

CLASSICS	
BOARDS	WEEKLY RATE PER BOARD
1	\$75
100	\$64
200	\$60
300	\$56
400	\$53
500+	\$50

BIG BACKLITS	
BOARDS	WEEKLY RATE PER BOARD
1	\$455
50	\$385
100	\$365
150	\$340
200+	\$320

BACKLITS	
BOARDS	WEEKLY RATE PER BOARD
1	\$225
50	\$190
100	\$180
150	\$170
200	\$155
250+	\$145

SPECIALITY BOARDS (AUDIOS, LUMINESCENTS, POST CARDS, ETC.)	
BOARDS	WEEKLY RATE PER BOARD
1	\$86
100	\$74
200	\$69
300	\$64
400+	\$61

DIGITALS (VIDEO)	
SPOT	WEEKLY RATE PER BOARD
15 seconds	\$105
30 seconds	\$150
45 seconds	\$225
60 seconds	\$300

STADIUMS (CLASSICS)	
LOCATIONS	WEEKLY RATE PER BOARD
Air Canada Centre (Toronto)	\$86
GM Place (Vancouver)	\$86
BC Place (Vancouver)	\$86
Rexall Place (Edmonton)	\$86

\* All rates are shown in  
\* gross dollars.

\* Minimum campaign length:  
\* 4 weeks

\* Continuity discount:  
\* 08 weeks - 5%  
\* 12 weeks - 7%  
\* 16 weeks - 10%

\* Other variables affecting pricing:  
Brand exclusivity  
Gender specific  
Timing of the year (black out periods)  
Location picking  
Location positioning  
Markets  
\* Rates subject to change  
without notice.