

## Toronto CMA Products & Circulation

### OUTDOOR

#### Posters

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Vertical	245	36	22,100	12,400	18,800	10,500
Pattison	Horizontal	1,465	152	25,800	14,900	21,900	12,700
CBS Outdoor	Horizontal	1,817	33	30,200	19,800	25,700	16,800
Astral Media Outdoor	Horizontal	467	19	35,500	17,300	30,200	14,700
Astral Media Outdoor	Vertical	274	8	24,500	25,300	20,800	21,500

#### Bulletins/Spectaculars

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Spectacular	18	2	129,500	175,600	110,100	149,300
Pattison	Series 10	2	-	24,200	-	20,600	-
Pattison	Series 14	19	4	40,500	13,700	34,400	11,600
Astral Media Outdoor	Series 14	10	-	92,800	-	78,900	-
CBS Outdoor	Spectacular	18	-	98,000	-	83,300	-
CBS Outdoor	Series 10	5	-	35,700	-	30,300	-
CBS Outdoor	Series 14	83	-	36,400	-	30,900	-
RCC Media	Bridge Spectacular	-	18	-	21,400	-	18,200
RCC Media	Spectacular	5	-	109,500	-	93,100	-

#### Backlit Posters

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Horizontal	61		32,100		27,300	
CBS Outdoor	Horizontal	81		27,500		23,400	
CBS Outdoor	Vertical	13		18,200		15,500	
Astral Media Outdoor	Horizontal	4		41,800		35,500	
RCC Media	Horizontal	8		175,000		148,800	

**OUTDOOR (Continued)**

**Street Level**

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Adapt Media	Street Poster	6	125	18,300	11,400	15,600	9,700
Pattison	Street Ad	381	84	13,700	11,800	11,600	10,000
Pattison	Transit Shelter	78	88	20,000	7,200	17,000	6,100
CBS Outdoor	Transit Shelter	1,522	116	23,800	17,400	20,200	14,800
Astral Media Outdoor	Mega Column	8	2	23,500	16,300	20,000	13,900
Astral Media Outdoor	Transit Shelter	3,534	667	21,700	17,000	18,400	14,500
Astral Media Outdoor	Column	38	6	31,600	12,500	26,900	10,600

**Murals**

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Murals	2	6	27,600	17,800	23,500	15,100
CBS Outdoor	Murals	9	2	26,500	14,200	22,500	12,100
Astral Media Outdoor	Murals	7	3	23,600	21,200	20,100	18,000
RCC Media	Murals	2	-	116,100	-	98,700	-

**Outdoor Digital**

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Astral Media Outdoor	Digital Series 14	2		163,300		138,800	
OBN	Digital Board	6		64,400		54,700	
Pattison	Digital Poster	2		53,900		45,800	
Pattison	Digital Series 14	2		155,000		131,800	

INDOOR						
<b>Mall Advertising</b>						
		No. of Faces		Avg. Weekly Circulation		
Operator	Product					
Pattison	Mall Poster	447		45,100		
<b>Resto-bar</b>						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	MiniBoards	-	2,643	-	625	352
NewAd	Backlit Boards	70	-	3,700	-	
Zoom Media	Classic	-	1,912	-	675	321
Zoom Media	Extra Lit	41	-	3,700	-	
<b>Campus</b>						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	MiniBoards	-	1,243	-	2,325	37
NewAd	BigBoards	72	-	41,400	-	
Zoom Media	Classic	-	1,334	-	1,125	62
Zoom Media	Mega Lit	58	-	30,000	-	
<b>Fitness</b>						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	MiniBoards	-	666	-	4,300	56
NewAd	Backlit Boards	26	-	7,000	-	
Zoom Media	Classic	-	693	-	4,600	106
Zoom Media	Extra Lit	32	-	6,600	-	
<b>Indoor Digital</b>						
		No. of Faces		Avg. Weekly Circulation		Network
Operator	Product					
NewAd	eBoard	120		625		Resto-bar
Zoom Media	Digital Screen	97		4,600		Fitness
Zoom Media	Digital Screen	266		675		Resto-bar

Source: COMB Market Data Report April 2010

\*For products not measured by COMB, data has been provided by the OOH company