

# OTTAWA TRANSIT PRODUCT DECK



**PROFILE:**  
2017 RIDERSHIP: 97,100,000  
FLEET SIZE: 699 + 149 DOUBLE DECKER

# OTTAWA TRANSIT ADVERTISING

## KING POSTER



## KING + HEADLINER



## DOUBLE DECKER KONG



## STANDARD BUS MURAL



## DOUBLE DECKER BUS MURAL



## SEVENTY POSTER



## 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**

# OTTAWA TRANSIT ADVERTISING

## STANDARD SUPERBUS



## DOUBLE DECKER SUPERBUS



## ULTRATAIL



## STANDARD INTERIOR CARD



## SUPER INTERIOR CARD



## TRANSITWAY POSTERS



## 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**

# OTTAWA TRANSIT ROUTE COVERAGE

Ottawa is the capital city of Canada, located in the province of Ontario on the Quebec border. Directly across the Ottawa River lies the city of Gatineau. Together the two cities make up the Region known as Ottawa-Gatineau. Ottawa is unique in that it is one of the few cities in which is officially bilingual.

As of 2017, Ottawa had a city population of 934,243 and metropolitan population of 1,323,783 making it the fourth largest city and the fifth largest CMA in Canada.

Ottawa has the most educated population among Canadian cities and is home to a number of post-secondary, research and cultural institutions. Ottawa has the highest standard of living in the nation and lowest unemployment rate.

OC Transpo is the urban transit service system which carries approx. 97.1 million annual ridership.

Ottawa currently has dedicated bus lanes along a portion of Highway 417 both east and west. The dedicated lanes are part of the transitway system for OC Transpo and part of the overall transit system.

Source: <http://canadapopulation.org/ottawa-population/>  
Source: <https://en.wikipedia.org/wiki/Ottawa>

