BARTable Partnerships
Partner Kit 2020
This is BART

9.2 million monthly riders

68% of BART riders are under 45

40% of riders make $100k+ per year

59% ride BART 5 days a week
This is BARTable

Welcome to BARTable.

There are so many interesting places near BART, we have an entire website, weekly email newsletter, and social media channels dedicated to our riders’ favorite pastimes - eating, traveling, shopping, music, the performing arts, and the great outdoors (yes, even nature is BARTable).

Whether you want to explore the heart of San Francisco or the blossoming suburbs, we share our favorite, local discoveries online every day.

Who knew a transit-oriented lifestyle could be so fun?
What We Do
We are the Bay Area

Every year, BARTable supports over one-hundred organizations and events as an in-kind media sponsor. Partners include film festivals, street fairs, live theater, museums, sporting events, concerts and more. Here is a list of some of our partners:
BARTable Readers

BARTable readers live a transit-oriented lifestyle, and they love to dine out, travel, shop and attend the hottest local happenings.

1.4M pageviews a year
111k email newsletter subscribers
35k social media fans

Female 50.4%

What they say...

“BARTable shows me stuff I didn’t know I could do with BART.”

“BARTable helps develop a sense of community.”

“Great site! I can go anywhere and not drive!”
BARTable publishes original content every week. Our lifestyle articles cover food, arts, culture, profiles of BART riders, popular weekend happenings, things to do outside, and more. We also engage in seasonal campaigns to thank BART riders for doing what they do.

**Winter:** Look for our annual holiday sweepstakes. BARTable gives away shopping sprees, vacations, ice skating passes, “Nutcracker” tickets and other prizes each week from Thanksgiving through the New Year.

**Spring:** It’s all about that spring getaway. Did you know Fiji is BARTable? That’s because we give away vacation packages, complete with airfare, a hotel stay and Clipper cards to get you to the airport. In April, we celebrate Earth Day, touting the environmental benefits of riding BART. Spring also brings baseball with sweepstakes for tickets and experiences at the ball park.

**Summer:** The Bay Area at its finest. We give away summer staycation packages, which includes weekend hotel stays and tickets to local attractions. We also round-up the best outdoor festivals, and if you’re lucky, you may catch a glimpse of the BARTmobile in a parade.

**Fall:** The fall months are full of fun. We give away back-to-school packages and as the theater season heats up, tickets to the best shows in town, including musicals from Broadway.
How We Do It
Website
We create and curate authentic content

Contest + Deals
Win tickets to SF Ballet’s ‘A Midsummer Night’s Dream’
Civic Center/UN Plaza (SF)

Latest News
Weekend track work between Orinda and Walnut Creek

Arts + Lifestyle
#virtuallyBARTable

Eat + Drink
Tap into tapas

@virtuallyBARTable
Email Newsletter

BARTable This Week is delivered to over 110k subscribers (and growing!) every Thursday afternoon. It’s filled with special contests, discounts, events and stories just for BART riders.

#myBARTphilosophy

From your work commute to taking the train to an event, BART brings people from all over the Bay together. Jill and Chris shared their BART philosophy with us, and now we want to hear your story.

Share your story with us in 1,000 characters or fewer on Instagram or Twitter, and tag @SFBarTable myBARTphilosophy, or enter below for your chance to win a Valentine’s Day package from Visit Berkeley and your #myBARTphilosophy story on BARTable.

What’s your BART philosophy?
Social Media

BARTable is on Facebook, Twitter and Instagram

- Reach our audience where they spend most of their time – online
- Includes image, @handle, hashtag and URL
Partner Promotion

In addition to the BARTable website, we offer in-station advertising to get your message in front of the 400k+ daily riders.

- Banners
- Messaging on train arrival signs
- Digital calendar
- In-station advertising opportunities
Drop us a line!

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