

2012 RATES - LAMAR COMMUTER DIGITAL NETWORK

DETAILS:

All Rates are net.

Rates listed are per week period.

Digital production may include Flash Animation. Compatible full motion or repurposed video must be supplied by advertiser.

Rates subject to change without notice.

All ads are network wide. Specific screen placement is not available.



Waterfront Atrium



Seabus South East Terminal



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LAMAR COMMUTER DIGITAL NETWORK

Outdoor in Motion



Lamar's Commuter Digital Network is a "One of a Kind" in North America.

166 LCD screens in **47** different stations throughout SkyTrain's Expo and Millennium Lines, Downtown Seabus Terminal, and the Canada Line Rapid Transit Line.

These 166 screen locations will offer advertisers exposure to over **1.9 million** boarding passengers each and every week!

Offering a mixture of real time transit information including service and emergency messaging; the latest news, weather, traffic and sports from News1130; and your advertising placement, it is a compelling addition to the traditional advertising opportunities.

Benefits:

- Located in **Highest Traffic** Stations.
 - 1.9 Million Combined Weekly Boardings
 - Real time news, weather, traffic and sports headlines from **News1130**
 - Real time transit rider information
- Advertising section represents the largest portion of Screen Space

LCDN Advertiser's Receive:

- 3-10 Second ad placements
- Network wide every 6 minutes (one exposure every 2 minutes)
- Up to 22 hours a day, 7 days a week.
- Basic production on your digital messages

PLAN A:

52 Week Campaign.

\$2625
PER WEEK

PLAN B:

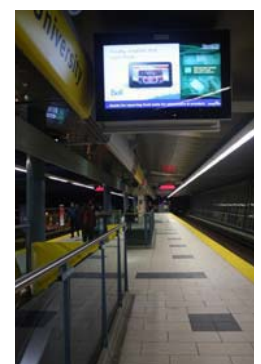
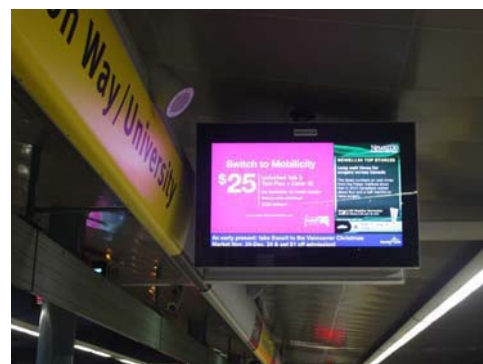
Minimum 26 Week Campaign.

\$3534
PER WEEK

PLAN C:

Minimum 4 Week Campaign.

\$4040
PER WEEK



Production Way Station