

# BARRIE TRANSIT



**PROFILE:**  
**2018 RIDERSHIP: 2.7M**  
**FLEET SIZE: 48**

**PATTISON**



# BARRIE TRANSIT

## KING POSTER



## KONG + HEADLINER



## SEVENTY POSTER



## HALF TAILS



## SUPERBUS



## BUS MURALS



## INTERIOR CARDS



## 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.

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**PATTISON Account Executive**

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CLASSIC DIGITAL TRANSIT PLACE BASED

M0020859 MAY20

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# BARRIE TRANSIT ROUTE COVERAGE

The City of Barrie is located on the shores of Kempenfelt Bay, the western arm of Lake Simcoe. Barrie has risen as a prominent tourist destination, often referred to as the The Gateway to Cottage Country and is easily accessible by all types of transportation. With a population of 154,433, the city has a unique charm of its own with various attractions.

Barrie Transit services the city of Barrie as well as the surrounding communities of Angus and Borden. Barrie Transit Bus Terminal operated by The City of Barrie is an intercity and municipal bus station. It serves as one of the five hubs for the local Barrie Transit system as well as the city's stop on intercity bus routes operated by GO Transit, Ontario Northland and Greyhound Canada. Barrie City Council recently approved plans to turn the terminal building into a public market to attract tourists and residents to the city's waterfront, however local bus services will continue to use the building as a hub.

