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## Light rail just the ticket for One Lexington

Phoenix Business Journal - by [Chris Casacchia](#)

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The condominium high-rise **One Lexington** is the first company to advertise at a **Metro light rail** station.

On March 15, the development launched a campaign that includes four ads at the Washington Street and Central Avenue station, a mesh banner behind seating, two columns with logos on the side of the seats and three floor



Provided by One Lexington  
One Lexington condos link to light rail.  
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graphics, dominating the area with its brand. One Lexington also has a train wrap.

That exposure will be phenomenal, said Dana Volrich, vice president of business development at Blueprint Global Marketing, which is handling sales and marketing with Russ Lyon Sotheby's International Realty.

"We see light rail commuters as prospective purchasers at One Lexington, since living in one of the condominiums will only enhance the ease of their commute," she said. "With the light rail advertising, we're hoping to convert commuters into owners at One Lexington and gain a significant amount of mind-share within the downtown business community as one of the first to utilize advertising on the light rail."

In mid February, the Phoenix Business Journal reported light rail and CBS Outdoor, which is running advertising sales for the transportation network, nabbed their first contract since CBS took over the work in October. A wrapped train touting Grand Canyon University will run for six months.

Light rail officials expected advertising revenue to eclipse \$350,000 for the fiscal year, but the recession and delays in finding an advertising representative may lower that figure, light rail spokeswoman Hillary Foose said in an earlier interview with the paper.

In July, the board of directors amended Metro's advertising policy to permit sales of vehicle wraps, vehicle floor decals, station wraps and station display cases. Under the city's contract with CBS Outdoor, Metro light rail receives 60 percent of the net proceeds.

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