

TORONTO TRANSIT PRODUCT DECK



PROFILE:

2019 YEARLY RIDERSHIP: 533,200,000

FLEET SIZE: BUS: 1,842

STREETCARS: 184

SUBWAY STATIONS: 64

PATTISON

TORONTO TRANSIT

KING POSTER



KING + HEADLINER



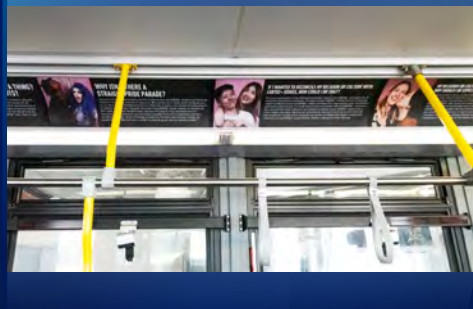
SEVENTY POSTERS



BUS MURALS



STANDARD INTERIOR CARDS



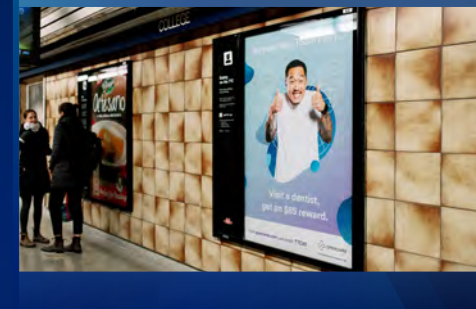
SUBWAY INTERIOR 28 CARDS



STATION 28 POSTERS



STATION POSTERS



Why Transit Advertising?

Transit advertising is a powerful and cost-effective advertising medium that reaches its audience 24 hours a day, 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

TORONTO TRANSIT ROUTE COVERAGE

The 4th largest city in North America with a population of over 5.9 million people¹, Toronto is thriving with transit advertising opportunities. Integrating with numerous municipal transit systems across the Greater Toronto Area and beyond, with connections to the regional GO Transit system, the TTC makes the transit commuting experience easy and seamless as riders move across the region. Influence consumers in this growing metropolis with high impact advertising options that engage your audience on Canada's largest transit system.

Riders travelling by Bus, Streetcar or Subway, targets consumers and provides unique opportunities to advertise your message. Subway stations are conveniently located by key points of interest, such as the shopping and entertainment destinations that attract consumers from all walks of life, as well as the financial district and education sectors that target professional in the dense downtown core.

¹ Statistics Canada, 2016 Census of Population

Toronto Transit Commission Divisions & Routes

● Arrow Road Division	● Arrow Road Routes
● Birchmount Division	● Birchmount Routes
● Eglinton Division	● Eglinton Routes
● Malvern Division	● Malvern Routes
● Queensway Division	● Queensway Routes
● Mount Dennis Division	● Mount Dennis Routes
● Wilson Division	● Wilson Routes
● Leslie Carhouse : Flexity Streetcars	● Streetcar Routes
● Greenwood Yard : Subway Cars	● Line 2
● Wilson Yard : Rocket Subway Cars	● Line 1 / Line 4
● McCowan RT Yard	● Line 3 (Scarborough RT)

Sources: TTC and cptdb.ca

