



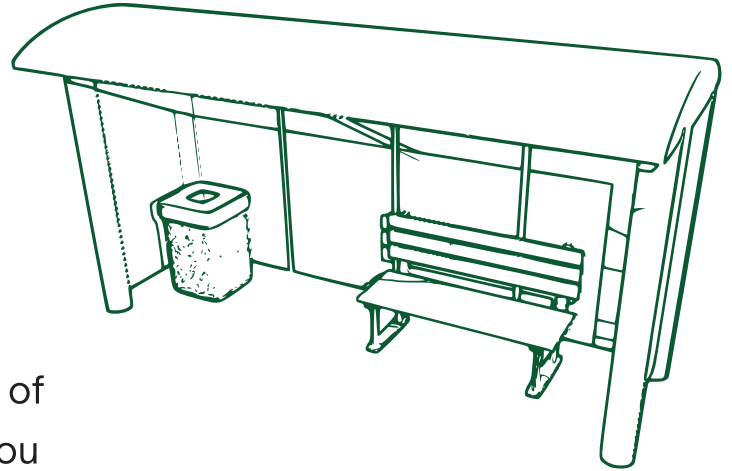
# Middlesex County Connect

## Advertising Kit 2021



# types of transit advertising

With local bus advertising that literally drives your messaging across a variety of towns and communities, we can help you reach various segments of the population in a powerful way.



An eye-catching transit shelter advertisement presents a unique opportunity to increase brand visibility for commuters in waiting, as well as pedestrian and vehicular traffic passing by. This opportunity for ad exposure is further enhanced by the fact that bus shelter ads are visible 24 hours a day, 7 days a week, and are never running behind schedule!

Each advertising solution is powerful on its own, but you can amplify your message further with a thoughtfully executed campaign that makes the most of how they can also work together. Explore our various transit advertising solutions on the next pages.



# drive your messaging *further*



## *Exterior advertisements*

Utilizing the space on the exterior of our buses allows you to:

- ✓ Make a big impact and reach large diverse audiences cost-effectively
- ✓ Target riders, drivers, and pedestrians
- ✓ Maintain a highly visible company image or brand
- ✓ Have your message seen multiple times a day and throughout various diverse regions





# high frequency, long exposure

## *Interior Advertisements*

Our product option includes interior bus advertising – bus cards positioned in frames above passenger seats, subject to availability. You can opt to purchase one card, all of the cards on one side of the bus, or all of the cards on a vehicle, making the bus your own branded domain.

Interior bus advertising has value to offer the advertiser, with high frequency for regulars and more exposure as travellers have the time to read. The cards inside the bus will reach our riders who spend on an average 20-40 minutes on the bus. In that time, your advert will certainly grab their attention.



# ads that can't be ignored


## *Transit Shelter Advertisements*

Transit shelters capture the attention of both vehicular and pedestrian traffic, and individuals waiting at the bus stop. These advertisements are highly visible and located at eye level. Both of our bus shelters are located in high traffic areas - the **Dorchester Flight Exec Centre** and the **Thorndale Lions Community Centre**. These locations offer high reach and frequency to a diverse population.

Bus shelter advertising is a valuable solution as the advertisement can't be turned off or thrown out. By advertising on our bus shelters, we can help you create and maintain a highly visible company image and quickly build brand awareness.





Middlesex County Connect - Advertising Rates 2021				
				
	4 Week Rate per 4 weeks	8 Week Rate per 4 weeks	12 Week Rate per 4 weeks	24 Week Rate per 4 weeks
Bus Shelter (1 side - large)	\$400	\$375	\$350	\$300
Bus Shelter (1 side - small)	\$350	\$325	\$300	\$250
Side of bus (large) 118" x 12"	\$300	\$275	\$250	\$200
Side of bus (small) 70" x 12"	\$250	\$225	\$200	\$150
Interior rack (1 rack - 5ft.)	\$250	\$225	\$200	\$150
Interior rack (one half of bus - 9ft.)	\$300	\$275	\$250	\$200
Interior rack (all racks of bus - 14ft.)	\$350	\$325	\$300	\$250
***RATES DO NOT INCLUDE COST OF PRODUCTION***				

*Rates are based on 4 week intervals and do not include production costs.*

*We are happy to provide you with information on local businesses that can assist in your graphic design and development.*

# Pricing 2021