## **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.

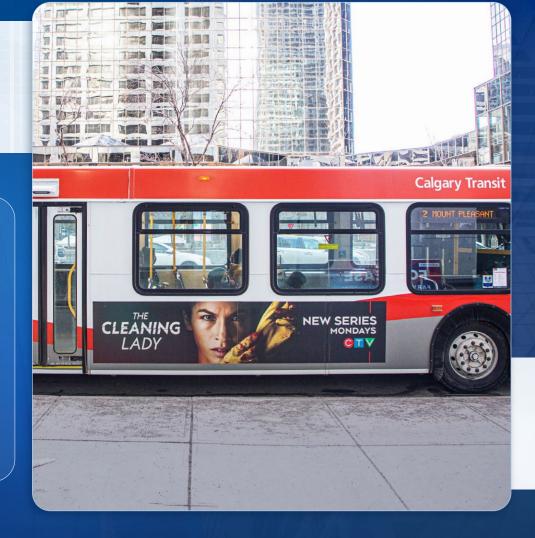
The average number of times an individual will view/notice the ad in the given time period.

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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