

# TORONTO TRANSIT PRODUCT DECK



## PROFILE:

2019 YEARLY RIDERSHIP: 533,200,000

FLEET SIZE: BUS: 2,059

STREETCARS: 204

SUBWAY STATIONS: 64

**PATTISON**



# TORONTO TRANSIT 2021 RATE GUIDE

## KING POSTER



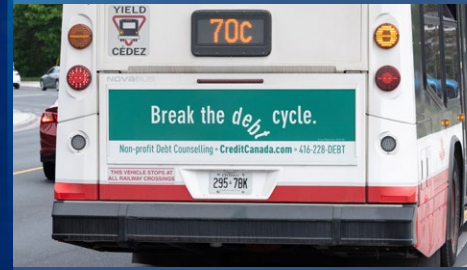
Media Rate:  
Production/Install Rate:

## KING + HEADLINER



Media Rate:  
Production/Install Rate:

## SEVENTY POSTERS



Media Rate:  
Production/Install Rate:

## BUS MURALS



Media Rate:  
Production/Install Rate:

## STANDARD INTERIOR CARDS



Media Rate:  
Production/Install Rate:

## SUBWAY INTERIOR 28 CARDS



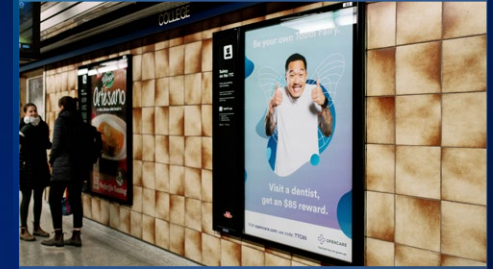
Media Rate:  
Production/Install Rate:

## STATION 28 POSTERS



Media Rate:  
Production/Install Rate:

## STATION POSTERS



Media Rate:  
Production/Install Rate:

\* 12 wk. minimum

## 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.

For more information contact:

# TORONTO TRANSIT ROUTE COVERAGE

The 4<sup>th</sup> largest city in North America with a population of over 5.9 million people<sup>1</sup>, 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.

<sup>1</sup> 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





# TORONTO TRANSIT RESEARCH

## TTC Bus/Streetcar Riders Demographic<sup>1</sup>

## TTC Subway Riders Demographic<sup>2</sup>

**62%**

more likely to have noticed subway station platform ads in the past week

**15%**

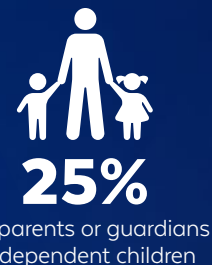
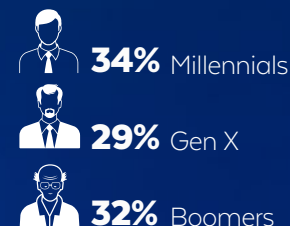
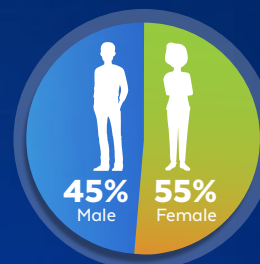
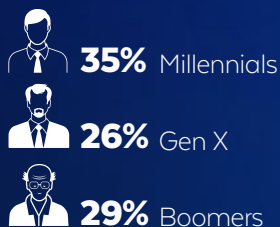
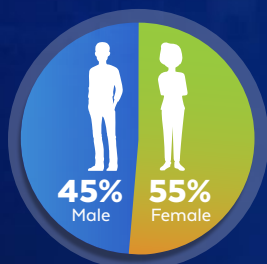
more likely to have noticed exterior transit ads in the past week

**26%**

more likely to have noticed digital elevator screen ads in the past week

**60%**

more likely to have noticed interior bus or subway ads in the past week



<sup>1</sup> Numeris RTS, Spring 2019. Toronto A12+ vs. those who take an average of 1 or more bus/streetcar trips per week.

<sup>2</sup> Numeris RTS, Spring 2019. Toronto A12+ vs. those who take an average of 1 or more subway trips per week.

\*MOPEs are managers, owners, professionals or executives.