



## ADVERTISING KIT



# What Is **Community Access Bikeshare**?

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Community Access Bikeshare (or CAB) is an innovative project designed to provide affordable public access to bicycles. Bikeshare members can access CAB bicycles at convenient locations in our community - use a bike to get to a meeting, run errands, or meet a friend. It can be a spontaneous activity, or part of your daily routine.

Members participate in CAB in the spirit of sharing bicycles as a community tool. Together, we contribute towards a culture of sustainable transportation that has a focus on inclusivity.



# Advertise With Us

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CAB Stations are located in core areas of Uptown Waterloo and Downtown Kitchener, providing high visibility advertising locations that not only promote your group, but also demonstrate your commitment to innovative social enterprise, environmentalism, and health.



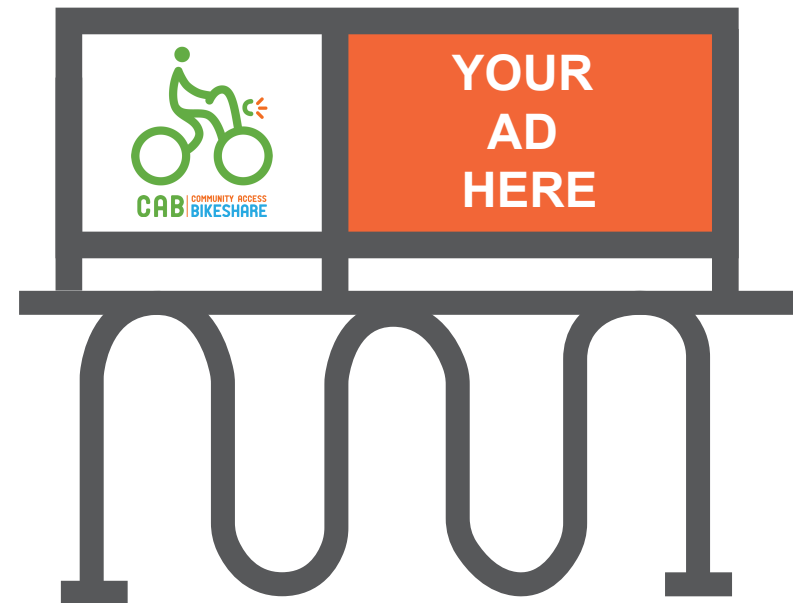
# Where to Advertise?

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## ON-BIKE ADS



## BIKE RACK ADS



# Where to Advertise?

**BIKE RACK ADS - 9 LOCATIONS + new stations being added!**



Wilfrid Laurier University



KPL Central Branch



The Tannery



King St. at William



Queen St. Commons Cafe



# Where to Advertise?

**BIKE RACK ADS - 9 LOCATIONS + new stations being added!**



Charles St. Bus Terminal



Kitchener Market Station



City Hall CAB Station



Uptwon Parkade Station

# How much to Advertise?

## ON-BIKE ADS

### Monthly Rates\* (7-month commitment)

Quantities (Bikes)	Price (per ad / month)
1 - 30 bikes	\$25 / month
31 - 60 bikes	\$20 / month
61 - 90 bikes	\$15 / month

\* On-Bike ads run from mid-April to mid-November.

## BIKE RACK ADS

### Monthly Rates\* (12-month commitment)

Quantities (Ads)	Price (per ad / month)
1 - 3 ads	\$75 / month
4 - 6 ads	\$70 / month
7 - 9 ads	\$65 / month
10 - 12 ads	\$60 / month

\* Shorter advertising periods will be charged an administration fee.

# Contact Us

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For more information about Community Access Bikeshare, contact us:



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<http://www.theworkingcentre.org/>

