

BRAMPTON TRANSIT PRODUCT DECK



PROFILE:

2019 RIDERSHIP: 31M

FLEET SIZE: ZÜM EXPRESS BUS: 133 | CONVENTIONAL BUS: 332

BRAMPTON TRANSIT ADVERTISING CONVENTIONAL BUSES

KING POSTER



KONG POSTER



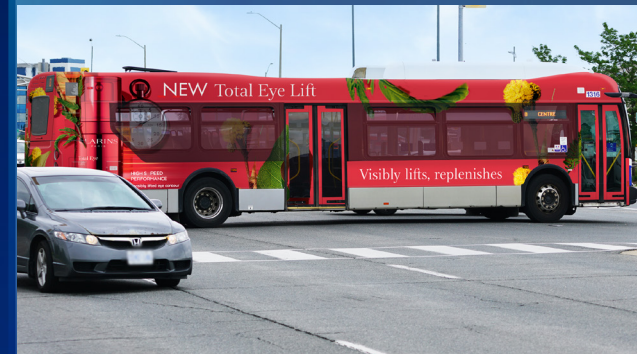
ULTRA TAILS



BUS MURALS



SUPERBUS



SEVENTY POSTER



STANDARD INTERIOR CARDS



* 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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Contact your **PATTISON** Account Executive

PATTISON

BRAMPTON TRANSIT ADVERTISING

ZÜM RAPID EXPRESS BUS

City of Brampton operates “ZÜM” a bus rapid system, that runs along Queen Street and Highway 7 from downtown Brampton to York University, along Main Street from Sandalwood to Square One in Mississauga and along Steeles from Brampton Gateway Terminal to Humber College

ZÜM HALF TAIL



ZÜM ULTRA TAIL



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BRAMPTON TRANSIT ROUTE COVERAGE

Brampton is a suburban city and the third largest city in the GTA. It is also the ninth most populous municipality in Canada and combined with Mississauga and Caledon makes up Region of Peel. Brampton Transit (BT) is a public transport bus operator for the City.

The City of Brampton is bordered by Highway 50 (Vaughan) to the east, Winston Churchill Blvd. (Halton Hills) to the west, Mayfield Rd. (Caledon) to the north and the hydro corridor (Mississauga) to the south except Finch Ave. which serves as the border between the two cities.

Brampton has attracted residents and business in view of it's proximity to Pearson International Airport, road infrastructure, population growth, cost of land, and tax structure. It is a prime location for corporate head offices, factories, warehouses such as Amazon, Loblaws, Rogers Communications, Maple Leaf Foods, Canadian Tire, Ford, Nestle, Hudson Bay & Frito Lay Canada.

Brampton has become one of the diverse cities in Canada, with a growing population of 502,830¹ (2016 census), this city is rich in heritage and cultural diversity. Host to many festivals, attractions, shopping and dining experiences.

¹Environics Analytics, Demostats 2021. Brampton CY vs. PRIZM Segments: 11,15,61

