

GRT - GRAND RIVER TRANSIT PRODUCT DECK

KITCHENER, WATERLOO, CAMBRIDGE



PROFILE:

2018 RIDERSHIP: 19.7M

FLEET SIZE: 238

GRAND RIVER TRANSIT ADVERTISING

KING POSTER



KONG + HEADLINER



ULTRA TAILS



HALF TAILS



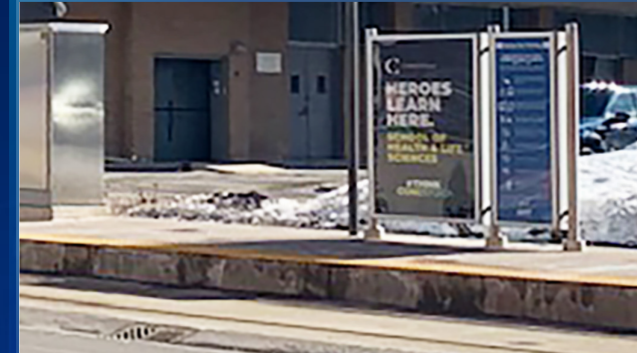
INTERIOR CARDS



BUS MURALS



ION STATION POSTERS



TRANSIT SHELTERS



* 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.

GRAND RIVER TRANSIT ROUTE COVERAGE

Grand River is the public transport operator of the Region of Waterloo. With 57 bus routes providing daily bus services in the regions of Cambridge, Kitchener, Waterloo, St. Jacobs, Elmira and New Hamburg.

Waterloo region is a mid-sized community located in the heart of Southwestern Ontario's greenbelt. The area is a thriving urban center with award-winning architecture, unique shops and fantastic restaurants. Major shopping malls in the area include: Cambridge Centre, Fairview Park Mall and Conestoga Mall.

With two of the highest-ranked universities in the country, Wilfrid Laurier and University of Waterloo, this area attracts a variety of students from across the world. Also home to one of Ontario's fastest growing colleges and leader in polytechnic education is Conestoga College Institute of Technology & Advanced Learning.

With a population of more than 530,000 people, Waterloo Region is one of the fastest growing areas in Ontario.

Source: <https://www.grt.ca/en/index.aspx>

<https://www.regionofwaterloo.ca/en/exploring-the-region/about-waterloo-region.aspx>












https://en.wikipedia.org/wiki/Grand_River_Transit

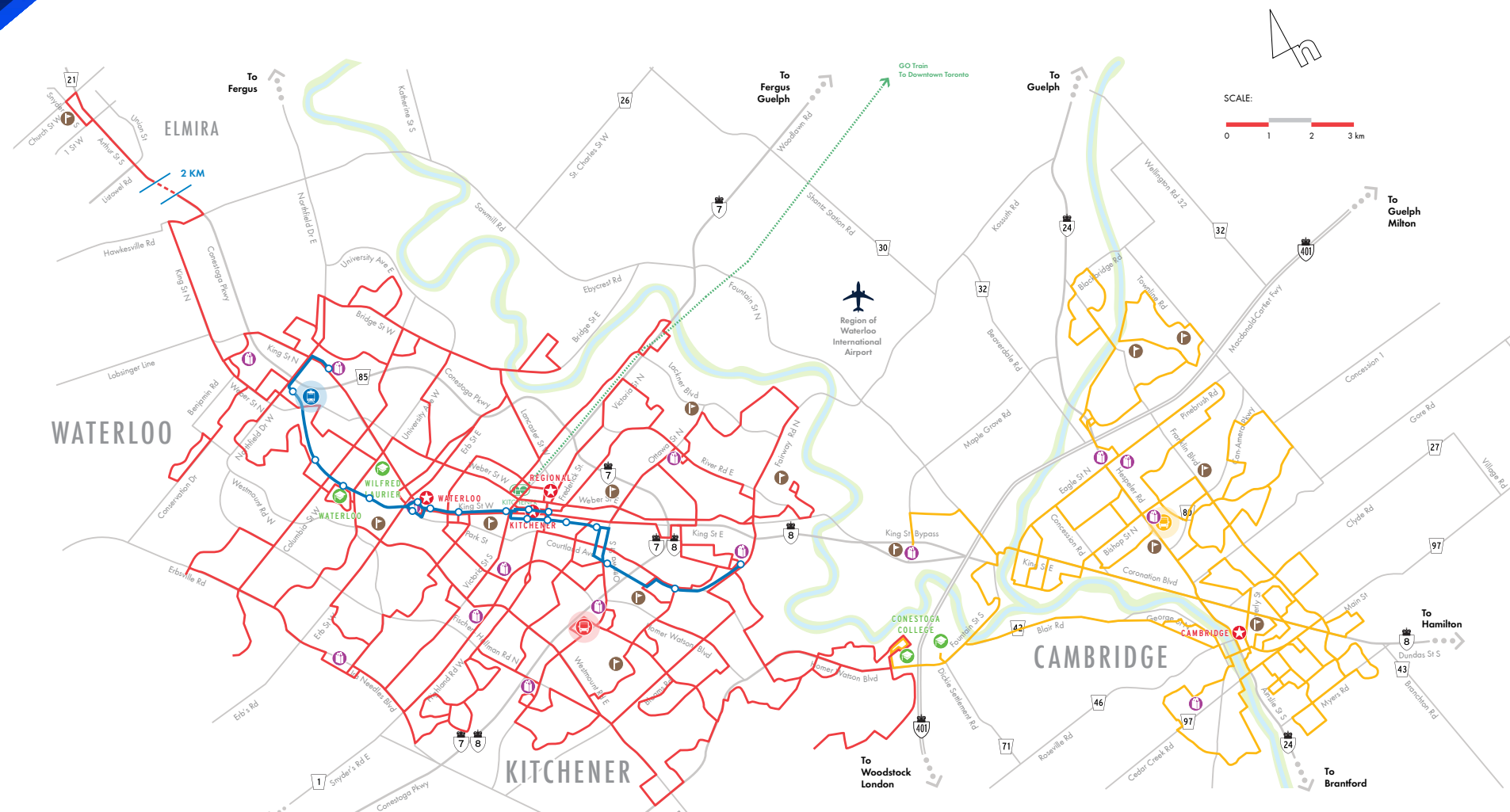
CLASSIC DIGITAL TRANSIT PLACE BASED

M0019257 FEB22

Cities of Waterloo, Kitchener and Cambridge, ON

Grand River Transit Divisions : Region of Waterloo

	Strasburg (North) Division Garage		Kitchener & Waterloo Routes
	Conestoga (South) Division Garage		Cambridge Routes
	ION Maintenance and Storage Facility (OMSF)		ION Light Rail Transit Route/Station
	Metrolinx GO Train Route/Station		
	City Hall		Post Secondary Institution Main Campuses
			Arena/Recreation Facility
			Shopping Centre

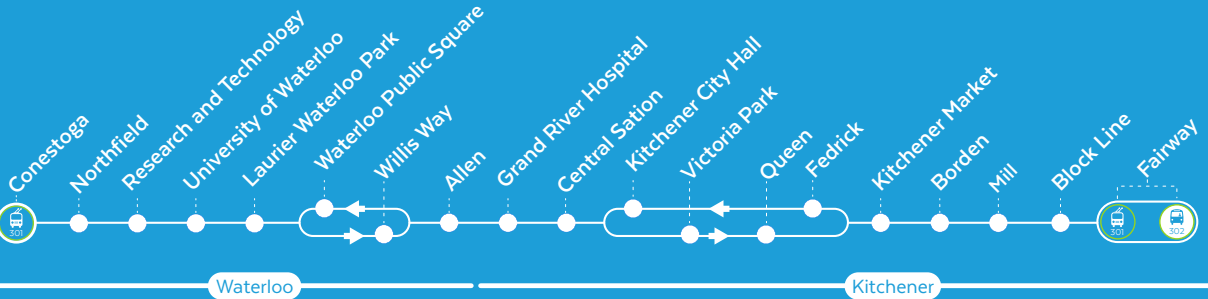


PATTISON

GRAND RIVER TRANSIT

ION

ROUTE MAP



Legend

- ION Light Rail
- ION Stations

- Conestoga: 2 Faces

Northfield: 2 Faces

Research & Technology: 2 Faces

University of Waterloo: 2 Faces

Laurier Waterloo Park: 2 Faces

Waterloo Public Square: 1 Face

Willis Way: 2 Faces

Allen: 2 Faces

Grand River Hospital: 2 Faces

Central Station: 2 Faces
- Kitchener City Hall: 1 Face

Victoria Park: 1 Face

Queen: 2 Faces

Frederick: 2 Faces

Kitchener Market: 2 Faces

Borden: 2 Faces

Mill: 2 Faces

Block Line: 2 Faces

Fairway: 4 Faces

