

Vancouver 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	93	11	27,000	18,900	24,000	16,800
Pattison	Horizontal	968	56	26,800	14,300	23,900	12,700
CBS Outdoor	Horizontal	273	1	34,100	39,500	30,300	35,200
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 14	2	-	6,400	-	5,700	-
Pattison	Spectacular	2	-	28,000	-	24,900	-
Pattison	Series 10	41	5	16,500	15,600	14,700	13,900
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	1	-	26,400	-	23,500	-
CBS Outdoor	Horizontal	8	-	19,400	-	17,300	-
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	19	7	24,000	14,800	21,400	13,200
Pattison	Transit Shelter	1,618	100	15,600	9,900	13,900	8,800
CBS Outdoor	Autom. Public Toilets	11	3	19,400	15,000	17,300	13,400
CBS Outdoor	Map Stands	18	11	34,700	11,800	30,900	10,500
CBS Outdoor	Mediacolumn	-	2	-	18,700	-	16,600
CBS Outdoor	Transit Shelter	1,234	50	21,900	21,200	19,500	18,900

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)

Transit (Bus and LRT)

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Lamar	Bus King	-	1,381	-	5,714	-	-
Lamar	Bus Super King	-	1,381	-	5,714	-	-
Lamar	Bus Super Tail	-	1,381	-	4,571	-	-
Lamar	Bus Fullback	-	1,381	-	4,571	-	-
Lamar	Bus Full Wrap	-	1,381	-	16,143	-	-
Lamar	Sky Train Stip	-	500	-	-	-	-
Lamar	Sky Train Wrap	-	250	-	-	-	-
Lamar	Canada Line Strip	-	80	-	-	-	-
Lamar	Canada Line Wrap	-	40	-	-	-	-
Lamar	Bus Interior Card	-	22,096	-	434	-	-
Lamar	Sky Train Interior Card	-	3,000	-	1,085	-	-
Lamar	Sky Train Vertical Card	-	1,000	-	1,085	-	-
Lamar	Sky Train Station Poster	-	657	-	13,154	-	-
Lamar	Canada Line Interior Card	-	960	-	4,295	-	-
Lamar	Canada Line Vertical Card	-	80	-	4,295	-	-
Lamar	Canada Line Station Poster	-	709	-	13,200	-	-
Lamar	WCE Interior Card	-	222	-	259	-	-
Lamar	WCE Vertical Card	-	317	-	259	-	-
Lamar	WCE Station Poster	-	65	-	1,135	-	-
Lamar	Seabus Station Poster	-	24	-	15,000	-	-

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 14		7		46,200		41,100
Pattison	Digital Series 14		2		40,800		36,300
Lamar	LED Super Bus		10		16,143		-
Lamar	Commuter Digital Network		160		403,660		-

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	141		36,100		
Resto-bar						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	1,607	-	600	245
NewAd	Backlit	49	-	4,000	-	
Zoom Media	Classic	-	1,112	-	525	192
Zoom Media	Extra Lit	27	-	3,400	-	
Campus						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	536	-	1,875	18
NewAd	Big Backlit	20	-	8,200	-	
Zoom Media	Classic	-	531	-	1,900	30
Zoom Media	Mega Lit	25	-	10,600	-	
Fitness						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
NewAd	Classic	-	463	-	3,300	50
NewAd	Backlit	16	-	4,400	-	
Zoom Media	Classic	-	361	-	3,200	49
Zoom Media	Extra Lit	16	-	6,400	-	
Indoor Digital						
		No. of Faces		Avg. Weekly Circulation		Network
Operator	Product					
NewAd	Digital	92		1,700		Resto-bar
Zoom Media	Classic Digital	59		1,525		Resto-bar
Zoom Media	Classic Digital	48		11,100		Fitness

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