TORONTO TRANSIT PROD

2019 YEARLY RIDERSHIP: 533,200,000 FLEET SIZE: BUS: 2,071 STREETCARS: 204 **SUBWAY STATIONS: 78**

Grow big or GROW HOME!

PROFILE:

/////

TORONTO TRANSIT ADVERTISING

KING + HEADLINER KING POSTER KING & EXTENSION adidas Hybrid Electric **BUS MURALS STANDARD BUS** - INTERIOR CARDS **ULTRA TAIL**

* 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.



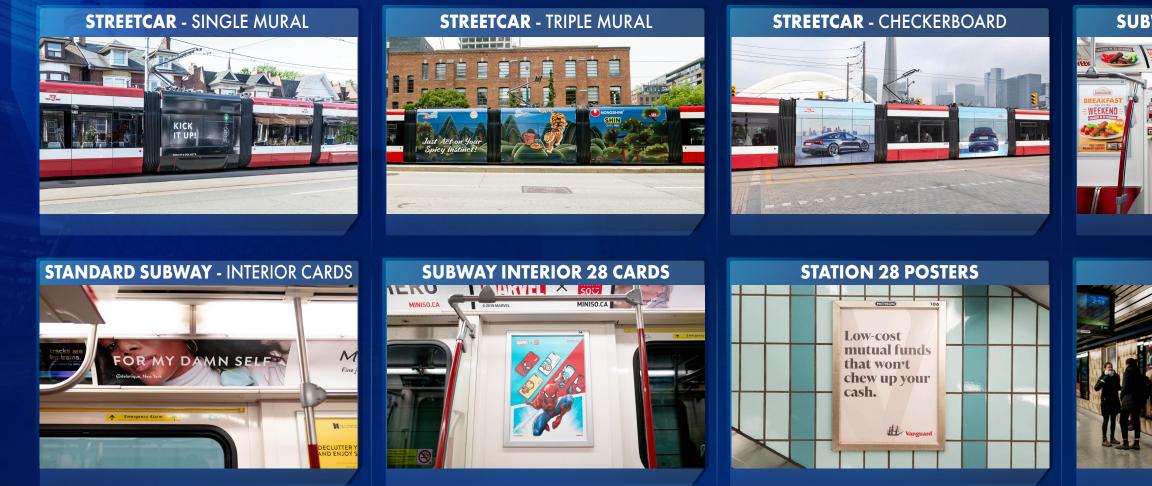




Contact your PATTISON Account Executive



TORONTO TRANSIT ADVERTISING



*8-week minimum.

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SUBWAY DOOR SURROUND







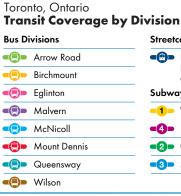
TORONTO TRANSIT ROUTE COVERAGE

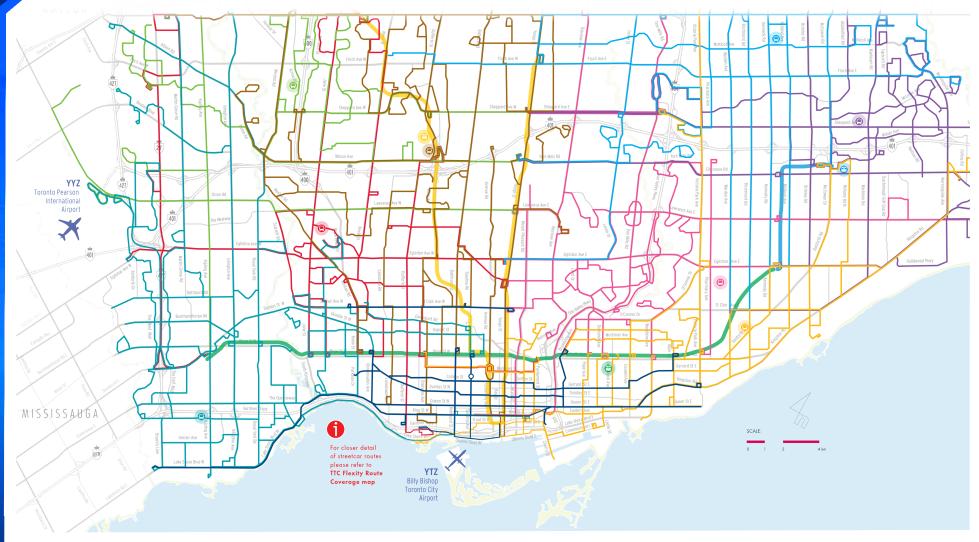
The 4th largest city in North America with a population of over 5.9 million people¹, Toronto is thriving with transit advertising opportunities. Integrating with numerous municipal transit systems across the Greater Toronto Area and beyond, with connections to the regional GO Transit system, the TTC 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.

Statistics Canada, 2016 Census of Population







Streetcar Division Major Destinations College/University Leslie and Roncesvalles Hospital Carhouses Shopping Subway Wilson Yard Sports Venue **4** Attractions Greenwood Yard Subway Stations McCowan Yard Neighbourhoods

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

