

Montreal 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	Horizontal	459	21	39,700	8,800	34,500	7,700
CBS Outdoor	Horizontal	765	24	40,000	16,400	34,800	14,300
Astral Out-of-Home	Horizontal	542	36	47,900	26,100	41,700	22,700
Astral Out-of-Home	Vertical	231	21	53,600	38,700	46,600	33,700
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	7	-	100,700	-	87,600	-
Pattison	Series 14	31	-	81,000	-	70,500	-
Astral Out-of-Home	Series 14	96	2	82,700	52,400	71,900	45,600
CBS Outdoor	Spectacular	8	-	112,400	-	97,800	-
CBS Outdoor	Series 14	76	2	85,500	58,100	74,400	50,500
Backlit Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
CBS Outdoor	Horizontal	43	-	52,100	-	45,300	-
Astral Out-of-Home	Horizontal	9	-	19,200	-	16,700	-

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	113	37	21,300	11,200	18,500	9,700
Pattison	Transit Shelter	468	82	18,900	10,600	16,400	9,200
CBS Outdoor	Mediacolumn	47	-	19,400	-	16,900	-
CBS Outdoor	Transit Shelter	2,285	413	16,600	9,700	14,400	8,400
Astral Out-of-Home	Mega Column	52	-	20,500	-	17,800	-
Astral Out-of-Home	Column	640	104	19,500	15,200	17,000	13,200

Transit (Bus)

Operator	Product	No. of Faces		Avg. Weekly Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated
Métromédia Plus	Standard Interior Bus Cards	43,392			2,116
Métromédia Plus	Super Interior Bus Cards	21,696			2,116
Métromédia Plus	King Bus Posters	5,424			25,436
Métromédia Plus	Rear Bus Posters	2,712			13,566
Métromédia Plus	Superbus	2,712			67,828
Métromédia Plus	Side Mural	2,712			25,436
Métromédia Plus	Back Mural	2,712			13,566

Murals

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Astral Out-of-Home	Murals	1	2	43,200	32,300	37,600	28,100

Outdoor Digital

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Astral Out-of-Home	Digital Series 14	12		87,100		75,800	
Pattison	Digital Series 14	1		111,300		96,800	

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

INDOOR						
Mall Advertising						
		No. of Faces		Avg. Weekly Circulation		
Operator	Product					
Pattison	Mall Poster	204		22,300		
Subway Advertising						
		No. of Faces		Avg. Weekly Circulation		
Operator	Product					
Métromédia Plus	Car Posters	7,776		6,638		
Métromédia Plus	Subway Kings	446		23,376		
Métromédia Plus	Backlist Station Posters	838		13,981		
Métromédia Plus	Platform Posters	850		12,265		
Resto-bar						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	1,675	-	775	303
NewAd	Backlit	34	-	3,100	-	
Zoom Media	Classic	-	1,850	-	675	347
Zoom Media	Extra Lit	57	-	3,700	-	
Campus						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	110	-	2,225	3
NewAd	Backlit	4	-	14,500	-	
Zoom Media	Classic	-	1,496	-	2,000	73
Zoom Media	Mega Lit	46	-	10,500	-	

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

INDOOR (Continued)

Fitness						
Operator	Product	No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
		Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	564	-	4,600	39
NewAd	Backlit	27	-	9,600	-	
Zoom Media	Classic	-	616	-	4,000	99
Zoom Media	Extra Lit	47	-	9,100	-	
Indoor Digital						
Operator	Product	No. of Faces		Avg. Weekly Circulation		Network
		Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Digital	137		2,375		Resto-bar
Zoom Media	Classic Digital	75		19,800		Fitness
Zoom Media	Classic Digital	104		1,850		Resto-bar
Métromédia Plus	Métrovision	113		57,010		Subway
Métromédia Plus	Digiplus	21		63,412		Subway

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