



REACH MORE PEOPLE AND  
**GET NOTICED**  
 WITH **WHITECOURT TRANSIT**

## ADVERTISING OPPORTUNITIES

### TAIL SIGN

Located on the rear of Public Transit buses. Get the biggest bang for your buck, as your advertisement will catch the attention of motorists and pedestrians as the transit vehicle travels through town.

### INTERIOR CARD

Advertising space is available for lease that will be seen by riders only. These are the smaller panels that line the tops of the bus window.

### BUS SHELTER

Perfect for promoting your business or upcoming event! Rates vary depending on the location of the bus shelter.



## ADVERTISING GUIDELINES

ALL ADVERTISEMENTS MUST ABIDE BY THE FOLLOWING GUIDELINES:

The logo can be up to 1/3 of the total advertisement.

Headshots are not allowed. A small headshot with contact information beside it may be considered when combined with an image/photo that depicts our community.

Images/photos that depict our community are encouraged.

The Town, at its sole discretion, may refuse to install any sign which in the sole opinion is found to be controversial, defamatory, obscene, unpleasant, or of poor quality.

The Town reserves the right to reject advertising that, in the Town's opinion, may adversely affect public confidence in Transit Services.

A final sample of the advertisement must be approved by the Town before installation.

## ADVERTISING RATES \*Ad design, application/installation, and removal to be paid by the advertiser.

<b>PUBLIC TRANSIT</b>		
Tail Sign	78" wide x 42" high	\$500/month (6 month commitment) or \$5500/year
Interior Card - Side	53" wide x 11" high	\$60/month (2 month commitment)
<b>DIAL-A-BUS</b>		
Interior Card - Side	86.75" wide x 9" high	\$60/month (2 month commitment)
<b>BUS SHELTER</b>		
Exterior - Side Panel	46.5" wide x 67.75" high	\$300-\$400/month depending on location (2 month commitment) <i>Contact the Transit Coordinator to discuss available bus shelter locations.</i>

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Contact the Transit Coordinator at [transit@whitecourt.ca](mailto:transit@whitecourt.ca) or 780-778-6300 to book your space!  
 Details on Whitecourt Transit can be found on [www.whitecourt.ca](http://www.whitecourt.ca).