

# MARKET SPECIFICATIONS

MRC Joliette - Lanaudière area



**Legend**

- Bus & Transit Shelters / Markets served
- Bus / Markets served
- Bus / Markets visited

## MARKETS SERVED

- |                           |                              |
|---------------------------|------------------------------|
| Berthierville             | Sainte-Julienne              |
| Chertsey                  | Sainte-Marie-Salomé          |
| Crabtree                  | Saint-Esprit                 |
| Entrelacs                 | Saint-Félix-de-Valois        |
| Lanoraie                  | Saint-Jean-de-Matha          |
| Lavaltrie                 | Saint-Lin-Laurentides        |
| Notre-Dame-de-la-Merci    | Saint-Michel-des-Saints      |
| Notre-Dame-de-Lourdes     | Saint-Paul                   |
| Notre-Dame-des-Prairies   | Saint-Roch-de-l'Achigan      |
| Rawdon                    | Saint-Zénon                  |
| Saint-Ambroise-de-Kildare | Sainte-Émilie-de-l'Énergie   |
| Saint-Charles-Borromée    | Sainte-Geneviève-de-Berthier |
| Saint-Donat               | Sainte-Sophie                |

## MARKETS VISITED

- L'Assomption
- Joliette
- Mascouche
- Montréal
- Repentigny
- Saint-Jérôme
- Terrebonne

## URBAN DESTINATIONS

Joliette Terminus, Repentigny Terminus, Terrebonne Terminus, Radisson Metro Station

## FLEET

- Minibus: 3
- Urban vehicle: 3
- Coach: 8
- Transit shelter: 4

## AVAILABLE PRODUCTS

- Framed 30" x 139" & 21" x 70" bus kings
- Non-standard decal advertising on sides and backs
- Vinyl interiors
- Signature option (murals, full wraps, etc)
- Standard (incl. Backlit) & non-standard transit shelter advertising

## POPULATION: 176 710

## ANNUAL RIDERSHIP: 41 000

Sources : Statistique Canada, Recensement 2016; ATUQ, Impacts économiques 2014.

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