

EXCLUSIVE OFFER FOR 2022 PROMO PRICING



Calgary
Construction
Association

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 Impressions¹: **108,000**

Views: The total number of ad exposures generated

Reach & Frequency¹: **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.

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