



Middlesex County Connect

Advertising Kit 2021



background

Middlesex County began operating the inter-community transit service on September 21 2020. The fully accessible service connects the Municipality of Thames Centre to Oxford County and the City of London. The inter-community transit service is made possible by the Government of Ontario Community Transportation Grant Program. This important regional transportation service is intended to provide accessible and convenient transportation for seniors, students, workers, and youth, for employment, education, and leisure.

the service

Spanning across diverse regions, Middlesex County Connect will drive your message through communities like Thamesford and Dorchester, as well as into larger urban hubs of Woodstock, Ingersoll, and London.

- daily round trips
- capacity of up to 20 passengers with two accessible spaces and a bike rack
- 2 routes operate throughout the morning and evening Monday through Friday
- Route 1 connects Oxford County, Thorndale, and London
- Route 2 connects Dorchester and London
- In April 2021, a Saturday afternoon route was added that travels directly from Thames Centre to Masonville Mall.



demographics



The County Connect transportation system targets both a younger generation who are likely to utilize the system for education, employment, or extra curricular as well as an older demographic who might utilize the system for appointments or groceries. Not only will your advertisement reach these target demographic groups, they will also attract the eye of the general population that surround the many regions of Middlesex County.

1

**Middlesex/London
Population:
503,129**



2

**Middlesex/London
Employed Labour
Force (15+):
225,906**



3

**Oxford County
Population:
110,862**



4

**Fanshawe College
Student Population:
21,000**



5

**Target Demographic
#1: Age: 15–24
77,562**



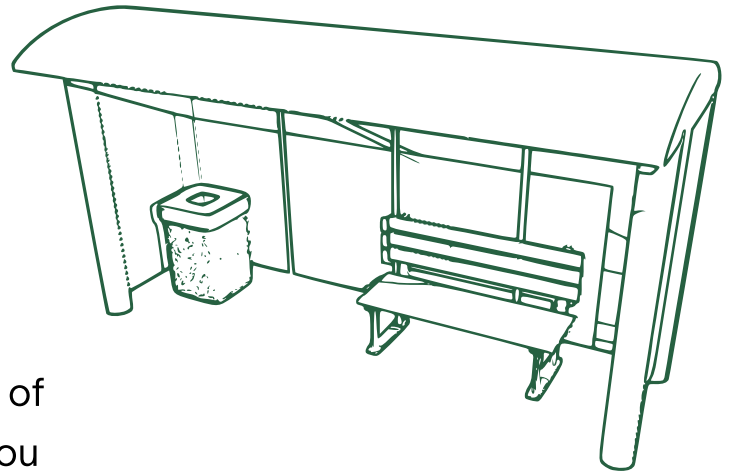
6

**Target Demographic
#2: Age: 70–84
61,321**



types of transit advertising

With local bus advertising that literally drives your messaging across a variety of towns and communities, we can help you reach various segments of the population in a powerful way.



An eye-catching transit shelter advertisement presents a unique opportunity to increase brand visibility for commuters in waiting, as well as pedestrian and vehicular traffic passing by. This opportunity for ad exposure is further enhanced by the fact that bus shelter ads are visible 24 hours a day, 7 days a week, and are never running behind schedule!

Each advertising solution is powerful on its own, but you can amplify your message further with a thoughtfully executed campaign that makes the most of how they can also work together. Explore our various transit advertising solutions on the next pages.



drive your messaging *further*

Exterior advertisements



Utilizing the space on the exterior of our buses allows you to:

- ✓ Make a big impact and reach large diverse audiences cost-effectively
- ✓ Target riders, drivers, and pedestrians
- ✓ Maintain a highly visible company image or brand
- ✓ Have your message seen multiple times a day and throughout various diverse regions





high frequency, long exposure

Interior Advertisements

Our product option includes interior bus advertising – bus cards positioned in frames above passenger seats, subject to availability. You can opt to purchase one card, all of the cards on one side of the bus, or all of the cards on a vehicle, making the bus your own branded domain.

Interior bus advertising has value to offer the advertiser, with high frequency for regulars and more exposure as travellers have the time to read. The cards inside the bus will reach our riders who spend on an average 20-40 minutes on the bus. In that time, your advert will certainly grab their attention.

ads that can't be ignored

Transit Shelter Advertisements

Transit shelters capture the attention of both vehicular and pedestrian traffic, and individuals waiting at the bus stop. These advertisements are highly visible and located at eye level. Both of our bus shelters are located in high traffic areas - the **Dorchester Flight Exec Centre** and the **Thorndale Lions Community Centre**. These locations offer high reach and frequency to a diverse population.

Bus shelter advertising is a valuable solution as the advertisement can't be turned off or thrown out. By advertising on our bus shelters, we can help you create and maintain a highly visible company image and quickly build brand awareness.




| Middlesex County Connect - Advertising Rates 2021 | | | | |
|--|----------------------------|----------------------------|-----------------------------|-----------------------------|
| Route 1 Bus: Oxford County (Woodstock, Ingersoll, Thamesford), Thorndale, London | | | | |
| | 4 Week Rate per 4 weeks | 8 Week Rate per 4 weeks | 12 Week Rate per 4 weeks | 24 Week Rate per 4 weeks |
| Bus Shelter (1 side - large) | \$400 | \$375 | \$350 | \$300 |
| Bus Shelter (1 side - small) | \$350 | \$325 | \$300 | \$250 |
| Side of bus (large) 118" x 12" | \$300 | \$275 | \$250 | \$200 |
| Side of bus (small) 70" x 12" | \$250 | \$225 | \$200 | \$150 |
| Interior rack (1 rack - 5ft.) | \$250 | \$225 | \$200 | \$150 |
| Interior rack (one half of bus - 9ft.) | \$300 | \$275 | \$250 | \$200 |
| Interior rack (all racks of bus - 14ft.) | \$350 | \$325 | \$300 | \$250 |
| ***RATES DO NOT INCLUDE COST OF PRODUCTION*** | | | | |

Rates are based on 4 week intervals and do not include production costs.

We are happy to provide you with information on local businesses that can assist in your graphic design and development.

Pricing 2021

| Middlesex County Connect - Advertising Rates 2021 | | | | |
|---|----------------------------|----------------------------|-----------------------------|-----------------------------|
|  | | | | |
| Route 2 Bus: Dorchester, London | | | | |
| | 4 Week Rate per 4 weeks | 8 Week Rate per 4 weeks | 12 Week Rate per 4 weeks | 24 Week Rate per 4 weeks |
| Bus Shelter (1 side - large) | \$400 | \$375 | \$350 | \$300 |
| Bus Shelter (1 side - small) | \$350 | \$325 | \$300 | \$250 |
| Side of bus (large) 118" x 12" | \$275 | \$250 | \$225 | \$175 |
| Side of bus (small) 70" x 12" | \$225 | \$200 | \$175 | \$125 |
| Interior rack (1 rack - 5ft.) | \$250 | \$225 | \$200 | \$150 |
| Interior rack (one half of bus - 9ft.) | \$300 | \$275 | \$250 | \$200 |
| Interior rack (all racks of bus - 14ft.) | \$350 | \$325 | \$300 | \$250 |
| ***RATES DO NOT INCLUDE COST OF PRODUCTION*** | | | | |

Rates are based on 4 week intervals and do not include production costs.

We are happy to provide you with information on local businesses that can assist in your graphic design and development.

Pricing 2021

If you're interested
in advertising
your business with
Middlesex County Connect,
email

tmooney@middlesex.ca

and we will be happy
to help you plan
your next campaign!

