

Edmonton 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	101	2	21,500	16,700	18,100	14,000
Pattison	Horizontal	716	112	19,700	12,700	16,500	10,700
CBS Outdoor	Horizontal	361	20	21,200	12,800	17,800	10,800
Bulletins/Spectaculars							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Series 10	6	3	21,800	24,100	18,300	20,200
Pattison	Series 14	50	4	25,700	24,800	21,600	20,800
Backlit Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Airport	15		12,800		10,800	
Pattison	Horizontal	1		31,200		26,200	
Superstructure							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Titan	Horizontal	1	-	62,200		-	

Source: COMB Data Report October 2011, Métromédia Plus, Lamar Advertising, Titan.

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

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
Pattison	Street Ad	67	22	10,900	10,300	9,200	8,700
Pattison	Super Shelter	47	63	17,400	10,600	14,600	8,900
Pattison	Transit Shelter	419	210	14,900	8,300	12,500	7,000
CBS Outdoor	Kiosk	36	-	19,400	-	16,300	-
CBS Outdoor	Mediacolumn	130	28	14,800	16,800	12,400	14,100
Outdoor Digital							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
Pattison	Digital Series 14	5		27,700		23,300	

Source: COMB Data Report October 2011, Métromédia Plus, Lamar Advertising, Titan.

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INDOOR						
Mall Advertising						
		No. of Faces		Avg. Weekly Circulation		
Operator	Product					
Pattison	Mall Poster	116		27,700		
Resto-bar						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
Newad	Classic	-	1,367	-	650	219
Newad	Backlit	25	-	3,400	-	
Zoom Media	Classic	-	400	-	450	70
Zoom Media	Extra Lit	10	-	3,200	-	
Campus						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
Newad	Classic	-	516	-	1,125	12
Newad	Big Backlit	25	-	24,000	-	
Zoom Media	Classic	-	313	-	1,650	19
Zoom Media	Mega Lit	9	-	26,200	-	
Fitness						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
Newad	Classic	-	367	-	3,900	26
Newad	Big Backlit	9	-	9,600	-	
Zoom Media	Classic	-	161	-	4,200	21
Zoom Media	Extra Lit	9	-	5,800	-	
Indoor Digital						
		No. of Faces		Avg. Weekly Circulation		Network
Operator	Product					
Newad	Digital	62		2,350		Resto-bar
Zoom Media	Classic Digital	25		1,025		Resto-bar
Zoom Media	Classic Digital	8		13,900		Fitness

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