

LAMAR COMMUTER DIGITAL NETWORK - OUTDOOR

DETAILS:

- All Rates are net.
- Rates listed are per week period.
- Lamar can provide basic digital ad design services. Ask your Lamar representative for LCDN-Outdoor digital production specifications.
- Rates subject to change without notice.



★ (Faces Southeast Corner of Pender and Abbott)



3280 Production Way
Burnaby, BC
V5A 4R4
Ph: 604.444.4900
Fax: 604.528.6251

www.lamar.com

LAMAR COMMUTER DIGITAL NETWORK - OUTDOOR

Outdoor in Motion



LAMAR DIGITAL BILLBOARD – DOWNTOWN VANCOUVER

Location: 88 West Pender Street, Vancouver BC, International Village Mall northwest entrance.

Approximate Screen Size: 10' X20'

Average DEC: 36,830 (Urban core traffic including vehicles and pedestrians.)

Points of Interest:

- Facing northwest at the intersection of Pender St. and Abbott St. and positioned directly above the Cineplex Odeon International Village Cinemas entrance.
- Just steps from Rogers Arena and Stadium-Chinatown Sky Train Station, this highly visible screen location is directly on route to and one block from the entrance of Vancouver's Chinatown and surrounded by retail shops, restaurants and entertainment.
- This screen is in direct line-of-sight of 1000's of daily transit, pedestrian and vehicle commuters as they move through Vancouver's fastest growing entertainment and retail districts.
- *It is currently one of only three active digital billboard locations in downtown Vancouver.*

LCDN Outdoor Advertiser's Receive:

- Full **10 second** ad placement every **90 seconds**
- Up to **40** ad placements per hour
- Up to **800** ad placements every day
- Up to **5600** ad placement every week
- **20 Hours** per broadcast day
- Daily and weekly creative changes
- No production charges

Weekly Rate	\$750*
4 Week Rate	\$2500*

*Further discounts may apply when added to other Lamar Digital products. Ask your Lamar Account Manager for details.