

# LETHBRIDGE TRANSIT PRODUCT DECK



**PROFILE:**

RIDERSHIP: 1.1M

FLEET SIZE: 47

# LETHBRIDGE TRANSIT ADVERTISING

## KING POSTER



## KING + HEADLINER



## KONG POSTER



## SEVENTY POSTER



## SUPERBUS



## BUS MURALS



## INTERIOR CARDS



## ULTRA TAILS



\* 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.



M0021172 FEB22

Contact your **PATTISON** Account Executive

**PATTISON**

# LETHBRIDGE TRANSIT ROUTE COVERAGE

Lethbridge is the largest city in South Alberta. It is Alberta's third-largest city in both population and land area after Calgary and Edmonton. Lethbridge is split into three geographical areas, north, south and west. The Oldman River separates West Lethbridge from the other two while Crowsnest Trail and the Canadian Pacific Railway rail line separate North and South Lethbridge.

Lethbridge is the commercial, financial, transportation and industrial center of southern Alberta. The city's economic developed from drift mining and agriculture. Half of the workforce is employed in health, education, retail and hospitality sectors. And the top five employers are government-based. Home to the only university in Alberta south of Calgary is University of Lethbridge, and two of the three colleges have campuses in the city.

Cultural ventures in the city included performing art theatre, museums and sports centers.

Lethbridge had a population of 98,960 in 2018. The 5th highest in the province<sup>1</sup>.

<sup>1</sup> <https://regionaldashboard.alberta.ca/region/Lethbridge/population>

