

Put some wheels under your campaign!

Whitehorse Transit provides you with the unique opportunity to have your message seen all over the city!

Who is your audience? We've got a variety of options to help reach them.



On the bus

KING SIGN

Whenever you see a bus drive by, these are the signs that catch your eye! King signs, the largest transit advertisements, are located on the sides of the buses and secured with aluminum frames. They offer a prime opportunity to capture the attention of both motorists and pedestrians with your messaging.

WRAP

Make a bold statement with a vinyl bus wrap! This is the perfect opportunity to showcase innovative, fresh, and creative messaging that stands out on the streets.

TAIL SIGN

Ever found yourself stuck in traffic or waiting at a red light behind a bus? That's when tail signs come into view. Placed on the rear of transit vehicles, they offer a few valuable seconds to capture attention - so keep your message clear and impactful!

INTERIOR CARD

Interior cards line the tops of bus windows, ensuring visibility to riders throughout their journey. With approximately 1 million riders annually, this is a prime spot to get your message seen!

At the bus stop

BUS BENCH

Similar to shelters, this option is perfect for both riders and motorists. Let your creativity shine as you capture the attention of your audience!

SHELTER SIGN

Whether your audience is on the bus or driving by, shelter signs are perfectly suited to reach them. Make your message pop, and you're sure to grab their attention.

Transit Advertising Rates (as of April 1, 2025)

AD TYPE	SIZE (W X H)	4 WEEKS	PER YEAR
King Sign exterior, side	139" x 30" Safe Area: 137" x 28"	\$355	\$3,905
Tail Sign exterior, back	69.75" x 21" Safe Area: 67.75" x 19"	\$355	\$3,905
Interior card	21" x 11" Safe Area: 00"x00"	\$45	\$495
Bus Shelter	47.25" x 68.5" Safe Area: 45.25" x 66.5"	\$500	\$5,500
Bus Bench	69"x21" Safe Area: 63" x 17.75"	\$110	\$1,210

Ad design, application and removal of vinyl bus wraps to be paid by the advertisers

VINYL BUS WRAPS***

1/3 side front or back	Inquire directly	\$4,000 /year
Full side	for sizing	\$6,000 /year
Full exterior (First Year)		\$10,000 /year
Full exterior (Subsequent Years)		\$7,050 /year

Contact Transit Services to book today!

Call **867-668-8396** or email transit.services@whitehorse.ca

City of Whitehorse, Transit Services
2121 2nd Ave, Whitehorse, YT Y1A 1C2

whitehorse.ca/transit



Advertising Agreement Form

BUSINESS NAME		CONTACT NAME	
PHONE NUMBER	FAX NUMBER	EMAIL	WEBSITE
ADDRESS		CITY	
		PROV./TERR.	POSTAL CODE

INVOICE BILLING ADDRESS (IF DIFFERENT FROM ABOVE):

ADDRESS	CITY	PROV./TERR.	POSTAL CODE
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Transit Advertising Rates

Please enter the number of ads in the fields provided. Prices do not include tax.

AD TYPE	PER 4 WEEKS		PER YEAR	
King Sign Exterior Side, 139" x 30"		sides x \$355		sides x \$3,905
Tail Sign Exterior Back, 6.75" x 21"		backs x \$355		backs x \$3,905
Interior Card 21" x 11"		cards x \$45		cards x \$495
Bus Shelter 47.25" x 68.5"		shelters x \$500		shelters x \$5,500
Bus Bench 69" x 21"		benches x \$110		benches x \$1,210

DATES OF PLACEMENT
CUSTOM AD SIZE (IF APPLICABLE)

Ad design and printing costs are the responsibility of the advertiser.

Vinyl Bus Wrap Rates

AD TYPE	LOCATION				COST PER YEAR
1/3 Ad	Driver Side	Passenger Side	Front	Back	\$4,000*
Full Side	Driver Side	Passenger Side			\$6,000*
Full Exterior					\$10,000*

DATES OF PLACEMENT

Ad design, application, and removal costs are the responsibility of the advertiser.

PLACEMENT & CONTENT

Ad placement is at the discretion of the City of Whitehorse. Ads are accepted on a first come, first served basis. Ad space is limited and the City of Whitehorse cannot guarantee acceptance of an advertisement or its location. The City of Whitehorse reserves the right to reject any advertising proposal.

TOTAL DUE

ADVERTISING AGREEMENT

By signing this agreement, I confirm that I wish to place advertisement(s) with City of Whitehorse, Transit Services. I also agree to all the requirements and restrictions regarding ad content and will submit artwork per guidelines. Should I wish to cancel this agreement once signed, I understand that I am obliged to pay for the entire cost of the ad(s) that I originally reserved. I further agree to pay in full all charges within 30 days of receipt of invoice and that any unpaid charges bear interest of 2% per month. I also warrant and represent that the advertiser has ownership of all materials subject to copyright. The City of Whitehorse is not responsible for content errors in submitted electronic artwork. The City of Whitehorse is not responsible if an ad is submitted or revised after the deadline.

SIGNATURE

DATE



FOR FURTHER INFORMATION PLEASE CONTACT
 Transit Services at transit.services@whitehorse.ca or 867-668-8396
 City of Whitehorse, Transit Services, 2121 - 2nd Avenue Whitehorse, YT Y1A 1C2