



TRANSIT

ONTARIO TRANSIT ADVERTISING

PATTISON



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# ○ OVERVIEW

## ○ Why Transit Advertising?

At PATTISON, we are passionate about Transit Advertising. On its own or as a strategic complement to a wider media mix, Transit Advertising offers access to the highly mobile and hard-to-reach commuter. Transit Out-of-Home delivers excellent reach and frequency throughout urban markets, including areas where other Out-of-Home media may not be available. Transit Advertising is difficult for consumers to ignore. Out-of-Home cannot be switched off or thrown away, and is particularly effective when used to connect and influence commuters as they make their way to work, shop or play.

## ○ The WOW Factor

Transit Advertising includes a wide range of vinyl opportunities that takes consumer engagement to the next level.

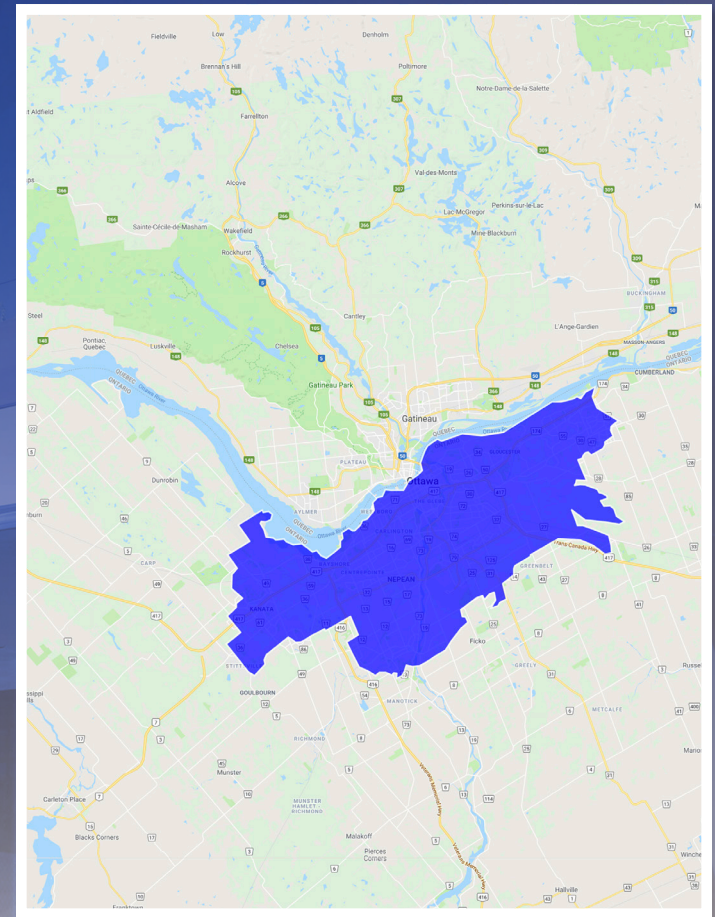
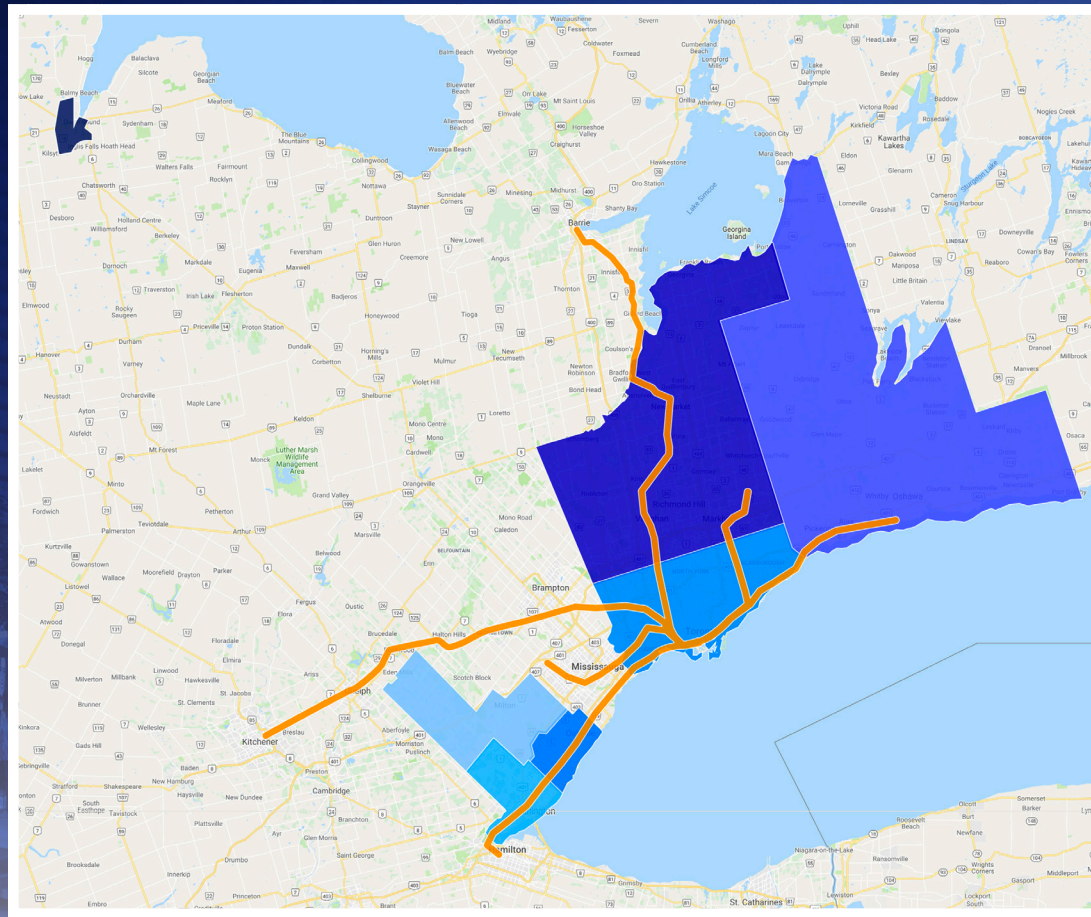
**Exterior Vehicle:** Extensions, Headliners, Bus Backs, Bus Murals, Full Wraps










**Interior Vehicle & Stations:** Murals, Dominations, Take-Overs, Custom Vinyl Applications





# TRANSIT COVERAGE



- |                                                                                                |                                                                                              |                                                                                                |
|------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|
|  Owen Sound |  Oakville |  Ottawa     |
|  Milton     |  Toronto  |  Durham     |
|  Burlington |  York     |  GO Transit |



# ONTARIO TRANSIT

Ontario transit commuters are always on the go. From smaller cities and towns to busy downtown cores, over **3.8 million** Ontarians commute with public transit.

## Of these public transit commuters...<sup>1</sup>

**71%** commute **1 hour or more** weekly

**64%** have noticed any **interior or exterior vehicle ads** in the past week

**69%** have noticed any **transit vehicle or station ads** in the past week.

**35%** feel advertising **influences their purchase decisions**

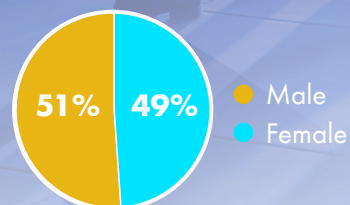
**43%** consider advertising to be a **good** thing overall

**45%** feel advertising plays a vital role in **providing information** about **products and services**

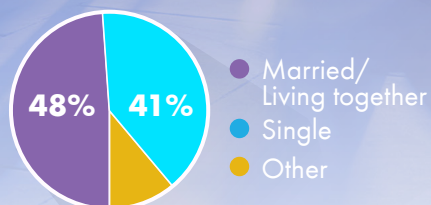
**46%** feels advertising keeps them **up to date about products/services available** in the marketplace

## Ontarian Transit Rider Breakdown<sup>1</sup>

GENDER



MARITAL STATUS



HOUSEHOLD INCOME



AVERAGE AGE



Source: Vividata Winter 2019. Ontario 18+ vs. all those who have used public transit in the past month



# TRANSIT MARKETS

## MARKET ONTARIO

	KINGS	KONGS	HEADLINERS	SEVENTIES	EXTENSIONS	SUPER BUS	SUPER TRAIN (LRT & SUBWAY)	BUS MURALS	ULTRATAILS	HALF TAILS	STANDARD INTERIORS	SUPER INTERIORS	CEILING DECALS	LRT 28s	LRT STATION POSTERS	FLAG BANNERS	STATION DOMINATION/TAKEOVER	STATION POSTERS	WALL MURALS + BKHD	DIGITAL	SPECIALTY VINYL
Burlington	○	○	○	○	○	○	○	○	○	○	○										
Oakville	○	○	○	○	○	○	○	○	○	○	○										
Ottawa	●		●	●	●	●	●	●	●	●	●						●				
Owen Sound	○		○					○	○												
Toronto	●		●	●	●	●	●			●	●	●	●			●	●	●	●	●	
Durham Region (Ajax, Clarington, Pickering, Port Perry, Oshawa, Uxbridge, Whitby)	○	○	○	○	○	○	○	○	○	○	○										
Milton	○	○	○	○	○	○	○	○	○	○	○										
York Region (Aurora, Newmarket, Georgina, East Gwillimbury, King Township, Markham, Stouffville, Richmond Hill, & Vaughan)	○	○	○	○	○	○	○	○	○	○	○										



# TORONTO TRANSIT COMMISSION (TTC)



533,200,000  
YEARLY RIDERSHIP<sup>1</sup>

The 4th largest city in North America with a population of over 5.9 million people<sup>2</sup>, Toronto is thriving with transit advertising opportunities.

The Toronto Transit Commission (TTC) is the 3rd busiest transit system in North America<sup>3</sup>, after Mexico City and New York City. With 4 major subway lines, 11 streetcar routes, 140 bus routes and over 9,400 stops<sup>3</sup>, travelers can easily move throughout the city and beyond with swift transfers to connecting municipalities.

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.

## Exterior products:

King Posters, Headliners, Seventies, Extensions, Superbus, Ultra Tails, Half Tails, Supertrain, Ceiling Decals

## Interior products:

Standard Interiors, Super Interiors, 28 Posters

<sup>1</sup> [https://www.ttc.ca/About\\_the\\_TTC/Operating\\_Statistics/2017/section\\_two.jsp](https://www.ttc.ca/About_the_TTC/Operating_Statistics/2017/section_two.jsp)

<sup>2</sup> Statistics Canada, 2016 Census of Population

<sup>3</sup> Toronto Transit Commission, 2018

## GET TO KNOW THE AUDIENCE

45%

have taken any action after seeing an OOH transit ad within the past month (such as searched online, made a purchase, visited a retail/restaurant location etc.)<sup>4</sup>

59%

have noticed any interior or exterior transit vehicle ads in the past week<sup>5</sup>

64%

have noticed any transit vehicle or station ads in the past week

<sup>4</sup> Source: Vividata Winter 2019. Toronto 18+ vs. all those who have used TTC subway, streetcar or bus in the past week

<sup>5</sup> Source: Numeris RTS, Fall 2018. Toronto 18+ vs. all those who took 1+ TTC trips in the past week



# TORONTO STATIONS



**DON'T  
DISCOVER  
NEW PLACES  
WITHOUT IT.**



**DON'T** *live life* **WITHOUT IT**

AMERICAN EXPRESS

TRAVEL  
SINCE 2010

Stand out and breakthrough the clutter of other media noise with versatile and exclusive advertising opportunities in Toronto's underground. Station advertising targets consumers travelling within Toronto's subway system, allowing for unique opportunities around the TTC. As density and commuting times increase, so does the time spent on station platforms. This rise in time spent, or what we refer to as 'dwell time' results in more time consumers spend absorbing 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 in the financial district (King and Bay) and education sectors of Toronto that target professionals in the dense downtown core.

**Station products:** Station Domination, Station Takeover, Wall Murals, Station Posters, Digital Station Posters, 28 Posters, Bulk Heads

**Get to know the Station Audience:** Popular stations across the city attract a variety of travellers on their daily commute. Capture the attention of your on-the-go audience with diverse stations across the TTC.

## Shopping Centres by Stations:

- Eaton Centre – Queen Station
- Yonge-Dundas Square – Dundas Station
- Yorkdale Shopping Centre – Yorkdale Station
- Yonge-Eglinton Centre – Eglinton Station
- Sheppard Centre – Sheppard-Yonge Station
- Bayview Village – Bayview Station
- Fairview Mall – Don Mills Station
- Dufferin Mall – Dufferin Station
- Scarborough Town Centre – Scarborough Centre Station

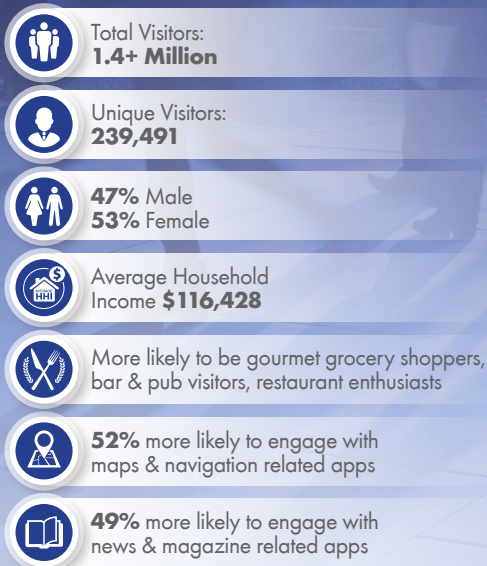
## Entertainment Destinations by Station

- Royal Ontario Museum – Museum Station
- Scotiabank Arena & Rogers Centre – Union Station
- Metro Toronto Convention Centre – Union Station
- Ripley's Aquarium – Union Station
- Yonge-Dundas Square – Dundas Station
- Ed Mirvish Theatre & Massey Hall – Dundas or Queen Station
- Theatre District & Roy Thompson Hall – St. Andrew or Osgoode Station
- Art Gallery of Ontario – St. Patrick Station
- The Danforth – Broadview or Pape Station

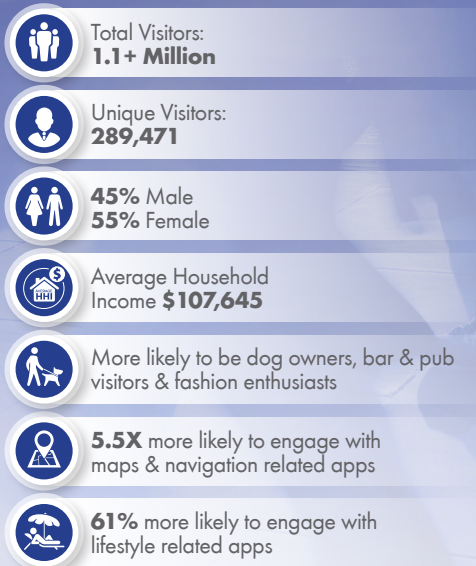


# ◉ SUBWAY STATION AUDIENCE<sup>1</sup>

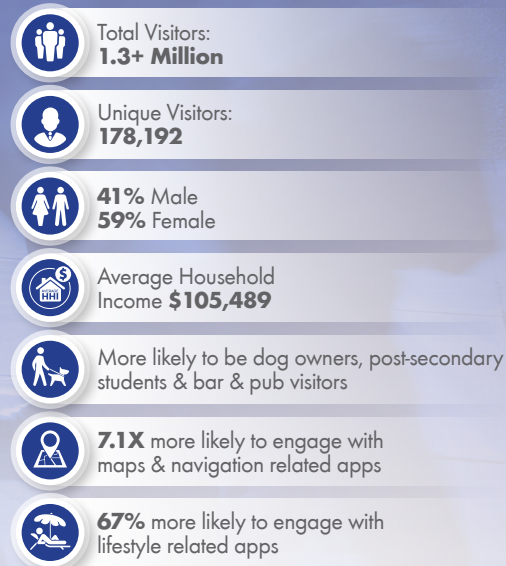
## UNION STATION



## BLOOR-YONGE STATION



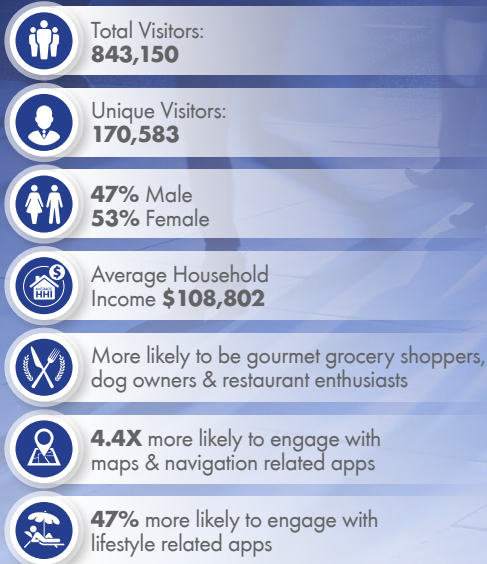
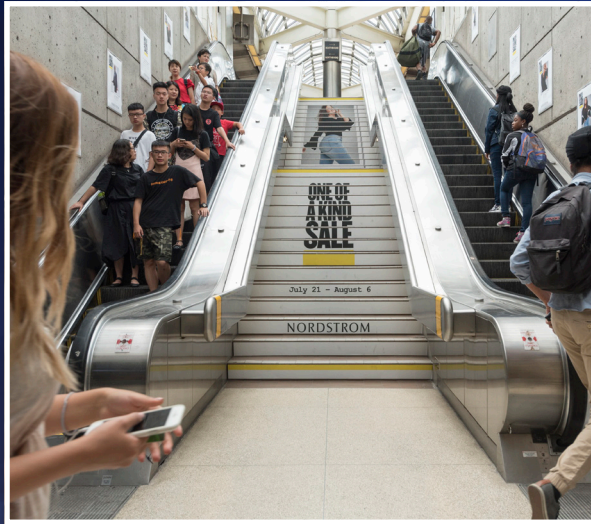
## ST. GEORGE STATION



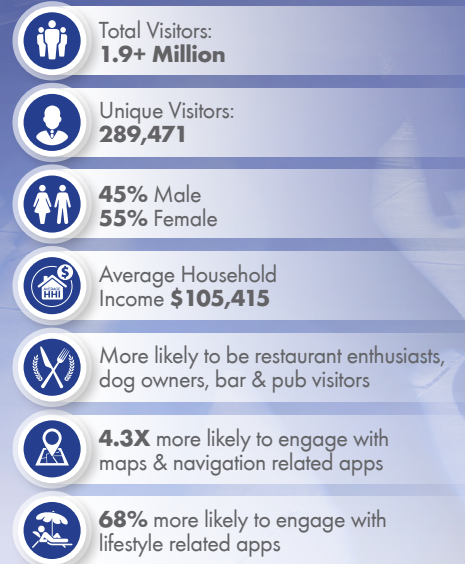


Focusing on the major station hubs attract a larger number of travelers as they are connecting stations for passengers on their journey throughout Toronto, the GTHA and Ontario. Capture the attention of these on-the-go travelers as they make their way throughout the TTC system.

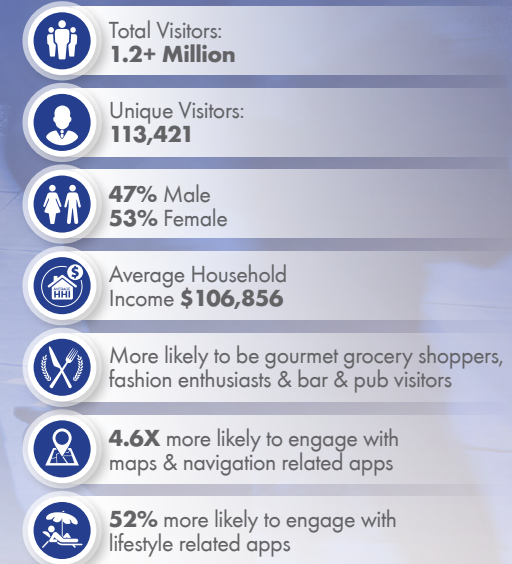
## YORKDALE STATION



## DUNDAS STATION



## KIPLING STATION





# ○ BREAKTHROUGH WITH HIGH IMPACT ADVERTISING OPPORTUNITIES



BUS MURAL



STATION MURAL



FLEXITY WRAP



STATION MURAL



STREETCAR WRAP



SUBWAY INTERIOR DOMINATION + MURAL



STATION DOMINATION



KING POSTER EXTENSION



STATION POSTERS

4422



# BURLINGTON TRANSIT



**1,976,769**  
**YEARLY RIDERSHIP<sup>1</sup>**

Home to the well-established, upscale suburban population, Burlington thrives with culture and is immersed in nature. With over 55 buses in its fleet, Burlington transit serves up to 1.9 million riders per year. With 3 GO Transit stations, and connections to Hamilton, Oakville and Milton Transit systems, riders are easily able to travel beyond Burlington and across the GTHA. Get noticed throughout Burlington and beyond with dynamic transit advertising.

## GET TO KNOW THE AUDIENCE<sup>2</sup>

**76%** of Burlington residents say they frequently/sometimes see Transit advertising within their own city/town

**41%** of Burlington residents have a positive impression of Transit advertising

**38%** of Burlington residents have taken an action after seeing Transit advertising

**32%** of Burlington residents are likely to take an online action after seeing Transit advertising

### Exterior products:

King Posters, Kongs, Headliners, Seventies, Extensions, Superbus, Ultratails, Half Tails

### Interior products:

Standard Interiors, Super Interiors

<sup>1</sup> Burlington Transit Authorities, March 2019

<sup>2</sup> Research Now Toronto Retail Markets Survey, n=400 interviews conducted among the Milton, Burlington and Oakville population in March, 2018.



# MILTON TRANSIT

## MILTON TRANSIT

494,209  
YEARLY RIDERSHIP<sup>1</sup>

With over 400 bus stops and a GO Station in the heart of Milton, Milton Transit enables movement within the city and beyond its borders. As one of the fastest growing municipalities in Canada, reach your target in one of most desirable communities with Transit Advertising opportunities.

### Exterior products:

King Posters, Kongs, Headliners,  
Extensions, Superbus, Ultratails, Half Tails

### Interior products:

Standard Interiors, Super Interiors

<sup>1</sup> Town of Milton, 2019

<sup>2</sup> Research Now Toronto Retail Markets Survey, n=400 interviews conducted among the Milton, Burlington and Oakville population in March, 2018



## GET TO KNOW THE AUDIENCE<sup>2</sup>

76% of Milton residents say they frequently/sometimes see Transit advertising within their own city/town

41% of Milton residents have a positive impression of Transit advertising

38% of Milton, Burlington and Oakville residents have taken an action after seeing Transit advertising

32% of Milton residents are likely to take an online action after seeing Transit advertising



# OAKVILLE TRANSIT



OAKVILLE TRANSIT



**3,962,376**  
**YEARLY RIDERSHIP<sup>3</sup>**

Home to one of Ontario's largest post-secondary institutions, Sheridan College, Oakville flourishes with upscale neighborhoods. With over 100 buses and a ridership of 3.9 million, Oakville Transit is a staple for commuters throughout their transit journey. Connecting to different transit authorities like Mississauga, Burlington, and Milton with a GO Station at Oakville's core, commuters can easily travel through Oakville and across the GTHA. Explore advertising opportunities in one of Ontario's most premium markets.

#### **Exterior products:**

King Posters, Kongs, Headliners, Seventies, Extensions, Superbus, Ultratails, Half Tails

#### **Interior products:**

Standard Interiors, Super Interiors

## GET TO KNOW THE AUDIENCE<sup>4</sup>

**76%** of Oakville residents say they frequently/sometimes see Transit advertising within their own city/town

**41%** of Oakville residents have a positive impression of Transit advertising

**38%** of Oakville residents have taken an action after seeing Transit advertising

**32%** of Oakville residents are likely to take an online action after seeing Transit advertising

<sup>3</sup> Town of Oakville, 2019

<sup>4</sup> Research Now Toronto Retail Markets Survey, n=400 interviews conducted among the Milton, Burlington and Oakville population in March, 2018. Reporting on all who recalled the campaign



# YORK REGION TRANSIT (YRT)



## 28.8 Million YEARLY RIDERSHIP<sup>1</sup>

Spanning across all nine York Region municipalities, the YRT delivers a connected service to residents across the region.

With over 500 vehicles, YRT has one of the largest bus fleets in Ontario, allowing its service to be fast and reliable for all transit commuters.

The journey continues as the YRT connects with different transit authorities throughout the GTHA, such as the City of Toronto, Peel Region, and Durham Region, as well as connections with the GO Transit system.

Target your on-the-go audience with high impact formats that will resonate with your consumers as they travel through the YRT and beyond.

**Municipalities:** Aurora, East Gwillimbury, Georgina, King, Markham, Newmarket, Richmond Hill, Stouffville, Vaughan

### Exterior products:

King Posters, Kongs, Headliners, Seventies, Extensions, Superbus, Ultratails, Half Tails

### Interior products:

Standard Interiors, Super Interiors

<sup>1</sup> York Region Transit, 2019

<sup>2</sup> Research Now Toronto Retail Markets Survey, n=401 interviews conducted among the York Region population in March, 2018. \*Communting based on provided FSA of work or school address (n=293)



## GET TO KNOW THE AUDIENCE<sup>2</sup>

**38%** are weekly York Region Transit riders

**68%** say they frequently/sometimes see Transit advertising within their city/town

**43%** have taken an action after seeing Transit advertising

**41%** are likely to have taken an online action after seeing Transit Advertising



# DURHAM REGION TRANSIT (DRT) ○



## 10 Million YEARLY RIDERSHIP<sup>3</sup>

By linking 8 unique municipalities throughout the Durham Region, we connect commuters on their journey.

With a fleet size of over 220 vehicles and more than 2,800 stops, DRT allows residents to travel across the region with ease.

Connections with the YRT, TTC, and GO transit systems give advertisers incredible exposure with a growing audience on the move.

Engage consumers with dynamic advertising opportunities all throughout the DRT and beyond.

**Municipalities:** Ajax, Brock, Clarington, Oshawa, Pickering, Scugog, Uxbridge, and Whitby

### Interior products:

Standard Interiors,  
Super Interiors

### Exterior products:

King Posters, Kongs, Headliners, Seventies,  
Extensions, Superbus, Ultratails, Half Tails

## GET TO KNOW THE AUDIENCE<sup>4</sup>

**37%** are weekly Durham Region  
Transit riders

**40%** have taken an action after seeing  
Transit advertising

**36%** are likely to take an online action  
after seeing Transit advertising

**32%** are likely to search for the brand  
using an online search engine

<sup>3</sup> Durham Region Transit, 2019

<sup>4</sup> Research Now Toronto Retail Markets Survey, n=401 interviews conducted among the Durham Region population in March, 2018.\*Commuting based on provided FSA of work or school address (n=248)



# OWEN SOUND TRANSIT

198,808  
YEARLY RIDERSHIP<sup>1</sup>

Connect with passengers in the township of Owen Sound. With four main routes running throughout the city, Owen Sound Transit runs six days a week helping connect passengers to their destination and beyond. Capture the attention of consumers with advertising opportunities with PATTISON Outdoor.

#### Exterior products:

Transit Seventy Poster, Ultra Tails, Murals, Bus Wraps

<sup>1</sup> Environics Analytics, Opticks Numeris, 2019 vs. Owen Sound

## GET TO KNOW THE AUDIENCE<sup>1</sup>

7 trips

Average number of bus trips commuters in Owen Sound take a week

58 mins

Average daily commute time by transit home to work

26%

have noticed any interior or exterior bus ads in the past week





### GET TO KNOW THE AUDIENCE<sup>2</sup>

**76%** commute 1 hour or more weekly

**61%** have noticed any interior or exterior vehicle ads in the past week

**65%** have noticed any transit vehicle or station ads in the past week

### 97.1 Million YEARLY RIDERSHIP<sup>3</sup>

As the Capital of Canada, Ottawa is home to French and English residents who make up this diverse city. With over 97.1 million annual riders per year, OC Transpo's fleet of over 950 vehicles, and dedicated bus lanes along the highway, help provide a smooth journey for passengers in and around the city area to get to their destination. Connect with consumers with dynamic advertising opportunities in Canada's capital with the help of PATTISON Outdoor.

#### Interior products:

Interior Cards,  
Super Interior Cards

#### Exterior products:

King Posters, King Posters + Extensions,  
Double Decker Kong, King + Headliner,  
King Poster + Extension + Headliner, Bus  
Mural, Double Decker Bus Mural, Superbus,  
Seventy Poster, Seventy Poster + Extension,  
Half Tail, Ultra Tail, Transitway Poster

<sup>2</sup> Vividata Winter 2019. Ottawa 18+ vs. all those who have used public transit in the past month





Car insurance for  
people on this train.

CAAMyPace.com CAA Insurance

## 71 Million YEARLY RIDERSHIP<sup>1</sup>

Connecting the GTHA and beyond, GO Transit helps move travelers throughout Southern Ontario.

With over 500 buses and 756 passenger train coaches<sup>2</sup>, GO Transit reached over 70 million passengers in 2018 and is continuously growing each year.

The GO connects passengers with all 17 municipal transit systems in Ontario keeping the transit journey easy and consistent for riders to get to their destination as they move throughout the day.

Discover boundless advertising opportunities on GO Transit with products that resonate with your consumers. PATTISON's GO Transit advertising offers brands and businesses increased reach and frequency as audiences spend time travelling through the GTHA.

### Exterior products:

Exterior Train Wraps, Bus Murals

### Interior products:

Interior Transit Posters, Window Clings, Halos, Michaelangelos

<sup>1</sup> GO Transit, 2019

<sup>2</sup> GO Transit Fact Sheet, 2019

<sup>3</sup> Numeris RTS, Fall 2018. Toronto/Hamilton 18+ vs. all those who took 1+ GO transit trips in the past week

## GET TO KNOW THE AUDIENCE<sup>3</sup>

539,000

GTHA residents are weekly GO transit riders, commuting an average of **80 minutes daily** via public transit

57%

have noticed any interior or exterior transit vehicle ads in the past week

61%

have noticed any transit vehicle or stations ads in the past week





Make a statement with advertising options at all 70 GO Transit Stations and 9 Bus Terminals across the GTHA. From Barrie in the north to Toronto's iconic Union Station, also connecting passengers from East to West, advertisers have the opportunity to target travelers from the start and end of their daily journey.

Create compelling and contextual campaigns across unique elements like expansive Tunnel Murals, Floor Decals, Stair Risers, and Transit Shelter Ads for messaging that builds as consumers move throughout the space.

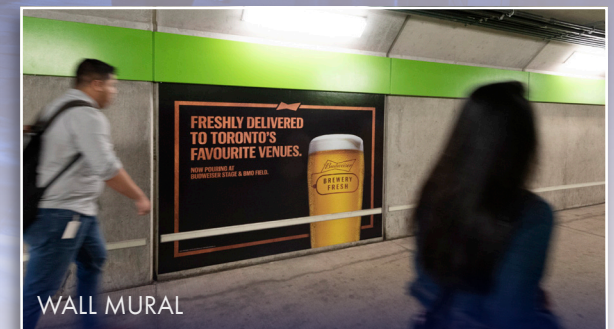
**Station products:** Station Dominations, Station Posters, Station Horizontal Posters, Wall Murals, Door Decals, Floor Decals, Shelter Decals, Flag Banners

## PRODUCTS GO TRANSIT

- EXTERIOR TRAIN WRAPS
- BUS MURALS
- INTERIOR TRANSIT POSTERS
- WINDOW CLINGS
- HALOS
- MICHAELANGELOS
- STATION DOMINATIONS
- STATION POSTERS
- STATION HORIZONTAL POSTERS
- WALL MURALS
- DOOR DECALS
- FLOOR DECALS
- SHELTER DECALS
- FLAG BANNERS



# BREAKTHROUGH WITH HIGH IMPACT ADVERTISING OPPORTUNITIES





# CONTACT US ○

**CONTACT US** FOR TRANSIT OPPORTUNITIES ACROSS CANADA

CLASSIC

DIGITAL

TRANSIT

PLACE BASED

 @pattisonoutdoor

 @pattisonoutdoor

 PATTISON Outdoor

 facebook.com/PattisonOutdoorAdvertising

[pattisonoutdoor.com](http://pattisonoutdoor.com)





**PATTISON**