

VICTORIA, BC- RATES

SPACE ONLY

DETAILS

- All rates are net.
- Rates listed are per 4 week period and represent space only.
- FREE production for 52 week campaigns (initial production only).
- Lamar is required to do all signature product production. For campaigns under 52 weeks, contact your Lamar Account Manager for production costs and applicable installation fees.
- Foil, reflective, exotic vinyl, extensions and other embellishments are available at additional cost.
- Guaranteed rear placement of 70's displays (21" x 70") is subject to a 50% premium charge and space available.
- Please contact your Lamar account manager to verify display size, availability, art / production and media space requirements.
- Rates are subject to change without notice. Specific placement premiums may apply. Icons are for reference only.
- * Product requires a minimum 8 week campaign buy.


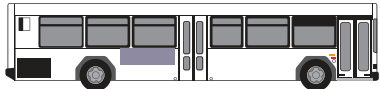
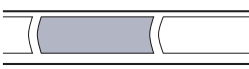


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TRADITIONAL

Product	# Units	Rate	
King 30" x 139"	1	\$524	
* King w/ Headliner	1	\$708	
70s 21" x 70"	1	\$340	
Interior Cards 11" x 35"	50 min.	\$26 ea.	

SIGNATURE

Product	# Units	Rate	
Super Tail	1	\$584	
* Double Decker Sky Tail	1	\$924	
* Full Back	1	\$924	
* Headliner	1	\$184	
Super King	1	\$800	
* Full Wrap (No window coverage)	1	\$4,434	
* Double Decker Full Back	1	\$1,354	

Headliners are not available as a "stand alone" option.

REV: 12.14.10