



22 E 5th Ave #400, Vancouver BC, V5T 1G8, Canada
inquiries@kraftmediagroup.com



Connecting the City. Powering Brand Visibility.

With 98 high-impact screens across 37 stations and 3.8 million weekly impressions, Calgary's LRT provides advertisers a direct line to the city's most engaged commuters. Every day, tens of thousands of riders pass through bustling stations, creating an unmatched environment for brands to be seen, remembered, and talked about.



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Inbound Train
City Centre

High Dwell Time: Commuters spend minutes at stations and platforms, creating an ideal environment for dynamic storytelling through digital and static formats.

Citywide Coverage: With routes spanning major employment and entertainment hubs, your brand reaches every corner of Calgary's economy.

Daily Frequency: Repeat exposure drives engagement — essential for awareness and top-of-mind recognition.

The LRT offers brands an unparalleled platform to connect with commuters, students, professionals, and visitors in moments of routine and repetition. Campaigns placed across stations, trains, and digital screens become part of the city's rhythm, seen multiple times each day by the same audience, reinforcing message recall and brand familiarity.

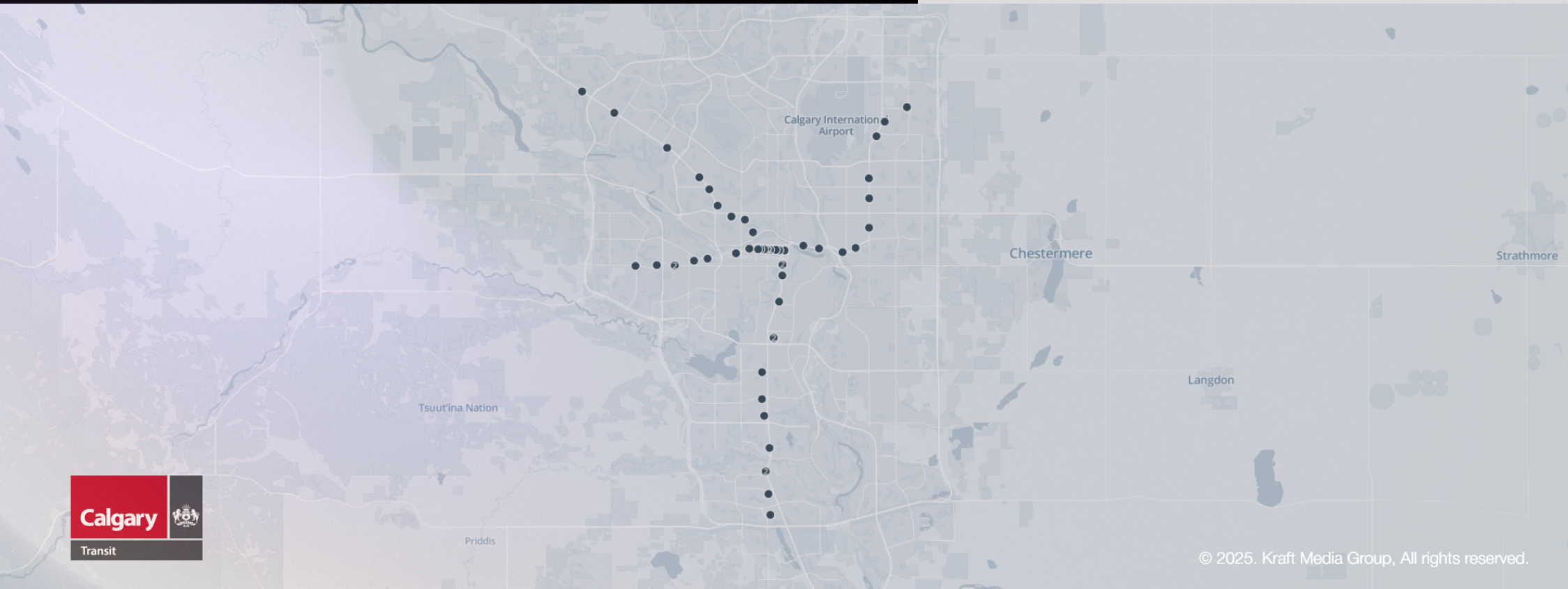


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98 Available Screens **3.8m** Weekly Impressions **37** Stations

Our DOOH Coverage

Calgary's LRT network isn't just a transportation system, it's a citywide stage. With OOH, your campaign doesn't just move with the people, it becomes part of their journey.





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Global NEWS Thu Mar 4
11:18

Weather
Thu 9° Fri 11° Sat 9°
ACDVF 21.05 ▼ -0.54

'King Of Queens' Cast To Reunite For Table Read In Honour Of The Late Jerry Stiller

U.S. President Joe Biden on Wednesday said decisions to end the required wearing of masks is a 'big mistake.'

69 ST > **2 min** | **19 min**
PATTISON

Smart Advertising Meets Smart Transit

Our AI-driven planning tools allow brands to reach the right audience at the right place and time. Using data from ridership patterns, dwell times, and commuter behaviors, we can optimize your campaign placement across Calgary's LRT network for maximum engagement and return on investment.

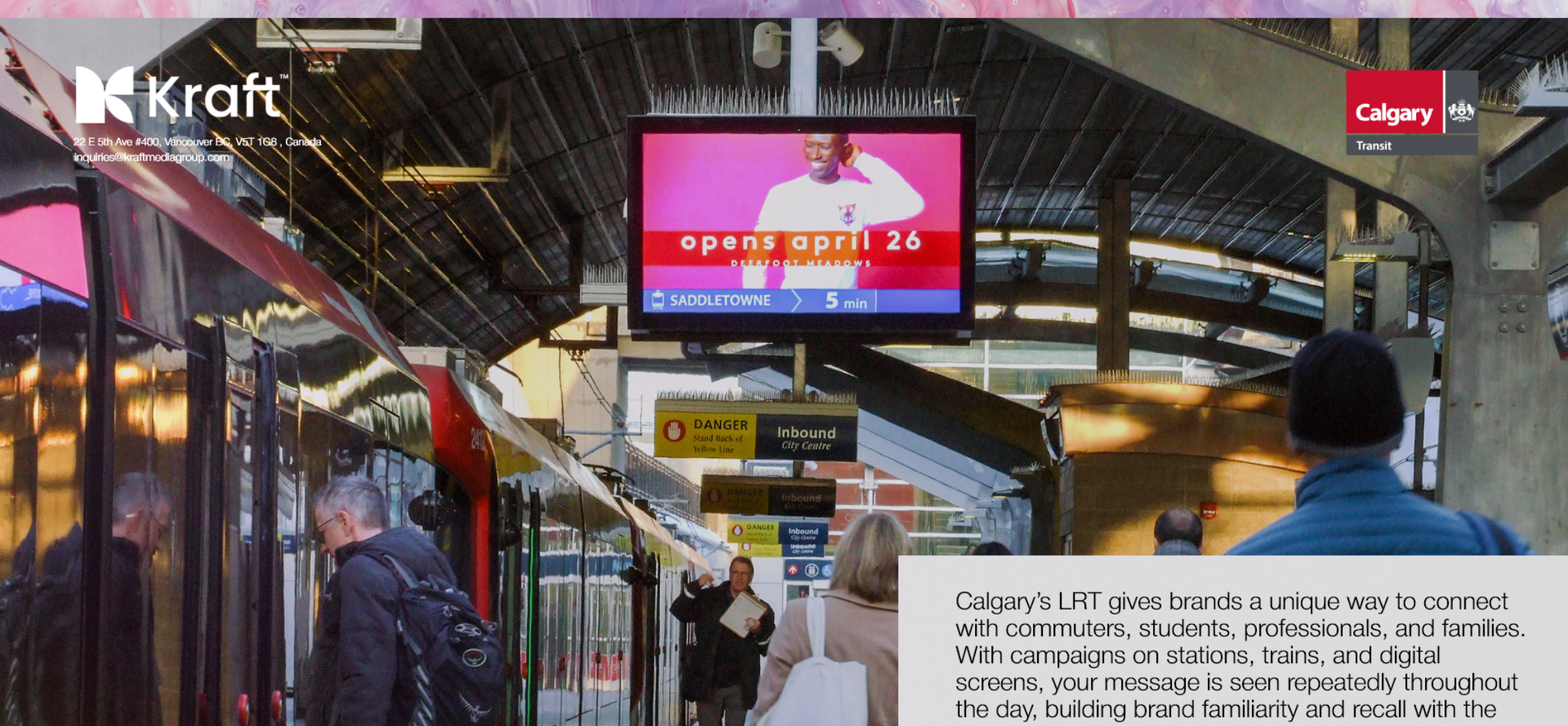


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Calgary



Transit



Calgary's LRT gives brands a unique way to connect with commuters, students, professionals, and families. With campaigns on stations, trains, and digital screens, your message is seen repeatedly throughout the day, building brand familiarity and recall with the city's most engaged audiences.

Tourists & Families (30–50)

Leisure and shopping riders traveling to entertainment, retail, and recreational destinations, decision-makers in household spending.

Students (18–25)

University and college riders, highly engaged, often on mobile and social media while commuting.

Young Professionals (25–40)

Commuters working in downtown and tech hubs, high disposable income, early adopters of trends.



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Ready to Launch Your Campaign?

Whether it's a citywide LRT network campaign or targeted station-level activation, Kraft Media Group delivers full-service DOOH solutions, including strategic planning, creative execution, and performance reporting, ensuring your brand reaches the right audience at the right time.