



GATEWAY
DIRECT MEDIA

**Your Digital Connection to
Transit Advertising**





GATEWAY
DIRECT MEDIA

Overview of Digital Media Network

We offer digital media screens positioned in high traffic TTC and select PATH locations. Our screens deliver maximum exposure and reach a commuter audience of over 1,000,000 riders daily.

Media Details

Air time: 6am - 10pm	No. of locations: 52
No. of screens: 52	Frame Rate: 24 - 30 frames per second
Loop length: 210 seconds	Daily Ad Impressions: 19,454
Spot length: 10 seconds	Ad Impressions/Cycle: 544,712

Rate Card

Daily Subway Ridership: 1.3 million
 CPM: \$0.39
 Rate: \$10,000 net per 4 week cycle

Profile of TTC Ridership

Gender

Male	50%
Female	50%

Age

12 - 17	9%
18 - 34	39%
35 - 54	31%
55 +	22%

TTC Subway Station

Daily Ridership 1.3 million

Household income

\$60,000	28%
\$60,000 - \$74,000	9%
\$75,000 - \$99,999	14%
\$100,000 - \$124,999	15%
\$125,000 +	23%

Average HHI

\$76,684

Average PI

\$44,222

Demographics

Post Secondary	79%
White Collar	46%
Married/Living Together	54%
Single	34%
Adults with Children	42%
Students	9%



Acceptable File Types

Video & Animation Formats

MP4, AVI, WMV, H264, MPEG4

Static Images

JPEG, PNG, GIF, BMP, TIFF

RGB Colour Mode

Screen Information

Full 1080p HD (1920 x 1080 Pixels)

40" Displays

32" in Lotto Booths 720p (1280 x 720)

Aspect Ratio - 16:9

Static Image & Video Specifications

Resolution

1920 x 1080 pixels at 72 dpi

Video Specifications

It is recommended you use square pixel aspect ratios.

Do not export audio as there is no sound.

File Size

Keep video files under 30MB

to ensure smooth playback

Up to 4 creative or scheduling changes per cycle

File Format Testing, Approval & Submission

Artwork Testing & Approval

All creative should be submitted a minimum of two weeks prior to the campaign start date for approval. Upon approval, a two business day lead is required for posting.

Please send all creative to:

sandra@gatewaynewstands.com

Artwork Submission

Please include the following:

Campaign Name

Campaign Number

Scheduled Start & End Dates

Special Instructions

Contact

Sandra Kayyali

Director of Business Development

sandra@gatewaynewstands.com

T: 905-851-9652 x 249

F: 905-851-7246

Toll Free: 1-800-942-5351

240 Chrislea Road

Woodbridge, ON

L4L 8V1

Available Stores

89	Bathurst Station - Bakery on the GO	140	Pape Station
103	Finch Station #1	142	Main Station
104	Sheppard Station	143	Victoria Park Station
105	York Mills Station	145	Kennedy Station
106	Eglinton Station	146	Union TTC Station
107	Davisville Station	147	Queens Park Station
108	St.Clair East Station	174	Warden Station - Bakery on the GO
109	Bloor South Station	176	Warden Station - Café on the GO
110	Bloor North Station	177	Islington Station - Café on the GO
111	Wellesley Station	178	Finch Station # 2
116	King Station	183	Downsview Station
117	Spadina Station	215	Coxwell Station
118	St. Andrew Station	216	Queen Station North
119	Osgoode Station	217	Queen Station South
120	St. Patrick Station	219	St. George Station
121	St. Clair Avenue West Station	221	High Park Station
123	Wilson Station	222	Scarborough Town Centre
124	Kipling Station	288	Museum Station
125	Islington Station	310	Keele Station
126	Royal York Station	319	Lawrence West Station
127	Old Mill Station	424	Don Mills Station Bus Level
130	Dundas West Station	428	Dupont Station
131	Landsdowne Station	452	Donlands Station
133	Ossington Station	526	Warden Station Lotto Booth
134	Christie Station	527	TTC Bloor South Lotto Booth
135	Bathurst Station	528	TTC Bloor North Lotto Booth
136	Bay Station	530	TTC Wilson Lotto Booth
137	Sherbourne Station	532	TTC Kennedy Lotto Booth
138	Broadview Station	598	BCE Place
		607	Toronto Bus Terminal



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