

# HALIFAX TRANSIT PRODUCT DECK



## PROFILE:

2017 RIDERSHIP: 19,572,412

FLEET SIZE: 338

# HALIFAX TRANSIT ADVERTISING

**KING POSTER**



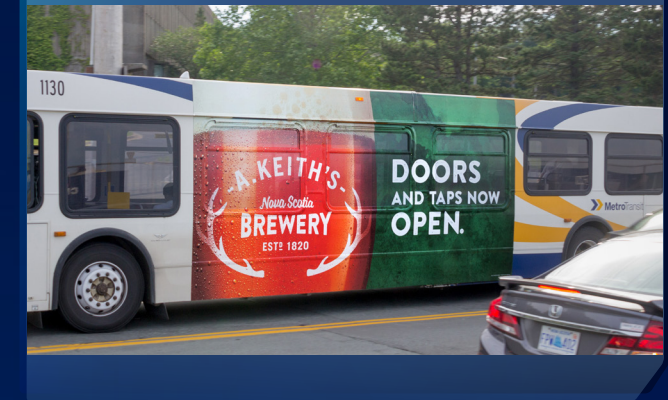
**SEVENTY POSTER**



**ULTRA TAIL**



**BUS MURAL**



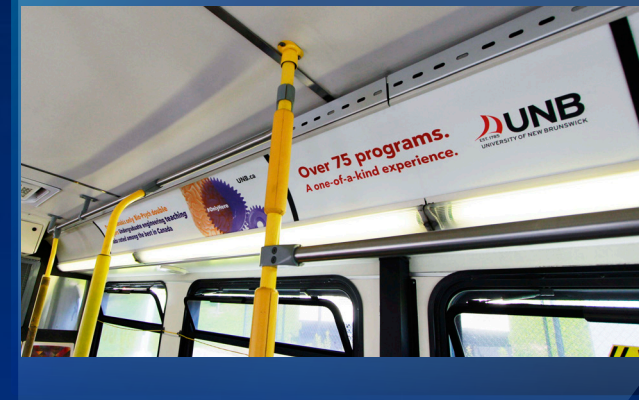
**KING WITH HEADLINER**



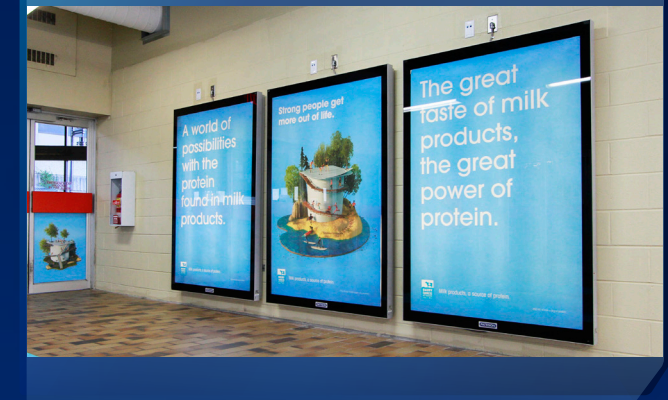
**SUPERBUS**



**INTERIOR CARD**



**FERRY DIGITAL AND STATIC**



<sup>1</sup>Transit Reach Frequency, Environics Analytics

## Why Transit Advertising?

Transit advertising is a powerful, targeted and cost-effective advertising medium. It caters to businesses of all sizes and varied budgets. Advertisers benefit from greater exposure over a broader geographical area, and therefore reaching more consumers.



Contact your **PATTISON** Account Executive

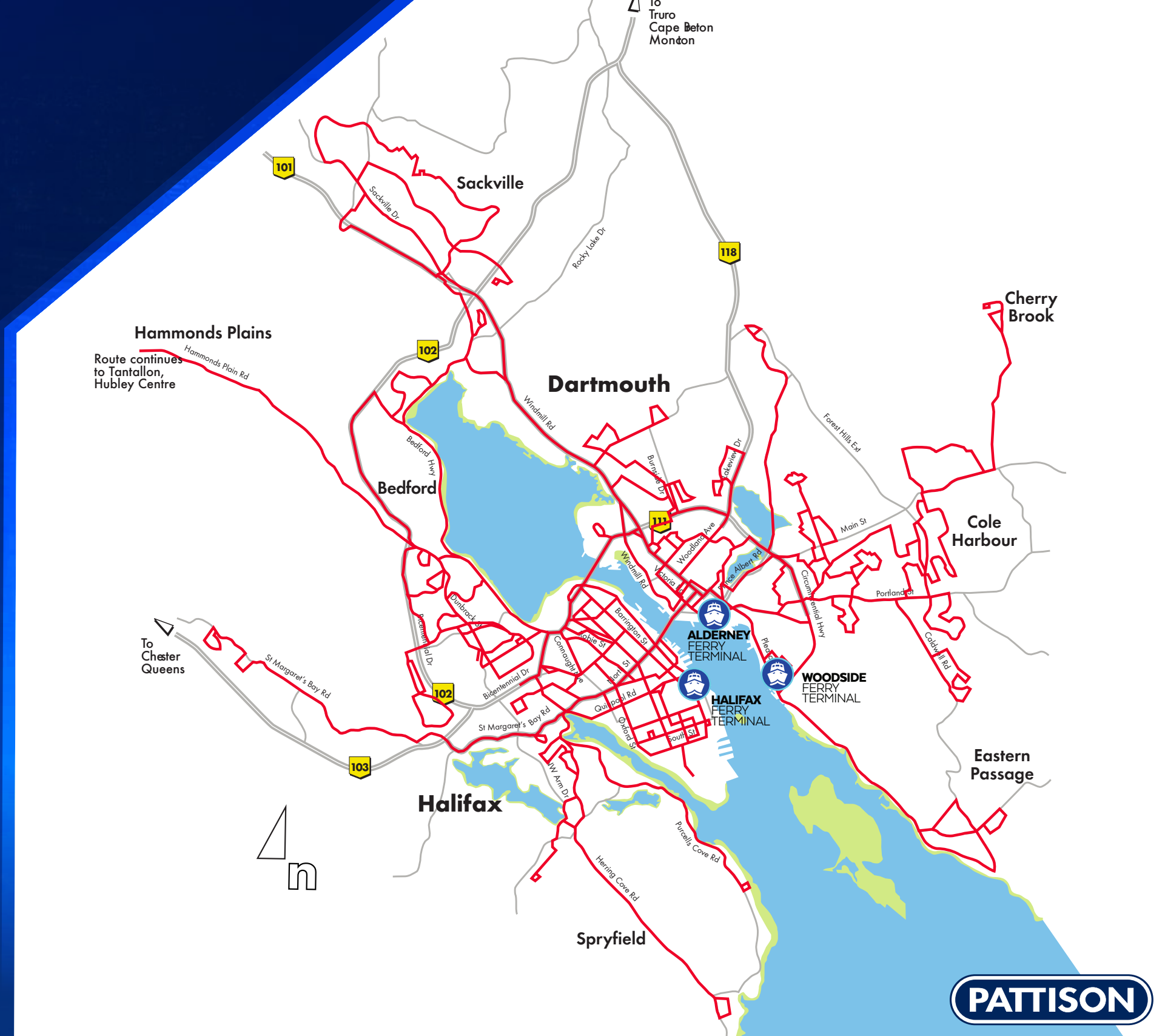


# HALIFAX TRANSIT ROUTE COVERAGE

Halifax Transit is a **public transportation system** operating **buses** and **ferries** in **Halifax**. It provides service to the urban and adjacent area of the regional municipality, utilizing **2 ferry routes** and **57 conventional bus routes**. According to a recent census, Halifax has the 7th highest proportion of workers taking transit to work in a city in Canada.

2018 Halifax Population is estimated to be 424,931<sup>1</sup>

<sup>1</sup>[canadapopulation2018.com/population-of-halifax-2018.html](http://canadapopulation2018.com/population-of-halifax-2018.html)



# HALIFAX TRANSIT FERRY TERMINALS

The Halifax Dartmouth Ferry is the oldest saltwater ferry in North America, and the second oldest in the world. A short 8 minute ferry ride gets residents of Dartmouth to and from downtown Halifax for work and school, saving commuters valuable drive time and money as parking costs are at a premium in the City's core. The service is operated by Halifax Transit and links Downtown Halifax with two locations, Alderney Landing and Woodside Ferry Terminals in Dartmouth, N.S. Various advertising opportunities in each of the 3 terminals are available.<sup>2</sup>

2016/2017 Annual Ferry Ridership was over 1.5 million passengers<sup>1</sup>

<sup>1</sup>[https://www.halifax.ca/sites/default/files/documents/transportation/halifax-transit/Halifax Transit-2016-2017-YearEndReport.pdf](https://www.halifax.ca/sites/default/files/documents/transportation/halifax-transit/Halifax%20Transit-2016-2017-YearEndReport.pdf)

<sup>2</sup>[https://en.wikipedia.org/wiki/Halifax\\_Dartmouth\\_Ferry\\_Service](https://en.wikipedia.org/wiki/Halifax_Dartmouth_Ferry_Service)

