

EXCLUSIVE OFFER FOR 2022 PROMO PRICING



Calgary
Construction
Association

Gain **total market coverage** with Transit advertising from PATTISON Outdoor, the **largest and leading Transit advertising** provider that travels across the city!

SEVENTY POSTERS (BACK OF BUS)

▶ **\$250 PER POSTER/4WEEKS**
(\$500 Retail Value)

Production & Installation: **\$75 One-time cost**

Total Impressions¹: **108,000**

Views: The total number of ad exposures generated

Reach & Frequency¹: **7% | 1.2**

Exposure/Ad notice: The total number of people who see or are exposed to the advertisement.

The average number of times an individual will view/notice the ad in the given time period.

¹Transit RF, Numeris Fall 2021, Calgary CMA 12+

OFFER START DATE:

OFFER END DATE:

All campaign discounts are based on the 4-week rate, and can be applied to a campaign with a minimum of 4 weeks, up to a maximum of 52 weeks. Cannot be combined with any other offers.

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PATTISON