

TORONTO

PRODUCT MEDIA KIT



BUS PRODUCTS

KING POSTERS

BUS MURALS

SEVENTY POSTERS

INTERIOR PRODUCTS

- King Poster + Headliner
- King Poster + Extension
- King Poster + Headliner & Extension

TTC KING POSTER



These High Impact 30”h x 139”w King Posters are mounted on the exterior side of transit vehicles, either driver or curb side. Ensuring your message reaches pedestrians, transit riders and drivers at eye level, while moving through all corners and neighborhoods of the city.

ESTIMATE

25 GRP: **100 panels;**

50 GRP: **200 panels;**

100 GRP: **400 panels**

Subject to change

MEDIA RATE

\$600net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$125net

PER POSTER



SPEC. 2.01

PATTISON



TTC KING POSTER & HEADLINER

Combine a Headliner to a King Poster to make a bigger impact on your target audience. These vinyl Headliners are positioned above the passenger windows on either the curb or driver side.

MEDIA RATE

\$825net

PER 4 WEEKS, PER EXECUTION

PRODUCTION

\$605net

PER EXECUTION



SPEC TBD

TTC KING POSTER & EXTENSION



Adding an adhesive Vinyl Extension used in conjunction with PATTISON's King Poster creates further impact and recall for your message. Add extra creative sizzle and get your advertising noticed and remembered.

MEDIA RATE

\$875net

PER 4 WEEKS, PER EXECUTION

PRODUCTION

\$Quote Required

PER EXECUTION

SPEC TBD



TTC KING POSTERS, HEADLINERS & EXTENSIONS



Combine Headliner and Extension to a King Poster to create a greater impact on your target audience. This ensures your message is exclusive to the whole side of the bus on the driver's side with 100% Share of Voice, while circulating from suburbs to the downtown core of the city for maximum market presence.

MEDIA RATE
\$1,050net

PER 4 WEEKS, PER EXECUTION

PRODUCTION
\$TBD net
 PER EXECUTION

SPEC. 2.01



TTC MURAL



Exclusive larger-than-life presence on the driver's side of the city transit buses exposing your message to both drivers and pedestrians, while moving throughout all corners and neighborhoods of the city. Bus Murals are approximately 16'w x 8'h in size these vinyl displays provide maximum market presence.

MEDIA RATE

\$4,500net

PER 4 WEEKS, PER MURAL

PRODUCTION

\$TBD net

PER MURAL

SPEC. Varies





TTC SUPERBUS

Wrapping the entire vehicle with your brand or message makes the Superbus Wrap one of the most noticeable head-turning and memorable type of execution. Extremely impactful advertising with maximum space for the most creative flexibility. Size and position generate high levels of awareness and recall.

MEDIA RATE

\$7,000net

PER 4 WEEKS, PER MURAL

PRODUCTION

\$TBDnet

PER MURAL (includes interior cards)

SPEC. Varies

** 8 week minimum buy*





TTC SEVENTY POSTER

Seventy Posters features your ad in a phenomenal 21" h x 70" vinyl/styrene format. This medium is a popular advertising choice for local retailers and franchises. Reach pedestrians, transit riders and drivers at eye level, while moving through all corners and neighborhoods of the city.

ESTIMATE

25 GRP: **125 Panels;**
 50 GRP: **250 panels;**
 100 GRP: **500 panels**
 Subject to change

MEDIA RATE

\$550net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$80net

PER POSTER



SPEC. 2.03



TTC BUS INTERIOR CARDS



Engage your audience when they have time to absorb your message. Transit riders spend an average of 30 minutes inside a bus during their daily commute. Colorful Transit Interior Cards provide a welcome diversion for this captive audience. Two Sizes available Standard 11" x 35" & Super 11" x 70". Reference schematics for layout.

STANDARD CARD

MEDIA RATE

\$50net

PER 4 WEEKS, PER CARD

PRODUCTION

\$28net

PER CARD

SPEC. 2.04

SUPER CARD

MEDIA RATE

\$100net

PER 4 WEEKS, PER CARD

PRODUCTION

\$70net

PER CARD

SPEC. 2.04A

*Full; Half & Quarter Showings
Distribution Available*





TTC INTERIOR BUS DOMINATION

Target a captive audience by owning the interior of the Bus. Transit riders spend an average of 30 minutes travelling to and from their destination, and interior card domination is a welcome diversion which captures 100% share of voice. Reference schematics for placement layout.

HALF DOMINATION INCLUDES:

9 Standard Interior Cards Add: 1 Ceiling Decal

MEDIA RATE

\$450net

PER 4 WEEKS

PRODUCTION

\$TBD

MEDIA RATE

\$750net

PER 4 WEEKS

PRODUCTION

\$TBD

FULL DOMINATION INCLUDES:

16 Standard Interior Cards Add: 1 Ceiling Decal

MEDIA RATE

\$800net

PER 4 WEEKS

PRODUCTION

\$TBD

MEDIA RATE

\$750net

PER 4 WEEKS

PRODUCTION

\$TBD

SPEC. 2.04 (STANDARD), SPEC. 6.01N/L (CEILING)



MD047408 OCT25



TORONTO

PRODUCT MEDIA KIT



STREETCAR PRODUCTS

STREETCAR MURALS

STREETCAR FULL WRAPS

INTERIOR PRODUCTS



TTC STREETCAR MURAL

Exclusive larger-than-life presence on the driver's side of the city transit streetcars exposing your message to both drivers and pedestrians, while moving throughout the Downtown Core. Single or Triple options available. These Streetcar Murals displays attract attention & provide maximum market presence.

SINGLE MURAL

MEDIA RATE
\$12,000net

PER 4 WEEKS,
 PER STREETCAR/PER SIDE

PRODUCTION

\$TBD net
 PER EXECUTION



Spec. 2529

TRIPLE MURAL

MEDIA RATE
\$24,500net

PER 4 WEEKS,
 PER STREETCAR/DRIVER SIDE ONLY

PRODUCTION

\$TBD net
 PER EXECUTION



Spec. 2527



TTC STREETCAR FULL WRAP

Wrapping the entire vehicle with your brand or message makes the Super Streetcar Wrap one of the most noticeable, head-turning and memorable type of execution. Extremely impactful advertising with maximum space for the most creative flexibility. This 100' Long wrap with the inclusion of Interiors generate high levels of awareness and recall.

MEDIA RATE

\$82,500net

PER 8 WEEKS, PER STREETCAR

PRODUCTION

\$TBD net

PER EXECUTION,
INCLUDES INTERIORS

SPEC. 6.02J

* 8 week minimum buy



PATTISON



TTC STREETCAR INTERIOR DOMINATION

Target a captive audience by owning the interior of the Streetcar. Transit riders spend an average of 30 minutes travelling to and from their destination, and interior card domination is a welcome diversion which captures 100% share of voice. Reference schematics for placement layout.

HALF DOMINATION INCLUDES:

18 Horizontal Interior Cards Add: 2 Ceiling Decals
4 Vertical Interior Cards

MEDIA RATE

\$1,800net

PER 4 WEEKS

PRODUCTION

\$TBD

MEDIA RATE

\$1,500net

PER 4 WEEKS

PRODUCTION

\$ TBD

FULL DOMINATION INCLUDES:

28 Standard Interior Cards Add: 2 Ceiling Decals
6 Vertical Interior Cards

MEDIA RATE

\$2,700net

PER 4 WEEKS

PRODUCTION

\$ TBD

MEDIA RATE

\$1,500net

PER 4 WEEKS

PRODUCTION

\$ TBD

SPEC. 6.02K (Horizontal), SPEC. 6.02L (Vertical), SPEC. 6.02M (Ceiling)



TTC INTERIOR CARDS - SHOWING



Engage your audience when they have time to absorb your message. Transit riders spend an average of 30 minutes inside a bus, streetcar or subway during their daily commute and colorful Transit Interior Cards provide a welcome diversion for this captive audience.

BUS

Full Showing: **2,269**

Half Showing: **1,135**

Quarter Showing: **567**

STREETCAR

Full Showing: **222**

Half Showing: **111**

Quarter Showing: **56**

SUBWAY

Full Showing: **1,680**

Half Showing: **840**

Quarter Showing: **420**

DISTRIBUTION SPLIT:

Buses 52%	LRT 1%	Bus: 1 per bus
Streetcars 11%		Streetcar: 1.5 per car
Subway cars 48%		Subway: 2 per subway car



TORONTO

PRODUCT MEDIA KIT



SUBWAY TRAIN PRODUCTS

- TTC SUBWAY KING POSTER
- TTC SUBWAY MURAL
- TTC SUBWAY MURAL & DOOR WRAP
- TTC SUBWAY DOOR WRAP
- TTC SUBWAY SUPERTRAIN WRAP
- TTC SUBWAY DOOR & SEAT SURROUND
- TTC SUBWAY DOMINATION

SUBWAY STATION PRODUCTS

- TTC STATION 28 POSTERS
- TTC STATION 4X6 POSTERS
- TTC STATION 50 & 100 POSTERS
- TTC STATION MURALS & BULKHEADS
- TTC PILLAR STATION WRAPS
- TTC STATION STAIR RISERS
- TTC INTERIOR PRODUCTS
- TTC TAKE OVERS

TTC SUBWAY KING



TTC Subway King Posters provide exceptional market presences. These vinyl posters are mounted on the exterior of the Rocket train, displaying your message while travelling on the YONGE-UNVIERSITY Line across the city.

MEDIA RATE

\$1,300net

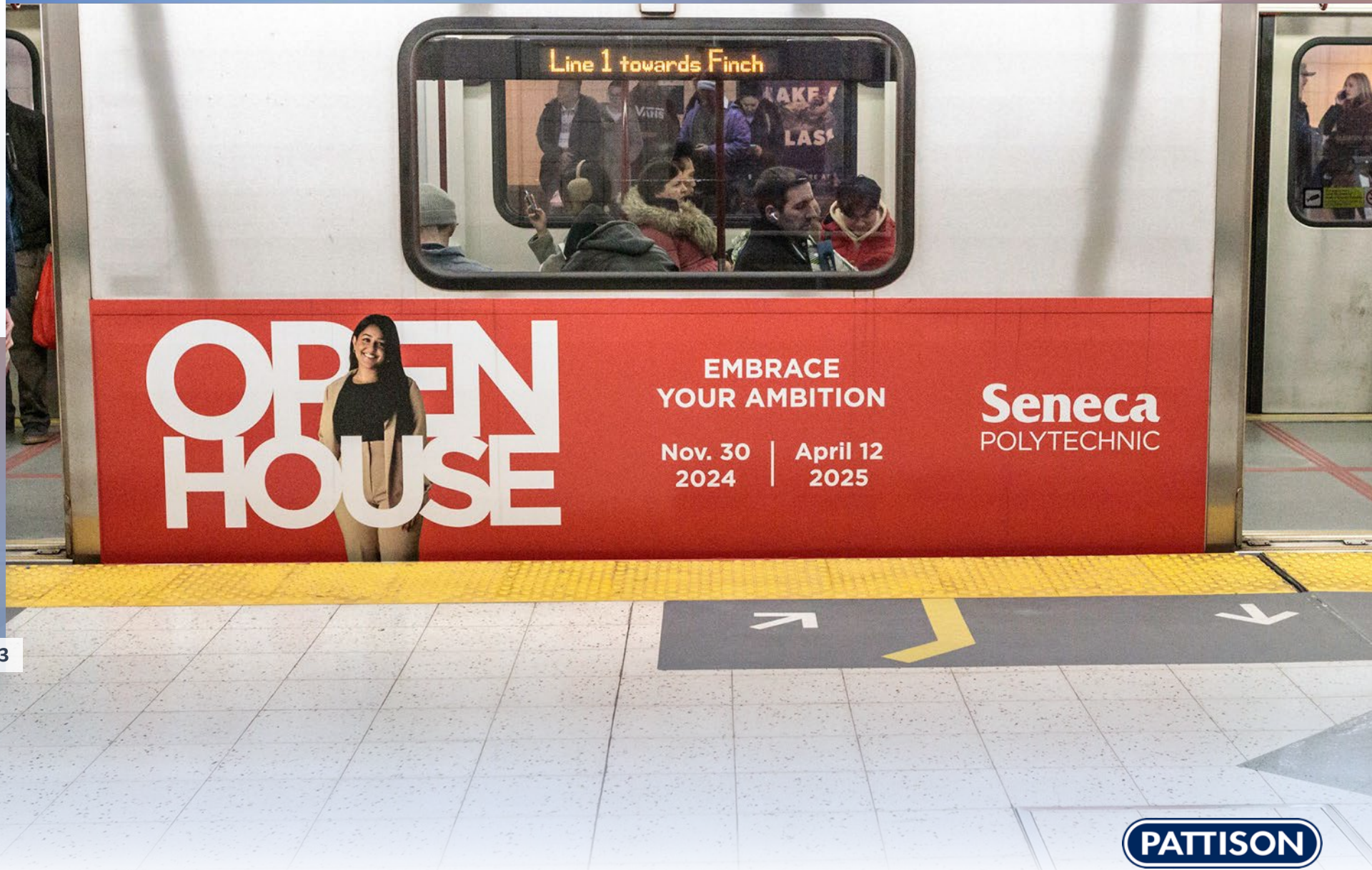
PER 4 WEEKS, PER POSTER

PRODUCTION

\$Quote Required

PER POSTER

SPEC. 3103



TTC SUBWAY MURAL



These exclusive larger-than-life TTC Subway Murals are featured on either side of the Rocket Subway car, exposing your message while travelling on the **YONGE-UNIVERSITY Line** across the city. Approx. 250" w x 85" h.

SOLD AS A MINIMUM OF 2 MURALS (one mural per side of the train, posted on each side of the train, opposite each other)

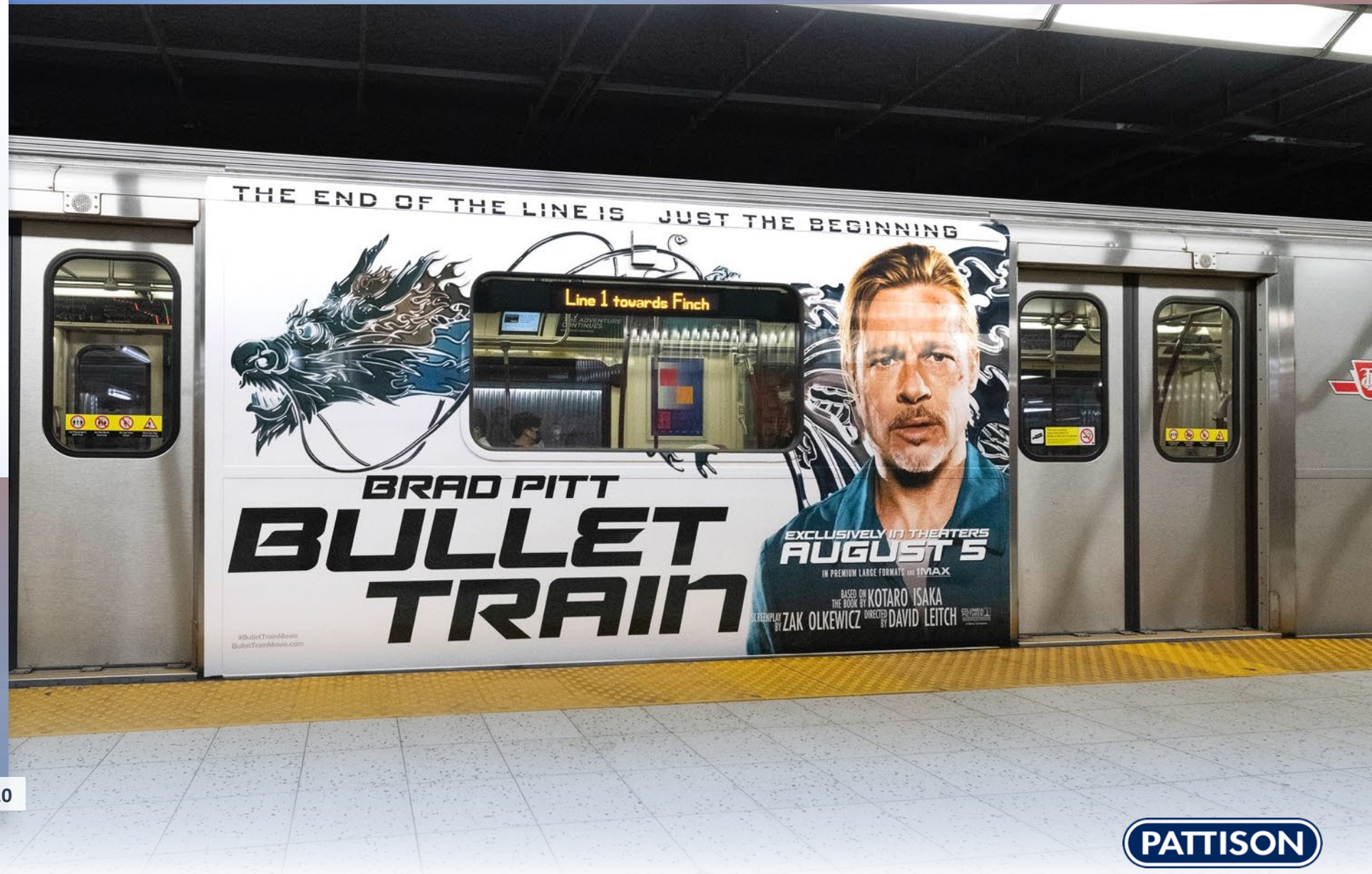
OPTION:
Add Subway Interior Cards Domination For Maximum Exposure

MEDIA RATE
\$25,000net

PER 4 WEEKS, SET OF 2 MURALS

PRODUCTION
\$TBD net

PER EXECUTION, SET OF 2 MURALS



SPEC. 6.10

TTC SUBWAY DOOR WRAP



Put your imagination to work, TTC Subway Door Wraps allow for customizable creative execution to heighten awareness of your message. Unique displays in unexpected places get noticed and remembered. Placement on the Rocket TTC Subway while travelling on the YONGE-UNIVERSITY Line across the city.

1 SET OF DOORS PER SUBWAY CAR
ONE ON EACH SIDE, FOR A TOTAL OF 2

MEDIA RATE
\$2,600net

PER 4 WEEKS, PER SET OF DOORS

PRODUCTION
\$TBD

PER EXECUTION, PER SET OF DOORS



SPEC. 6.03i

TTC SUBWAY MURAL & DOOR WRAP



Broaden the horizons of your creative imagination by adding Mural to TTC Subway Door Wraps which allows for customizable creative execution to heighten awareness of your message. Unique displays in unexpected places get noticed and remembered. Placement on the Rocket TTC Subway while travelling on the **YONGE-UNIVERSITY Line** across the city.

INCLUDES:
2 Murals (One On Each Side) And 4 Sets Of Doors (2 Sets On Each Side)

MEDIA RATE

\$30,00net

PER 4 WEEKS

PRODUCTION

\$Quote Required

PER EXECUTION



SPEC. 6.10A

TTC SUBWAY SUPERTRAIN FULL WRAP



Wrapping the entire vehicle with your brand or message makes TTC Subway SuperTrain Wraps one of the most noticeable, stunning and memorable types of executions. Extremely impactful advertising with maximum space for creative flexibility. Up to 70 feet of coverage on both sides of the train travelling on the **YONGE-UNIVERSITY Line** generates high levels of awareness and recall. Wrapping One Car Only (both sides) is an alternative option.

INCLUDE:

6 Train Cars And All Interiors

MEDIA RATE

\$200,00net

PER 8 WEEKS, PER TRAIN

PRODUCTION

\$Quote Required net

PER TRAIN, INCLUDES INTERIORS

SPEC. 6.03G

* 8 week minimum buy



TTC SUBWAY 28 POSTER



Connect with commuters with 20x28 displays inside the Subway trains. Strategically placed at eye level SUB28 Posters is a commuter focused medium. These products are great for reaching high volume traffic, targeting audience traveling to/from stadiums, arenas, moving along the TTC Subway route lines.

FULL, HALF & QUARTER SHOWING
DISTRIBUTION AVAILABLE

MEDIA RATE

\$125net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$25net

PER POSTER

SPEC. 6.04F



TTC SUBWAY INTERIOR CARDS



Engage your audience when they have time to absorb your message. Transit riders spend an average of 30 minutes inside a subway during their daily commute. Colorful Subway Interior Cards provide a welcome diversion for this captive audience. Two Sizes available Standard 11"x35" & Super 11"x70". Reference schematics for layout.

FULL, HALF & QUARTER SHOWINGS
DISTRIBUTION AVAILABLE

STANDARD

MEDIA RATE

\$125net

PER 4 WEEKS, PER CARD

PRODUCTION

\$30net

PER CARD

SPEC. 6.03B

SUPER

MEDIA RATE

\$250net

PER 4 WEEKS, PER CARD

PRODUCTION

\$70net

PER CARD

SPEC. 6.03A



PATTISON



TTC SUBWAY DOOR SURROUND

Own the placement between the doors with High Impact Seat Surrounds. Easily catch the attention of riders as they exit the train.

INCLUDE:

- (1) Super Interior
- (2) Standard Interior Cards
- (2) Subway 28 Poster

MEDIA RATE

\$750net

PER 4 WEEKS, PER EXECUTION

PRODUCTION

\$225net

PER EXECUTION

SPEC. 6.03B; 6.03A; 6.04F



TTC SUBWAY SEAT SURROUND



Own the placement between the seats where commuters sit with High Impact Seat Surrounds.

INCLUDE:

- (2) Super Interior Cards
- (2) Subway 28 Poster

MEDIA RATE

\$750net

PER 4 WEEKS, PER EXECUTION

PRODUCTION

\$225net

PER EXECUTION

SPEC. 6.03A; 6.04F



TTC SUBWAY INTERIOR DOMINATION



Target a captive audience by creating an advertising message that dominates the whole interior of the TTC Subway Car. Displays run the entire length of both sides creating huge awareness at every advantage point. Engage your audience when they have time to absorb your message. Reference Schematic layout for placement.

OTHER OPTIONS: Equal Distribution on both YUS & BD lines available. Full Train Rocket Domination (6 cars) = 216 Standards + 84 – 28 Posters. 4 wk. media rate: \$37,500

HALF DOMINATION. INCLUDES:

**Yonge University Line
(Rocket Model Car):**
18 Subway Interior Cards
7 Subway 28 Posters

**Bloor Danforth Line
(Ti Model Car):**
15 Subway Interior Cards
7 Subway 28 Posters

MEDIA RATE
\$3,125net

PER 4 WEEKS

PRODUCTION
\$TBD

MEDIA RATE
\$2,750net

PER 4 WEEKS

PRODUCTION
\$TBD

FULL DOMINATION INCLUDES:

**Yonge University Line
(Rocket Model Car):**
36 Subway Interior Cards
14 Subway 28 Posters

**Bloor Danforth Line
(Ti Model Car):**
30 Subway Interior Cards
13 Subway 28 Posters

MEDIA RATE
\$6,250net

PER 4 WEEKS

PRODUCTION
\$TBD

MEDIA RATE
\$5,375net

PER 4 WEEKS

PRODUCTION
\$TBD



SPEC. 6.03B (STANDARD), SPEC. 6.04F (SUB28)

PATTISON



INTERIOR DOMINATION WITH CONNECTOR MURALS

TTC Subway Interior Car Domination with Connector Murals:

INCLUDES:

- (36) Standard Interior Cards (11x35)
- (14) 28 Posters
- (4) Subway Pillars (2 sets)

MEDIA RATE

\$15,000 net/4 Weeks

PRODUCTION

\$2,345 net

TTC Subway Interior Full Train Domination with Connector Murals:

INCLUDES:

- (230) Standard Interior Cards (11x35)
- (90) 28 Posters
- (10) Subway Pillars (5 sets, each set is 2 pillars)

MEDIA RATE

\$40,000 net/4 Weeks

PRODUCTION

\$6,825 net

SPEC. 6.03B (STANDARD), SPEC. 6.04F (SUB28),
SPEC. 4219 (Pillar Wrap)



TTC SUBWAY & STATION 28 POSTERS - SHOWING



Connect with commuters with 20x28 displays inside the Subway trains and at Subway Stations. Strategically placed, eye level posters is a commuter focused medium. These products are Subway 28 posters great for reaching high volume traffic, special events, crowds traveling to/from stadiums, arenas, moving along the TTC Subway route lines.

PLATFORM/ESC. 28

MEDIA RATE

\$500net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$25net

PER POSTER

SPEC. 6.03B

SUB 28

MEDIA RATE

\$125net

PER 4 WEEKS, PER POSTER

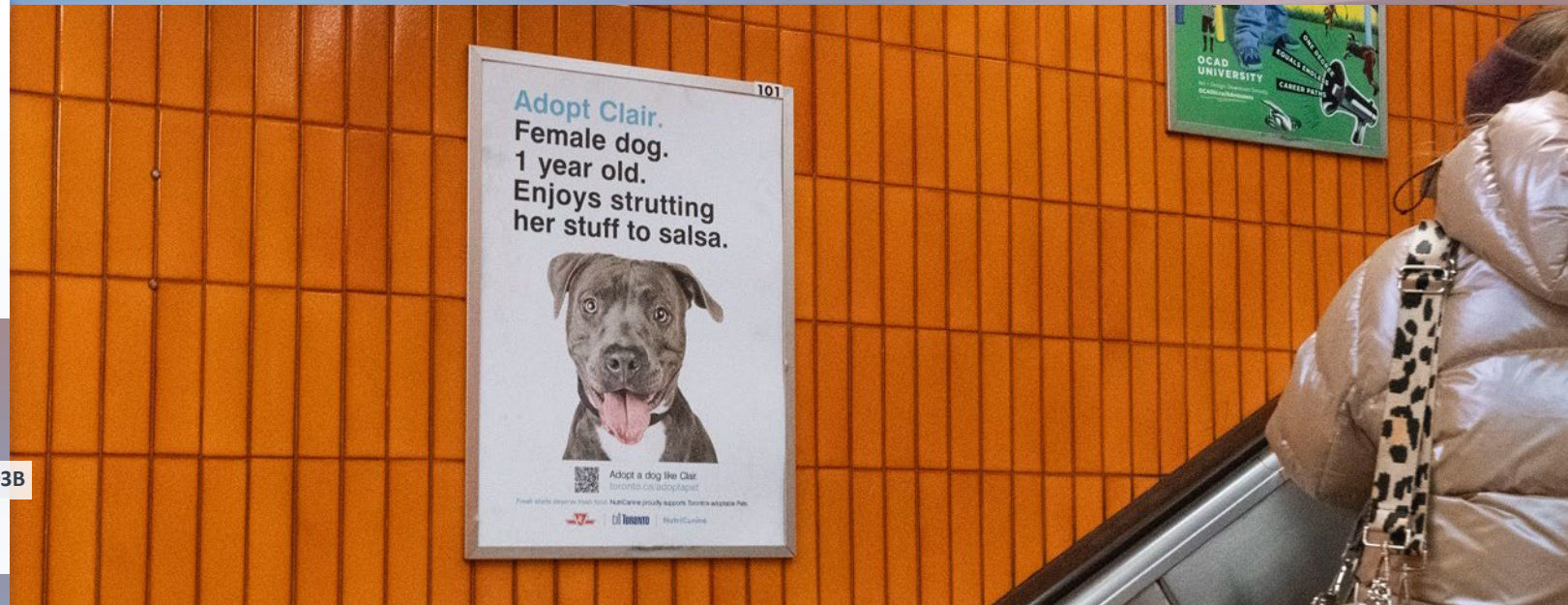
PRODUCTION

\$25net

PER POSTER

SPEC. 6.03A

	SUBWAY		STATION	TOTAL
	B/D	YUS	WALLS	
Full Showing: x1	340	470	59	899
Full showing Split:	41%	52%	7%	100%
PREMIUM SHOWING X2 AVAILABLE UPON REQUEST				
Half Showing:	185	235	30	450
Quarter Showing:	93	118	15	225



TTC STATION 4X6 POSTER



Located at prime positions in concourses, walkways and platforms within the TTC Subway Stations these vibrant eye level 4x6 Station Poster displays draw attention from everyone who passes by. Available in Single; Double or Triple Frame execution, varies per station.

DOWNTOWN CORE STATIONS

MEDIA RATE
\$2,000net
 PER 4 WEEKS, PER POSTER

PRODUCTION
\$100net
 PER POSTER

ALL OTHER STATIONS

MEDIA RATE
\$1,500net
 PER 4 WEEKS, PER POSTER

PRODUCTION
\$100net
 PER POSTER



SPEC. 6.04A

TTC STATION 28 POSTER



Connect with commuters with 20x28 displays located in the Subway station Platforms and Escalator/Stair Walls. Strategically placed at eye level in all TTC stations, these products are great for reaching high volume traffic, travelling to/from various venues along the TTC Subway route lines.

DOWNTOWN CORE STATIONS

MEDIA RATE

\$500net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$25net

PER POSTER

ALL OTHER STATIONS

MEDIA RATE

\$250net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$25net

PER POSTER

SPEC. 6.04F



PATTISON

TTC STATION 50 & 100 POSTERS



Amp up your campaign with Station 50 & 100 Posters, located at prime positions in selected concourses, platforms and over stairs with escalators within the TTC Subway Stations. Available in 50"x22" or 100"x40" formats.

STATION 50

MEDIA RATE

\$550net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$125net

PER POSTER

SPEC. 6.04D

STATION 100

MEDIA RATE

\$1,050net

PER 4 WEEKS, PER POSTER

PRODUCTION

\$225net

PER POSTER

SPEC. 6.04E





TTC STATION WALL MURAL

Large format displays, Wall Murals or Bulkheads, showcase your product or service at focal points within numerous TTC Stations. Strategically placed in high traffic areas. Available in different sizes these displays draw attention from all transit riders.

MEDIA RATE

\$VARIES net

Per 4 weeks, station

PRODUCTION

\$Quote Required

PER MURAL PER STATION

SPEC Varies



TTC STATION PILLAR WRAP



Put your imagination to work, Pillar Decals allow for customizable creative execution to heighten awareness of your message. Unique displays in unexpected places get noticed and remembered.

PILLAR QUALITIES VARY BY STATION

DOWNTOWN CORE STATIONS

MEDIA RATE

\$1,500net

PER 4 WEEKS, PER COLUMN

PRODUCTION

\$Quote Required

PER STATION, PER EXECUTION

ALL OTHER STATIONS

MEDIA RATE

\$1,000net

PER 4 WEEKS, PER COLUMN

PRODUCTION

\$Quote Required

PER STATION, PER EXECUTION

SPEC. Varies



TTC STATION STAIR RISER



Put your imagination to work, wrap Stair Riser allow for customizable creative execution to heighten awareness of your message. Unique displays in unexpected places get noticed and remembered.

MEDIA RATE

\$5,000net

PER 4 WEEKS,
PER SET, PER STATION

PRODUCTION

\$Quote Required

PER STATION, PER EXECUTION

SPEC Varies



PATTISON

TTC STATION TAKEOVER



Own the Whole Station to reach massive creative impact. Take Overs allow advertisers to buy up to all the remaining inventory in a station to reach mass audiences of commuters such as students and business professionals alike.

ELEMENTS MAY INCLUDE:

- Wall Murals & Bulkheads
- 4x6 Station Posters
- Station 28 Posters
- Fare Booths
- Pillars Wraps
- Stair Risers



MEDIA RATE

\$VARIES net

PER STATION

PRODUCTION

\$Quote Required

BASED ON PRODUCT AVAILABILITY AT THE TIME OF BOOKING



SPEC Varies

* *MINIMUM BUY: \$45,000 (Downtown "U" only)*

