

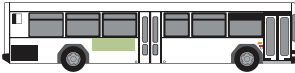










VANCOUVER, BC

TRADITIONAL PRODUCTS

product		unit	rate
KING 30" x 139"		1	\$840
KING W/ HEADLINER		1	\$1,070
70S 21" x 70"		1	\$500
INTERIOR CARDS 11" x 35"		min. 50	\$34 each

SIGNATURE PRODUCTS

product		unit	rate
SUPER TAIL		1	\$840
FULL BACK (8 WEEK MINIMUM)		1	\$1,230
SUPER KING		1	\$1,000
SUPER KING W/ HEADLINER (8 WEEK MINIMUM)		1	\$1,230
DOUBLE KONG W/ HEADLINER (8 WEEK MINIMUM)		1	\$2,100
FULLWRAP (no window coverage) (8 WEEK MINIMUM)		1	\$6,400
ARTICULATED FULLWRAP (no window coverage) (8 WEEK MINIMUM)		1	\$9,000

DETAILS

All rates are net.

Rates listed are per 4 week period and represent space only.

Minimum media space requirements do apply.

FREE production for 52 week campaigns. Initial display(s) only.

Lamar is required to do all signature product production.

For campaigns under 52 weeks, contact your Lamar Account Manager for production costs and any applicable installation fees.

Foil, reflective, exotic vinyl, extensions and other embellishments are available at additional cost.

Guaranteed rear placement of seventy (21" x 70") displays is subject to a 50% premium charge and availability of space.

Please contact your Lamar account manager to verify display size, availability and art/production and minimum media space requirements.

Rates are subject to change without notice. Specific placement premiums may apply. Icons are for reference only.

VANCOUVER, BC

BUS BARN

	fleet size	coverage area pop-ulation (2011)	primary area of coverage
VANCOUVER TROLRIES	261	630,800	Downtown Vancouver and Vancouver as far west as UBC and as far east as Metrotown
VANCOUVER DIESELS	180	# above includes diesels and trolries	Downtown Vancouver and Vancouver with some buses going to Burnaby Average Monthly Boarding (Trolries & Diesels): 7,939,507
RICHMOND	141	296,900	Richmond, Surrey, White Rock, Delta and Tsawwassen with some buses going to Downtown Vancouver Average Monthly Boarding: 2,080,000
BURNABY / NORTH VANCOUVER	261	365,200	Burnaby and North Vancouver Average Monthly Boarding: 2,826,712
HAMILTON	174	67,300	Burnaby and New Westminster Average Monthly Boarding: Data Not Available
SURREY	213	629,400	Surrey, Langley, White Rock, Delta and Richmond Average Monthly Boarding: 1,731,391
PORT COQUITLAM	120	318,800	Port Coquitlam, Coquitlam, Port Moody, Maple Ridge and Pitt Meadows Average Monthly Boarding: 1,134,780
WEST VANCOUVER	53	47,600	West Vancouver with some buses going to Downtown Vancouver Average Monthly Boarding: 688,934
BUS TOTAL	1,403	2,356,000	

SHUTTLES

# of shuttles	location
9	West Vancouver
43	Metro Vancouver
9	New Westminster
88	Port Coquitlam
18	Langley
46	Surrey
213	TOTAL SHUTTLES

DETAILS

Lamar Transit Advertising does not control the routing of the buses. Bus routes cannot be chosen. The Transit Authority rotates the buses through the routes to ensure regular wear and tear. Bus Barns can be chosen. Once a Bus Barn or several Bus Barns are chosen the buses are rotated through the routes that the Bus Barn services.

VANCOUVER, BC

STATION POSTER

	rate
STATION SPECIFIC 70.75" x 45"	\$825
PREMIUM STATION SPECIFIC 70.75" x 45"	\$1,000



VERTICAL CARDS

# units	rate
20 MINIMUM 28" x 20"	\$145 each



INTERIOR CARDS

# units	rate
50 MINIMUM 11" x 35"	\$56 each



CANADA STRIPS

# units	rate
2 MINIMUM (BOTH SIDES) (8 WEEK MINIMUM) 39.5" x 644"	\$3,200 for both



CANADA WRAPS

# units	rate
1 UNIT (8 WEEK MINIMUM)	\$6,400



SCROLLERS

# units	rate
1 FACE 67" x 47.5"	\$675



MICHAELANGELO

# units	rate
1 UNIT 24" x 36"	\$160



DETAILS

All rates are NET.

Rates listed are per 4 week period and represent space only.

Minimum media space requirements do apply.

Please contact your Lamar manager to verify display size, availability and art/production and minimum media space requirements.

Lamar is required to do all direct vinyl application production and all backlit poster production.

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STATIONS (PREMIUM IN GREEN)

CANADA LINE

Waterfront | **Vancouver City Centre**
Yaletown-Roundhouse | Olympic Village
Broadway-City Hall | King Edward
Oakridge-41st Ave | Langara-49th Ave
Marine Drive | Bridgeport | Aberdeen
Lansdowne | **Richmond-Brighouse**

WALL / FLOOR MURALS

# units	rate
1 UNIT 8'x8' - 8'x16'	\$3,200
1 UNIT 8'x20' - 8'x32'	\$4,000
1 UNIT 8'x32' and larger	\$5,000



VANCOUVER, BC

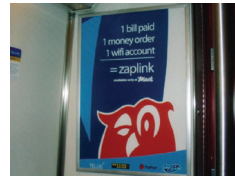
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STATIONS (PREMIUM IN GREEN)

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Broadway-City Hall | King Edward
Oakridge-41st Ave | Langara-49th Ave
Marine Drive | Bridgeport | Aberdeen
Lansdowne | **Richmond-Brighouse**

EXPO LINE

Waterfront | **Burrard** | **Granville** | **Stadium**
Main Street | **Broadway** | Nanaimo
29th Avenue | Joyce | Patterson | **Metrotown**
Royal Oak | Edmonds | 22nd Street
New Westminster | Columbia | Scott Road
Gateway | Surrey Central | King George

MILLENNIUM LINE

Sapperton | Braid | Lougheed | Production Way
Sperling | Holdom | Brentwood | Gilmore
Rupert | Renfrew | **Commercial** | VCC Clark

EVERGREEN EXTENSION

Lougheed | Burquitlam | Moody Centre
Inlet Centre | Coquitlam Central | Lincoln
Lafarge Lake-Douglas

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VANCOUVER, BC

VERTICAL CARDS

# units	rate
20 MINIMUM	\$145 each



PLATFORM POSTERS

# units	rate
1	\$540



INTERIOR CARDS

# units	rate
20 MINIMUM	\$45 each



SEAT DROP

# of drops	rate
1	\$2,600



Seat Drop Requirements:

- Maximum allowable size of promotional piece is brochure size (approx. 3.5" X 8")
- Example of promotional piece must be submitted to Lamar at least 10 business days prior to seat drop for approval.
- Cancellation fees will apply.

DETAILS

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Lamar is permitted a leeway of 10 working days on each side of the posting date. The advertiser is assured a full display period provided the material is delivered on time.

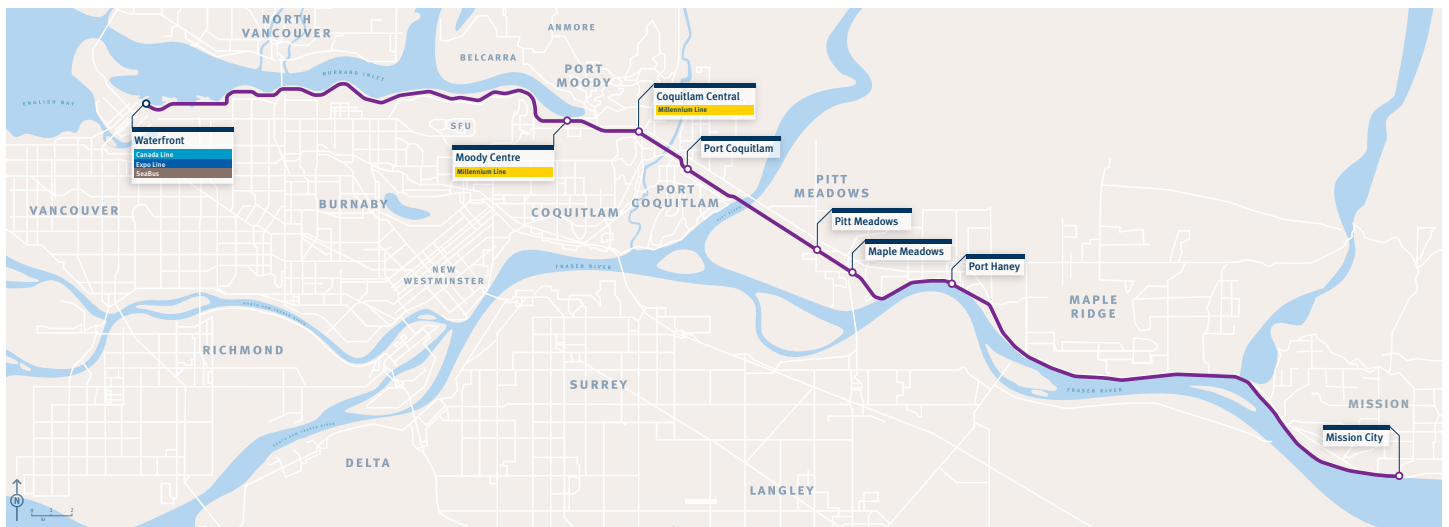
Market Areas: Downtown Vancouver, Port Moody, Coquitlam, Port Coquitlam, Pitt Meadows, Maple Meadows, Port Haney and Mission City.

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Fleet: 44 Train Cars
Seats: 6425

average monthly ridership (by station)	
WATERFRONT	181,683
MOODY CENTRE	40,016
COQUITLAM CENTRAL	43,233
PORT COQUITLAM	41,800
PITT MEADOWS	16,050
MAPLE MEADOWS	24,800
PORT HANEY	18,833
MISSION CITY	20,733



VANCOUVER, BC

*SEABUS PLATFORM KING

# units	rate
2 30" x 139"	\$1,800



TURNSTILE WRAPS

# units	rate
5	\$2,500



FLOOR GRAPHICS

# units	rate
1 8' x 10'	\$3,200



SEABUS WALKWAY WINDOW MURALS

# units	rate
24	\$18,000



*Seabus Platform King is sold in units of 2 because the Downtown and North Vancouver Berths both have two platforms. However, only one platform at each berth is used at a time. Seabus rotates the use of the platforms regularly. By purchasing in units of 2 the advertisement will always be viewed regardless of the platform in use as one advertisement will be posted on each platform.

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Seabus Boardings 2017	
ANNUALLY	6,343,000
AVG. MONTHLY	528,583

VANCOUVER, BC

POSTING FEES

unit	rate
EXTERIOR	50% off of 2019 Space Only Market Rate Card (Traditional Bus Displays only - excluding Headliners)
INTERIOR	50% off of 2019 Space Only Bus Interior Rate Card (all Canada Line, Sky Train and West Coast Express products are excluded).

GOOD-WORKS

Lamar’s commitment to the communities we serve.

Each year, Lamar contributes several million dollars of donated space to qualifying non-profit groups in our communities through our Good-Works program.

Lamar and its transit partners agree that public service messages are important in helping to support our local community programs and services. The Lamar Good-Works program provides a cost-effective way for these organizations to reach the out-of-home audience.

TERMS & CONDITIONS

- a. Eligibility is limited to registered non-profit organizations.
- b. Organizations which (a) promote or oppose a specific theology or religious ethic, point of view, policy or action, (b) advocate or oppose any ideology or political philosophy, point of view, policy or action, or (c) convey information about a political party or the candidacy of any person for a political position or public office, do not qualify for public service advertising rates under the Good Works program regardless of any other qualification that may apply.
- c. Exterior and interior traditional transit products only.
- d. Public service advertising must be paid prior to posting.
- e. Advertising space is provided by Lamar on a space availability basis and is pre-emptible by full-rate advertisers.
- f. Public service advertising is billed net.
- g. Design and production of displays is a service offered by Lamar for a fee. Included in this fee are installation costs. If outside production is supplied by an organization, a minimum installation fee will apply. Please ask for further details.
- h. Public service advertising is subject to content and design guidelines set forth by BC Transit, Translink and Lamar prior to posting. It is the intent of Lamar to place public service announcements that support the standards of the community without public debate and discussion. If a public service display disrupts the daily activities of a transit agency, the community, or Lamar, the display may be removed without prior notice to the advertiser.
- i. Lamar retains the right to approve and exclude organizations based upon contractual obligations to its transit agency partners.

VANCOUVER, BC

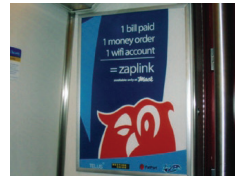
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SKY STRIPS

# units	rate
2 MINIMUM (BOTH SIDES) (8 WEEK MINIMUM) 36" x 444"	\$3,200 for both



SKY WRAPS

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1 UNIT (8 WEEK MINIMUM)	\$6,400



SCROLLERS

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MICHAELANGELO

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Main Street | **Broadway** | Nanaimo
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MILLENNIUM LINE

Sapperton | Braid | Lougheed | Production Way
Sperling | Holdom | Brentwood | Gilmore
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EVERGREEN EXTENSION

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VANCOUVER, BC

NEWSPAPER CORRAL - SIDE

rate	unit	size
\$60	1	17.75" x 31"
\$3,320	70 (Full Service)	17.75" x 31"

STATIONS

SKYTRAIN EXPO LINE
 Waterfront | Stadium-Chinatown
 Commercial-Broadway-South | Nanaimo
 29th Avenue | Joyce-Collingwood-East | Patterson
 Royal Oak | Edmonds | 22nd Street
 Scott Road-West | Gateway

SKYTRAIN MILLENNIUM LINE
 VCC-Clark | Renfrew | Rupert | Gilmore
 Brentwood Town Centre-North | Holdom
 Sperling-Burnaby Lake | Lake City Way
 Production Way-University | Braid

SKYTRAIN EVERGREEN
 Burquitlam | Moody Centre | Inlet Centre-West
 Coquitlam Central | Lincoln | Lafarge Lake-Douglas

BUS LOOPS & EXCHANGES
 Boundary Loop | Metrotown Station Loop
 Lougheed Loop | Lonsdale Quay
 Scottsdale Exchange | Carvolth Exchange

PARK & RIDE
 South Surrey



NEWSPAPER CORRAL - ROOF

rate	unit	size
\$120	1	49" x 24.5"
\$450	4 (Full Service)	49" x 24.5"

STATIONS

SKYTRAIN EXPO LINE
 Main Street-Science World

SKYTRAIN MILLENNIUM LINE
 Lougheed Town Centre

DETAILS

All rates are NET.

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Please contact your Lamar account manager to verify display size, availability and art/production and media space requirements.

Install, removal, and shipping fees are separate and may apply.

Rates are subject to change without notice. Specific placement premiums may apply.

