Let’s admit it. It’s hard not to notice a 9 feet wide, 12 feet tall, red and yellow streetcar that weighs 33 tons. These modern, large and ultra-cool vehicles are the latest addition to the District’s roads. Whether you’re a motorist, pedestrian or cyclist, welcome them by paying attention and sharing the road.
Campaign 1
(weeks of May 18 and May 25)

Online ad
728 x 90
other ad sizes shown next page

Panel 1  ad opens with logo and text over background

Panel 2  streetcar elegantly moves in from left to right

Panel 3  as streetcar moves across the panel, the logo and text is erased

Panel 4  ...and replaced with the safety message

Panel 5  as streetcar vanishes, small project logo & website appear lower right

Depending on timing, ad will sequence through panels two or three times before ending on final panel.
Campaign 1
(weeks of May 18 and May 25)

Other online ad sizes

Sequencing would be as shown on previous page for 728 x 90 ad.
Any other ad sizes use similar ratios, so these designs cover nearly all ad sizes.
Content may vary slightly from ad size to ad size, but timing will be consistent in case multiple ads appear on the same page.
The good news? Streetcars will carry bikes. The not so good news? Tracks are built for streetcars, not bikes. You can avoid falling and tire damage by always crossing streetcar tracks at a right angle. Before you ride, consider using the safer alternate routes on G and I Streets rather than riding along streetcar tracks.
Campaign 2
(weeks of June 1 and June 8)

Online ad 728 x 90
other ad sizes shown next page

Panel 1  ad opens with logo and text over background

Panel 2  streetcar elegantly moves in from left to right

Panel 3  as streetcar moves across the panel, the logo and text is erased

Panel 4  ...and replaced with the safety message

Panel 5  as streetcar vanishes, small project logo & website appear lower right

Depending on timing, ad will sequence through panels two or three times before ending on final panel.
Campaign 2
(weeks of June 1 and June 8)

Other online ad sizes

Sequencing would be as shown on previous page for 728 x 90 ad.
Any other ad sizes use similar ratios, so these designs cover nearly all ad sizes.
Content may vary slightly from ad size to ad size, but timing will be consistent in case multiple ads appear on the same page.
Cross safely use crosswalks

look + listen be safe!

Want to know the right way to cross the street? Wait until traffic has stopped before crossing at designated crosswalks—and never dart out in front of an approaching streetcar or between two stopped vehicles. Crosswalks and pedestrian signals are there for you and your safety. Using them is the right way and the safe way.
Campaign 3
(weeks of 6/15 and 6/22)

Panel 1  ad opens with logo and text over background

Panel 2  streetcar elegantly moves in from left to right

Panel 3  as streetcar moves across the panel, the logo and text is erased

Panel 4  ...and replaced with the safety message

Panel 5  as streetcar vanishes, small project logo & website appear lower right

Depending on timing, ad will sequence through panels two or three times before ending on final panel.
Other online ad sizes

Sequencing would be as shown on previous page for 728 x 90 ad.

Any other ad sizes use similar ratios, so these designs cover nearly all ad sizes.

Content may vary slightly from ad size to ad size, but timing will be consistent in case multiple ads appear on the same page.
How can you stop a streetcar dead in its track, cause delays and get towed? Sloppy and improper parking. Streetcars operate on tracks and cannot go around improperly parked cars or cars double-parked on the tracks. So park your entire vehicle, including side mirrors, within the white lines. Don’t hold up the show, and don’t get towed.
Campaign 4  
(weeks of 6/29 and 7/6)  

Online ad  
728 x 90  
other ad sizes shown next page

Panel 1  
ad opens with logo and text over background

Panel 2  
streetcar elegantly moves in from left to right

Panel 3  
as streetcar moves across the panel, the logo and text is erased

Panel 4  
...and replaced with the safety message

Panel 5  
as streetcar vanishes, small project logo & website appear lower right

Depending on timing, ad will sequence through panels two or three times before ending on final panel.
Other online ad sizes

Campaign 4
(weeks of 6/29 and 7/6)

Sequencing would be as shown on previous page for 728 x 90 ad.

Any other ad sizes use similar ratios, so these designs cover nearly all ad sizes.

Content may vary slightly from ad size to ad size, but timing will be consistent in case multiple ads appear on the same page.