

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	241	30	20,400	12,300	17,300	10,500
Pattison	Horizontal	1,457	134	24,600	20,200	20,900	17,200
CBS Outdoor	Horizontal	1,801	31	27,700	18,800	23,500	16,000
Astral Out-of-Home	Horizontal	418	15	35,600	17,200	30,300	14,600
Astral Out-of-Home	Vertical	242	8	23,700	20,300	20,100	17,300
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	20	-	141,500	-	120,300	-
Pattison	Series 10	2	2	24,600	16,100	20,900	13,700
Pattison	Series 14	19	4	35,600	18,300	30,300	15,600
Astral Out-of-Home	Series 14	4	-	67,200	-	57,100	-
CBS Outdoor	Spectacular	16	2	93,000	75,900	79,100	64,500
CBS Outdoor	Series 10	5	-	31,100	-	26,400	-
CBS Outdoor	Series 14	77	1	32,100	76,200	27,300	64,800
Backlit Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Horizontal	13	-	24,900	-	21,200	-
CBS Outdoor	Horizontal	74	-	24,000	-	20,400	-
CBSOutdoor	Vertical	10	-	16,200	-	13,800	-
Astral Out-of-Home	Horizontal	4	-	24,300	-	20,700	-
Titan	-	4	-	341,000	-	-	-

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)							
Banners							
		No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
Operator	Product						
Titan	-	47		1,235,750		-	
Trivisions							
		No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Titan	-	36	-	471,500	-	-	-
Superstructure							
		No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Titan	-	16	-	962,200	-	-	-

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	318	79	14,000	10,400	11,900	8,800
Pattison	Transit Shelter	76	96	20,400	8,700	17,300	7,400
CBS Outdoor	Transit Shelter	1,508	128	23,200	17,700	19,700	15,000
Astral Out-of-Home	Transit Shelter	3,577	986	20,300	14,300	17,300	12,200
Astral Out-of-Home	Column	6	6	37,000	11,200	31,500	9,500

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	1	20,300	20,200	17,300	17,200
CBS Outdoor	Murals	5	2	27,800	12,900	23,600	11,000
Astral Out-of-Home	Murals	5	1	26,000	28,100	22,100	23,900
Titan	Hand Paint	-	3	-	118,000	-	-

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 10	6		24,100		20,500	
Astral Out-of-Home	Digital Series 14	11		114,400		97,200	
Pattison	Digital Series 10	2		22,600		19,200	
Pattison	Digital Series 14	6		152,500		129,600	
Pattison	Outdoor Digital Video Display	1		28,100		23,900	
Titan	Videoscreen	1		118,000		-	

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	441		61,800		
Resto-bar						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	2,758	-	600	396
NewAd	Backlit	85	-	3,700	-	
Zoom Media	Classic	-	1,813	-	600	303
Zoom Media	Extra Lit	32	-	3,700	-	
Campus						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	1,046	-	2,325	38
NewAd	Big Backlit	68	-	41,400	-	
Zoom Media	Classic	-	1,374	-	1,125	63
Zoom Media	Mega Lit	58	-	30,000	-	
Fitness						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	705	-	4,300	62
NewAd	Backlit	22	-	7,000	-	
Zoom Media	Classic	-	643	-	4,000	99
Zoom Media	Extra Lit	28	-	6,600	-	
Indoor Digital						
		No. of Faces		Avg. Weekly Circulation		Network
Operator	Product					
NewAd	Digital	223		1,900		Resto-bar
Zoom Media	Classic Digital	88		15,600		Fitness
Zoom Media	Classic Digital	265		1,800		Resto-bar

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