



# ADVERTISE WITH TRANSIT

## RATE CARD

### Find Results in the Numbers

- **30+ Bus Fleet**
- **240 stops in residential, commercial, industrial and educational locations**
- **450,000 rides annually**
- **200+ Mini Billboard Benches**
- **30 Bus Shelters**
- **25,000 to 65,000 daily traffic counts at major City intersections**
- **70,000 City residents**
- **300,000 trade area population**

### Location, Location, Location

Transit advertising provides access to the most locations in the City of Grande Prairie. Routes serve residential, commercial, industrial, educational, health care and other essential service areas. Mini billboards on benches create consistency in specified locations while moving billboards and posters on the exterior of buses provides exposure across transit service locations.

## Captive Audiences

Transit riders have prolonged exposure to advertising on benches, shelters and on bus interiors.

## Reach

High traffic counts provide exterior ads high exposure to thousands of local and visiting drivers daily. City transit serves most neighbourhoods, industrial parks and shopping areas using primary and secondary road networks.

Advertising with Transit reaches all ages, interests, and professions.

## Frequency

Duplicating or creating a series of advertising messages in a targeted location with prolonged exposure, or on multiple buses serving more routes and riders, creates familiarity for audiences through repetition.

## Brand Alignment

Advertising options that align with core values such as accessibility, environmental responsibility, essential community services and youth.

EXTERIOR BUS ADS & WRAPS	COST (EXCLUDING GST)
<b>Curb, Driver or Tail Poster</b>	\$295–\$395 each per month
<b>Superside or Supertail</b>	\$495–\$595 each per month
<b>Superbus</b>	\$1,500 per month
<b>MiniBus Wrap</b>	\$6,000 per year
<i>Ad size varies by available inventory</i>	

MINI BILLBOARD BENCHES	COST (EXCLUDING GST)
<b>8' wide x 3' high</b>	\$87 each per month
<i>Quantity discounts available after 4 units</i>	

INTERIOR CARDS	COST (EXCLUDING GST)
<b>Full showing in all conventional bus fleet</b>	
<b>Standard 35" wide</b>	\$295 per month
<b>King Size 70" wide</b>	\$395 per month
<i>Full showing includes 20 units at 11" height and 5 units at 8.25" height</i>	

**Design, production, installation and removal costs are not included in advertising rates.**

**Contact Sales & Sponsorship**

**sponsorship@cityofgp.com | 311 or 780-538-0300 | cityofgp.com/advertising**