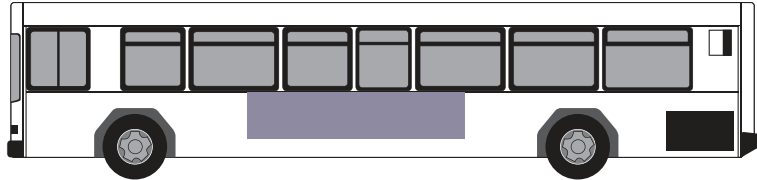


BRITISH COLUMBIA- RATES

KINGS

DETAILS

- All rates are NET. Rates listed are per 4 week period and represent space only.
- Installation, insurance, removal and repaint charges may apply per display.
- Sizes:
30" x 139" trim
26" x 135" live copy area
- Production:
Production is the responsibility of the client.
- A proof fee of \$110 may apply to units of 50 or more.
- Foil, reflective, exotic vinyl, extensions and other embellishments are available at additional cost.
- Design and production services are available through our Graphics & Production Facility.
- Displays must be delivered to the market in which it is to be posted at least 10 working days in advance of the posting date.
- Lamar is permitted a leeway of 10 working days in advance 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 display size, availability and art/production requirements.



Daily GRP Point Level	25		50		75		100		150	
	#	Units/ Rate	#	Units/ Rate	#	Units/ Rate	#	Units/ Rate	#	Units/ Rate
Vancouver	69	\$43,884	138	\$87,768	206	\$131,016	275	\$174,900	413	\$262,668
Victoria	15	\$7,335	29	\$14,181	44	\$21,516	58	\$28,362	87	\$42,543
Abbotsford	3	\$1,467	6	\$2,934	9	\$4,401	-	-	-	-
Kamloops	4	\$1,956	8	\$3,912	12	\$5,868	16	\$7,824	-	-
Kelowna	4	\$1,956	8	\$3,912	12	\$5,868	16	\$7,824	-	-
Nanaimo	3	\$1,467	6	\$2,934	9	\$4,401	12	\$5,868	-	-
Prince George	2	\$978	4	\$1,956	6	\$2,934	8	\$3,912	-	-

**For recommended King display allotments for other BC markets, contact your Lamar Account Manager.



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