

# EXCLUSIVE OFFER FOR 2022 PROMO PRICING



Display your message with **Calgary's largest moving billboard**. **Capture the attention** of pedestrians and drivers alike with this high reach and high frequency format that **offers complete market coverage!**

## KING POSTERS (SIDE OF BUS)

**\$325 PER POSTER/4WEEKS**  
(\$650 Retail Value)

Production & Installation: **\$150 One-time cost**

Total Impressions<sup>1</sup>: **108,000**

Views: The total number of ad exposures generated

Reach & Frequency<sup>1</sup>: **8% | 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.

<sup>1</sup>Transit 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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**Nick Yates**  
**403.770.5740** | [NYates@pattisonoutdoor.com](mailto:NYates@pattisonoutdoor.com)

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