



The Staycation Bundle

An Exclusive Offer from Coast Outdoor Advertising

Victoria and Vancouver Island residents will be staying closer to home this vacation season. Coast Outdoor has put together a special bundle of Out-of-Home (OOH) advertising opportunities for budget-savvy businesses to put the power of our unparalleled Vancouver Island network of high traffic ad opportunities to work to remind other Vancouver Islanders of the great deals, attractions, services and places to stay; right here, close to home.

Coast Outdoor is uniquely positioned to offer both static and digital billboards, parkade ads and exclusive advertising on the back of the BC Ferries Connector buses and the Butchart Gardens buses.

Take advantage of the savings this spring and summer. **Buy two of the OOH advertising options listed below and receive 10% off your earned rate. Buy 3 or more and receive 15% off of your earned rate.**

The earned rate is your discounted monthly rate based on the number of months you purchase. This offer is available from April 1st through to October 31st.



BC Ferries Connector Bus

This Wilson's Transportation coach bus starts in downtown Vancouver or Victoria and makes one return trip each day. In Vancouver, the bus makes 18 stops in the downtown core and along the Cambie corridor on the way to the ferry. The bus makes 9 stops in Victoria. The BC Ferry Connector bus is the first bus on and off the ferry, so your ad is seen by all of the traffic in the BC Ferry vehicle line ups. This bus is a coach-style bus meaning your advertising on the back rides high and is visible to all traffic and pedestrians.



Butchart Gardens Connector Bus

This Wilson's Transportation coach-style bus travels from downtown Victoria (the COHO Ferry terminal) along the Pat Bay Highway or West Saanich Road and stops at Butterfly Gardens before making its way to the world famous Butchart Gardens. Depending on loads, this bus will make 3-6 return trips every day.



Pat Bay Hwy Digital Billboard

This is the first digital billboard that tourists and all vehicle traffic will see on their way south into downtown Victoria. You will be guaranteed at least 45 thousand, 6 second views of your advertisement every month. This high-resolution digital billboard also provides you with the flexibility to run multiple creatives over your contract period.

Pat Bay Highway Static Billboard

A single Coast Outdoor static billboard on the Pay Bay Highway will deliver an audience of over 10,000,000 impressions during a one-year period. Your billboard will face north for southbound traffic so tourists arriving by ferry will see it as they travel into the city. All of the Coast Outdoor static billboards along the Pat Bay Highway are lighted 24 hours a day.

As an additional bonus, if you buy 2 or more of these options, Coast Outdoor will provide you with a large format parkade ad in the Empress Hotel underground parkade for 75% off the regular price.

**Call Your Coast Outdoor
Advertising Account Executive
Today at 250-388-3733**