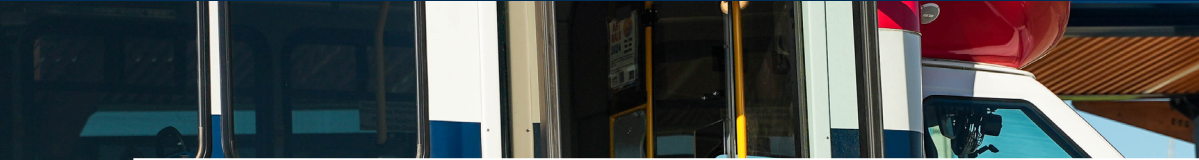




CITY OF
FORT SASKATCHEWAN
ALBERTA



2025

Fort Sask Transit Media Kit

FST FORT SASK
TRANSIT


Welcome



Fort Sask Transit (FST) is the City of Fort Saskatchewan's local and commuter transit system, connecting residents to key destinations within the community and beyond. With routes operating Monday to Friday, FST helps students, seniors, workers, and families get where they need to go—safely, reliably, and affordably.

Whether travelling to school, work, medical appointments, or recreational activities, residents count on FST to support their daily lives. Local routes connect neighbourhoods to downtown, shopping areas, and the Dow Centennial Centre, while commuter service links Fort Saskatchewan to Sherwood Park and Edmonton through convenient transfers.

Fort Sask Transit is a vital part of the city's transportation network and a trusted service for thousands of riders each month. With growing ridership and community reach, FST offers high-visibility advertising opportunities that speak directly to residents and visitors on the move.



Statistics

Fort Saskatchewan is a thriving city, located 25 kilometers north east of Edmonton, at the gateway to Canada's largest hydrocarbon processing region. As the **4th fastest growing municipality** in Alberta, Fort Saskatchewan is home to a young, emerging, affluent, family demographic.

29,857

POPULATION (2024)

38,742

PROJECTED POPULATION (2030)



THE POPULATION IS EQUALLY SPLIT BETWEEN MALES AND FEMALES WITH 24.6% BEING MILLENNIALS



56%

OF THE POPULATION HAVE POST-SECONDARY EDUCATION

AVERAGE AGE:
37

\$138,000

AVERAGE HOUSEHOLD INCOME

\$211 MILLION
IN TOTAL TRADE AREA SPENDING

LARGEST EMPLOYMENT CATEGORIES

23%

TRADES/
TRANSPORT/
OPERATORS

20%

SALES
AND
SERVICE

15%

BUSINESS/
FINANCE/
ADMIN

Your Reach

Fort Sask Transit connects a wide range of riders and community members every day.

SENIORS, STUDENTS & FAMILIES

From students commuting to school, to seniors accessing services and appointments, FST is a trusted mode of transportation for many in our community. You'll also find parents and caregivers riding with children, using transit to reach schools, grocery stores, parks, and recreational facilities. Many high school and post-secondary students also rely on FST to connect with regional transit for travel to Sherwood Park and Edmonton.

DRIVERS & PEDESTRIANS

Exterior bus, bench, and shelter ads don't just reach riders—they're seen daily by local drivers, cyclists, and pedestrians travelling through Fort Saskatchewan. These placements offer high visibility across busy corridors and neighbourhood routes.

A LOCAL, EVERYDAY AUDIENCE

Transit advertising reaches real people—your neighbours, customers, and community members—on their everyday journeys. Whether they're riding the bus or simply passing by, your message stays top of mind.

FST BY THE NUMBERS:

- **Local Riders:** 180 per day
- **Commuter Riders:** 80 per day

A detailed map of the Westpark area in Saskatoon, Saskatchewan. The map shows the North Saskatchewan River flowing through the center. Major roads include Westpark Blvd, Southfort Blvd, and Highway 15. Various bus routes are indicated by colored lines: 2001 (blue), 2013 (blue), 2014 (blue), 3002 (red), 3003 (blue), 3004 (blue), 3020 (red), 5006 (blue), 5011 (red), 5012 (red), and 5088 (blue). Bus stops are marked with blue and red icons. The map also shows residential streets like Westpark Way, Westpark Dr, and Southfort Dr. A legend in the top left corner identifies the icons for 'BENCHES' (red) and 'SHELTERS' (blue).

Advertising Specs & Rates



INTERIOR BUS CARD

	RACK CARD
Dimensions	35" x 11"
Cost per month	\$100
Cost per year	\$500

- Quantities are dependent on bus availability
- Installation is included in price



EXTERIOR BUS WINDOW

	OPT 1	OPT 2	OPT 3	OPT 4
Dimensions	41" x 32.5"	43" x 34"	32.5" x 32.5"	34" x 34"
Cost per month	\$320	\$300	\$250	\$270
Cost per year	\$3,000	\$3,000	\$2,500	\$2,700

- Quantities are dependent on bus availability
- Installation is not included in price



EXTERIOR TAIL SIGN

	UPPER	LOWER
Dimensions	25" x 16"	25" x 16"
Cost per month	\$350	\$350
Cost per year	\$3,000	\$3,000

- Quantities are dependent on bus availability
- Installation is not included in price

Advertising Specs & Rates



BUS SHELTER

	OUTSIDE SIDE	INSIDE SIDE	INSIDE BACK
Dimensions	45" x 66.5"	45" x 66.5"	80" x 80"
Cost per month	\$450	\$450	\$450
Cost per year	\$2,250	\$2,250	\$2,250

- Quantities are dependent on availability
- Installation is included in price



BUS BENCH

	SEAT BACK
Dimensions	83" x 35"
Cost per month	\$450
Cost per year	\$2,250

- Quantities are dependent on availability
- Installation is included in price

Production Guidelines

Thank you for choosing to advertise with Fort Sask Transit! To help you prepare your ad for printing and installation, we've outlined key production guidelines and placement-specific instructions below. Please read this carefully before moving forward with design or printing.

All ad designs must be submitted to the City of Fort Saskatchewan for approval before any printing or installation takes place.

Submit final artwork to: transit@fortsask.ca

DESIGN SPECS:

- Convert all colours to **CMYK**
- Minimum **300 dpi** resolution
- Include **bleeds or a border**
- Keep all essential content at least **1" inside** the trim line

Important: The City is not responsible for any costs or delays resulting from unapproved artwork or vendor-related issues.



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QUESTIONS?

Please contact us if you have questions about design approval, vendor setup, or placement-specific details.

780-992-6218 | transit@fortsask.ca