Advertising and Partnership Opportunities

2026

Ontario Northland

Our Audience

People in smaller communities, including First Nation communities, heavily rely on bus and train service to access healthcare, educational institutions, jobs and other services located in larger cities. Our services connect the North and ensure safe and convenient transportation options.

Who are we reaching?

→ Adults, students, seniors, Indigenous, New Canadians, Families, Business Travelers, Mining Employees

Where are they going?

→ Medical appointments, business meetings and conferences, tourism/recreation, entertainment and shopping, sporting events, accessing government services, attending school, visiting family, employment.

301,000+	55,000+	5hr	40
Bus Passengers (per yr)	PBX Passengers (per yr)	Avg. Trip Length	Buses

Our Reach

Ontario Northland’s vast network spans fromToronto to Moosonee and Ottawa to Winnipeg. From motor coach to the Polar Bear Express train, and very soon the return of the Northlander passenger train.

Our advertising options give your brand the opportunityto display your message to a diverse and captive audience with a variety of optimal placements.

Expand your brand's visibility and tell your story across our network, enhancing your reach and impact across the province.

Over 150 stops throughout our service territory.

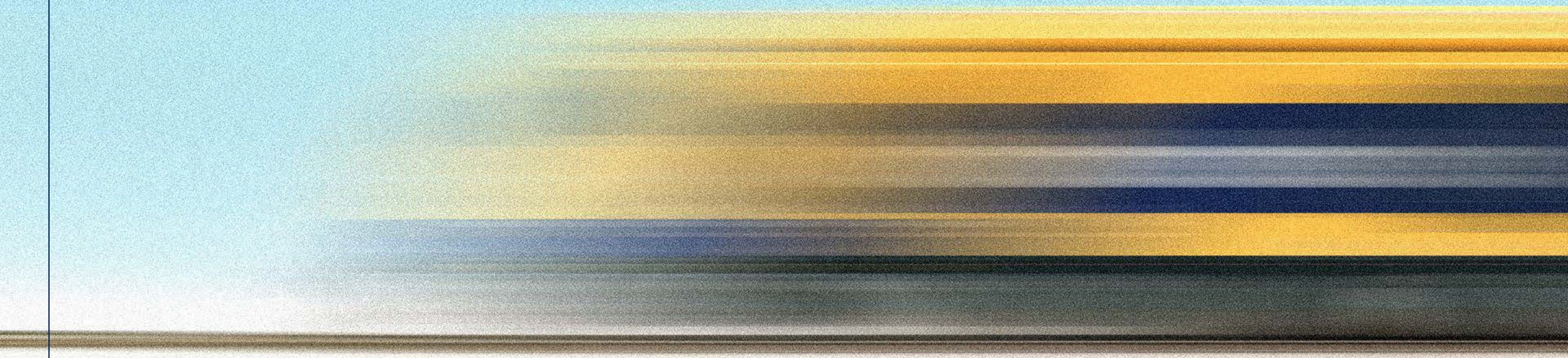



Northlander

Running between Union Station in Toronto and Timmins-Porcupine in the north (with connections to Cochrane for the Polar Bear Express traveling to Moosonee), the Northlander is a safe and relaxing alternative to highway driving.

Our passengers are traveling for many different reasons: to access healthcare, education, employment, and other services located in larger cities. They may be heading out for a shopping excursion, a business conference, attending a sporting event or visiting family. Many are heading north to their cottages avoiding the long weekend traffic.

This is your chance to connect with our audience, expand your visibility and tell your story! Take advantage of our unique position in the marketplace and promote your brand to the thousands of passengers utilizing our service and place your message within the pages of our Northlander Magazine.



Northlander Reach

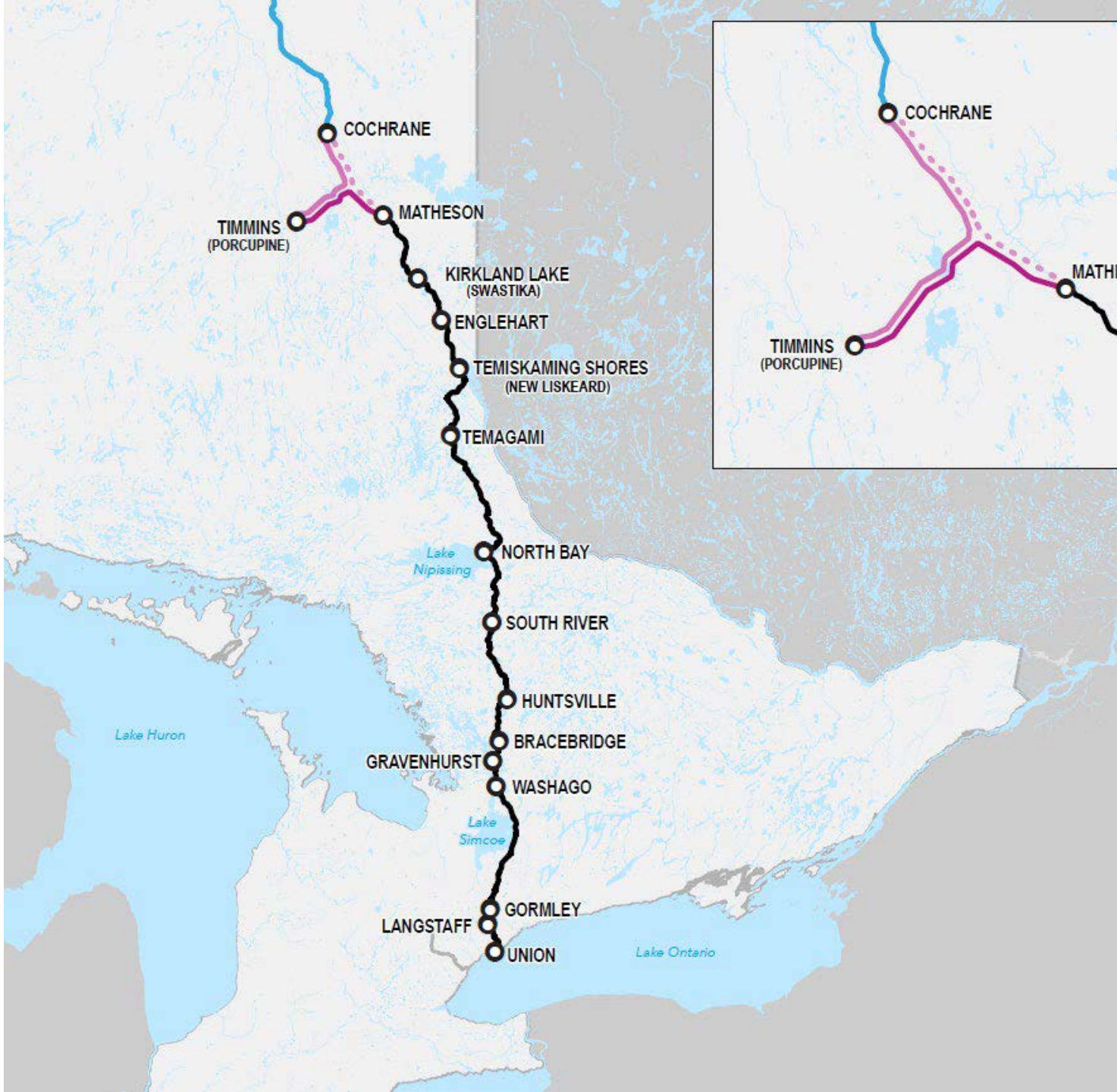
With 16 scheduled stops along the route, we are reaching many communities between Southern and Northern Ontario with opportunities for connections in most areas.

Highlights

① Heading south from Timmins in the early morning hours, arriving in Toronto late morning to give passengers most of the day in the city.

② Heated and lit shelters along the route, with full-service stations at a number of stops, provide a comfortable waiting area – complete with free wifi!

③ Connections from Cochrane to the Polar Bear Express through to Moosonee



Northlander Magazine

Our magazine is a premium **onboard publication to be** distributed on the train, engaging travelers with curated content during long-form journeys in a captive, high-attention environment.

- Distributed onboard the train and a digital copy online
- Each issue remains **in circulation for up to 3 months**, allowing copies to be read by multiple passengers across numerous trips and routes

Estimated readership per issue

- **18,000–22,500 readers**, based on conservative shared-readership multipliers (2.5–3 readers per copy) and extended circulation duration



Northlander Magazine Rates

Full page	$3,000
Inside Front Cover	$3,500
Inside Back Cover	$3,500
Outside Back Cover	$4,000
Double Page Spread	$5,000

- Bleed: 0.125″ beyond all sides → final art size 8."250″ ×10.250″
- Safe / Live Area: keep all logos, text, essential content ≥ 0.25″ inside the trim on all sides
- Color Mode: CMYK (no RGB)
- File Format: Press-ready PDF (PDF/X-1a or equivalent), fonts embedded
- Image Resolution: 300 dpi• Crop / Trim Marks: placed outside the bleed, offset slightly
- Spread / Gatefold Ads: keep critical content away from the gutter / fold (at least 0.125″ or more)



Northlander Shelters

Large Print 24” x 26” back-lit poster located within the interior of our shelters.

Currently available:

Temagami, Temiskaming Shores, Kirkland Lake, Matheson.	$200 / week

Coming soon:

Washago, Gravenhurst, Bracebridge, Huntsville, South River.	$300 / week

*4-week minimum placement is required.

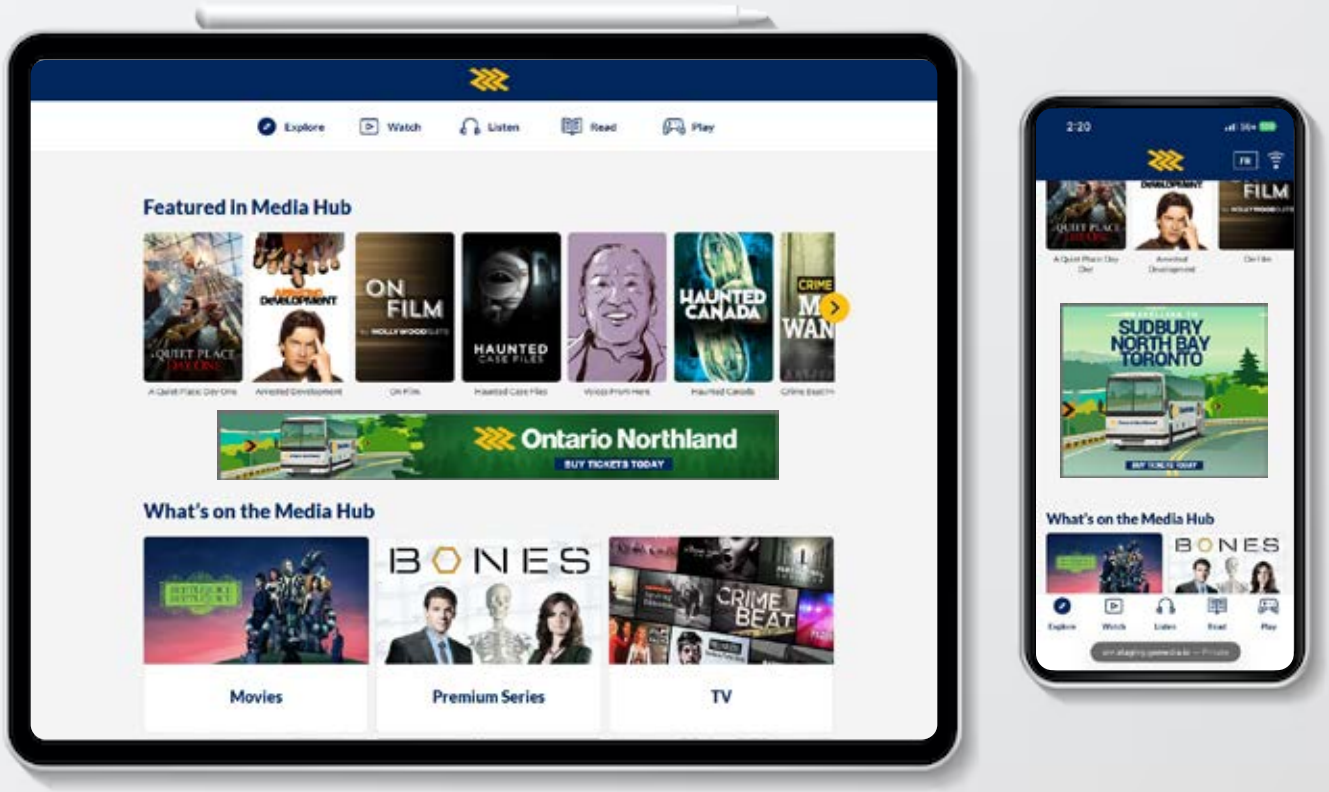




ON-Board Entertainment

Reach a captive audience on-board our buses/trains and in our stations, as they relax and enjoy an in-trip movie, tv show, documentary, reading or gaming experience on our ON-board entertainment system.

Each month, passengers engage with 1000+ hrs of our content.



① Display Ads $250 / week

*4 week minimum placement is required.

Display Ads

- Click-through website URL
- Dimensions
  - Mobile: 300px x 250px
  - Tablet: 728px x 90px
- PNG, JPG or GIF* format
- File size: Max 150kb

Ticket Ads

When a trip is purchased, we email the passenger a pdf of their journey information.

Your advertisement would be printed on EVERY pdf ticket sold (reaching over 358,000 passengers per year).

① Ticket Ads	$200 / week

*4 week minimum placement is required.

- Dimensions: 7.5” x 1”
- JPG or PNG image file
- Under 30 KB file size



Interior Station Screens

Place your message on displays within select Ontario Northland stations. Advertising packages are based on frequency, allowing you to choose how often your ad appears throughout the day.

Currently available in: Cochrane, Moosonee, North Bay, Sudbury, Englehart, Sault Ste. Marie, Kenora, Yorkdale, Thunder Bay.

*4-week minimum placement is required.

Accepted Creative Types

- Static Image Ads: JPG (.jpg/.jpeg) or PNG (.png)
- Video Ads: MP4 (.mp4)
- Resolution: 1920 xd 1080 pixels (Full HD)
- Aspect ratio: 16:9
- Video frame rate: 30fps recommended
- Max video file size: 190 MB
- 4K video not supported
- Export in high quality for large-format display
- Ensure text, logos and graphics are sharp and legible
- Avoid pixelation, compression artifacts, or distortion
- Do not use screenshots, compressed web images or low-resolution assets



Interior Station Screens

Essential Presence

- Ad plays up to 4 times per hour
- Steady visibility

Weekly Price Per Station
$50 (10 seconds)
$75 (15 seconds)
$150 (30 seconds)

Enhanced Presence

- Ad plays up to 7 times per hour
- Stronger Repetition

Weekly Price Per Station
$100 (10 seconds)
$150 (15 seconds)
$300 (30 seconds)

Elite Presence

- Ad plays up to 12 times per hour
- Highest-impact

Weekly Price Per Station
$200 (10 seconds)
$300 (15 seconds)

Station Ads

Promote your brand in high-traffic station environments with a range of impactful, physical advertising options.

Available formats include:

- Window decals
- Stairwell wraps
- Concrete pillar wraps (indoor & outdoor)
- Floor decals
- Table decals
- Elevator wraps

Availability varies by location, and options are quoted per project based on scope and placement.

*12-week minimum placement is required.





Bus Wrap Advertising

Bus wraps deliver high-impact, mobile exposure across Ontario Northland's motor coach fleet, reaching audiences throughout Ontario and beyond.

With over 301,000 annual passengers and up to 40 buses available, this format offers broad visibility across wherever our buses travel.

Availability is subject to bus scheduling and inventory.

Quoted per Project (production and installation additional).

*12-week minimum placement is required.



Contact

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