesthetic of the space, without interfering with the advertising itself. Direct lighting interferes with the digital sign viewability and creates glare which should be avoided.
- l) Refer to the Design Requirements Manual (DRM) for technical requirements.

### 3 ADVERTISING PRODUCTS

The following are examples of products procured, installed, displayed, operated, and maintained by the vendor:

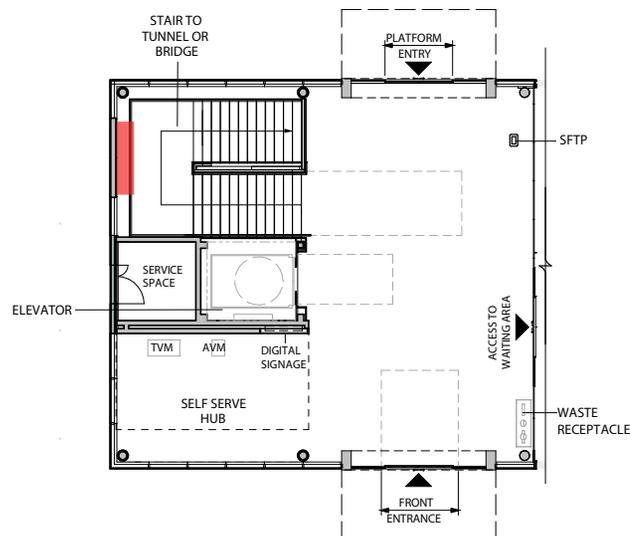
- a) Static back-lit advertising display panels - approximately 1200mm x 1800mm portrait.
- b) Digital advertising panels - approximately 1200mm x 1800mm portrait. The size of enclosures should be confirmed with the vendor.
  - 1. Where advertising display panels are installed adjacent to each other, each panel should require 150mm minimum of ventilation space on all sides.
- c) 55-inch landscape digital screens, large format media matrix video walls (2x2, 3x3 screen matrix).
- d) 75-inch portrait digital screen, large format media matrix video walls (2x2, 3x3 screen matrix).
- e) Large format sizes that could include large format indoor or outdoor LED boards.
- f) Ceiling-mounted digital screens.

## 4 AREA-SPECIFIC RECOMMENDATIONS

The following area-specific recommendations supplement the general recommendations in section 2 and should be read together with it.

### 4.1 PLATFORM ACCESS MODULE

- a) Refer to figures 1-3 below for the acceptable location(s) of non-fare revenue zones, highlighted in Red.

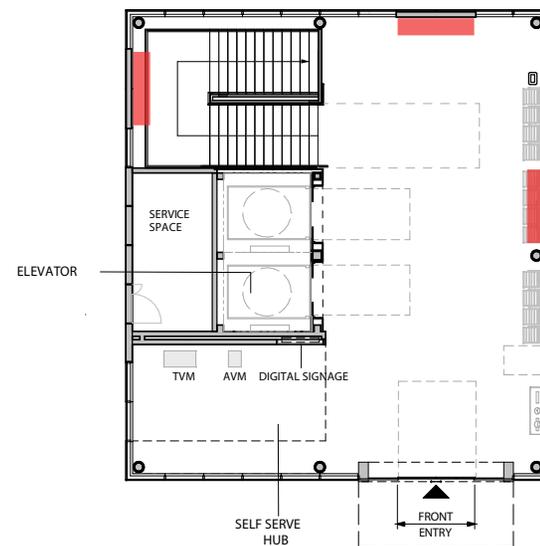


**Figure 1 (above):** Platform Access Module plan when joined to Station Ambassador Module

Non-Fare Revenue Zone



**Figure 2 (top right):** Platform Access Module plan in unstaffed station



**Figure 3 (bottom right):** Platform Access Module plan in unstaffed station without platform entry at ground level.

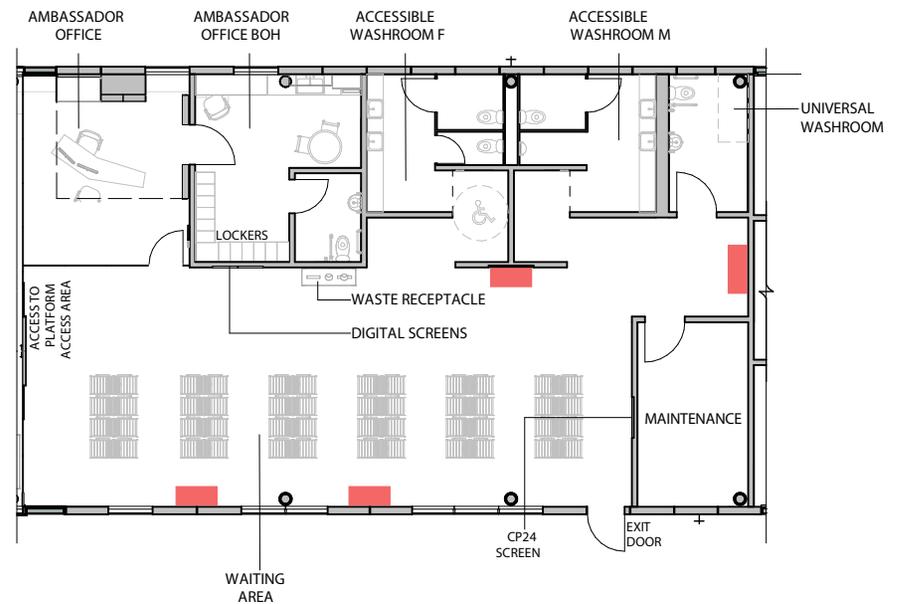
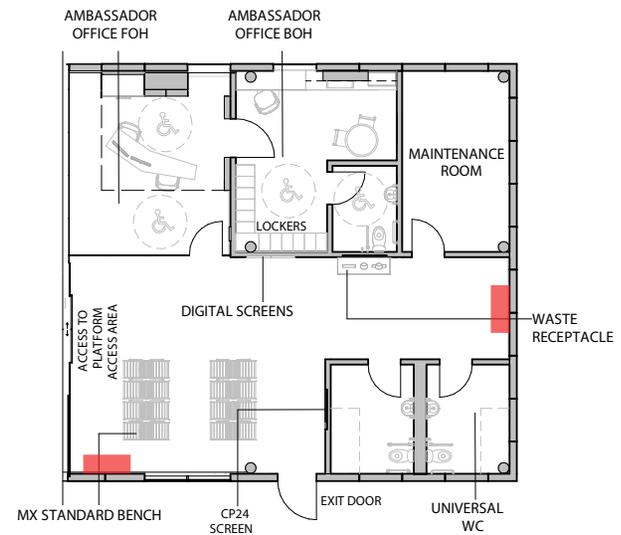
## 4.2 STATION AMBASSADOR MODULE

- a) Refer to figures 4-5 below for the acceptable location(s) of non-fare revenue zones.
- b) No advertising panels should be placed on or directly in front of windows. They also should not obstruct sightlines from enclosed passenger waiting areas adjacent or with direct sightlines to major arrival areas (PUDO) and boarding locations.

**Figure 4 (top right):** Station Ambassador Module Plan - Small

**Figure 5 (bottom right):** Station Ambassador Module Plan - Large

Non-Fare Revenue Zone



### 4.3 TUNNELS

- a) Refer to figures 6-8 below for typical acceptable locations of non-fare revenue zones within tunnels, highlighted in Red.
- b) Advertising panels shall not project into the clear minimum width of a tunnel. Refer to DS-04 - GO Station Architecture Design Standard.
- c) Concealed infrastructure should be provided on both walls of the tunnel to support Non-Fare Revenue Zones.
- d) Where a tunnel junction is located, infrastructure to support digital advertising should only be located along the wall perpendicular to main path of travel if it is determined that advertising and customer information can be collocated.

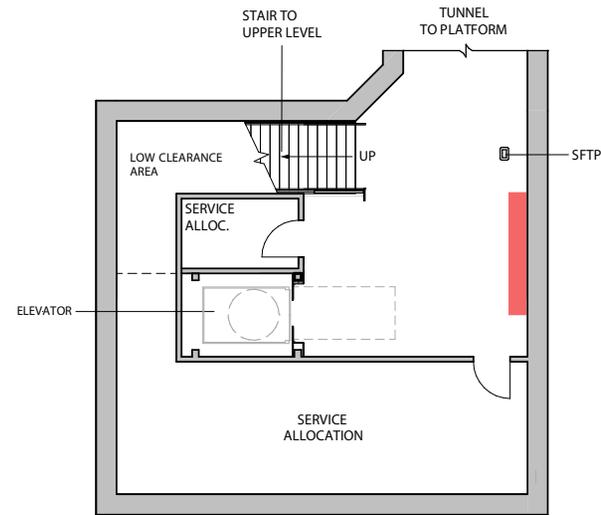


Figure 6: Platform Access Area Plan at Tunnel

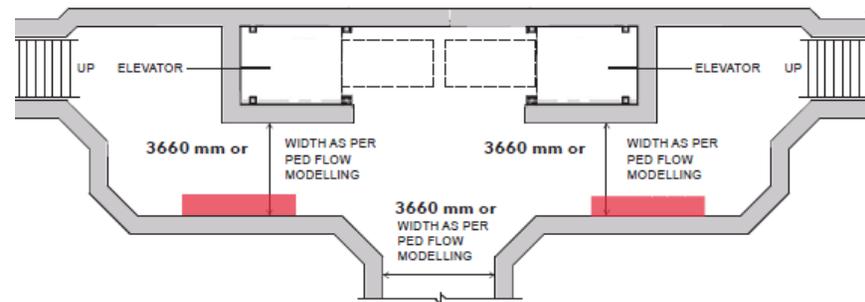


Figure 7: Tunnel Junction Plan in a Side Platform Layout

Non-Fare Revenue Zone

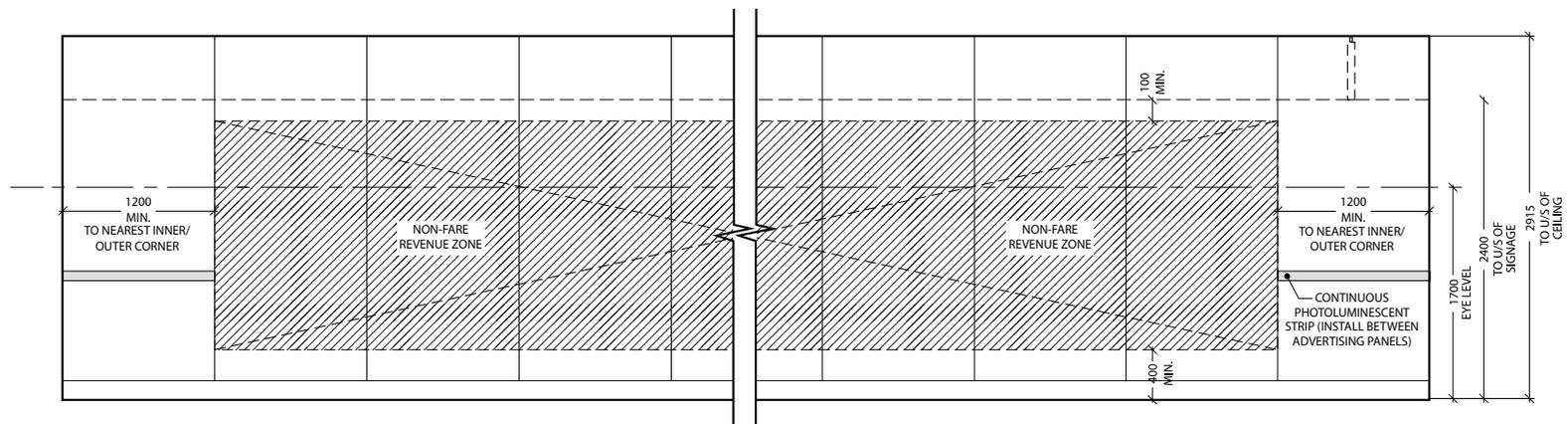


Figure 8: Typical Tunnel Elevation

#### 4.4 BRIDGES

- a) Refer to figure 9 for the acceptable location(s) of non-fare revenue zones at Bridge entry points.
- b) Bridge ceilings should have concealed infrastructure at regular intervals to support ceiling mounted digital screens.

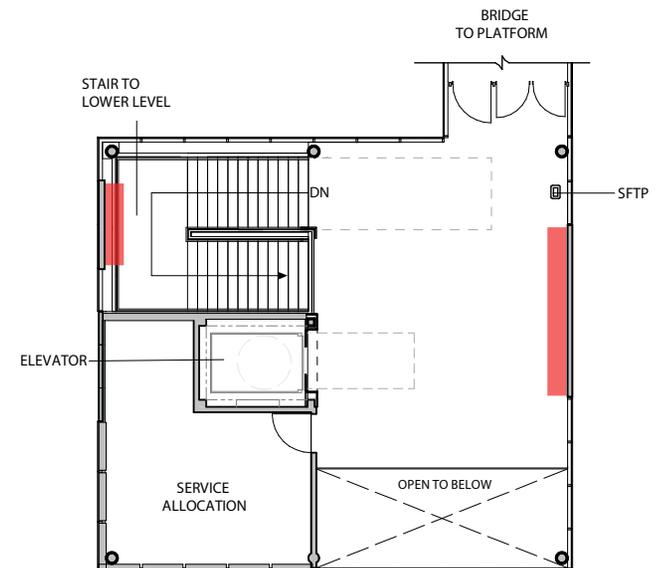


Figure 9: Platform Access Area Plan at Bridge

Non-Fare Revenue Zone

## 4.5 PLATFORMS

- a) Platform canopy ceiling should have concealed infrastructure at regular intervals to support ceiling mounted digital screens.
- b) Advertisement should not obstruct or impede sightlines or access to Designated Waiting Areas (DWA), Passenger Assistance Intercom (PAI), or mini-platform (accessible boarding location).
- c) Do not place advertising in locations that compromise the area required for the train dynamic envelope.

### **Additional areas to be considered in future updates of this design guideline:**

- 1. PUDO,
- 2. parking structures, and
- 3. station building exterior facades

## 5 OTHER ADVERTISING CONSIDERATIONS

### 5.1 BRAND ACTIVATION ZONE

- a) Inclusion of brand activation spaces at stations should be determined by station categorization.
- b) Locations and associated electrical and IT infrastructure, and impact to surrounding finishes and design elements should be coordinated early in the design process.
- c) Refer to figure 10. Where required, provide a minimum 3000mm x 3000mm zone adjacent to the waiting area that does not impede on passenger flow or block accessible path of travel or egress. Do not compromise fire and life safety requirements.
- d) Provide sufficient power and data to accommodate a mini-fridge and POS device. Where brand activation zone is located at least 1200mm from a wall, provide recessed, tamper-proof floor mounted power and data.
- e) Provide a minimum 3.25 sqm enclosed storage space in proximity to the brand activation zone within the station building.

### 5.2 THREE-DIMENSIONAL OBJECTS

- a) For any wall, floor, or ceiling-mounted advertising displays that are a three-dimensional volume or feature anticipated to be installed on a project:

1. They should not impede on passenger flow or block accessible path of travel or egress. Do not compromise fire and life safety requirements.
  2. Objects or features must meet the Hazard Detection requirements (section/clause 1.5) outlined in the DS-02 - Universal Design Standard.
- b) All necessary infrastructure to support the unique display should be coordinated early.

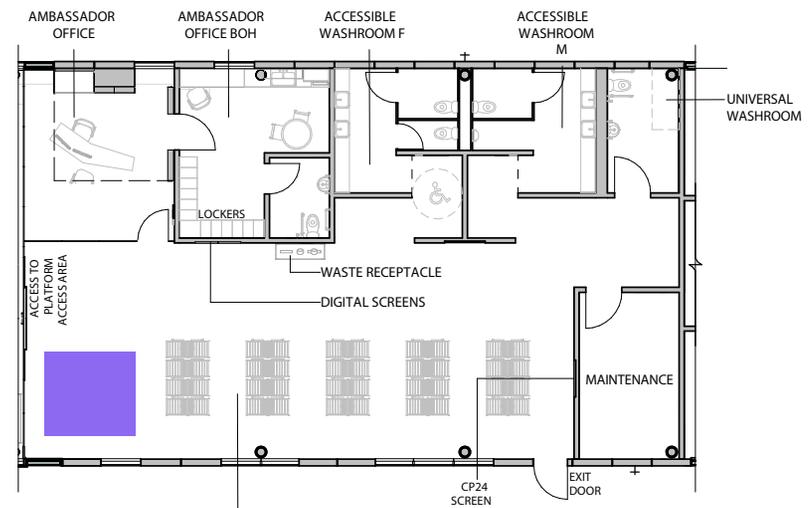


Figure 10: Station Ambassador Module Plan - Large



## 6 POST-CONSTRUCTION ELEMENTS

This section provides guidance for any advertising elements installed at a station that is in operation. These elements include static decals, posters, and banners of varying sizes. Guidance is also provided for advertising content displayed on digital screens that is coordinated and managed post-construction.

### 6.1 GENERAL RECOMMENDATIONS

- a) At key decision-making points, static and digital signage is the primary visual cue, and no competing element should impact a customer's ability to successfully navigate the station unless it is determined that advertising and customer information can be collocated. Examples of key decision-making points include where directional information is provided prior to access to platforms, where service and schedule information is provided, and adjacent to elevators.
- b) Advertising should not obstruct other design elements and station infrastructure, including integrated art, benches, garbage receptacles, etc.
- c) Advertising should not block, impede or hinder the workings of any CCTV cameras in its vicinity.
- d) Where wall-mounted advertising is surface mounted, it shall comply with Hazard Detection requirements in the DS-02 - Universal Design Standard.

### 6.2 ADVERTISING DECALS:

- a) Refer to DS-02 - Universal Design Standard for the following requirements -
  1. There shall be no advertising decals on glazed doors within 1800mm above finished floor.
  2. There shall be no advertising decals on glazing on any shelter or enclosure in the station environment within 1800mm above finished floor.
  3. There shall be no advertising decals on walking surfaces, including the rise or run of stairs.
- b) In multi-stall washrooms, provided there are no obstructions, decals should only be located in the following areas:
  1. Above mirrors at the sink counter
  2. Behind stall doors
  3. At eye-level above urinals and toilets
- c) Do not place decals in universal or barrier-free washrooms.

### 6.3 DIGITAL SCREENS:

Refer to DS-02 - Universal Design Standard for the following requirements -

1. Advertising on digital screens shall not have strobing, flashing, flickering, or other distracting effects.
2. All forms of advertising shall be silent.

## 7 DOCUMENT BACKGROUND

The below table provides a summary of the background and justification for the development of this Design Guideline:

<b>7.1 GUIDELINE JUSTIFICATION SUMMARY</b>	
<b>Document Owner</b>	Customer Interface Design
<b>Administrator</b>	Pooja Ramaswamy
<b>Responsible Director</b>	Ricky Mugford
<b>Requestee</b>	<p>Non-Fare Revenue</p> <p>March 2020: Requested the Design Division develop a design standard.</p> <p>January 2022: Draft converted to a Design Guideline following organizational realignment.</p>
<b>Key Problem Addressed</b>	<p>Adhoc inclusion of advertising panels at stations post-construction due to two key factors:</p> <ul style="list-style-type: none"> <li>- lack of strategic planning and placement of advertising infrastructure, and</li> <li>- coordination with other station elements such as customer information during design development.</li> </ul>
<b>Stakeholders</b>	<ul style="list-style-type: none"> <li>- Non-Fare Revenue</li> <li>- Wayfinding</li> <li>- Universal Design</li> <li>- Design Standards</li> <li>- Design Implementation</li> </ul>