

GRT - GRAND RIVER TRANSIT

KITCHENER, WATERLOO, CAMBRIDGE



PROFILE:
2018 RIDERSHIP: 19.7M
FLEET SIZE: 285

GRAND RIVER TRANSIT ADVERTISING

KING POSTER



KONG + HEADLINER



ULTRA TAILS



HALF TAILS



INTERIOR CARDS



BUS MURALS



ION STATION POSTERS



TRANSIT SHELTERS



Why Transit Advertising?

Transit advertising is a powerful and cost-effective advertising medium that reaches its audience 7 days a week. It caters to businesses of all sizes and varied budgets. It provides greater exposure reaching a broader geographical area and attracting more consumers.

Contact your
PATTISON Account Executive

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GRAND RIVER TRANSIT ROUTE COVERAGE

Grand River is the public transport operator of the Region of Waterloo. With 57 bus routes providing daily bus services in the regions of Cambridge, Kitchener, Waterloo, St. Jacobs, Elmira and New Hamburg.

Waterloo region is a mid-sized community located in the heart of Southwestern Ontario's greenbelt. The area is a thriving urban center with award-winning architecture, unique shops and fantastic restaurants. Major shopping malls in the area include: Cambridge Centre, Fairview Park Mall and Conestoga Mall.












With two of the highest-ranked universities in the country, Wilfrid Laurier and University of Waterloo, this area attracts a variety of students from across the world. Also home to one of Ontario's fastest growing colleges and leader in polytechnic education is Conestoga College Institute of Technology & Advanced Learning.

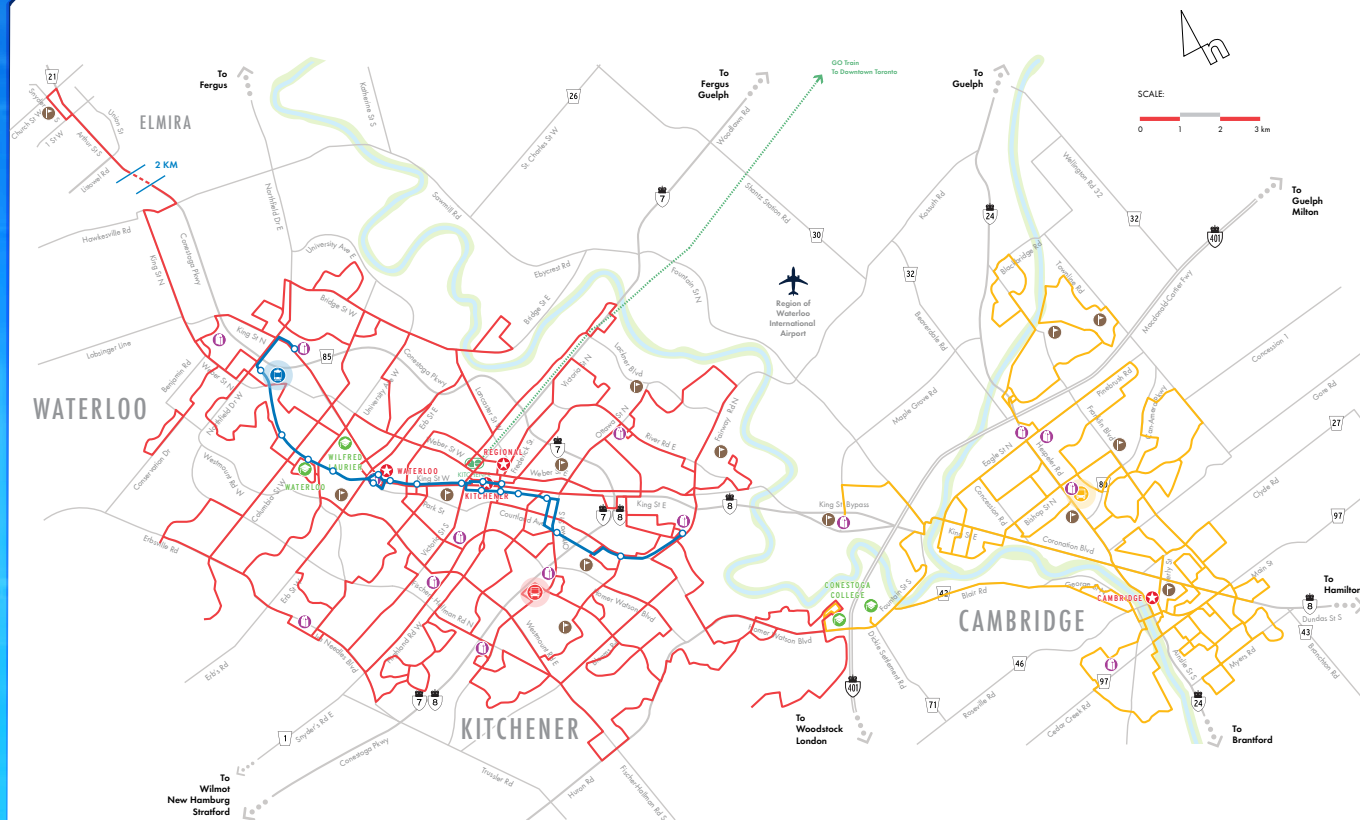
With a population of more than 530,000 people, Waterloo Region is one of the fastest growing areas in Ontario.

Source: <https://www.grt.ca/en/index.aspx>
<https://www.regionofwaterloo.ca/en/exploring-the-region/about-waterloo-region.aspx>
https://en.wikipedia.org/wiki/Grand_River_Transit

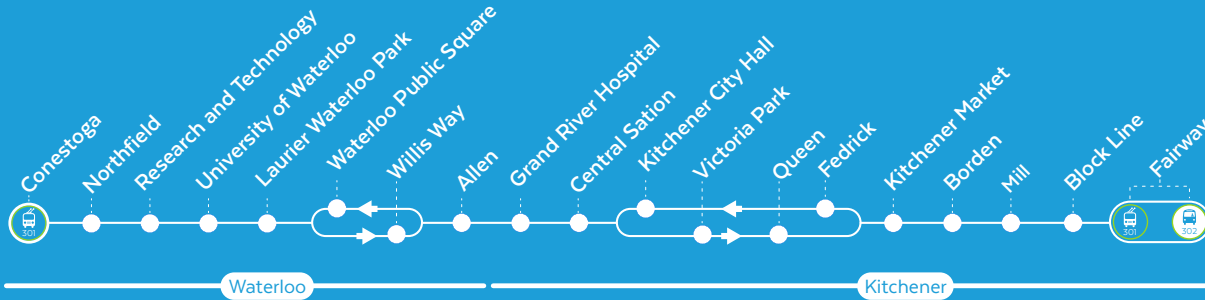
Cities of Waterloo, Kitchener and Cambridge, ON

Grand River Transit Divisions : Region of Waterloo

 Strasburg (North) Division Garage	 Kitchener & Waterloo Routes
 Conestoga (South) Division Garage	 Cambridge Routes
 ION Maintenance and Storage Facility (OMSF)	 ION Light Rail Transit Route/Station
 Metrolinx GO Train Route/Station	
 City Hall	 Post Secondary Institution Main Campuses
 Arena/Recreation Facility	 Shopping Centre



GRAND RIVER TRANSIT ION ROUTE MAP



Legend



ION Light Rail



ION Stations

Conestoga: 2 Faces
Northfield: 2 Faces
Research & Technology: 2 Faces
University of Waterloo: 2 Faces
Laurier-Waterloo Park: 2 Faces
Waterloo Public Square: 1 Face
Willis Way: 2 Faces
Allen: 2 Faces
Grand River Hospital: 2 Faces
Central Station: 2 Faces
Kitchener City Hall: 1 Face

Victoria Park: 1 Face
Queen: 2 Faces
Frederick: 2 Faces
Kitchener Market: 2 Faces
Borden: 2 Faces
Mill: 2 Faces
Block Line: 2 Faces
Fairway: 4 Faces

