



**CHICAGO TRANSIT AUTHORITY
BROWN LINE BUSINESS SUPPORT PROGRAM
*Participation Form for Paulina Station***

CTA is investing \$530 million in the century old Brown Line to modernize and improve stations, expand capacity and make stations accessible to all customers. The magnitude of work necessary to achieve such improvements is not possible without some inconveniences. But short-term inconveniences will yield very long-term gains for residents and businesses in your communities.

During the station construction portion of the project, some businesses near Brown Line stations may be inconvenienced due to a temporary station closure or sustained construction activity. Because of this possibility, CTA is providing advertising and marketing support for the potential impact on nearby businesses.

Business owners must express their interest in being included in this effort by filling out this form and returning it to CTA. The business support program applies to businesses that rely on commuter foot traffic as a primary source of business.

For more information, contact Mark Payne in CTA's Government & Community Relations Department at (312) 681-3091.

Businesses within 1 block of Paulina Station

3300-3500 N. Paulina St.

3300-3499 N. Lincoln Ave.

1600-1760 W. Roscoe St.

Businesses within one block of Paulina station are eligible for the following support:

- Car Cards - CTA will design and place car cards in unsold ad space on Brown Line trains encouraging customers to continue to support businesses impacted by construction.
- Progress Posters – Depict the ongoing progress of the project sent to businesses for display and updated regularly.
- “Open for Business” Postcard Template – A postcard template will be provided on CD-ROM for businesses to notify customers that they are still open for business during construction.
- “Open for Business” Starter Kit
 - Informational Letter – A letter to business owners detailing the project and information specific to nearby station construction.
 - “Open for Business” Poster - A poster reminding customers and passersby that their establishment is “Open for Business” during construction.
 - Brown Line Fact Sheet – A one-sheet overview of the construction, proposed dates of closures, facts and statistics.

Businesses within 1 block of Paulina station

Name of business _____

Name of business owner _____

Street Address and Zip Code _____

Business phone: _____ Cell/home phone: _____

Email address: _____ Web site address: _____

Brief description of business: _____

City of Chicago Business License Number _____

(Businesses may be contacted for verification)

Does your business have a logo? yes no

If yes, please e-mail your logo in one of the following formats: **PDF, JPEG, TIF, EPS**
(All logo files must be at least 300 DPI – logos in other formats or lower resolution may not be useable.)

If you don't have a logo, do you have a particular font that you use?
If yes, font name and size

Are there any other graphic specifications for your brand?

Please note: CTA Ordinance 97-144 prohibits the placement of tobacco or alcoholic beverage advertisements on the CTA system.

Please email your logo and specifications, along with this form by **Friday, February 22, 2008** to BrownLineBusiness@yahoo.com or mail camera ready artwork to:

Brown Line Business Support
Chicago Transit Authority
P O Box 7567
Chicago, IL 60680-7567

Businesses within 2 blocks of Paulina station

3200-3600 N. Paulina St.

3200-3599 N. Lincoln Ave

1500-1860 W. Roscoe St.

Businesses within two blocks of Paulina station are eligible for the following support:

- Progress Posters – Depict the ongoing progress of the project sent to businesses for display and updated regularly.
- “Open for Business” Postcard Template – A postcard template will be provided on CD-ROM for businesses to notify customers that they are still open for business during construction.
- “Open for Business” Starter Kit
 - Informational Letter – A letter to business owners detailing the project and information specific to nearby station construction.
 - “Open for Business” Poster - A poster reminding customers and passersby that their establishment is “Open for Business” during construction.
 - Brown Line Fact Sheet – A one-sheet overview of the construction, proposed dates of closures, facts and statistics.

Name of business

Name of business owner

Street Address and Zip Code

Business phone:

Cell/home phone:

Email address:

Web site address:

Brief description of business:

City of Chicago Business License Number

(Businesses may be contacted for verification)

Please email this form by **Friday, February 22, 2008** to
BrownLineBusiness@yahoo.com