

2022 New Fare Promotions

February 24, 2022



Goals

- **Attract lapsed customers**
- **Incentivize infrequent riders to travel more often**
- **Keep the MTA on solid financial footing**

Win customers back to MTA with fare products that are



Marketing Campaign

**TAP
YOUR FARES
AWAY**

After 12 paid OMNY trips with the same device or card, you'll ride free for the rest of the week, Monday through Sunday. Automatically.



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**More affordable
More flexible
More fair**

Our new discounts give you more ways to save on subways, buses, LIRR, and Metro-North starting Feb 25.



QR code: mta.info/save

welcome back new york **MTA**

← EXIT

EMERGENCY EXIT

Marketing Campaign



Marketing Campaign



TAP YOUR FARES AWAY

STARTS 2.28.2022

After 12 paid OMNY trips with the same device or card, you'll ride free for the rest of the week, Monday through Sunday. Automatically.



13

IS YOUR
LUCKY NUMBER

STARTS 2.28.2022

After 12 paid OMNY trips with the same device or card, you'll ride free for the rest of the week, Monday through Sunday. Automatically.



TAP-TAP-TAP KA- CHING!

STARTS 2.28.2022

Take 12 paid OMNY trips with the same device or card starting Monday and ride free through Sunday, every week. Automatically.



PAY-PER-RIDE OR UNLIMITED? YUP

STARTS 2.28.2022

OMNY gives you unlimited free rides after you pay 12 fares with the same device or card, every week, Monday through Sunday. Automatically.



WE ♥ COMMITMENT PHOBES

STARTS 2.28.2022

Take 12 paid OMNY trips with the same device or card starting Monday and ride free through Sunday, every week. Automatically.

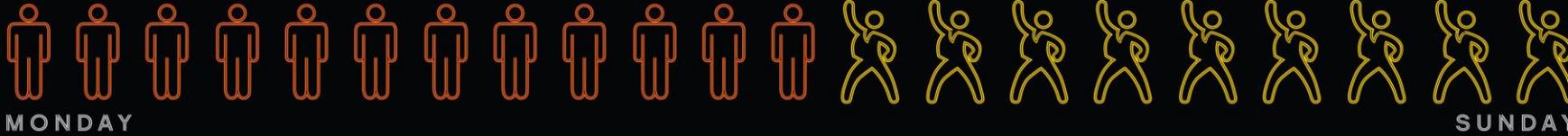


LET US DO THE MATH

STARTS 2.28.2022

OMNY gives you unlimited free rides after you pay 12 fares with the same device or card, every week, Monday through Sunday. Automatically.





Ride for free after your 12th paid OMNY trip each week. Automatically.
STARTS 2.28.2022

OMNY omny.info



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OMNY omny.info



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OMNY omny.info



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Más económico Más flexible Más justo

A partir del 25 de febrero, nuestros nuevos descuentos le brindan más formas de ahorrar en subterráneos, autobuses, LIRR y Metro-North.



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更实惠 更灵活 更公平

我们最新推出的折扣计划将自 2 月 25 日起生效，帮助您以更加经济实惠的方式搭乘地铁、巴士、LIRR 和 Metro-North。



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Бюджетно Гибко Справедливо

С 25 февраля наши новые скидки обеспечат дополнительную экономию на поездках в метро, автобусах, поездах LIRR и Metro-North.



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অধিক সাধ্যের মধ্যে অধিক সুবিধাজনক অধিক ন্যায্য

২৫ ফেব্রুয়ারি থেকে আমাদের নতুন মূল্যহ্রাস আপনাকে সাবওয়ে, বাস, এল. আই. আর. আর. এবং মেট্রো-নর্থ-এ অধিক উপায়ে সাশ্রয় করার সুযোগ দেবে।



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Pi abòdab Pi Fleksib Pi jis

Nouvo rabè nou yo ba ou plis mwayen pou w ekonomize lajan nan kesyon tren, bis, LIRR, Ak Metro-North, apati 25 Fevriye.



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더 저렴함 더 유연함 더 공평함

2월 25일부터 시작되는 새로운 할인은 지하철, 버스, LIRR, Metro-North 요금을 절약할 수 있는 더 많은 방법을 제공합니다.



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20 rides 20% less

20-trip tickets for LIRR and Metro-North are 20% off. Starting Feb 25 on MTA eTix and Mar 1 at ticket offices.



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It's like the universe just slipped you a few bills

Starting Feb 25, we're welcoming you back to LIRR and Metro-North with an extra 10% off your monthly ticket.



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A faster way around the city for only \$5

With the new CityTicket, you can ride LIRR and Metro-North within NYC for just \$5 during off-peak hours, every day. Starting Feb 25.



[mta.info/save](https://www.mta.info/save)

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Set rail on the Atlantic

Ride LIRR with Atlantic Ticket for just \$5 between Southeast Queens and Brooklyn. Or get a weekly ticket and a MetroCard for \$60.



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Priority Seating
for persons with disabilities

Emergency Brake
Open this cover
Align all wheels
Pull handle down

WE  COMMITMENT
PHOBES

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day, every week. Automatically.

OMNY