

OTTAWA TRANSIT PRODUCT DECK

A red and white double-decker bus is shown from a side profile. The bus features several advertisements: a blue banner on the lower left that says "LOVE YOUR KITCHEN AGAIN! VISIT OUR SHOWROOM", a white banner in the middle for "VESTA DESIGN + FABRICATION CENTRE" with a logo, and a large red and white maple leaf graphic. The "OC Transpo" logo is visible on the side. The bus number "8007" is displayed on the front and side. The background is a clear blue sky.

PROFILE:

2017 RIDERSHIP: 97,100,000

FLEET SIZE: 699 + 149 DOUBLE DECKER

OTTAWA TRANSIT ADVERTISING

KING POSTER



KING + HEADLINER



DOUBLE DECKER KONG



STANDARD BUS MURAL



DOUBLE DECKER BUS MURAL



SEVENTY POSTER



* 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.



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OTTAWA TRANSIT ADVERTISING

STANDARD SUPERBUS



DOUBLE DECKER SUPERBUS



ULTRATAIL



STANDARD INTERIOR CARD



SUPER INTERIOR CARD



TRANSITWAY POSTERS



* 12 wk. minimum

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OTTAWA TRANSIT ROUTE COVERAGE

Ottawa is the capital city of Canada, located in the province of Ontario on the Quebec boarder. Directly across the Ottawa River lies the city of Gatineau. Together the two cities make up the Region known as Ottawa-Gatineau. Ottawa is unique in that it is one of the few cities in which is officially bilingual.

As of 2017, Ottawa had a city population of 934,243 and metropolitan population of 1,323,783 making it the fourth largest city and the fifth largest CMA in Canada.

Ottawa has the most educated population among Canadian cities and is home to a number of post-secondary, research and cultural institutions. Ottawa has the highest standard of living in the nation and lowest unemployment rate.

OC Transpo is the urban transit service system which carries approx. 97.1 million annual ridership.

Ottawa currently has dedicated bus lanes along a portion of Highway 417 both east and west. The dedicated lanes are part of the transitway system for OC Transpo and part of the overall transit system.

Source: <http://canadapopulation.org/ottawa-population/>

Source: <https://en.wikipedia.org/wiki/Ottawa>



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