

Put some wheels under your campaign!

Whitehorse Transit provides you with the unique opportunity to have your message seen all over the city!

Who is your audience? We've got a variety of options to help reach them.



On the bus

KING SIGN

Whenever you see a bus drive by, these are what you see! King signs are located on the sides of the transit vehicles, are the largest of the signs, and are attached to the bus with aluminum frames. Catch the attention of motorists and pedestrians with your messaging.

WRAP

Really grab the attention of your audience with a vinyl bus wrap! This is the perfect opportunity to be innovative, fresh and creative.

TAIL SIGN

Ever been stuck in traffic or at a red light behind a bus? This is what you see. Tail signs are located on the rear of the transit vehicles. You will have a captivated audience for a few seconds, so be clear with your message!

INTERIOR CARD

Interior cards are seen by the riders and line the tops of the bus windows. With 716,211 riders a year, it's a great spot for your message to be seen!

At the bus stop

SHELTER SIGN

Whether your audience are people riding the bus or people driving by, shelter signs are well-suited for your needs. Make it pop and stand out and you're sure to reach your audience.

BUS BENCH

Like shelters, this option is great for both riders and motorists. Let your creativity flow to capture the attention of your audience!

Other

BUS SCHEDULE

Bus schedules pack a punch in terms of exposure. You're looking at a circulation of 20,000 which can be found from homes to businesses to public spaces. Contact us directly to advertise in our schedules.

Transit Advertising Rates (Effective: February 27, 2024)

AD TYPE	SIZE (W X H)	4 WEEKS	PER YEAR
King Sign exterior, side	139" x 30" Safe Area: 137" x 28"	\$315	\$3,465
Tail Sign exterior, back*	69.75" x 21" Safe Area: 67.75" x 19"	\$315	\$3,465
Interior card**	21" x 11" Safe Area: 00"x00"	\$40	\$440
Bus Shelter	47.25" x 68.5" Safe Area: 45.25" x 66.5"	\$445	\$4,898
Bus Bench	69"x21" Safe Area: 63" x 17.75"	\$95	\$1,045

VINYL BUS WRAPS***		
1/3 side front or back	Inquire directly for sizing	\$3,570 /year
Full side		\$5,360 /year
Full exterior (First Year)		\$8,930 /year
Full exterior (Subsequent Years)		\$6,300 /year

* Rear panel advertising is only recommended from April to November
** Interior display ads can be any length and will be priced accordingly.
*** Ad design, application and removal of vinyl bus wraps to be paid by the advertisers

Contact Transit Services to book today!

Call 867-668-8396 or email transit.services@whitehorse.ca

City of Whitehorse, Transit Services
2121 2nd Ave, Whitehorse, YT Y1A 1C2

whitehorse.ca/transit



Advertising Agreement Form

BUSINESS NAME		CONTACT NAME	
PHONE NUMBER	FAX NUMBER	EMAIL	WEBSITE
ADDRESS		CITY	
		PROV./TERR.	POSTAL CODE

INVOICE BILLING ADDRESS (IF DIFFERENT FROM ABOVE):

ADDRESS	CITY	PROV./TERR.	POSTAL CODE
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Transit Advertising Rates

Please enter the number of ads in the fields provided. Prices do not include tax.

AD TYPE	PER 4 WEEKS		PER YEAR	
King Sign Exterior Side, 139" x 30"		sides x \$315		sides x \$3,465
Tail Sign* Exterior Back, 6.75" x 21"		backs x \$315		backs x \$3,465
Interior Card** 21" x 11"		cards x \$40		cards x \$440
Bus Shelter 47.25" x 68.5"		shelters x \$445		shelters x \$4,88
Bus Bench 69" x 21"		benches x \$95		benches x \$1,045

DATES OF PLACEMENT
CUSTOM AD SIZE (IF APPLICABLE)

*Recommended from April to November only.

**Ads can be any length and will be priced accordingly.

Vinyl Bus Wrap Rates

AD TYPE	LOCATION				COST PER YEAR
1/3 Ad	Driver Side	Passenger Side	Front	Back	\$3,570*
Full Side	Driver Side	Passenger Side			\$5,360*
Full Exterior					\$8,930*

DATES OF PLACEMENT

*Ad design, application, and removal to be paid by the advertiser.

PLACEMENT & CONTENT

Ad placement is at the discretion of the City of Whitehorse. Ads are accepted on a first come, first served basis. Ad space is limited and the City of Whitehorse cannot guarantee acceptance of an advertisement or its location. The City of Whitehorse reserves the right to reject any advertising proposal.

TOTAL DUE

ADVERTISING AGREEMENT

By signing this agreement, I confirm that I wish to place advertisement(s) with City of Whitehorse, Transit Services. I also agree to all the requirements and restrictions regarding ad content and will submit artwork per guidelines. Should I wish to cancel this agreement once signed, I understand that I am obliged to pay for the entire cost of the ad(s) that I originally reserved. I further agree to pay in full all charges within 30 days of receipt of invoice and that any unpaid charges bear interest of 2% per month. I also warrant and represent that the advertiser has ownership of all materials subject to copyright. The City of Whitehorse is not responsible for content errors in submitted electronic artwork. The City of Whitehorse is not responsible if an ad is submitted or revised after the deadline.

SIGNATURE

DATE



FOR FURTHER INFORMATION PLEASE CONTACT

Transit Services at transit.services@whitehorse.ca or 867-668-8396
City of Whitehorse, Transit Services, 2121 - 2nd Avenue Whitehorse, YT Y1A 1C2