

# YORK REGION TRANSIT PRODUCT DECK



## PROFILE:

AURORA, NEWMARKET, GEORGINA, EAST GWILLIMBURY, KING TOWNSHIP, MARKHAM, STOUFFVILLE, RICHMOND HILL & VAUGHAN

2017 RIDERSHIP: 23.1M

FLEET SIZE: 571

**PATTISON**

# YORK REGION TRANSIT ADVERTISING

## KING POSTER



## HALF TAIL



## SUPERBUS



## KONG POSTER



## ULTRA TAIL



## BUS MURAL



## Why Transit Advertising?

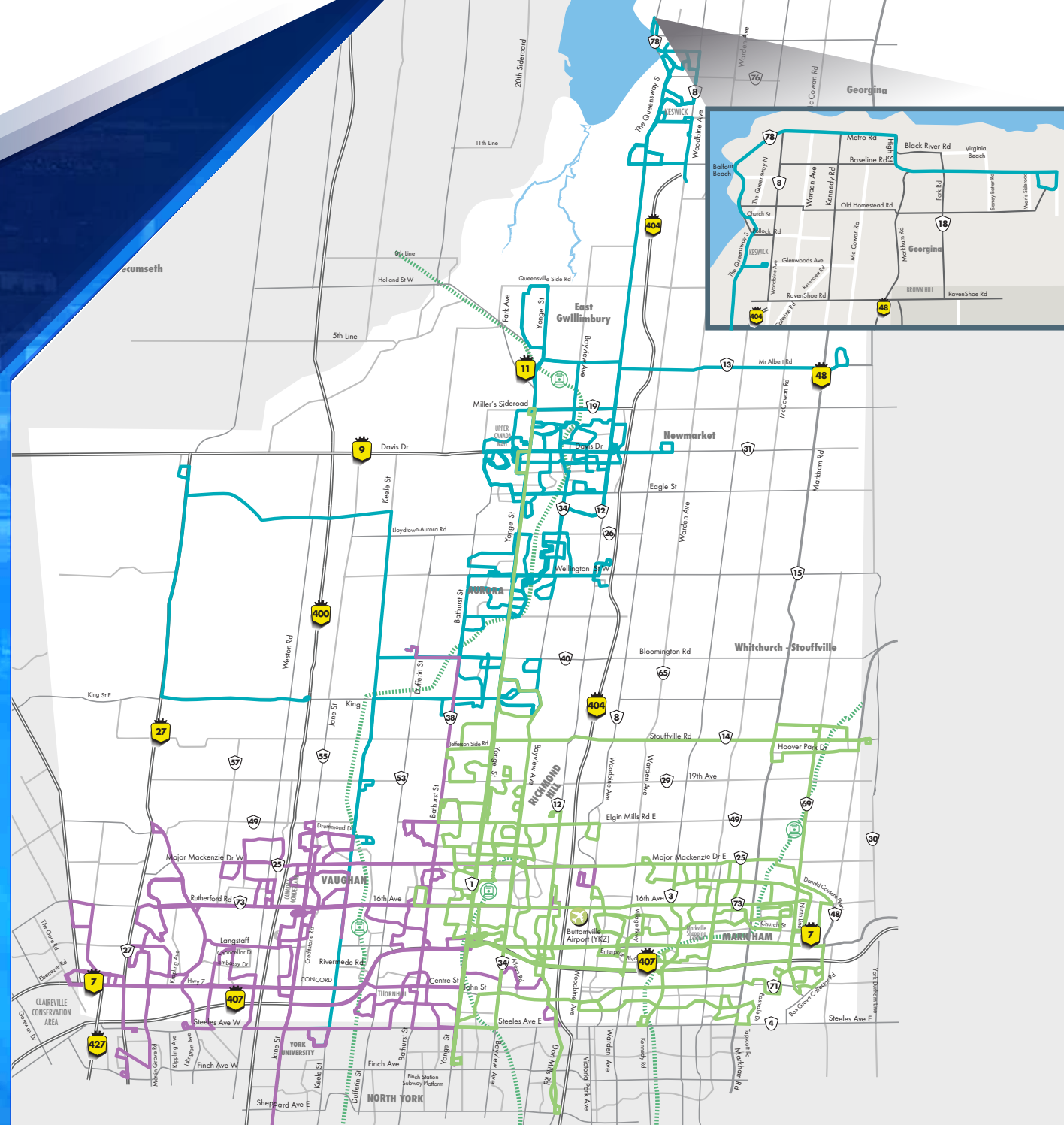
Transit advertising is a powerful and cost-effective advertising medium that reaches its audience 24 hours a day, 7 days a week. It caters to businesses of all sizes and varied budgets. It provides greater exposure reaching a broader geographical area and attracting more consumers.

Contact your  
**PATTISON Account Executive**

# YORK REGION TRANSIT ROUTE COVERAGE

YRT offers local and rapid transit services in all nine York Region municipalities. (Aurora, Newmarket, Georgina, East Gwillimbury, King Township, Markham, Stouffville, Richmond Hill & Vaughan), which services over 5,300 bus stops.

YRT conventional routes cater to local communities in all York Region municipalities connecting residents to the City of Toronto as well as Regions of Peel and Durham.



Source: [www.york.ca/wps/portal/yorkhome/transportation/yr/transit/tut/p/a1](http://www.york.ca/wps/portal/yorkhome/transportation/yr/transit/tut/p/a1)