

HOME OF **BIG** IDEAS

PATTISON Outdoor Advertising is the largest Out-of-Home Advertising company in Canada and our national head office is located in Oakville. With over 100 years of experience selling and servicing Outdoor advertising, today PATTISON offers advertisers the most comprehensive choice in Out-of-Home media, including;

- Over 18,000 Poster, Superboard, Transit Shelter and Wall Murals located in markets from coast to coast in Canada
- Transit Advertising in five of Canada's top markets including Calgary, Edmonton, Winnipeg, Ottawa and Halifax
- Mall Advertising in 150 Canadian shopping centres
- Digital Advertising Networks in office towers and commercial centres
- Airport Advertising at Ottawa, Calgary, Edmonton and Saskatoon International Airports

Local in focus, national in scope. We offer advertisers a greater degree of local representation based in more sales offices across the country than any other Out-of-Home Advertising company. Whether your need is for local retail, regional or national coverage, we have the ability to tailor an advertising campaign to suit your needs, backed by in-house research, creative and production specialists dedicated to making your campaign a success.



PATTISON

OUTDOOR ADVERTISING

→ www.pattisonoutdoor.com



**A GREAT NEW
ADVERTISING OPPORTUNITY
IN OAKVILLE!**

Reach your Oakville Audience with the Power of Transit Advertising!

PATTISON Outdoor Advertising and Oakville Transit have combined to create an exceptional opportunity for advertisers wanting to reach one of Canada's most affluent, growing communities. With a projected population of 170,000 and a five year growth rate of over 14%*, Oakville is home to educated, skilled professionals and a wide range of businesses.

Oakville Transit Advertising is one of the market's few Out-of-Home Advertising choices, and is a highly visible medium. Transit Advertising is a proven, cost-effective advertising option with local retailers as well as national advertisers. Exterior transit is highly visible to everyone in the market - no matter how they travel.



Why Transit Advertising?

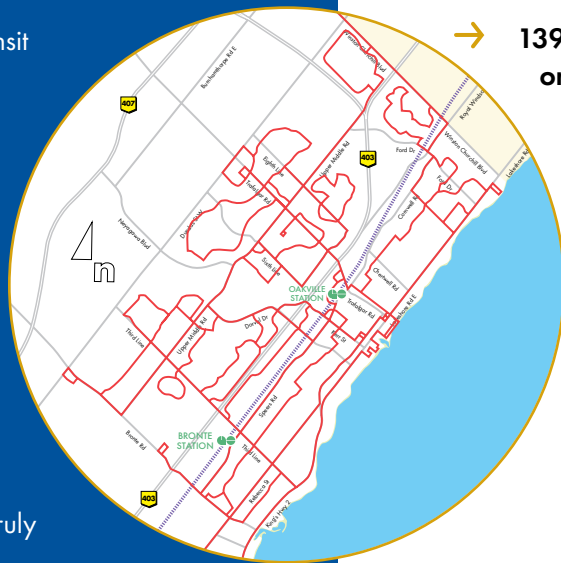
- **Great Reach:** Transit takes your message to your audience wherever they are; from commuter stations, to hard to reach residential, commercial and industrial areas.
- **High Frequency:** Your message circulates throughout the market all day, everyday for a minimum of four weeks, resulting in repeated exposure. Unlike other media, your audience can't turn Transit Advertising off or throw it out!
- **Low Cost-per-thousand:** Transit Advertising reaches the masses for less!

Oakville Transit Serves 3 Million Riders***

Oakville Transit serves a large and growing commuter ridership increasingly looking to public transit for their transportation needs.

- 27% of all urban Canadians aged 12+ use transit every week; 81% of them took multiple trips each week**
- 28% of Oakville Transit riders are commuters connecting to or from the GO Train network; Not only are they commuting from Oakville to Toronto, they are also commuting to and from Burlington, Hamilton and Brampton***
- 84% of riders are adults 18+, skewed to females aged 18 to 44***

Transit patrons are exposed to your Advertising campaigns over extended periods of time - it is a truly captive audience!



Interior Cards

- Two sizes available: 11" x 35" & 11" x 70"
- Above the windows inside each bus

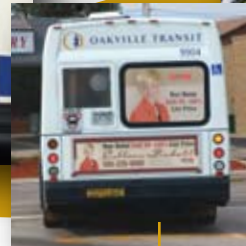
Interior Transit is great for targeting a hard to reach teen and young adult audience. In addition, while they ride the bus you can interact with your target audience using an SMS text message campaign or provide 'take away' information with a supplemental Take One Pad.



Seventy Posters

- 70" x 21" posters are typically positioned on the back of transit buses

Seventy Posters capture attention especially when your audience is caught in traffic. Seventy Posters have been used successfully by local retailers to build awareness of their products and services.



UltraTails (Full Bus Back)

- Exclusive coverage of the entire back of the bus, approximately 7' high and 8.5' wide

UltraTails stand out in a crowd providing a bold eye catching display that moves into every part of town. Your advertisement is exclusive on the back of the bus and is not shared or rotated with other advertisers.



Transit King Posters

- 139" x 30" posters mounted on the exterior sides of transit vehicles

Positioned at eye level on the sides of transit vehicles, King Posters reach motorists, pedestrians and cyclists ... virtually anyone who ventures out of their homes can be targeted with these posters.

Rear Windows

- Covering the rear window of the bus

PATTISON Rear Window ads stand out on crowded city streets providing a superior positioning on the rear of the bus, in a high profile position above traffic.

SuperBus (Full Wrap)

- Huge impact at street level
- Coverage of both sides, the back of bus, the roof as well as all interior card space

This advertising opportunity combines size with bold, high quality graphics that circulate throughout your target market, which provides you with outstanding market presence.

Oakville Transit circulates through every part of the community: residential, commercial, shopping areas and commuter transit hubs;

- Delivering mass reach and high frequency for your advertising message
- Taking your message to your target audience wherever they are
- Providing one of the lowest cost per thousand of any measured media

DRIVE YOUR SALES!

CALL PATTISON TODAY
(905) 465-0114



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