

EDMONTON

DIGITAL TRANSIT NETWORK

Situated in all 18 Capital and Metro line stations of Edmonton's LRT system, Onestop's exclusive digital presence creates a beacon of information for commuters across the city. Delivering real-time vehicle information and up-to-the-minute news content, the digital network is the perfect environment to connect with audiences during periods of high dwell time on platforms and concourse areas. Position your brand alongside relevant commuter information and make an immediate impact with a diverse audience as they travel through the major metropolitan area.



• Reach

Reach over **750,000** Edmontonians each week with Onestop's exclusive presence in the ETS.

Stations:18
Screens:59

• Inform

With extended dwell times at subway platform level, the **real-time news content**, transit arrival information, service delays and entertainment programs help keep Toronto commuters informed and engaged.

• Specs

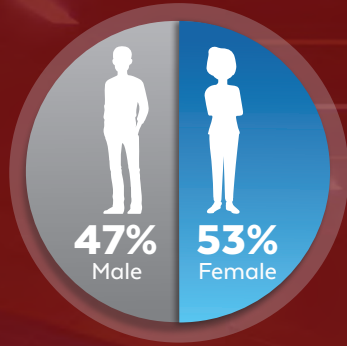
- **Dimensions:**
1920 X 1080 pixels (width X height)
- **File format:**
Video (H264) and image (JPG or PNG)
- **File size**
Less than 50MB per 15 seconds
- **Quality**
Best possible, 12 mbps maximum
- **Audio**
No Audio

• Media Details

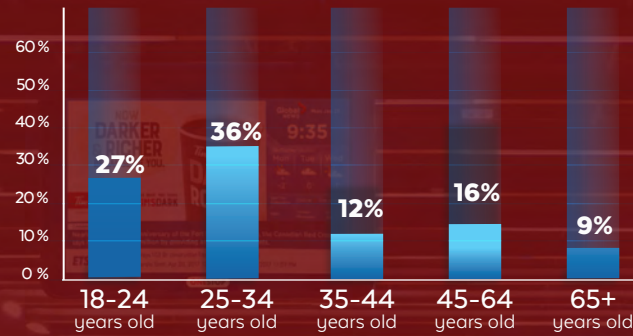
- **55"** high resolution LCD Platform Vehicle Screens (PVS)
- 10, 15 or 30-second **full screen** graphic or video
- **5 minute** loop length
- **1,680** weekly spots
- Proximity to screen: **1-30 feet**
- Avg Dwell Time: **3-5 minutes**
- **755, 198** weekly impressions

DIGITAL TRANSIT NETWORK AUDIENCE PROFILE*

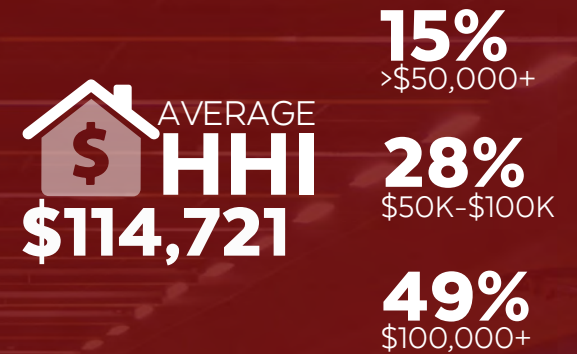
GENDER



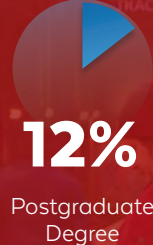
AGE DISTRIBUTION



HOUSEHOLD INCOME



EDUCATION



OCCUPATION



ATTITUDES & HABITS

