

BRITISH COLUMBIA- RATES

INTERIOR CARDS

DETAILS

- All rates are NET.
- Minimum quantities apply.
- Rates listed are per four week period and represent space only.
- Standard Size: 11" x 35"
Visual opening: 9.5" x 33.5"
- Double Size: 11" x 70"
Visual opening: 9.5" x 68.5"
- Design and production services are available through Lamar's Graphics and Production Facility.
- Displays must be delivered to the market in which it is to be posted at least 10 working days in advance of posting date.
- Lamar is permitted a leeway of 10 working days on each side of the posting date.
- Client is assured a full showing period provided that the material is delivered on time.
- Displays arriving later than 10 working days may result in a loss of the full showing period.
- Lamar is under no obligation to compensate for lost showing period.
- An additional posting charge may be applied if displays are not delivered as requested.
- Please contact your Lamar account manager to verify size, availability and art/production and media space requirements.



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www.lamar.com
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BACKLIT INTERIOR CARDS



Daily GRP Point Level	10		25		50		10		25	
	# Units	Rate	# Units	Rate	# Units	Rate	# Units	Rate	# Units	Rate
Vancouver Bus	267	\$6,675	667	\$16,675	1,334	\$33,350	267	\$13,350	667	\$33,350
Victoria Bus	71	\$1,775	178	\$4,450	-	-	71	\$3,550	178	\$8,900

BC Minor Markets Full Showings	# of Faces	11" x 35" Full Showing	11" x 70" Full Showing
Abbotsford/Mission	39	\$1,014	\$2,028
Campbell River	10	\$260	\$520
Chilliwack	10	\$260	\$520
Courtenay/Comox	11	\$286	\$572
Dawson Creek	4	\$104	\$208
Duncan/Cowichan Valley	11	\$286	\$572
Fort St. John	5	\$130	\$260
Kamloops	44	\$1,144	\$2,288
Kelowna	61	\$1,586	\$3,172
Kitimat	5	\$130	\$260
Nanaimo	42	\$1,092	\$2,184
Nelson	6	\$156	\$312
Penticton	8	\$208	\$416
Port Alberni	5	\$130	\$260
Powell River	5	\$130	\$260
Prince George	28	\$728	\$1,456
Prince Rupert	5	\$130	\$260
Sechelt	6	\$156	\$312
Squamish	5	\$130	\$260
Terrace	3	\$78	\$156
Trail/ Castlegar	14	\$364	\$728
Vernon	10	\$260	\$520

MICHELANGELO DISPLAY - 2' x 3'

# of Faces	Rate
1	\$116

