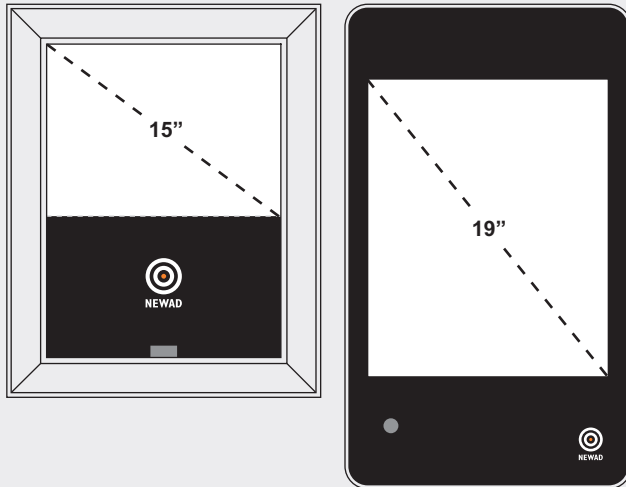


eBOARDS



WE DELIVER YOUNG PEOPLE

Reach the Young & Affluent™

A hard-to-reach segment of the population that has a profound influence on consumer trends. Composed mainly of adults aged between 18 and 34 years old who are single, don't have children, lead an active lifestyle and have higher than average discretionary income.

DESCRIPTION

Engage your target market with the combination of full motion content and sound with NEWAD's unique digital offer. NEWAD's eBoards give the advertiser the advantage of a one-on-one experience between the brand and the consumer. Your 15, 30, 45, or 60 second ad is interspersed with relevant NIGHTLIFE content clips throughout a loop.

BENEFITS

- 15" or 19" High Resolution LCD screens that combine both full motion content and sound bringing the message alive.
- Wide range of adaptable creative possibilities, including landscape format video or full-screen portrait format.
- eBoards catch the attention of Young & Affluent people in a format they are most attracted to.
- In a recent study conducted by Ad Hoc Research for NEWAD, the great majority of consumers said that electronic boards like eBoards:
 - are innovative (98%)
 - are likely to catch their attention (97%)
 - incite them to read or look at the ad (86%)
- Creative production available upon request

FEATURE SHEET

eBoards

For campaigns beginning March 2, 2009



NIGHTLIFE CONTENT

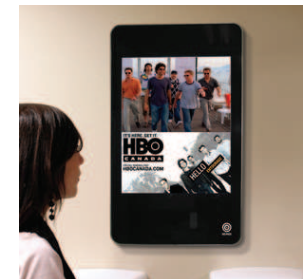
- Content provided by NIGHTLIFE Media played in between ads.
- Relevant, edgy and exclusive content.

NIGHTLIFE[.ca]
M A G A Z I N E



NATIONAL INVENTORY

- 520 eBoards available in the Restos & Bars network:
- Vancouver: 75 eBoards
- Calgary: 60 eBoards
- Edmonton: 65 eBoards
- Toronto: 150 eBoards
- Montreal: 150 eBoards
- Saskatoon: 4 eBoards
- Regina: 16 eBoards



IMPRESSIONS

1,128,000 impressions delivered nationally for a 4-week campaign.



INDOOR ADVERTISING - EVENT MARKETING - NIGHTLIFE MEDIA

Toronto 1 800 787.1776 - Montreal 1 866 899.6685 - Calgary 1 403 205.3108 -
Edmonton 1 888 700.4167 - Vancouver 1 604 646.1370 - Moncton 1 506 382.4774
www.newad.com

