

# 2010 RATES - DIGITAL SUPER BUS

## DETAILS

- **ALL RATES ARE NET.**
- Rates listed per 4 week period.
- Rates are for a **BUS DOMINATION** - all products inclusive: Full wrap, 16 Interior Cards, Michelangelo and production inclusive.
- Unlimited changes to the LED content.
- Day time programming capability.
- Rates subject to change without notice.

**PUT YOUR PROMOTION  
IN MOTION WITH  
LAMAR'S DIGITAL  
SUPER BUS!**



**COKE - Glaceau Vitamin Water DSB**



**COKE - Glaceau Vitamin Water  
DSB Full Wrap**



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## LAMAR DIGITAL SUPER BUS

*Promotion in Motion*



**Telus DSB**



**Koodo DSB**

**LAMAR's Digital Super Bus** is the first and only in Canada!

10 New Flyer Diesel buses are equipped with LED technology. Servicing downtown Vancouver and the metro area. The **SUPER BUS** is an opportunity for an advertiser to **DOMINATE** the entire bus. All products - Full Wrap, 16 Interior Cards, Michelangelo come with the exciting LED technology. Reach the metro Vancouver market in a new and innovative manner.

### Benefits:

- **DOMINATE THE BUS!** All pricing is inclusive of production.
- 21ST Century technology combined with bus wraps is the best OOH branding product in Vancouver!
- GPS Enabled! (Content can be tailored to target a specific location or audience.)
- Ability to change LED content unlimited!
- Fully illuminated during service hours!

**Be one of the first in Canada with this exciting promotional and branding opportunity!**

### PLAN A: (Minimum 8 Week)

**8-24 Week Campaign**  
**Includes:** Full wrap, 16 Interior Cards,  
Michelangelo and production.

**\$12500**  
PER 4 WEEK

### PLAN B: (Minimum 25 Week)

**25-51 Week Campaign**  
**Includes:** Full wrap, 16 Interior Cards,  
Michelangelo and production

**\$10500**  
PER 4 WEEK

### PLAN C: (Minimum 52 Week)

**52 Week Campaign**  
**Includes:** Full wrap, 16 Interior Cards,  
Michelangelo and production.

**\$8500**  
PER 4 WEEK