

2008 RATES - AIRCARE STATION SPONSORSHIP OPPORTUNITY

AirCare Locations:



North Surrey:

7910 130th Street



Coquitlam:

1316 United Boulevard



East Vancouver:

3608 Charles Street



3280 Production Way
Burnaby, BC
V5A 4R4

Ph: 604.444.4900
Fax: 604.528.6251

www.lamar.com

AirCare Station Sponsorship Opportunity



AirCare Station Sponsorship Opportunity Products:

King Posters (30"x 139")

Platform Scrollers (70.75"x 45")

Sampling- opportunity to have brochures handed to all 'passing' air care customers for 1 week

Annual Option:

Annual Air Care Station Sponsorship Advertiser will receive the following;

- * **6 Scroller Faces** (2 per location)
- * **3 King Faces** (1 per location)
- * *Production and Installation is included.*

\$2400

PER FOUR WEEKS

Cost per 4 weeks, based on a 52 week buy (13 billing periods) is \$2,400. Total Investment for 52 weeks is \$31,200

Short Term Option:

Short Term Air Care Station Sponsorship Advertiser will receive the following;

- * **6 Scroller Faces** (2 per location)
- * **3 King Faces** (1 per location)
- * *Production and Installation is included.*

\$2800

PER FOUR WEEKS

Cost per 4 weeks, based on a minimum 28 week buy (7 billing periods) is \$2,800. Total Investment for 28 weeks minimum is \$19,600

LAMAR'S Annual Option Advertisers (52 weeks) will receive 6 (six) Full Week 'Sampling Opportunities' (Monday to Saturday). An Air Care Technician will place your sample piece (i.e. promotional item, brochure, coupon, etc) directly into the hands of Air Care Customers who have passed for the entire week. Valued at \$3,000 per week (\$18,000 additional value)