

WINNIPEG TRANSIT PRODUCT DECK



PROFILE:

2017 RIDERSHIP: 478.5M

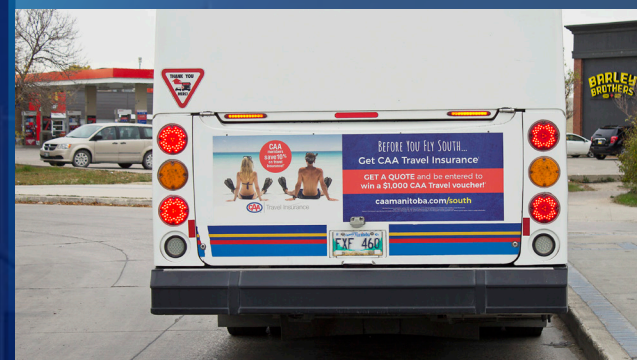
FLEET SIZE: 676

WINNIPEG TRANSIT ADVERTISING

KING POSTER



SEVENTY POSTER



INTERIOR CARD



BUS MURAL



ULTRATAIL



KING + HEADLINER



KING + HEADLINER + EXTENSION



SUPERBUS



* 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.

WINNIPEG TRANSIT ROUTE COVERAGE

- Winnipeg Transit travels more than 30 million kilometres per year.
- Winnipeg Transit buses operated over 1,548,500 total hours in 2017.
- The average bus travels about 50,000 kms each year.
- Winnipeg Transit carried 48,098,447 passengers in 2017.
- On an average weekday, Winnipeg Transit carries over 168,400 passengers.
- Engines are completely overhauled after 400,000 to 800,000 kilometres.
- The average lifespan of a Winnipeg Transit bus is about 18 years.
- There are 93 bus routes in Winnipeg.

Source: <https://winnipegtransit.com>



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