

# YORK REGION TRANSIT PRODUCT DECK



## PROFILE:

(AURORA, NEWMARKET, GEORGINA, EAST Gwillimbury, KING TOWNSHIP, MARKHAM, STOUFFVILLE, RICHMOND HILL & VAUGHAN)

2017 RIDERSHIP: 23.1M

FLEET SIZE: 546



# YORK REGION TRANSIT ADVERTISING

KING POSTER



HALFTAIL



SUPERBUS



KONG POSTER



ULTRATAIL



BUS MURAL



\* 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.



CLASSIC DIGITAL TRANSIT PLACE BASED  
M0018262 AUG22

Contact your **PATTISON** Account Executive

**PATTISON**



# YORK REGION TRANSIT ROUTE COVERAGE

YRT offers local and rapid transit services in all nine York Region municipalities. (Aurora, Newmarket, Georgina, East Gwillimbury, King Township, Markham, Stouffville, Richmond Hill & Vaughan), which services over 5,300 bus stops.

YRT conventional routes cater to local communities in all York Region municipalities connecting residents to the City of Toronto as well as Regions of Peel and Durham.

Source: [www.york.ca/wps/portal/yorkhome/transportation/yr/transit/lut/p/a1](http://www.york.ca/wps/portal/yorkhome/transportation/yr/transit/lut/p/a1)

