

GRT - GRAND RIVER

KITCHENER, WATERLOO, CAMBRIDGE

TRANSIT PRODUCT DECK



PROFILE:
2018 RIDERSHIP: 19.7M
FLEET SIZE: 223

PATTISON

GRAND RIVER TRANSIT ADVERTISING

KING POSTER



KONG + HEADLINER



ULTRA TAILS



HALF TAILS



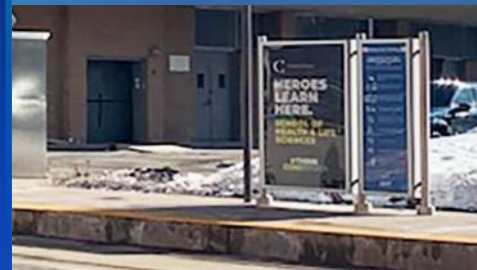
INTERIOR CARDS



BUS MURALS



ION STATION POSTERS



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.

Contact your
PATTISON Account Executive

pattisonoutdoor.com

CLASSIC DIGITAL TRANSIT PLACE BASED

M0019257 JAN21

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GRAND RIVER TRANSIT ROUTE COVERAGE

Grand River is the public transport operator of the Region of Waterloo. With 57 bus routes providing daily bus services in the regions of Cambridge, Kitchener, Waterloo, St. Jacobs, Elmira and New Hamburg.

Waterloo region is a mid-sized community located in the heart of Southwestern Ontario's greenbelt. The area is a thriving urban center with award-winning architecture, unique shops and fantastic restaurants. Major shopping malls in the area include: Cambridge Centre, Fairview Park Mall and Conestoga Mall.












With two of the highest-ranked universities in the country, Wilfrid Laurier and University of Waterloo, this area attracts a variety of students from across the world. Also home to one of Ontario's fastest growing colleges and leader in polytechnic education is Conestoga College Institute of Technology & Advanced Learning.

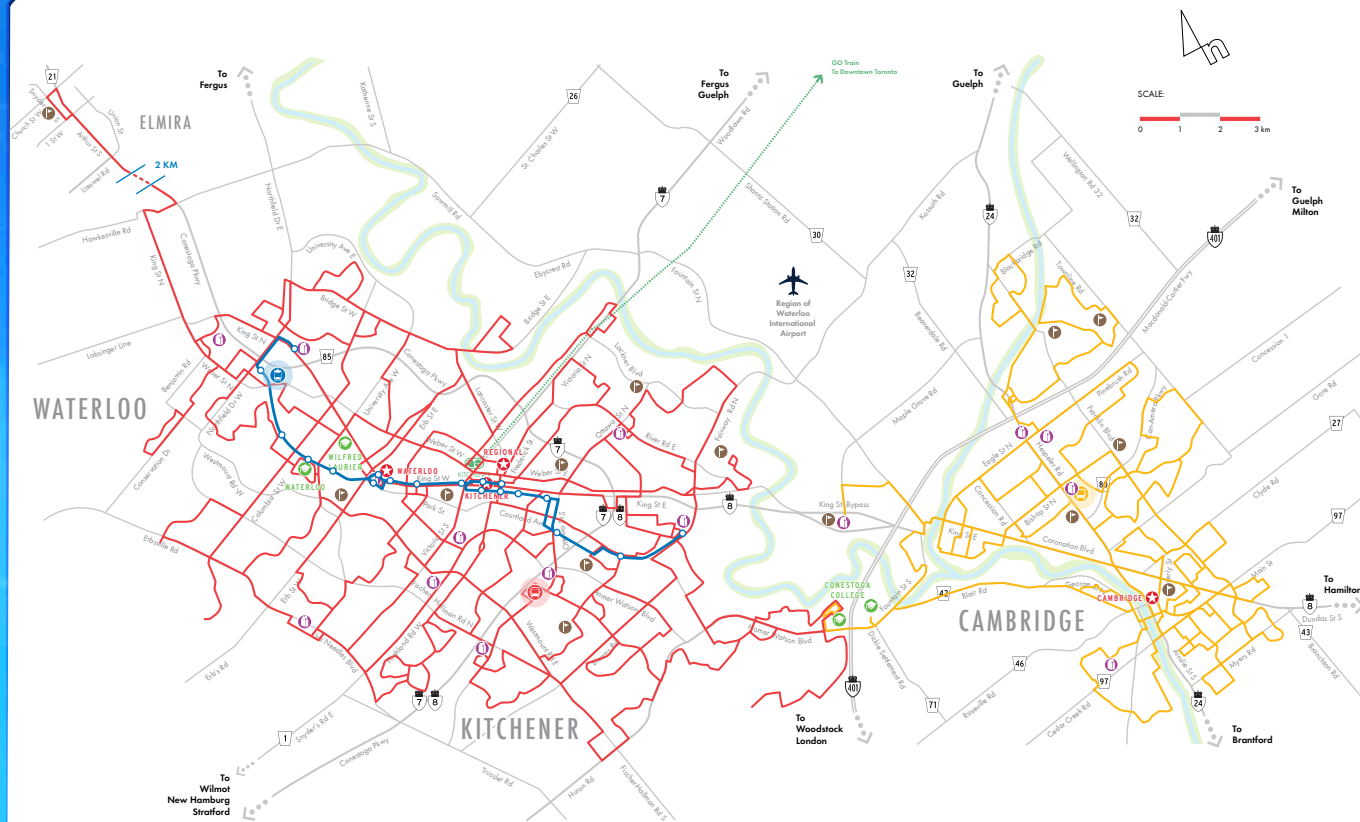
With a population of more than 530,000 people, Waterloo Region is one of the fastest growing areas in Ontario.

Source: <https://www.grt.ca/en/index.aspx>
<https://www.regionofwaterloo.ca/en/exploring-the-region/about-waterloo-region.aspx>
https://en.wikipedia.org/wiki/Grand_River_Transit

Cities of Waterloo, Kitchener and Cambridge, ON

Grand River Transit Divisions : Region of Waterloo

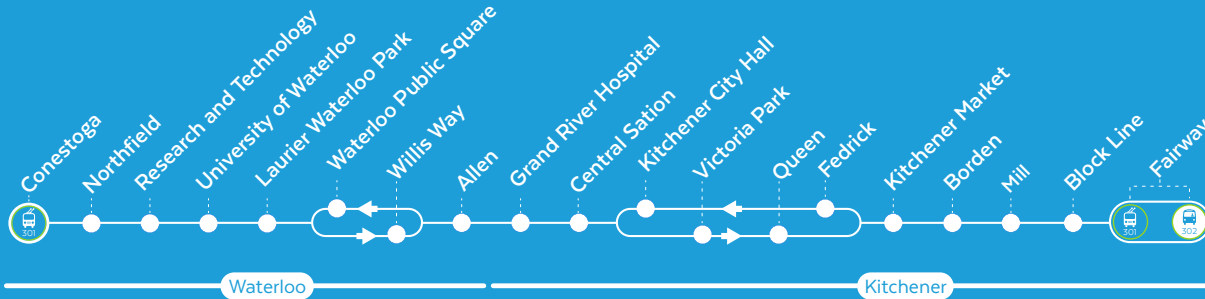
 Strasburg (North) Division Garage	 Kitchener & Waterloo Routes
 Conestoga (South) Division Garage	 Cambridge Routes
 ION Maintenance and Storage Facility (OMSF)	 ION Light Rail Transit Route/Station
 Metrolinx GO Train Route/Station	
 City Hall	 Post Secondary Institution Main Campuses
 Arena/Recreation Facility	 Shopping Centre



GRAND RIVER TRANSIT

ION

ROUTE MAP



Legend



Conestoga: 2 Faces
 Northfield: 2 Faces
 Research & Technology: 2 Faces
 University of Waterloo: 2 Faces
 Laurier Waterloo Park: 2 Faces
 Waterloo Public Square: 1 Face
 Willis Way: 2 Faces
 Allen: 2 Faces
 Grand River Hospital: 2 Faces
 Central Station: 2 Faces
 Kitchener City Hall: 1 Face

Victoria Park: 1 Face
 Queen: 2 Faces
 Frederick: 2 Faces
 Kitchener Market: 2 Faces
 Borden: 2 Faces
 Mill: 2 Faces
 Block Line: 2 Faces
 Fairway: 4 Faces

