

Transit Shelter Advertising Outdoor Advertising

Advertising Rates
Based on 52 weeks

Shelters	# Units	52 Week Rate
Production \$65.00 each	2 - 5	\$42 each/week/side
	6 - 9	\$40 each/week/side
	10 - 19	\$38 each/week/side
	20+	\$34 each/week/side
<hr/>		
Short Term Campaigns	2 - 6	\$52 each/week/side
	6 - 10	\$47 each/week/side
	10 - 20	\$45 each/week/side
	20+	\$43 each/week/side



Red Deer Facts

- CMA Population: **101,002** (2019 Federal) Average Household Income: **\$93,098**
- Red Deer is the Fourth largest city in Alberta and sixth largest in Western Canada.
- 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.

