

POSSIBLE ADVERTISEMENT PLACEMENT ON TRAIN STATION



Many of the village officials are indecisive on the possibility of having advertisements placed within the Ridgewood train station, which is part of the New Jersey Transit's plan. New Jersey Transit has come up with a proposal for placing advertisements and having them featured on the platforms where the pedestrians stand while waiting for the train, along with the underpass by the Ridgewood train station. Council members were unsure as to whether or not this was something they would want to do but after going to a meeting earlier on last week, they understood a bit better as to why New Jersey Transit came up with such a plan and what it would mean for them. Even so, many of the council members were not sold on the idea, believing that what was present may not actually be what is in the best interest of the village. There were several council members who argued that New Jersey Transit should first work on the renovations for the train station, which will cost a total of \$40 million, before they even consider placing advertisements. These council members feel the renovations are more important and that once they are completed, the advertising project can proceed. The advertising contractor for NJT, Titan Outdoor, was hoping that advertising placards could be placed within the train stations of the village. Certain areas are being targeted based on the number of pedestrians who will see these advertisements displayed. Both NJT and the village are looking for ways to generate revenue, especially since it is something that is needed, not just wanted. The director of the revenue contract programs for NJT, Allen Kratz, says that it is not just one property owner but two who will be able to benefit from all of that extra revenue that would be earned with the placement of advertisements. Kratz says that the primary goal is to be able to use the advertisements to generate revenue and then share that revenue. With the new proposal designed, different advertisement signs would be placed in and around the train station. The content that is advertised within these train stations must, of course, meet any of the set standards from the New Jersey Transit. Those who own the property will also be able to choose which advertisements are officially posted up for all of the pedestrians riding the train to see. The transit company gets to have the final say on which advertisements are set up on the platform, which would include any walls that are located directly in front of the parking lot.