

TRANSIT

TORONTO PRODUCT DECK



2023 YEARLY RIDERSHIP: 735,860,000

FLEET SIZE: BUS: 2,129

STREETCARS: 204

SUBWAY CARS: 804

SUBWAY STATIONS: 74

PATTISON

TORONTO TRANSIT RATE GUIDE

KING POSTER



Media Rate: \$600/4 weeks
Production Rate: \$125/poster

KING AND HEADLINER



Media Rate: \$825/4 weeks
Production Rate: \$605/execution

KING AND EXTENSION



Media Rate: \$875/4 weeks
Production Rate: \$Quote Required

SEVENTY POSTERS



Media Rate: \$550/4 weeks
Production Rate: \$80/poster

BUS MURALS



Media Rate: \$4,500/4 weeks*
Production Rate: \$1,500-\$1,650/mural

STANDARD BUS - INTERIOR CARDS



Media Rate: \$50/4 weeks
Production Rate: \$28/per card
Full; half; quarter
Showings available upon request

ULTRATAIL



Media Rate: \$2,000/4 weeks
Production Rate: \$900/poster

SUPERBUS



Media Rate: \$7,000/4 weeks
Production Rate: \$10,500 (int. included)

TORONTO TRANSIT RATE GUIDE

STREETCAR - SINGLE MURAL



Media Rate: \$9,500/4 weeks*
Production Rate: \$2,075/mural

STREETCAR - TRIPLE MURAL



Media Rate: \$22,500/4 weeks*
Production Rate: \$5,350/execution

STREETCAR - CHECKERBOARD



Media Rate: \$22,500/4 weeks*
Production Rate: \$5,350/execution

SUBWAY DOOR SURROUND



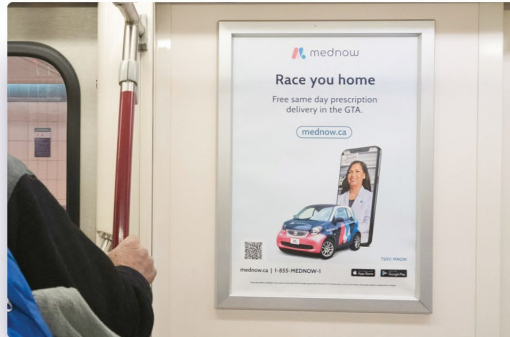
Media Rate: \$750/4 weeks
Production Rate: \$225/execution

STANDARD SUBWAY - INTERIOR CARDS



Media Rate: \$125/4 weeks
Production Rate: \$30/per card
Full; half; quarter
Showings available upon request

SUBWAY INTERIOR 28 CARDS



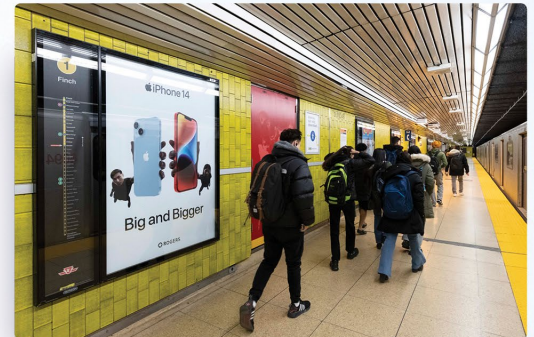
Media Rate: \$125/4 weeks
Production Rate: \$25/poster

STATION 28 POSTERS



Media Rate: \$500/4 weeks
Production Rate: \$25/poster

STATION POSTERS



Media Rate: \$1,500-2,000/4 weeks
Production Rate: \$100/poster

TORONTO TRANSIT

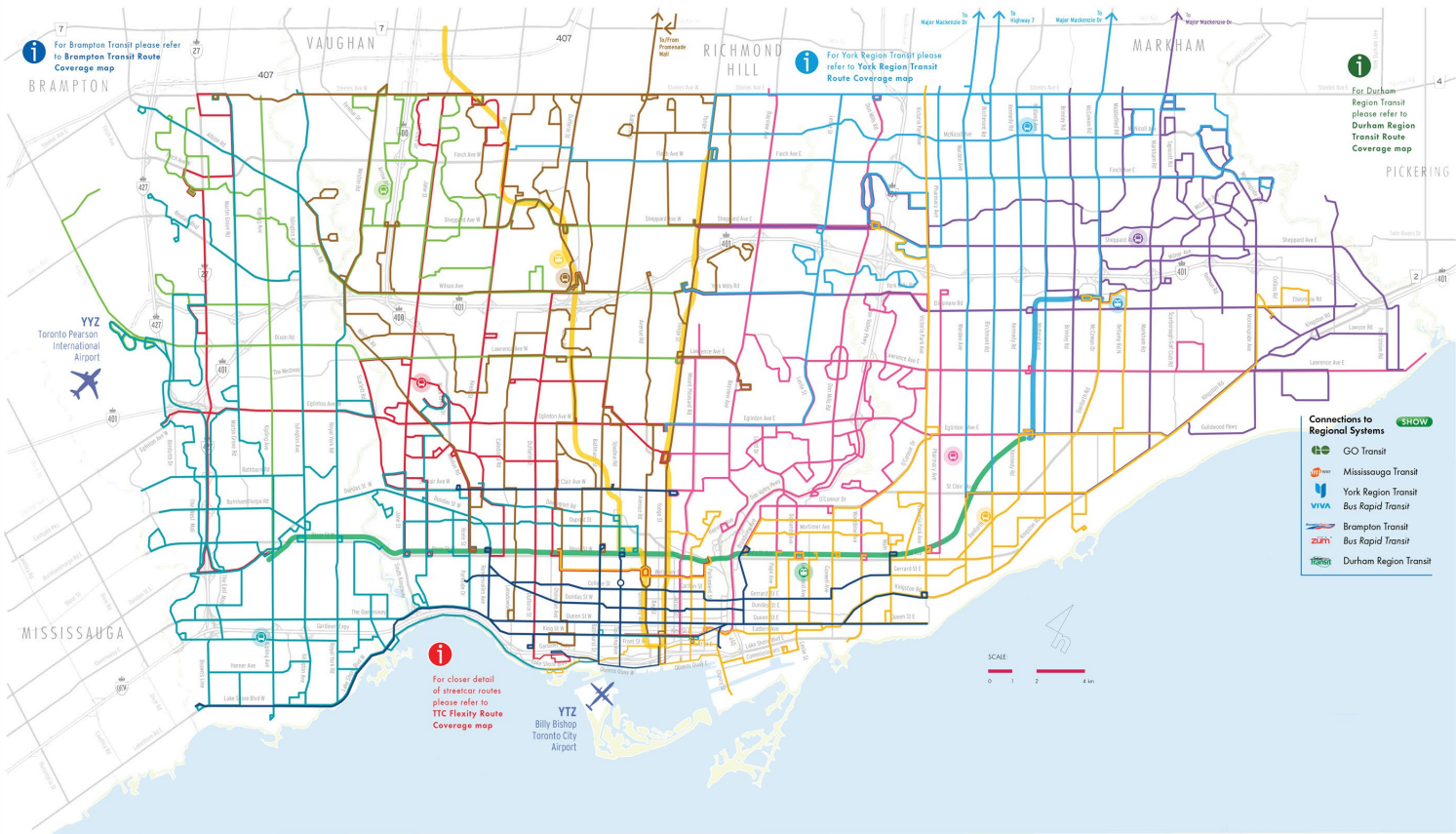
ROUTE

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

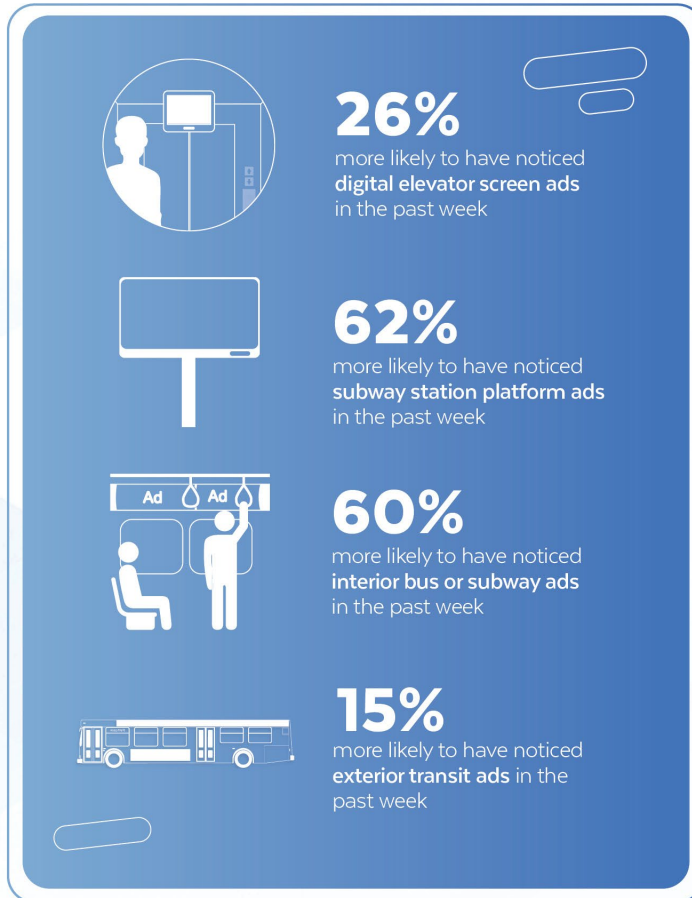
Subway

-  1 Wilson Yard
-  4
-  2 Greenwood Yard
-  3 McCowan Yard

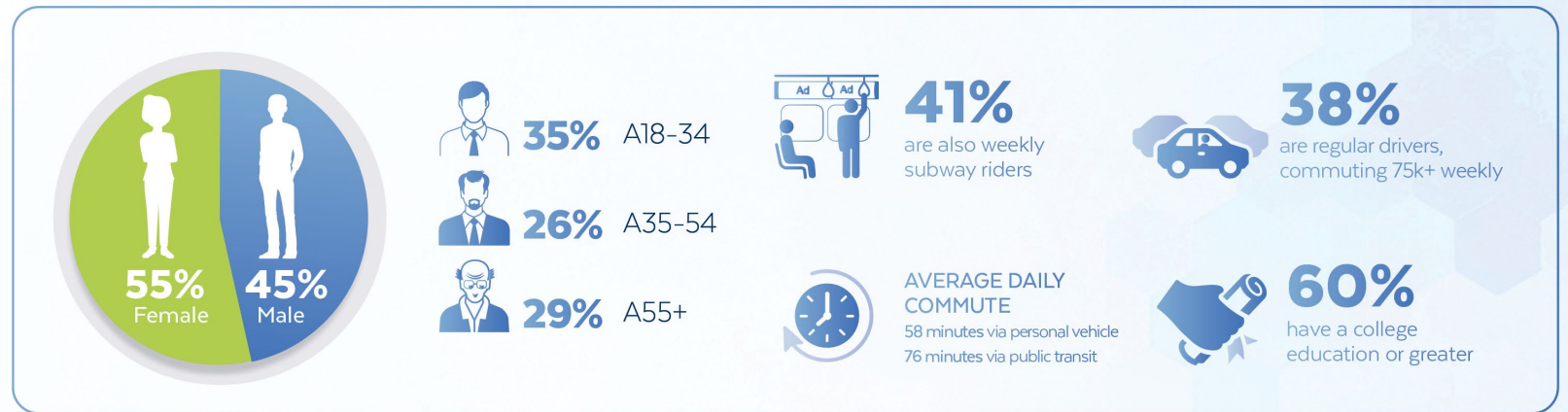
Major Destinations

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

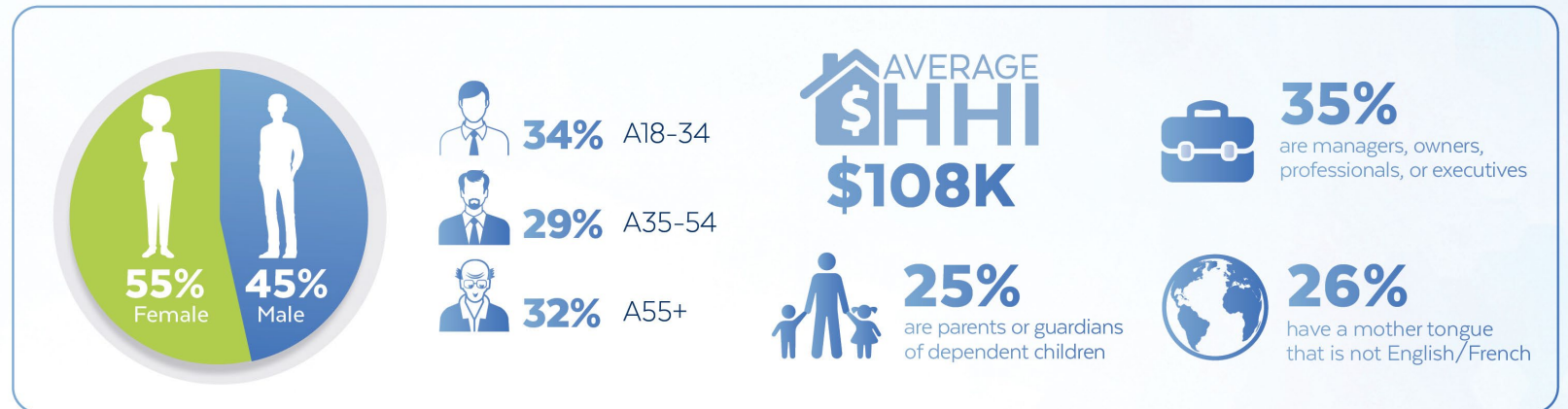
TTC Transit Riders Engagement with OOH Advertising:



TTC Bus/Streetcar Rider Demographics¹:



TTC Subway Riders Demographics²:



¹Numeris RTS, Spring 2019. Toronto A12+ vs. those who take an average of 1 or more bus/streetcar trips per week.

²Numeris RTS, Spring 2019. Toronto A12+ vs. those who take an average of 1 or more subway trips per week.