

MILTON TRANSIT PRODUCT DECK



PROFILE:

2018 RIDERSHIP: 598,055

FLEET SIZE: 18

MILTON TRANSIT ADVERTISING

BUS MURAL



KONG + HEADLINER



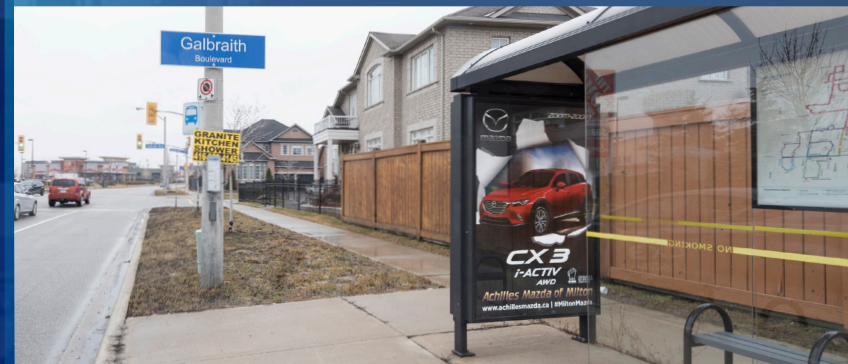
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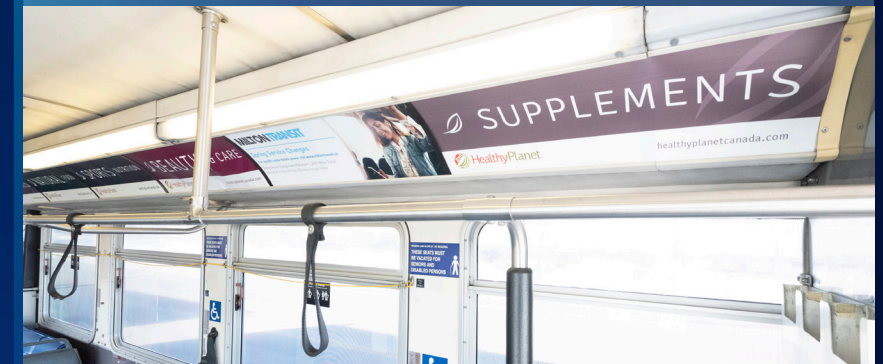
KING WITH EXTENSION + HEADLINER



TRANSIT SHELTER



INTERIOR CARD



* 12 wk. minimum

Why Transit Advertising?

Transit advertising is a powerful and cost-effective advertising medium that reaches its audience 7 days a week. It caters to businesses of all sizes and varied budgets. It provides greater exposure reaching a broader geographical area and attracting more consumers.

MILTON TRANSIT ROUTE COVERAGE

Milton Transit is the public transit system in the town of Milton. Milton Transit provides conventional services with connections to routes and GO Transit services at the Milton Go Station. Milton Transit continues to demonstrate positive ridership performance relative to service, population and employment growth.

- They operate a fleet of 16 low floor, fully accessible buses of varying sizes, each equipped with bicycle racks
- Ridership in 2018 totaled 598,055 reported the highest ever recorded on Milton Transit, representing a growth rate of 11%
- In 2017, they operated over 42,200 annual service hours
- There are approximately 400 active bus stops in Town

Source: <https://www.milton.ca/MeetingDocuments/Council/agendas2019/rpts2019/ENG-00819%202018%20Q4%20Transit%20KPI%20-No%20sign.pdf>

