

TORONTO TRANSIT PRODUCT DECK



PROFILE:

2019 YEARLY RIDERSHIP: 533,200,000

FLEET SIZE: BUS: 2,071

STREETCARS: 204

SUBWAY STATIONS: 78

TORONTO TRANSIT ADVERTISING

KING POSTER



KING + HEADLINER



KING & EXTENSION



SEVENTY POSTERS



BUS MURALS



STANDARD BUS - INTERIOR CARDS



ULTRA TAIL



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.

Contact your **PATTISON** Account Executive



TORONTO TRANSIT ADVERTISING

STREETCAR - SINGLE MURAL



STREETCAR - TRIPLE MURAL



STREETCAR - CHECKERBOARD



SUBWAY DOOR SURROUND



STANDARD SUBWAY - INTERIOR CARDS



SUBWAY INTERIOR 28 CARDS



STATION 28 POSTERS



STATION POSTERS



*8-week 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.

Contact your **PATTISON** Account Executive

TORONTO TRANSIT ROUTE COVERAGE

The 4th largest city in North America with a population of over 5.9 million people¹, Toronto is thriving with transit advertising opportunities. Integrating with numerous municipal transit systems across the Greater Toronto Area and beyond, with connections to the regional GO Transit system, the TTC makes the transit commuting experience easy and seamless as riders move across the region. Influence consumers in this growing metropolis with high impact advertising options that engage your audience on Canada's largest transit system.

Riders travelling by Bus, Streetcar or Subway, targets consumers and provides unique opportunities to advertise your message. Subway stations are conveniently located by key points of interest, such as the shopping and entertainment destinations that attract consumers from all walks of life, as well as the financial district and education sectors that target professional in the dense downtown core.

¹ Statistics Canada, 2016 Census of Population

Toronto, Ontario Transit Coverage by Division

Bus Divisions

- Arrow Road
- Birchmount
- Eglinton
- Malvern
- McNicoll
- Mount Dennis
- Queensway
- Wilson

Streetcar Division

- Leslie and
Roncesvalles
Carhouses

Subway

- Wilson Yard
- Greenwood Yard
- McCowan Yard

Major Destinations

- College/University
- Hospital
- Shopping
- Sports Venue
- Attractions
- Subway Stations
- Neighbourhoods

Sources: TTC ROUTES BY OPERATING DIVISION, MARCH 2021 / ttc.ca / moovitapp.com

