

CALGARY

DIGITAL TRANSIT NETWORK

The CTR Light-Rail Train (LRT) is the most common form of urban transportation in Calgary. Our exclusive partnership with the Calgary light rail transit system (CTrain) allows us to communicate with a captive and engaged audience in all high traffic LRT stations. Located on the exposed platforms, Onestop delivers a vibrant communication tool for commuters with 55" high resolution LCD screens that displays a beautiful and vibrant interface. Alongside local, national and international news, weather, sports and vehicle arrival information, Onestop is the gateway to relevant information for a diverse audience of commuters.



• Reach

Reach over **1.6 Million** Calgarians each week with Onestop's exclusive presence in the CTR. With the expansion into the Western Leg stations, Onestop now has screens in all stations.

Stations: 48
Screens: 220

• 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

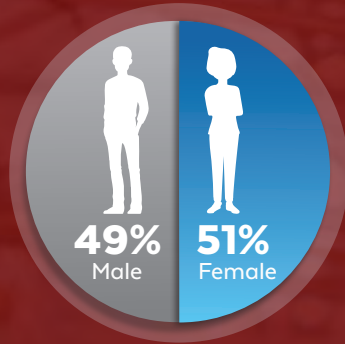
- **Dimensions:**
1920 X 1080 pixels (width X height)
- **File format:**
Video (H264) and image (JPG or PNG)
- **File size**
Less than 50MB per 15 seconds
- **Quality**
Best possible, 12 mbps maximum
- **Audio**
No Audio

• Media Details

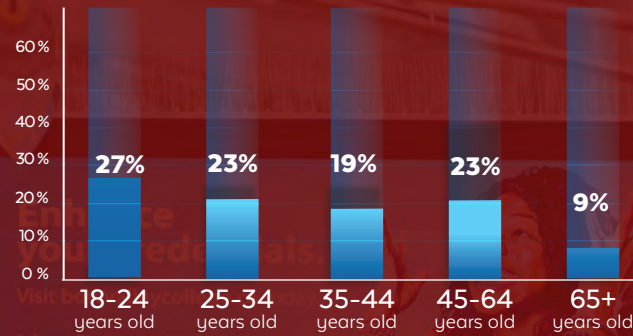
- **55"** high resolution LCD Platform Vehicle Screens (PVS)
- 10, 15 or 30-second **full screen** graphic or video
- **5 minute** loop length
- **1,680** weekly spots
- Proximity to screen: **1-30 feet**
- Avg Dwell Time: **3-5 minutes**
- **1,626,275** weekly impressions

DIGITAL TRANSIT NETWORK AUDIENCE PROFILE*

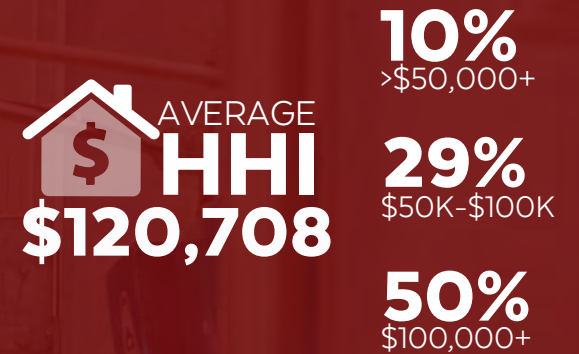
GENDER



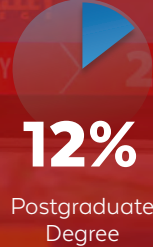
AGE DISTRIBUTION



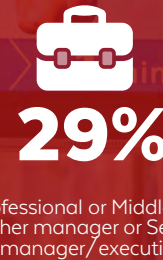
HOUSEHOLD INCOME



EDUCATION



OCCUPATION



ATTITUDES & HABITS

