



MISSISSAUGA

WELCOME TO *THE 905*

Mississauga is a big and happening place. With an estimated population of 820,000, this Toronto suburb has now earned the right to be called Canada's sixth largest city, and the humble nickname *The 905*. In this city, OUTFRONT Media is able to provide extensive, city-wide coverage, and our new technology makes this coverage even harder to miss!

Mississauga shoots outward from its vehicle centred core along Lake Ontario. This sprawl also extends up to the 23rd busiest airport in the world, Pearson International. Pearson, along with the city's enormous business sector, work together to create prime opportunities to reach business and holiday travelers coming into and out of the city. *Sauga* is very dependent on car travel - most of the population commutes to work. We have billboards and over 1000 transit shelters for our clients to reach these weary travelers - a reach that makes a first impression last all day.

WHAT WE HAVE HERE



153 POSTERS



1 DIGITAL



17 SUPERBOARDS



1032 TRANSIT SHELTERS

JUST THE FACTS



CMA Population
**820,000
PEOPLE**



\$99,939 is the average
**HOUSEHOLD
INCOME**



Booming Condo &
**REAL ESTATE
DEVELOPMENT**

