



NEWAD RATE CARD 2007

MINIBOARDS	
BOARDS	WEEKLY RATE PER BOARD
1	\$60
100	\$58
200	\$56
300	\$53
400	\$50
500+	\$47

BIGBOARDS	
BOARDS	WEEKLY RATE PER BOARD
1	\$310
50	\$300
100	\$290
150	\$282
200+	\$275

BACKLITBOARDS	
BOARDS	WEEKLY RATE PER BOARD
1	\$150
50	\$145
100	\$140
150	\$135
200	\$130
250+	\$125

SOUNDBOARDS	
BOARDS	WEEKLY RATE PER BOARD
1	\$85
100	\$83
200	\$81
300	\$78
400	\$75
500+	\$72

EBOARDS (VIDEO)	
BOARDS	WEEKLY RATE PER BOARD
1	\$150

STADIUMS (MINIBOARDS)	
LOCATIONS	WEEKLY RATE PER BOARD
Air Canada Centre (Toronto)	\$75
GM Place (Vancouver)	\$75
Rexall Place (Edmonton)	\$75

* All rates are shown in gross dollars.

* Minimum campaign length:
4 weeks

* Continuity discount:
8 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

* Rates subject to change without notice.



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RESTO-BAR NETWORK

(PAGE 1)

MARKETS	# LOC.	MINIBOARDS				BACKLITBOARDS			
		# BOARDS	MINIMUM	IDEAL	DOMINANT	# BOARDS	MINIMUM	IDEAL	DOMINANT
BRITISH COLUMBIA									
Vancouver CMA	252	1,738	125	200	504	25	10	18	20
Victoria CMA	30	198	20	30	60				
Kamloops CA	14	91	12	30	30				
Kelowna CA	17	111	15	40	40				
Nanaimo CA	6	29	6	12	12	2	1	2	2
Penticton CA	8	46	8	16	16				
Prince George CA	12	69	10	30	30				
Vernon CA	5	27	5	18	18				
Whistler	13	71	10	15	26				
TOTALS	357	2,380	211	391	736	27	11	20	22
ALBERTA									
Calgary CMA	188	1,068	75	150	376	19	5	10	12
Edmonton CMA	182	1,208	75	150	364	15	4	8	10
Banff (T)	5	15	4	8	10				
Grande Prairie CA	8	44	8	16	16				
Lethbridge CA	7	30	7	14	14				
Medicine Hat CA	2	4	2	4	4				
Red Deer CA	7	38	7	14	14				
Fort McMurray CA	2	13	2	4	4				
TOTALS	401	2,420	180	360	802	34	9	18	22
PRAIRIES									
Regina CA	50	422	25	50	100	15	5	15	15
Saskatoon CA	54	396	25	50	108	11	5	11	11
Moose Jaw	7	58	7	14	14				
Prince Albert	6	50	6	12	12				
Winnipeg CMA	80	286	40	80	160	6	3	6	6
TOTALS	197	1,212	103	206	394	32	13	32	32
ONTARIO									
Toronto CMA	331	2,702	150	350	662	63	17	30	35
Ottawa	23	133	20	50	50	2	1	1	1
Hamilton CMA	25	140	20	50	50	7	2	4	5
London CMA	12	74	10	20	24				
Guelph CA	3	13	4	6	6				
Kingston CMA	6	21	5	8	12				
Kitchener CMA	7	33	8	12	14				
Oshawa CMA	5	48	8	14	14				
St-Catharines CMA									
Windsor CMA									
TOTALS	412	3,164	225	510	832	72	20	35	41



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MARKETS	# LOC.	MINIBOARDS				BACKLITBOARDS			
		# BOARDS	MINIMUM	IDEAL	DOMINANT	# BOARDS	MINIMUM	IDEAL	DOMINANT
QUEBEC									
Abitibi	39	183	25	40	80				
Charlevoix	5	29	8	15	15				
Montreal CMA	291	1,957	100	250	580	44	15	25	27
Mont-Tremblant (M)	12	63	12	20	25				
Outaouais	89	673	60	100	180				
Quebec CMA	77	550	60	100	155	16	5	10	11
Rivière-du-loup	6	35	5	15	15				
Saguenay/Lac St-Jean	16	108	20	35	35	1	1	1	1
Sherbrooke	11	53	10	20	22				
Laurentides	11	60	10	20	22	1	1	1	1
Trois-Rivières	7	56	5	15	15	5	1	2	3
TOTALS	564	3,767	315	630	1,144	67	23	39	43
ATLANTIC									
Charlottetown CA	8	25	8	12	15				
Fredericton CA	15	93	15	30	30	1	0	1	1
Halifax CMA	56	406	50	150	150	6	1	3	4
Moncton CA	22	177	25	50	50	5	1	3	3
Saint John CMA	14	64	10	20	30	3	1	2	2
Saint John's CA	9	45	10	15	20				
TOTALS	124	810	118	277	295	15	3	9	10

* Dominant buy in RB based on 1 board women, 1 board men in each establishment.



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HEALTH & FITNESS NETWORK

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MARKETS	# LOC.	MINIBOARDS			BACKLITBOARDS				
		# BOARDS	MINIMUM	IDEAL	DOMINANT	# BOARDS	MINIMUM	IDEAL	DOMINANT
BRITISH COLUMBIA									
Vancouver CMA	45	364	40	60	120	6	2	4	4
Victoria CMA	4	22	5	10	20				
Kamloops CA									
Kelowna CA									
Nanaimo CA									
Penticton CA									
Prince George CA									
Vernon CA									
Whistler	1	4	1	2	4				
TOTALS	50	390	46	72	144	6	2	4	4
ALBERTA									
Calgary CMA	33	257	33	66	130	7	3	6	6
Edmonton CMA	25	338	25	50	100	12	3	6	7
Banff (T)									
Grande Prairie CA									
Lethbridge CA									
Medicine Hat CA									
Red Deer CA									
Fort McMurray CA									
TOTALS	58	595	58	116	230	19	6	12	13
PRAIRIES									
Regina CA	15	135	15	30	60				
Saskatoon CA	11	87	10	25	50				
Moose Jaw									
Prince Albert									
Winnipeg CMA	9	61	10	20	40				
TOTALS	35	283	35	75	150	0	0	0	0
ONTARIO									
Toronto CMA	36	442	75	150	300	22	5	9	11
Ottawa	1	4	1	2	4				
Hamilton CMA	8	97	22	45	90	5	1	3	3
London CMA									
Guelph CA									
Kingston CMA									
Kitchener CMA									
Oshawa CMA	3	31	8	12	24				
St-Catharines CMA	3	18	4	6	12				
Windsor CMA									
TOTALS	51	592	110	215	430	27	6	12	14



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		# BOARDS	MINIMUM	IDEAL	DOMINANT	# BOARDS	MINIMUM	IDEAL	DOMINANT
QUEBEC									
Abitibi									
Charlevoix									
Montreal CMA	51	506	75	150	300	22	5	10	11
Mont-Tremblant (M)									
Outaouais	20	133	20	50	100				
Quebec CMA	29	172	20	50	100	9	2	4	5
Rivière-du-loup									
Saguenay/Lac St-Jean	2	8	2	4	8				
Sherbrooke									
Laurentides									
Trois-Rivières	1	5							
TOTALS	103	824	117	254	508	31	7	14	16
ATLANTIC									
Charlottetown CA									
Fredericton CA									
Halifax CMA	9	59	10	25	50				
Moncton CA	5	42	5	15	30				
Saint John CMA	2	10	2	4	8				
Saint John's CA	1	10	2	4	8				
TOTALS	17	121	19	48	96	0	0	0	0



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COLLEGE & UNIVERSITY NETWORK

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MARKETS	# LOC.	MINIBOARDS			BIGBOARDS				
		# BOARDS	MINIMUM	IDEAL	DOMINANT	# BOARDS	MINIMUM	IDEAL	DOMINANT
BRITISH COLUMBIA									
Vancouver CMA	19	431	50	100	200	15	4	8	9
Victoria CMA									
Kamloops CA	11	113	15	30	60	3	1	2	2
Kelowna CA									
Nanaimo CA									
Penticton CA									
Prince George CA									
Vernon CA									
Whistler									
TOTALS	30	544	65	130	260	18	5	10	11
ALBERTA									
Calgary CMA	3	438	40	60	120	18	3	6	9
Edmonton CMA	5	383	50	100	200	27	5	10	13
Banff (T)									
Grande Prairie CA									
Lethbridge CA									
Medicine Hat CA									
Red Deer CA	1	38	10	20	40				
Fort McMurray CA									
TOTALS	9	859	100	180	360	45	8	16	22
PRAIRIES									
Regina CA	2	220	40	75	150	5	2	3	3
Saskatoon CA	1	59	20	30	30	3	1	2	2
Moose Jaw									
Prince Albert									
Winnipeg CMA	4	113	40	75	75				
TOTALS	7	392	100	180	255	8	3	5	5
ONTARIO									
Toronto CMA	8	958	80	150	300	58	10	20	29
Ottawa	2	284	40	75	150	22	8	12	13
Hamilton CMA	2	198	25	60	120	9	2	4	5
London CMA	1	12	4	6	12	7	1	3	4
Guelph CA	1	120	20	35	70				
Kingston CMA	1	65	10	20	40	2	1	1	1
Kitchener CMA									
Oshawa CMA	1	30	8	12	24	2	1	1	1
St-Catharines CMA	2	68	10	20	40	2	1	1	1
Windsor CMA	2	71	10	20	40	7	1	3	4
TOTALS	20	1,806	207	398	796	109	25	45	58



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MARKETS	# LOC.	MINIBOARDS				BIGBOARDS			
		# BOARDS	MINIMUM	IDEAL	DOMINANT	# BOARDS	MINIMUM	IDEAL	DOMINANT
QUEBEC									
Abitibi									
Charlevoix									
Montreal CMA	8	600	75	175	350	26	5	15	17
Mont-Tremblant (M)									
Outaouais									
Quebec CMA									
Rivière-du-loup									
Saguenay/Lac St-Jean									
Sherbrooke									
Laurentides									
Trois-Rivières									
TOTALS	8	600	75	175	350	26	5	15	17
ATLANTIC									
Charlottetown CA	1	16	4	8	16	2	0	1	1
Fredericton CA						3	1	2	2
Halifax CMA	5	236	40	75	150	3	1	2	2
Moncton CA	1	11	4	6	6	1	0	1	1
Saint John CMA									
Saint John's CA						1	0	1	1
TOTALS	7	263	48	89	172	10	2	7	7