

# VANCOUVER, BC- RATES

## WEST COAST EXPRESS

### DETAILS

- All rates are net. Rates listed are per 4 week period and represent space only.
- A proof fee of \$110 may apply to units of 50 or more.
- Lamar is required to do all direct vinyl application production.
- Lamar is permitted a leeway of 10 working days on each side of the posting date. The advertiser is assured a full display period provided the material is delivered on time.
- Market Areas: Port Moody, Coquitlam, Port Coquitlam, Pitt Meadows, Maple Meadows, Port Haney and Mission City.
- Please contact your Lamar account manager to verify display size, availability and art/production requirements.
- Rates are subject to change without notice. Specific placement premiums may apply. Icons are for reference only.
- Fleet: 31 Trains  
Seats: 5500

### AVERAGE MONTHLY BOARDINGS (BY STATION)

Waterfront	99,000
Port Moody	30,280
Coquitlam	60,560
Port Coquitlam	35,220
Pitt Meadows	5,000
Maple Meadows	23,180
Haney Station	9,340
Mission City	21,480

### VERTICAL CARDS - 28" x 20"

# Units	Rate
1	\$109



### PLATFORM POSTERS - 70.75" x 45"

# Units	Rate
1	\$454
Specific Station	\$520



### INTERIOR CARDS - 11" x 35"

# Units	Rate
1	\$35



### TRAIN WRAP

# of Weeks	Rate
8	\$17,830
12	\$25,872
12+	\$6,738/ 4 week period



### SEAT DROP/SAMPLING

# of Drops	Rate
1	\$2,156

  

# Sampling	Rate
1	\$2,121/day



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