

# WOODSTOCK TRANSIT PRODUCT DECK



# WOODSTOCK TRANSIT ADVERTISING RATE GUIDE

## CONVENTIONAL BUSES

### HALFTAIL



**Media Rate:**  
**Production/Install Rate:**  
 12 week minimum buy

### ULTRATAIL



**Media Rate:**  
**Production/Install Rate:**  
 12 week minimum buy

### TRANSIT MURALS (DRIVER SIDE)



**Media Rate:**  
**Production/Install Rate:**  
 12 week minimum buy

### HALF WRAP (DRIVER SIDE)



**Media Rate:**  
**Production/Install Rate:**  
 26 week minimum buy

### HALF WRAP (CURB SIDE)



**Media Rate:**  
**Production/Install Rate:**  
 26 week minimum buy

### SUPERBUS (FULL WRAP)



**Media Rate:**  
**Production/Install Rate:**  
 26 week minimum buy

### INTERIOR BUS DOMINATION



**Media Rate:**  
**Production/Install Rate:**  
 52 week minimum buy

### TRANSIT SHELTERS



**Media Rate:**  
**Production/Install Rate:**  
 12 week minimum buy

For more information contact:

### Why Transit Advertising?

Transit advertising is a powerful and cost-effective advertising medium that reaches its audience 7 days a week. It caters to businesses of all sizes and varied budgets. It provides greater exposure reaching a broader geographical area and attracting more consumers.

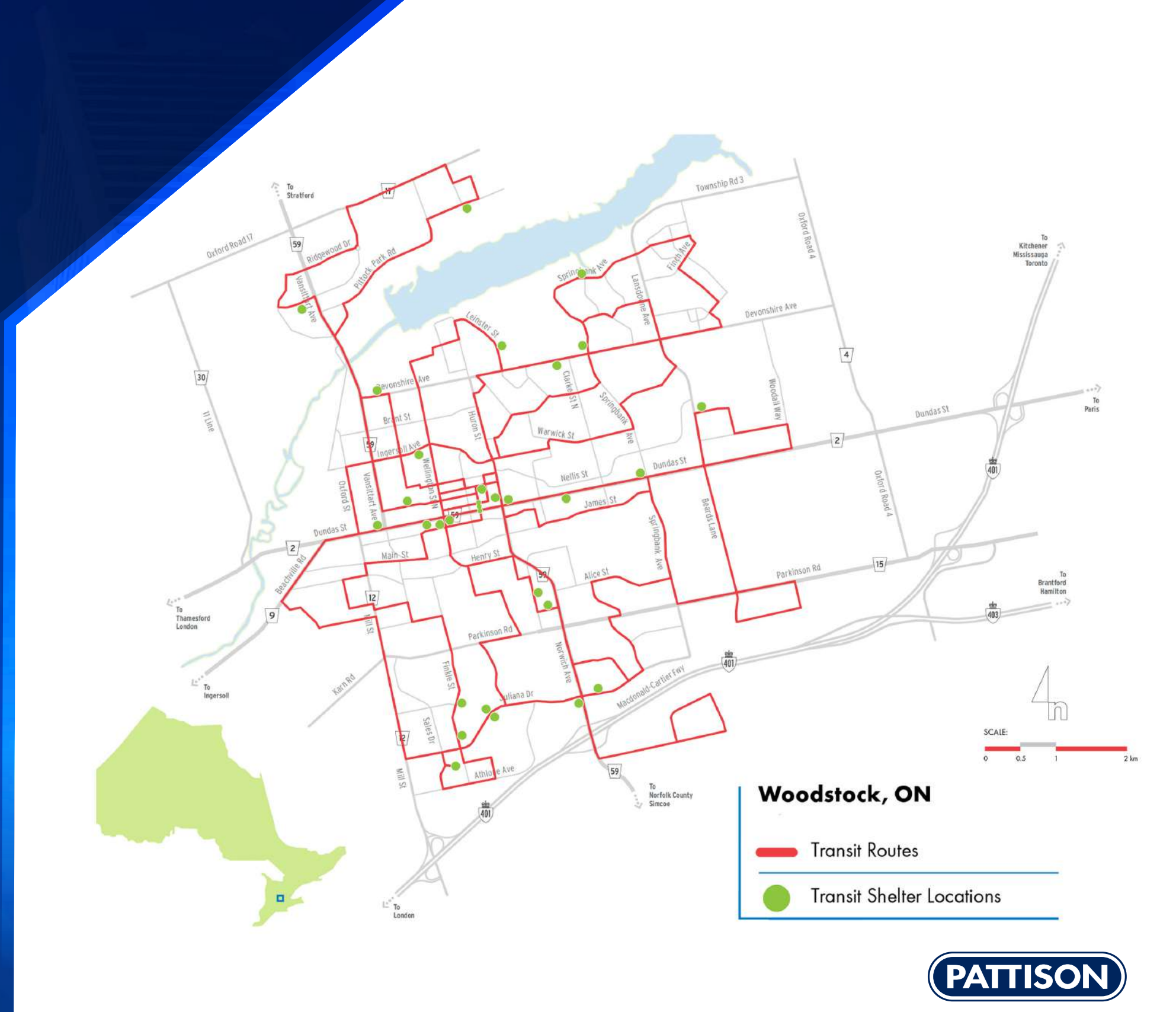
# WOODSTOCK TRANSIT ROUTE COVERAGE

Woodstock, with an estimated population of 47,780<sup>1</sup> (2021) is the largest city in Oxford County. It is known as the dairy capital of Canada, while presenting itself as “The Friendly City”, located in the centre of Southwestern Ontario, 128km southwest of Toronto, north of Highway 401 along the historic Thames River.

Woodstock demonstrates their commitment to establish new businesses by providing all of the amenities for them to thrive. This includes a strong workforce, access to major transportation routes, available land and buildings, as well as amazing incentives and valuable resources, ensuring major business opportunities.

Woodstock is the destination to several top attractions that generate vast foot traffic throughout the year. Woodstock's downtown core is a bustling area, filled with boutique shops, a variety of restaurants and cafés and exciting bits of culture!

<sup>1</sup>[https://www.citypopulation.de/en/canada/ontario/admin/oxford/3532042\\_\\_woodstock/](https://www.citypopulation.de/en/canada/ontario/admin/oxford/3532042__woodstock/)



# WOODSTOCK TRANSIT RESEARCH

**53%**

noticed any **billboard advertising** in the past week<sup>2</sup>

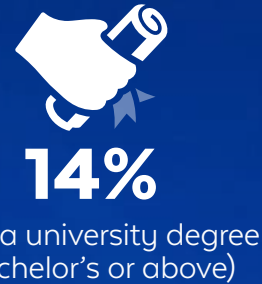
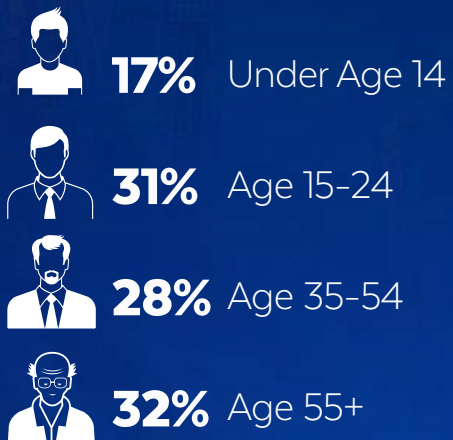
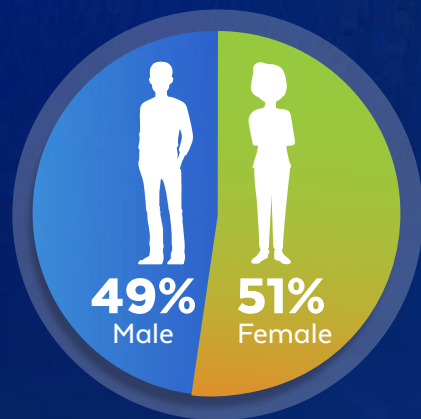
**34%**

agree "**Out-of-Home advertising** is a good way to learn about sales and events"<sup>2</sup>

**47%**

spent more than **3 hours travelling by car** in the past week<sup>2</sup>

## Audience Demographics<sup>1</sup>



<sup>1</sup>Enviroics Analytics, DemoStats 2021

<sup>2</sup>Enviroics Analytics, Optiks Vividata 2021