

# DURHAM REGION TRANSIT PRODUCT DECK



**PROFILE:**  
(OSHAWA, AJAX, PICKERING, WHITBY)  
2017 RIDERSHIP: 10,000,000  
FLEET SIZE: 177

**PATTISON**



# DURHAM REGION TRANSIT 2021 RATE GUIDE

## SUPERBUS



Media Rate:  
Production/Install Rate:

## BUS MURAL



Media Rate:  
Production/Install Rate:

## ULTRATAIL



Media Rate:  
Production/Install Rate:

## HALFTAIL



Media Rate:  
Production/Install Rate:

## KING POSTER



Media Rate:  
Production/Install Rate:

## INTERIOR CARD



Media Rate:  
Production/Install Rate:

\* 12-week minimum advertising length.

## Why Transit Advertising?

Transit advertising is a powerful, targeted and cost-effective advertising medium. It caters to businesses of all sizes and varied budgets, and provides greater exposure reaching a broader geographical area and attracting more consumers.

For more information contact:

# DURHAM REGION TRANSIT ROUTE COVERAGE

Durham Region is one of Ontario's largest regional transit systems, serving eight unique area municipalities: **Ajax, Brock, Clarington, Oshawa, Pickering, Scugog, Uxbridge, and Whitby.** There are 208 vehicles, running more than 520,000 annual service hours at 2,800 stops. Each year, DRT safely moves over 10 million people across the Region.











Durham Transit covers the entire region from Bowmanville to Pickering.

From Durham Region, you can connect to destinations in the Greater Toronto and Hamilton Area (GTHA). DRT offers seamless connections to neighbouring transit systems including GO Transit, York Region Transit (YRT), the Toronto Transit Commission (TTC), Orillia Transit, Lindsay Transit, VIA Rail, and various other inter-city bus services.

Source: <https://www.durhamregiontransit.com/en/routes-and-schedules/connecting-transit.aspx>  
Source: <https://www.durhamregiontransit.com/en/about-us.aspx>

## Regional Municipality of Durham, ON

### Durham Region Transit Divisions

 Westney Division Garage - 89 buses	 Regular Routes	 Late Night Service
 Wentworth Division Garage (Whitby) - 19 buses	 Regular Routes	
 Raleigh Division Garage (Oshawa) - 69 buses	 Regular Routes	
	 <b>PULSE</b> High Frequency Service	
 Metrolinx GO Train Route/Station	 Selected GO Bus Route/Station	





# DURHAM REGION TRANSIT RESEARCH

## TRANSIT ADVERTISING EFFECTIVENESS IN DURHAM REGION

Transit advertising provides high exposure and positive reception among Durham Region residents:

**70%**

of Durham Region residents say they frequently/sometimes see Transit advertising within their own city/town

**44%**

of Durham Region residents have a positive impression of Transit advertising

Transit Advertising is effective at driving consumer action:<sup>1</sup>



of Durham Region residents have taken action after seeing Transit advertising



**23%**

Looked for more information



**19%**

Interacted with ad via mobile phone (tap/scan, text, photo, etc.)



**17%**

Talked to friends/family



**9%**

Visited a business or retail location



**9%**

Made a purchase

<sup>1</sup> Research Now Toronto Retail Markets Survey, n=401 interviews conducted among the Durham Region population in March, 2018.