

Transit Shelter Outdoor Advertising

Effective February 1, 2018

REID & WRIGHT

A D V E R T I S I N G

Shelter Advertising - ONE YEAR CONTRACTS

Shelters	# Units	52 Week Rate
Production \$65.00 each	2 - 5	\$42ea./week/side
	6 - 9	\$40ea./week/side
	10 - 19	\$38ea./week/side
	20+	\$34ea./week/side

Short Term Campaigns		
	2 - 6	\$52ea./week/side
	6 - 10	\$47ea./week/side
	10 - 20	\$45ea./week/side
	20+	\$43ea./week/side



Red Deer Facts

- CMA Population: **100,418** (2016 Federal) Average Household Income: **\$93,098**
- Red Deer is the third largest city in Alberta and sixth largest in Western Canada. At a medium annual growth rate of 2.23 per cent, Red Deer can expect to grow to 128,420 by 2020.
- Located in western Canada, Red Deer benefits from being located along the second most populated transportation corridor in one of the more prosperous regions of North America.
- The median age of residents is 34.
- A market potential of over 2 million people within a 160 km. radius.
- Traditional industry sectors include oil and gas; petrochemicals; agriculture; food and beverage processing; distribution, wholesale and retail services; and tourism. With newly emerging sectors including telecommunications, wireless services, biotechnology, value-added agriculture, software development, electronics and microelectronics.
- With view of the Canadian Rockies, the region's many rivers, lakes and valleys are home to some of the finest summer resorts.
- Known for its rodeos and exhibitions including Western Canada's largest indoor agricultural equipment trade show, Agri-Trade.

