

2010 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 now completing Phase 2 of development which will see **154** LCD screens in **44** different stations throughout SkyTrain's Expo and Millennium Lines, Downtown Seabus Terminal, and the Canada Line Rapid Transit Line.

These 154 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, and sports from Global TV BC; and your advertising placement, it is a compelling addition to the traditional advertising opportunities.

Phase 2 began with the launch of the Waterfront Platform expansion in November 2008, rolling out to the remaining stations with a completion date of August 2009.

Benefits:

- Located in **Highest Traffic** Stations.
 - 1.9 Million Combined Weekly Boardings
 - Real time news, weather, and sports headlines from **Global TV BC**
 - 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 with Business category exclusivity.

\$2599
PER WEEK

PLAN B:

Minimum 26 Week Campaign with Business category exclusivity.

\$3499
PER WEEK

PLAN C:

Minimum 4 Week Campaign (No Business category exclusivity)

\$3999
PER WEEK



Waterfront Platform