
RSM OUT OF HOME 2024



12/10/2024
RSM Video Ad Product Overview - Sales Materials

Your premier out of home partner

Rogers Sports & Media OOH offers a mix of large format, residential, campus, and retail out of home assets throughout Canada's largest cities.

Underpinned by R.E.D. first party data and flexible targeting solutions, RSM OOH provides marketers with a key tactic to drive cross-media campaign effectiveness across a wide range of consumer touchpoints.



RSM OOH highlights

25k

Screens + placements across Canada with a wide variety of flexible solutions for advertisers

25M

Monthly Canadian reach of RSM OOH network

07

Specialized networks to help reach your audience with the right message in the right place

Why OOH

Build reach, Boost search,
Drive impact

76%

of Shoppers engage
with OOH ads

88%

of Shoppers like ads
on OOH screens

70%

of consumer time is
spent out of the home

58%

are very likely to believe
messaging in OOH ads

80%

uplift to Brand Online Search

RSM OOH

Network Overview

Ensure your brand is noticed with a premium mix of OOH assets and unique touchpoints

No matter the audience or demographic, Rogers Sports & Media has the out-of-home solution that will meet your needs.

From reaching Canadians at work or home, at play or on the move, RSM has the right offering to meet your campaign goals.

Through large format, university campus, salon/spa, and restaurant OOH assets, RSM offers a mix of high impact, high dwell time OOH offerings to power your advertising message.



RSM OOH

Network Overview



Large Format
75 Locations
5M+ monthly unique reach



Campus Network
130+ Locations
5.8M monthly unique reach



Residential/Commercial
1500 Locations
13M monthly unique reach



Resto-Bar
550 Locations
2.6M monthly unique reach



**Interactive Table-Top
by Oongalee**
500+ Locations
2M monthly unique reach



Women's Network
434 Locations
1.2M monthly unique reach



Men's Network
75 Locations
200K monthly unique reach

Large Format

Highway and Dundas Square

Network Description

The Rogers Sports & Media large format DOOH network is made up of a series of premium, large format DOOH displays in Dundas Square and along major highways and airports in Toronto, Montreal, and Vancouver.

Why RSM Large Format Placements?

- Vibrant, crystal-clear high-resolution screens for unparalleled impact along some of Canada's busiest roads and gathering spots
- Reach millions of Canadians travelling in the Greater Toronto Area, Montreal CMA, and Vancouver CMA
- Beautiful board design offers eye-catching and elevated offering that stands out from the competition

Best practice

- Align creative messaging to contextually relevant opportunities
- Target by location and time of day to drive contextually relevant messaging
- Use a clear call-to-action and impactful imagery to ensure your campaign cannot be missed

Targeting

- Target by location and daypart to ensure that your message is reaching commuters with the right content at the right time
- Event based triggering, multi-scheduling, and mobile retargeting available on certain assets

Large Format

Introducing Allvision

The exclusive partnership with Allvision puts RSM at the forefront of the Canadian OOH industry

65 large format digital faces between Toronto, Montreal, and Vancouver with opportunities for continued growth and 48% market share of large format digital

Holds a dominant position in the Greater Toronto Area with large format digital assets on 400-series highways including the 401, 407, 403 and 427

Mississauga underpass bridge network offering brands an almost exclusive opportunity for digital out-of-home with 22 faces across 11 locations

Premium large format assets in Montreal, including the Champlain Bridge and across high traffic corridors in Vancouver





Allvision Large Format Overview

Allvision provides must-have digital out-of-home locations, flexible buying options and innovative solutions with a focus on exceptional customer experience.

With an exclusive and dominant collection of premium digital billboards along Canada's busiest roadways and highways, including the 400 series, Allvision's boards provide unparalleled reach and coverage in the Greater Toronto Area, and premier placements in Montreal and Vancouver.

Allvision Capabilities

Dynamic Creative

Elevate your creative with custom dynamic creative and content, including conditional triggers, dayparting, and multischeduling

Geofencing

Communicate specific messages in a specific area, such as sales or deals, or to capture a particular audience. Audience Segment

Mobile Retargeting

Build an audience of exposed consumers using anonymized mobile data

Custom Audiences

Harness the power of our audience data and geotargeting capabilities to capture the perfect audience for your campaign

Measurement

Proven campaign measurement, including: Footfall attribution, brand lift studies and outcome focused measurement

Flexibility

Book with our sales team, or programmatically through Hivestack, Vistar or PlaceExchange

Expanding Market

Starting January 2024, Allvision is excited to enhance its digital inventory by introducing four new faces.

4 New Premium Faces!

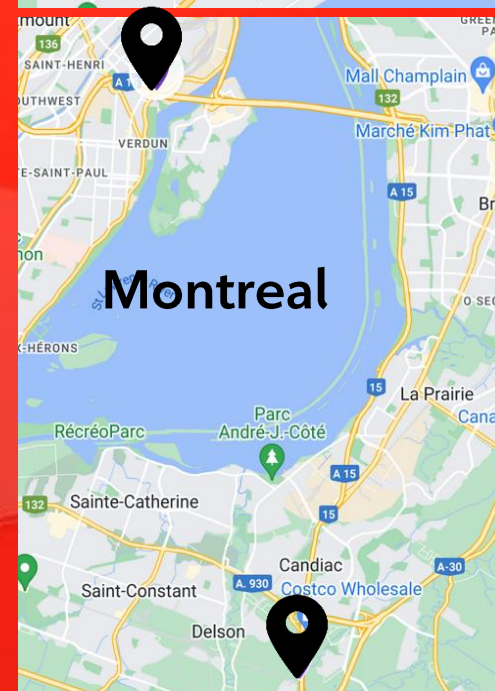
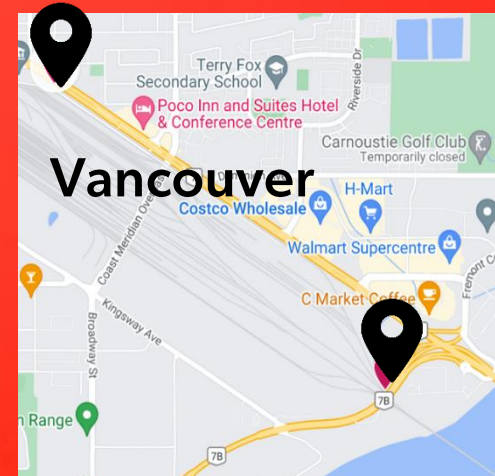
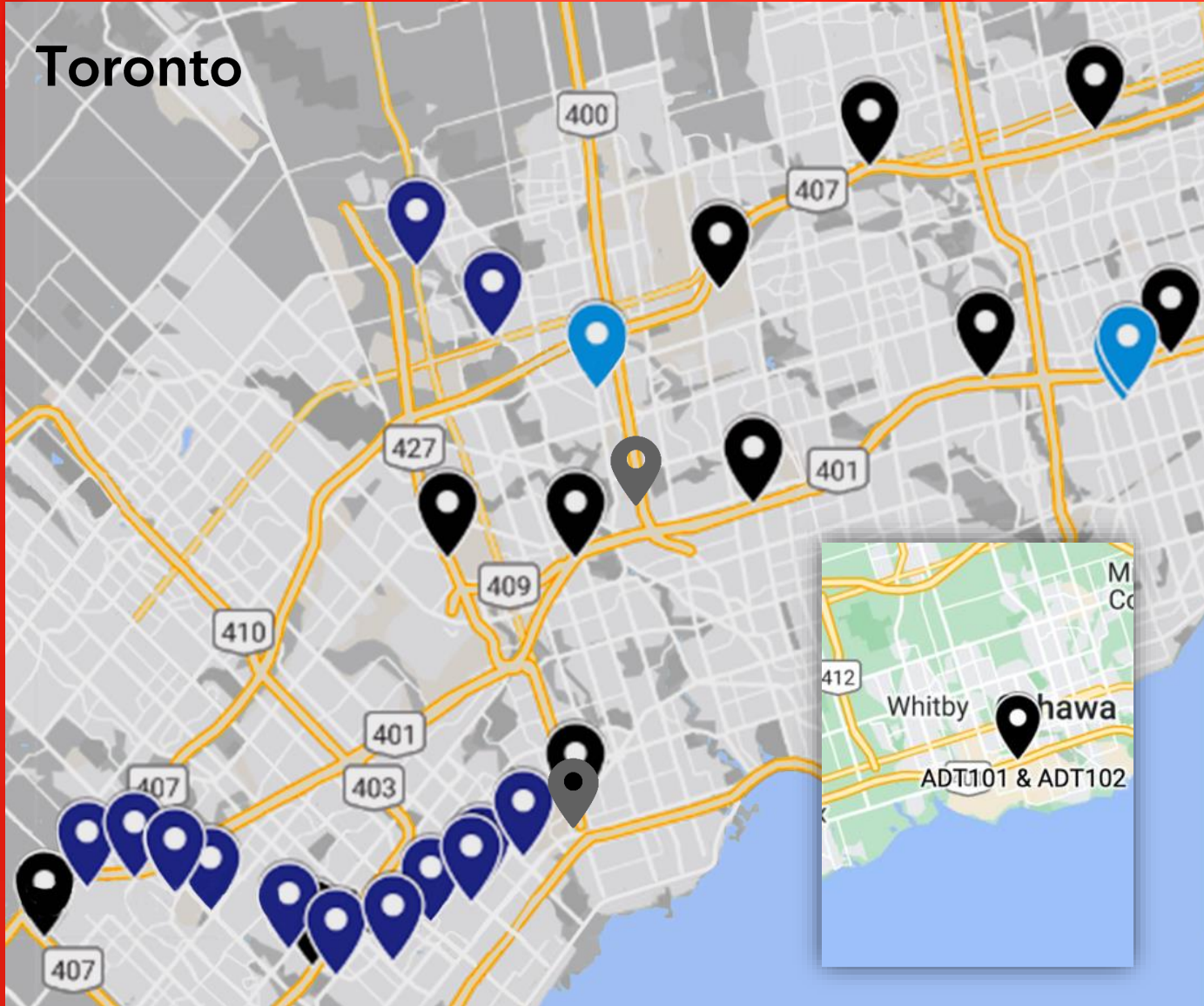
- 401 W/O Leslie (IKEA AREA)
- 427 N'O Gardiner Expressway (Sherway Area)

These two billboards present a prime opportunity for advertisers to connect with an exclusive audience.

Situated in close proximity to affluent consumers en route to Sherway Gardens, Pearson Airport, and Bayview Village, both locations offer a distinctive positioning for impactful brand exposure!



Allvision Asset Locations



Toronto CMA

26 SCREENS 400 Highway Series
26 SCREENS Bridge Series
4 SCREENS Digital Posters

Vancouver CMA

4 SCREENS Highway Series

Montreal CMA

3 SCREENS Champlain Bridge
& Highway



Estimated Completion: Dec 2023

Large Format Network Highlights

Locations

65

More than 60 premium, large format placements across the most travelled **highway corridors in Canada+ DSQ assets**

Reach

5.8M+

Reach over 5M Canadian commuters (and pedestrians in DSQ) as they travel to and from work, home and everywhere in between

Flexibility

100%

All large format signs are digital, can be executed through managed service and programmatically can be triggered on different parameters including Weather, Social Media, Sports, Traffic and Lottery



Large Format Examples

- Highway
- Bridge
- Dundas Square



Large Format Board Creative Specifications

DOOH Best Practices

Want to make your digital billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

- Do use large, bold, high contrast, & sans-serif fonts
- Do use large photos and imagery
- Do use less than 7 words
- Do stay consistent with your brand across multiple platforms
- Do convey a single concept

Don't

- Don't use subtle or small text, layer transparencies or textures
- Don't use too much whitespace. White on digital billboards is very bright and can flood the design
- Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

AV digital out-of-home inventory can be displayed as any of 3 simplified creative spec sizes:

1056 x 288 (Hwy Signs)
644 x 196 (Bridge Signs)
432 x 216 (Poster Boards)

Size:

1056px x 288px (W x H) - (Highway)
644px x 196px (W x H) - (Bridge)
432 x 216 (W x H) - (Poster Boards)

Colour:

RGB

Format:

JPG / PNG

File Name:

CampaignName_Advertiser_VariantLetter(A)

Please submit all creative in each size to:
oohtproduction@rci.rogers.com

*For campaigns running in QC, we must receive a French language version.

Working creative must be received two business days prior to launch.

Though these 2 simplified sizes will fit all screens across our network, if desired you may find individual board specifications on Product Sheets available through our website.

Large Format Board Creative Specifications

DOOH Best Practices

Want to make your digital billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

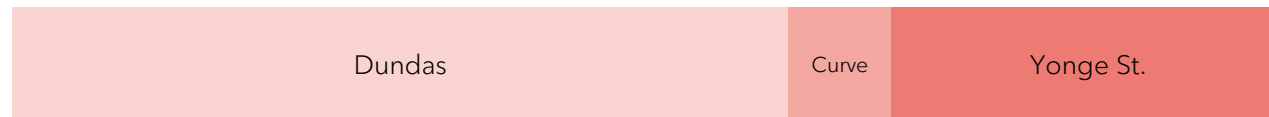
High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!



Overall LED screen - 6400px W x 576px H
South straightaway (Dundas) - 3904 x 576px
Curve at corner - 512 x 576px
East straightaway (Yonge) - 1984 x 576px



Rogers 302 Dundas Square Jumbotron Creative Specs

Screen resolution: 6400 x 576px

File formats: MP4, JPG, PNG

Audio: Export without audio

Video encoding: H.264, 30fps

Maximum Bitrate: 15,000 kbps

Accepted file size: 15MB-100MB

Spot length: 10s



Campus Network

Network Description

The Rogers Sports & Media OOH campus network reaches students and young adults across university and college campuses and includes 100% addressable screens and high impact murals in student service buildings, cafes, athletic centres, transit hubs and student housing.

Why the RSM Campus Network?

- Reach students across a Canada-wide network in post-secondary educational settings
- 100% addressable units with high impact and high dwell time
- 2M+ young Canadians reached monthly

Best practice

- Use high impact creative and tailor message to predominantly male audience
- Consider the use of QR codes to measure conversion and set benchmarks for future success

Targeting

- Target by location to ensure you are reaching the right audience or leverage the entire channel to target an exclusively student audience

Campus Network Highlights

Demographic

A18-24

Reach a student population as they are making their initial brand decisions and living independently for the first time

Monthly Reach

2M

Reach over 2M young Canadians per month - more than 90% of the entire post-secondary student population in Canada

Campuses

130+

The opportunity to reach the vast majority of public and private post-secondary institutions across Canada with one turnkey media partner

Notice

92%

With high impact creatives in premium locations, Canadian students will notice your brand



Campus Format Example

- Mural
- 70" digital display



Campus Network Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Digital Screens - Campus

CONTACT: Email: OOHproduction@rci.rogers.com

MATERIAL DELIVERY: Send Creative via WeTransfer to ooHproduction@rci.rogers.com

REQUIRED MATERIAL

Resolution: 1080 x 1920 pixels English Vertical

Resolution: 1920 x 1080 pixels English

Horizontal

- French version is required for Québec market

Specifications:

Video:

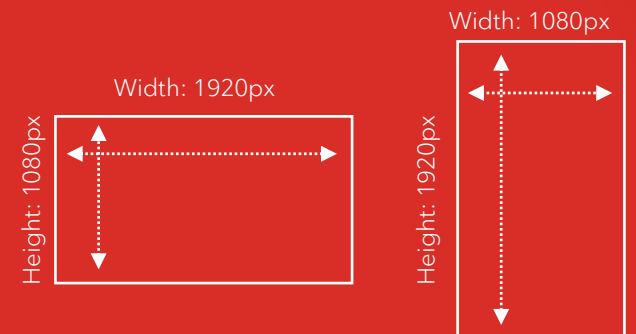
- .AVI, .MP4 or .WMV
- 15 or 30 seconds (Custom available upon request)
- Recommended file size: 1MB per second

Images (Without audio):

- .JPEG

Deadline

- Final artwork is due to production 48 hours before campaign launch.



Campus Network Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

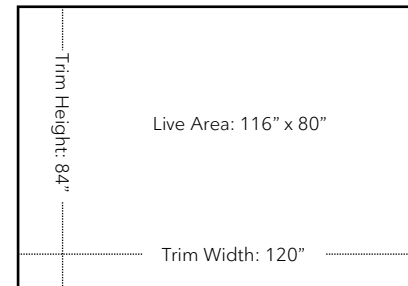
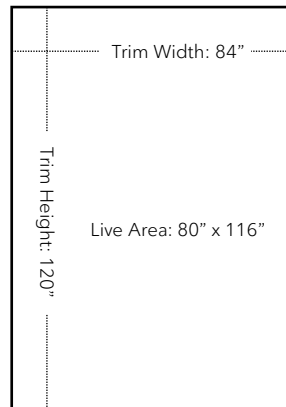
Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate



Indoor Murals - Campus

CONTACT

E-mail: ooohproduction@rci.rogers.com

MATERIAL DELIVERY

Please send a Wettransfer to ooohproduction@rci.rogers.com

REQUIRED MATERIAL

1 Horizontal English + 1 Vertical English

1 Horizontal French + 1 Vertical French

ACCEPTED FORMAT

Acrobat .PDF High Res 300 DPI at 100%

RESOLUTION: 300 DPI

COLOUR: CMYK

- Provide a low-resolution PDF for reference

DEADLINE:

- Final artwork is due to production 10-15
- business days before the campaign launch

Horizontal Mural	At 100%	At 25%
Trim Size	120" x 84"	30" x 21"
Bleed	120.5" x 84.5"	30.125" x 21.125"
Live Area	116" x 80"	29" x 20"

Vertical Mural	At 100%	At 25%
Trim Size	84" x 120"	21" x 30"
Bleed	84.5" x 120.5"	21.125" x 30.125"
Live Area	80" x 116"	20" x 29"

* Safety zone of 1" all around
PI/PPI will be laminated and affixed to the mural

Residential & Commercial

Network Description

The Rogers Sports & Media residential & commercial out-of-home network is made up of high impact elevator screens in residential and office buildings across Canada. Advertisers can reach customers across key daily touchpoints, at work, home, or play with key messaging that reaches audiences with the right message at the right time.

Why RSM Residential placements?

- Enclosed space of the elevator and premium content helps draw the eye of commuters directly to our screen and your ad
- The largest advertising space of any digital elevator screen
- 100% viewable and addressable placements in top residential buildings across Canada
- Target messaging and offers to local or national audiences
- Unparalleled reporting and privacy compliant audience tracking help to inform your entire OOH campaigns

Best practice

- Align creative messaging to contextually relevant opportunities
- Target by location and time of day
- Utilize A/B testing to determine ad creative effectiveness
- Consider the use of QR codes to measure conversion and set benchmarks for future success

Residential & Commercial Network Highlights

Reach

13M

Reach over 13M Canadians monthly across residential and commercial assets

Screens

2,100

With more than 2,000 screens across the country, we are Canada's largest national elevator network spanning both residential and commercial buildings

Ad Size

83%

Your ad is front and centre taking over 83% of the elevator screen

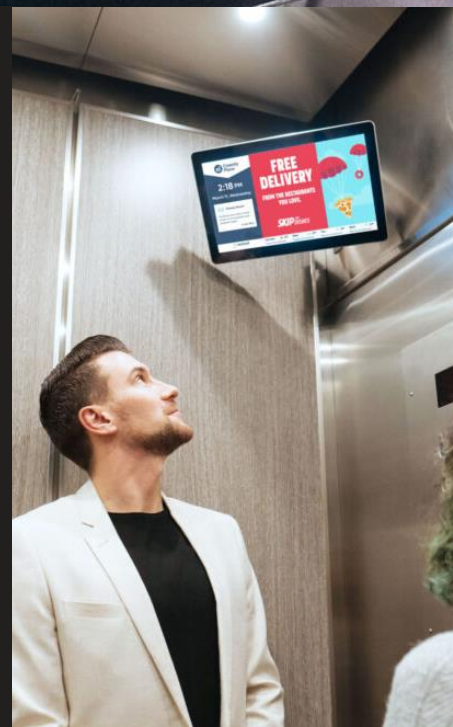
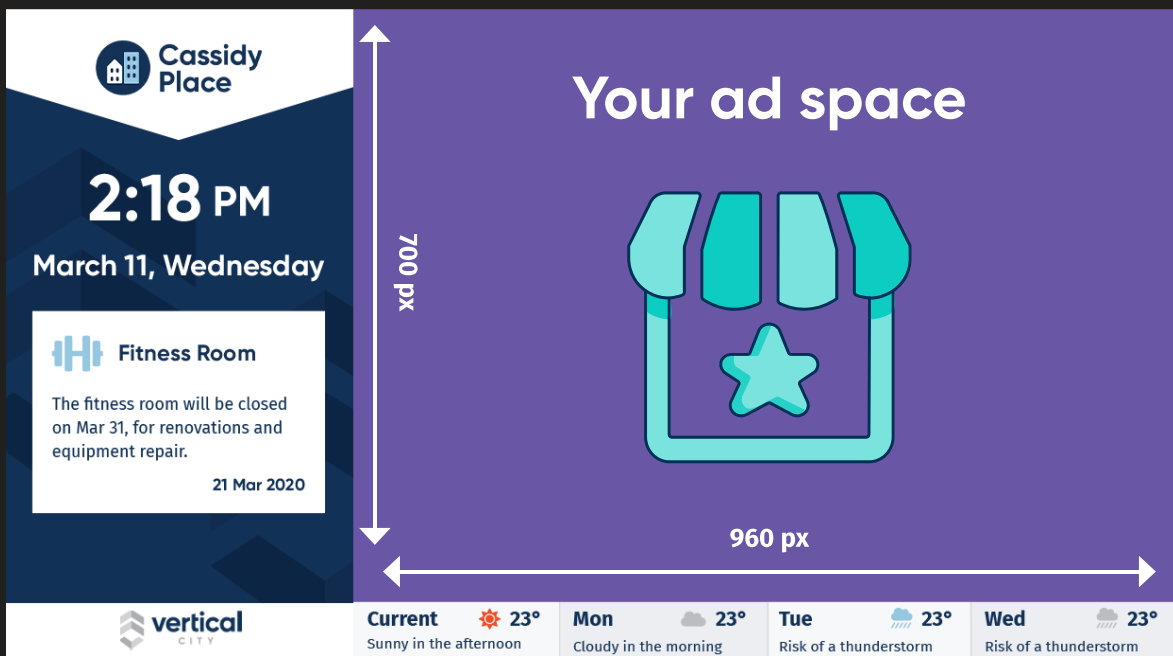
Ad Plays

2.6K

Your ad will play more than 2.6K times weekly ensuring that your ad is seen frequently to drive action



Residential/ Commercial Format Example



Residential & Commercial Creative Specifications

Network Ad Best Practices

Want to make your digital billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't use too much whitespace. White on digital billboards is very bright and can flood the design

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

TWO SIMPLE SIZES

Regular Ad Specifications

Size: 700 x 960 pixels

Full Screen Ad Specifications

Size: 768 x 1368 pixels

TWO AD TYPES

Static Specifications

Available in both full screen and regular size specifications

File Type: jpg or png

Resolution: 150 PPI or highest possible

Recommended file size: 1-10 MB*

Video Specifications

Available in both full screen and regular size specifications

File Type: Mp4

Duration: 5-15 seconds

Recommended file size: 5-30MB*

*100MB Maximum File Size

Resto-Bar

Network Description

The Rogers Sports & Media bar and club OOH network consists of digital OOH assets in clubs, bars, and resto-bars that exclusively reach an audience that is legal drinking age (LDA) according to provincial rules.

Why RSM Bar & Club Placements

- Message Canadians while they are socializing, dating, or dining with friends and family
- More than 2,000 locations
- Reach a 100% legal age audience
- Dynamic content capabilities allow for differentiated messaging across daypart

Best practice

- Align creative messaging to contextually relevant opportunities
- Target by location and time of day to drive contextually relevant messaging
- Consider the use of QR codes to measure conversion and set benchmarks for future success

Targeting

- Target by location, time of day
- Opportunities available for advertising regulated products (alcohol, cannabis etc.)

Resto-Bar Network Highlights

Locations

550+

Resto-bar locations across Canada allow marketers to reach Canadian LDA audiences at scale

Monthly Reach

2.6M

Reach over 2M Restaurant and Bar customers per month in a premium, high impact, uncluttered environment

Compliance

100%

Market regulated activities with certainty using our in-house regulatory expertise

Attention

92%

With high impact creatives in premium locations



Resto-Bar Format Example

- Mural
- Digital display



Resto-Bar Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

REQUIRED MATERIAL

1 x Horizontal English + 1 Vertical English
1 x Horizontal French + 1 Vertical French (x2 if Québec)

Accepted format: Acrobat .PDF
High Res 300 DPI at 100%

Resolution: 300 DPI at 100%

Colour: CMYK
* Provide a low resolution PDF for reference.

Deadline: Final artwork is due to production 10-15 business days before the campaign launch

Horizontal Mural	At 100%	At 25%
Trim Size	66" x 48"	16.5" x 12"
Bleed	66.5" x 48.5"	16.625" x 12.125"
Live Area	62" x 44"	15.5" x 11"

Vertical Mural	At 100%	At 25%
Trim Size	48" x 66"	12" x 16.5"
Bleed	48.5" x 66.5"	12.125" x 16.625"
Live Area	44" x 62"	11" x 15.5"

Horizontal Mural	At 100%	At 25%
Trim Size	84" x 60"	21" x 15"
Bleed	84.5" x 60.5"	21.125" x 15.125"
Live Area	80" x 56"	20" x 14"

Vertical Mural	At 100%	At 25%
Trim Size	60" x 84"	15" x 21"
Bleed	60.5" x 84.5"	15.125" x 21.125"
Live Area	56" x 80"	14" x 20"

Horizontal Mural	At 100%	At 25%
Trim Size	36" x 48"	9" x 12"
Bleed	36.5" x 48.5"	9.125" x 12.125"
Live Area	32" x 44"	8" x 11"

Resto-Bar Network Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Digital Screens - Resto-Bar Network

CONTACT: email: OOHproduction@rci.rogers.com

MATERIAL DELIVERY: Send Creative via WeTransfer to ooHproduction@rci.rogers.com

REQUIRED MATERIAL

Resolution: 1080 x 1920 pixels English Vertical

Resolution: 1920 x 1080 pixels English

Horizontal

- French version is required for Québec market

Specifications:

Video:

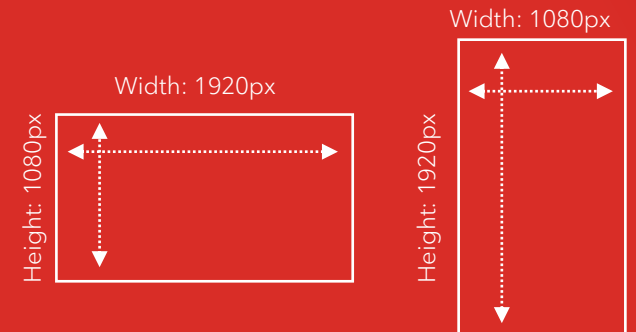
- .AVI, .MP4 or .WMV
- 15 or 30 seconds (Custom available upon request)
- Recommended file size: 1MB per second

Images (Without audio):

- JPEG

Deadline

- Final artwork is due to production 48 hours before campaign launch.



Interactive Tabletop Restaurant Assistant

By Oongalee

Network Description

The Rogers Sports & Media tabletop out-of-home product is a specialized intimate screen that enhances the dining experience, increases order size, and allows advertisers to target users at a very specific time and place.

Our innovative tabletop device provides additional utility to customers including charging, wireless access, menu, and payment services.

Why RSM Tabletop Placement?

- 100% addressable placements in top restaurant chains throughout Canada
- Unique tabletop placements allow for an intimate experience for diners with highly targeted ad placement and point of sale offers
- High quality device provides premium ad experience in innovative new format

Best practice

- Align creative messaging to contextually relevant opportunities
- Target by location and time of day
- Consider the use of QR codes to measure conversion and set benchmarks for future success

Targeting

- Target by location and time of day

Tabletop Network Highlights - Oongalee!

20,000+

Screens

More than 7,000 screens have been deployed across the RSM tabletop network including across major chains such as Boston Pizza, Denny's and the Century Hospitality Group

60Min

Dwell Time

With an incredible dwell time of nearly 1 hour, RSM tabletop solutions provide an uninterrupted opportunity to grow your brand and drive customer action

300+

Locations

...and growing. With more than 117 locations established and many more on the way, the RSM tabletop network provides the reach and scale you need to reach your marketing goals

1.2M

Customers

Reach a large and growing audience of casual and family diners while they enjoy leisure time with family and friends



Tabletop
Assistant
by Oongalee

Example

Tabletop Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience has limited time so don't complicate things. Make those moments count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Tabletop Ad Specs

CONTACT

E-mail: ooohproduction@rci.rogers.com

MATERIAL DELIVERY

Please send a Wettransfer to ooohproduction@rci.rogers.com

ACCEPTED FORMAT

Video: mp4

Display/Image: .png, .jpg

Full Screen Ad Size (both sizes required)

- 800 px x 1280 px
- 1080 px x 1280 px

Widget Ad Size

- 800 px x 1200 px (full size ad)
- 800 px x 1110 px (visible ad)
- 800 px x 170 px widget size, covers ad)

Men's Network

Network Description

The Rogers Sports & Media men's out-of-home network includes digital and static assets across hundreds of premium Canadian barbershops.

Offering both large format murals and digital screens in men's barbershops, you can target audiences with high impact, 100% SOV creative

Onsite sampling opportunities are also available

Why the RSM Men's Network

- Reach M18+ across a Canada-wide network
- Contextually target male audiences actively pursuing grooming and self-care
- Premium large format murals and digital screens
- 100% addressable units with high impact and high dwell time
- 80%+ of men notice screens & high impact murals in venue
- Over 80% purchase intent post-exposure

Best practice

- Use high impact creative and tailor message to predominantly male audience
- Consider the use of QR codes to measure conversion and set benchmarks for future success

Targeting

- Target by location, FSA, and neighbourhood to ensure you are reaching the right audience or leverage the entire channel to target an exclusively male audience

Men's Barber Shop Network Highlights

M18+

Exclusive Reach

Reach a predominantly male audience with high impact ad units and high dwell time

3.8

Weeks

On average, men get haircuts every 4 weeks. An effective OOH campaign will extend beyond this time to ensure maximum impact

85%

Purchase Intent

After exposure to high impact ad units in retail settings.

\$4.5B

Spent on Grooming

Men are increasingly spending on grooming and health products and spending is projected to hit \$5B by 2025 - make sure your brand is part of this growing trend



Men's Network Example

- Mural
- Digital display



Men's Network Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Indoor Murals - Men's Network

Material Delivery

- Send materials via Wettransfer to oohproduction@rci.rogers.com

Required Material

- 1 Vertical English + 1 Vertical French

Accepted format: Acrobat .PDF High Res 300 DPI at 100%

Resolution: 300 DPI at 100%

Colour: CMYK

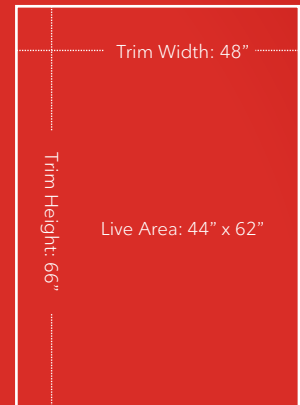
* Provide a low-resolution PDF for reference.

Specifications

Vertical Mural	At 100%	At 25%
Trim Size	48" x 66"	12" x 16.5"
Bleed	48.5" x 66.5"	12.125" x 16.625"
Live Area	44" x 62"	11" x 15.5"

Deadline

Final artwork is due to production 10-15 business days before the campaign launch.



Men's Network Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Digital Screens - Men's Network

CONTACT: email: OOHproduction@rci.rogers.com

MATERIAL DELIVERY: Send Creative via WeTransfer to oohproduction@rci.rogers.com

REQUIRED MATERIAL

Resolution: 1080 x 1920 pixels English Vertical

Resolution: 1920 x 1080 pixels English

Horizontal

- French version is required for Québec market

Specifications:

Video:

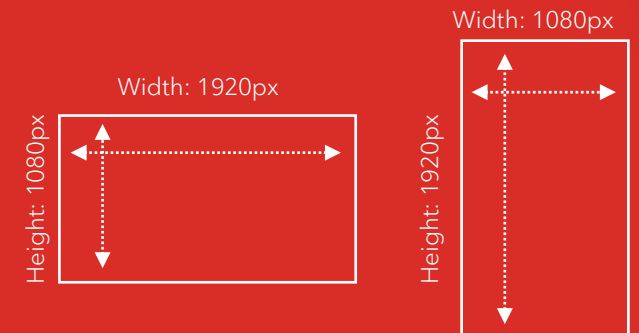
- .AVI, .MP4 or .WMV
- 15 or 30 seconds (Custom available upon request)
- Recommended file size: 1MB per second

Images (Without audio):

- .JPEG

Deadline

- Final artwork is due to production 48 hours before campaign launch.



Women's Network

Network Description

The Rogers Sports & Media retail out-of-home network includes digital and static assets across salons and spas targeting a predominantly female audience across Canada.

Why the RSM Women's Network

- Reach W18+ across a Canada-wide network
- Contextual target female audiences actively pursuing beauty and self-care
- Premium large format murals and digital screens
- 100% addressable units with high impact and high dwell time
- 80%+ of customers notice screens high impact murals in venue
- Over 80% purchase intent post-exposure

Best practice

- Use high impact creative and tailor message to predominantly male audience
- Consider the use of QR codes to measure conversion and set benchmarks for future success

Targeting

- Target by location, FSA, and neighbourhood to ensure you are reaching the right audience or leverage the entire channel to target an exclusively female audience

Women's Salon Network Highlights

W18+

Exclusive Reach

Reach a predominantly female audience with high impact ad units and high dwell time in a calming and relaxing environment

500+

Salons and Spas

Reach women in more than 500 premium spa and salon locations across Canada

1.2M

Monthly Reach

Massive reach opportunities across a female skewed audience with high household income

85%

Purchase Intent

After exposure to high impact ad units in retail settings.



Women's Network Example

- Mural
- Digital display

Women's Network Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Indoor Murals - Women's Network

Material Delivery

- Send materials via Wettransfer to oohproduction@rci.rogers.com

Required Material

- 1 Vertical English + 1 Vertical French

Accepted format: Acrobat .PDF High Res 300 DPI at 100%

Resolution: 300 DPI at 100%

Colour: CMYK

- * Provide a low-resolution PDF for reference.

Specifications

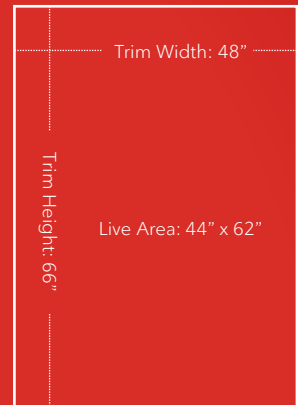
Vertical Mural	At 100%	At 25%
Trim Size	48" x 66"	12" x 16.5"
Bleed	48.5" x 66.5"	12.125" x 16.625"
Live Area	44" x 62"	11" x 15.5"

Deadline

Final artwork is due to production 10-15 business days before the campaign launch (with no client approval)

For Digital Proofs: Timeline starts from the date the digital proof is approved.

Digital & Hard Copy Proofs: Timeline starts when both the digital and hard copy proof are approved.



Women's Network Creative Specifications

Network Ad Best Practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

Do use large, bold, high contrast, & sans-serif fonts

Ensure your "draw" or main message is clear and impactful

Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

Don't

Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Digital Screens - Women's Network

CONTACT: email: OOHproduction@rci.rogers.com

MATERIAL DELIVERY: Send Creative via WeTransfer to ooHproduction@rci.rogers.com

REQUIRED MATERIAL

Resolution: 1080 x 1920 pixels English Vertical

Resolution: 1920 x 1080 pixels English

Horizontal

- French version is required for Québec market

Specifications:

Video:

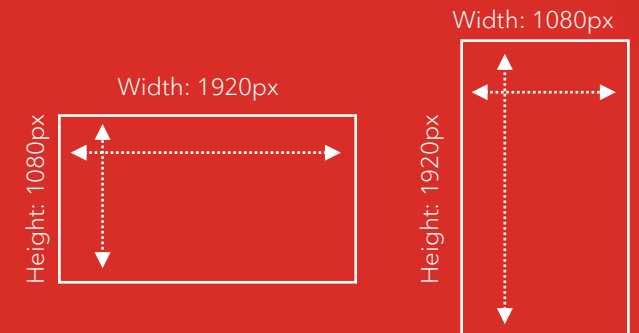
- .AVI, .MP4 or .WMV
- 15 or 30 seconds (Custom available upon request)
- Recommended file size: 1MB per second

Images (Without audio):

- .JPEG

Deadline

- Final artwork is due to production 48 hours before campaign launch.



ALLVISION

BY SITE



OSHAWA

Hwy 401 E/O Thickson Road

Highway 401 reaches millions of motorists travelling across the province.

Reach an exclusive audience on the 401 travelling through Oshawa

2.1KM to Oshawa Centre



ADT102

102,494

Daily Impressions

14'H x 48'W • Facing WEST
288 x 1056 (pixels)

Latitude: 43.872485
Longitude: -78.888273

\$86K

Median HHI
(Oshawa)

174,349

Population

40

Avg Age



TORONTO

Hwy 401 W/O Islington Avenue

Engage a large audience on the busiest highway in Canada as they travel across Toronto for **live, work and play.**

The only digital superboard travelling east and west that connect the 409



ADT105

306,841

Daily Impressions

14'H x 48'W • Facing EAST
288 x 1056 (pixels)

Latitude: 43.706299
Longitude: -79.555299

500K

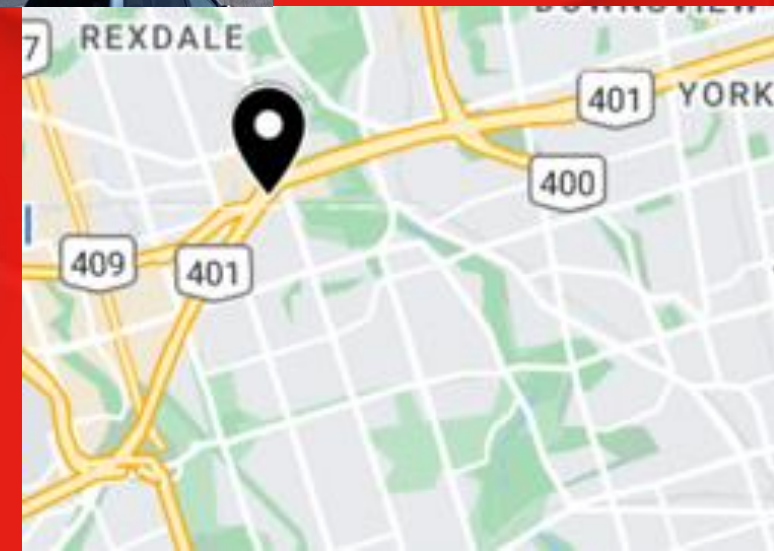
Avg vehicle/day

16K

Avg Annual KM
driven

\$109K

Avg HHI
(Toronto)



TORONTO

Hwy 401 W/O Islington Avenue

Engage a large audience on the busiest highway in Canada as they travel across Toronto for **live, work** and **play**.

The only digital superboard travelling east and west that connect the 409



ADT106

281,285

Daily Impressions

14'H x 48'W • Facing WEST

288 x 1056 (pixels)
Latitude: 43.706299

Longitude: -79.555299

500K

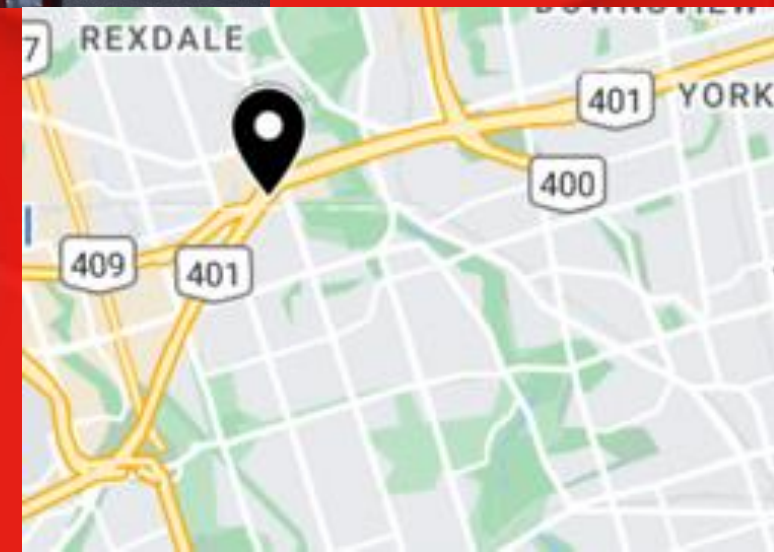
Avg vehicle/day

16K

Avg Annual KM
driven

\$109K

Avg HHI
(Toronto)



TORONTO

Hwy 401 at Yorkdale Mall

Canada's first indoor mall and a premier shopping destination for the affluent of the Greater Toronto Area.

Engage with this audience to drive awareness of your brand at Yorkdale Mall.

1.6 KM to Yorkdale Mall.



ADT107

281,083

Daily Impressions

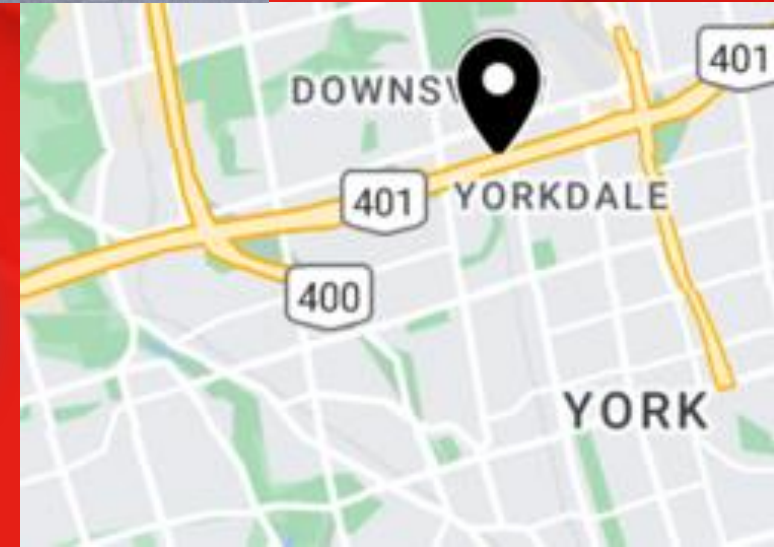
14'H x 48'W • Facing EAST
288 x 1056 (pixels)

Latitude: 43.724347
Longitude: -79.472403

\$2B
Annual Sales

53+
Retailers

18M
Annual visitors



TORONTO

Hwy 401 at Yorkdale Mall

Canada's first indoor mall and a premier shopping destination for the affluent of the Greater Toronto Area.

Engage with this audience to drive awareness of your brand at Yorkdale Mall.

1.6 KM to Yorkdale Mall



ADT108

281,083

Daily Impressions

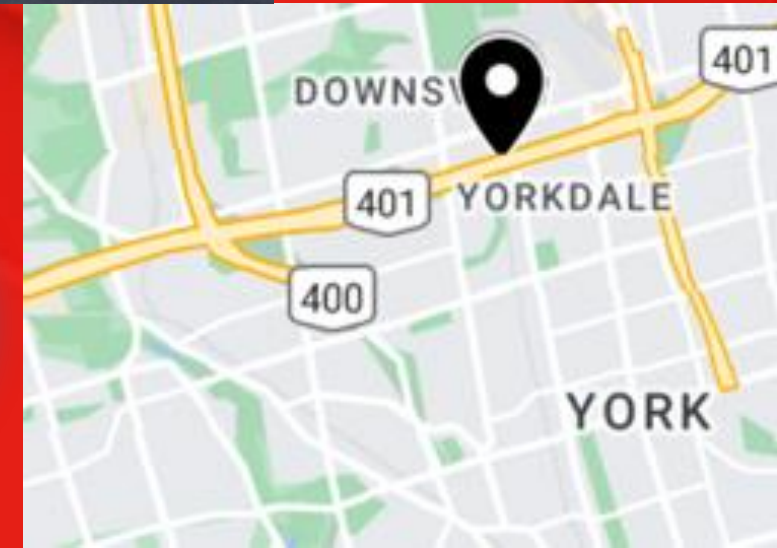
14'H x 48'W • Facing WEST
288 x 1056 (pixels)

Latitude: 43.724347
Longitude: -79.472403

\$2B
Annual Sales

53+
Retailers

18M
Annual visitors



TORONTO

Hwy 427 & Hwy 409 N/O Pearson Airport

Situated by the largest and busiest airport in Canada, engage a large audience on one of the highest traffic highways in Ontario as they travel across Toronto for **live, work** and **play**.



ADT109

105,053

Daily Impressions

14'H x 48'W • Facing NORTH
288 x 1056 (pixels)

Latitude: 43.706304
Longitude: -79.613915

1M

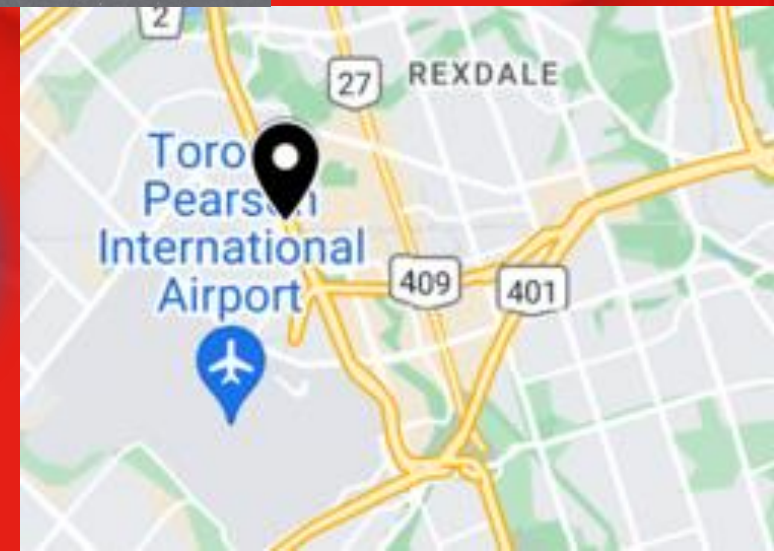
vehicles pass
Pearson daily

35.6M

Passenger Activity
(2022)

68%

Ontarians plan to
travel



TORONTO

Hwy 427 & Hwy 409 N/O Pearson Airport

Situated by the largest and busiest airport in Canada, engage a large audience on one of the highest traffic highways in Ontario as they travel across Toronto for **live, work** and **play**.



ADT110

105,053

Daily Impressions

14'H x 48'W • Facing SOUTH
288 x 1056 (pixels)

Latitude: 43.706304
Longitude: -79.613915

1M

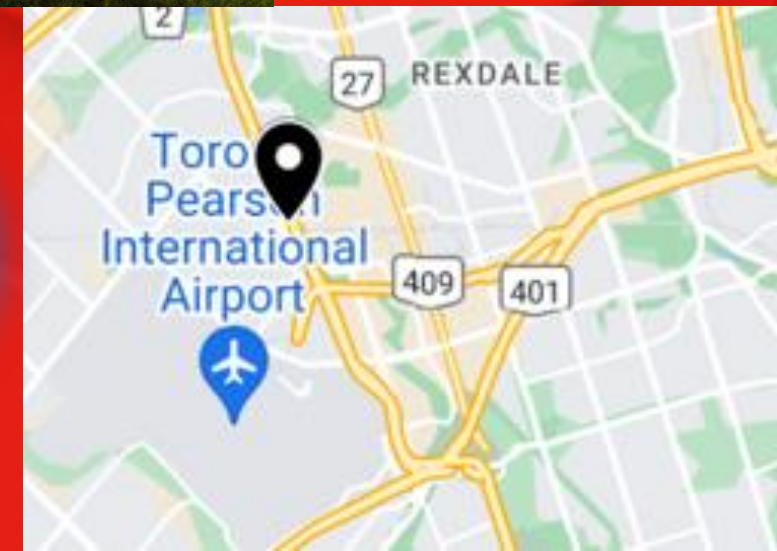
vehicles pass
Pearson daily

35.6M

Passenger Activity
(2022)

68%

Ontarians plan to
travel



TORONTO

Hwy 407 S/O Hwy 401

Reach an affluent audience who value spending their time on things that matter most

Closest 407 exit to Toronto Premium Outlet Mall and southbound to 403/07 junction



ADT111

36,031

Daily Impressions

14'H x 48'W • Facing NORTH
288 x 1056 (pixels)

Latitude: 43.579576
Longitude: -79.800704

65%

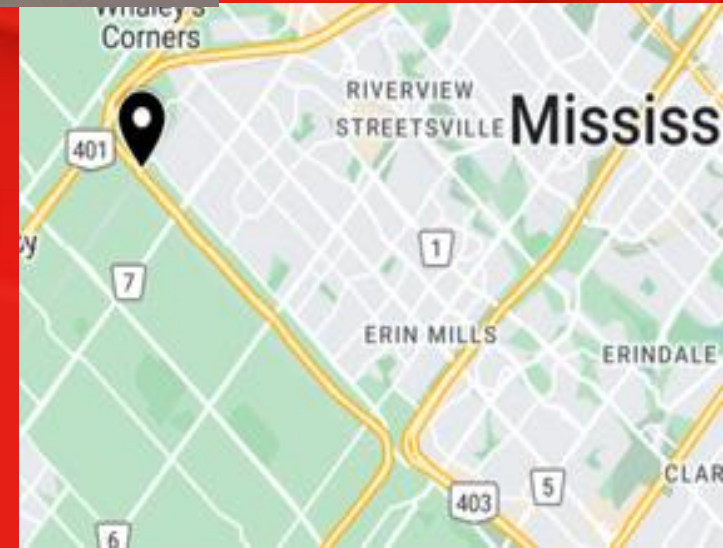
Influenced by ads seen

2.2B

Total Drivers(2022)

268K

Avg daily trips



TORONTO

Hwy 407 S/O Hwy 401

Reach an affluent audience who value spending their time on things that matter most

Closest 407 exit to Toronto Premium Outlet Mall and northbound to 401/07 junction



ADT112

36,786

Daily Impressions

14'H x 48'W • Facing SOUTH
288 x 1056 (pixels)

Latitude: 43.579576
Longitude: -79.800704

65%

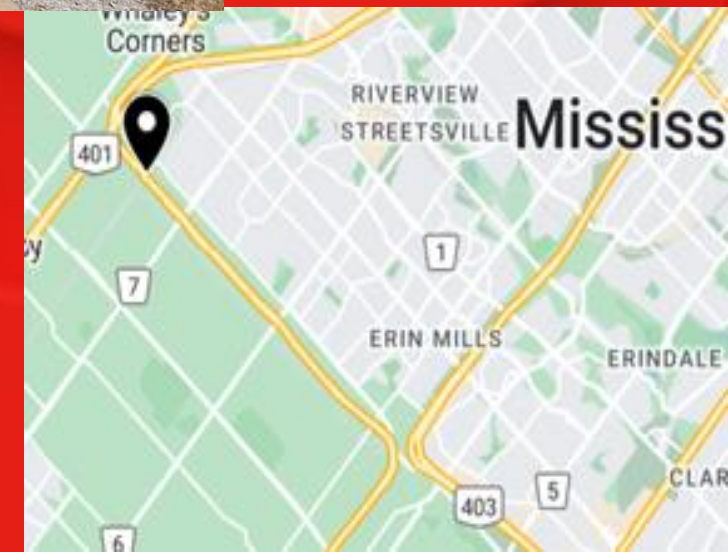
Influenced by ads seen

2.2B

Total Drivers(2022)

268K

Avg daily trips



MISSISSAUGA

Hwy 403 W/O Creditview Rd

Situated close to the largest shopping centers in Ontario, Square One attracts over 24 million visitors yearly.

Also engage with affluent commuters travelling to and from Oakville and Burlington.



ADT133

154,391

Daily Impressions

14'H x 48'W • Facing EAST
288 x 1056 (pixels)

Latitude: 43.569329
Longitude: -79.676945

111K

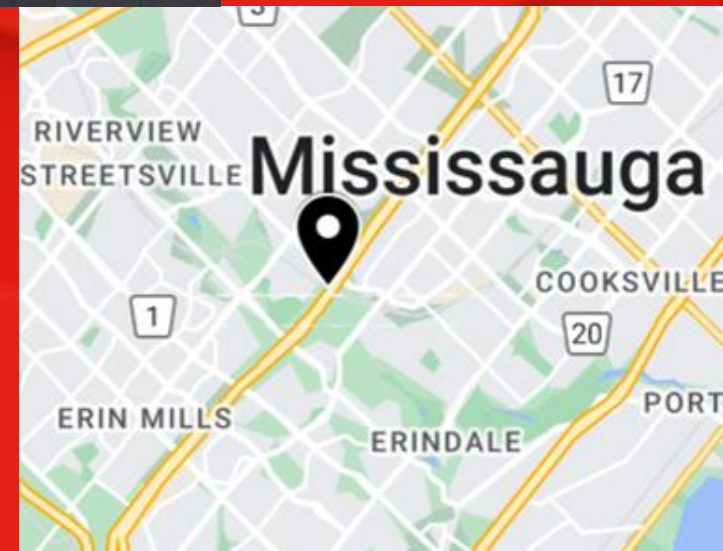
Avg Daily Vehicles

721K

Total Population

102K

Median HHI



MISSISSAUGA

Hwy 403 W/O Creditview Rd

Situated close to the largest shopping centers in Ontario, Square One attracts over 24 million visitors yearly.

Also engage with affluent commuters travelling to and from Oakville and Burlington.



ADT134

129,736

Daily Impressions

14'H x 48'W • Facing WEST
288 x 1056 (pixels)

Latitude: 43.569329
Longitude: -79.676945

111K

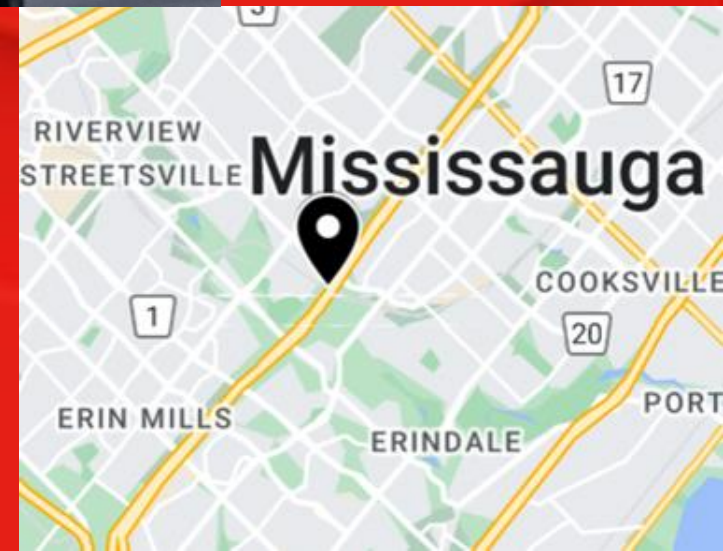
Avg Daily Vehicles

721K

Total Population

102K

Median HHI



TORONTO

Hwy 401 E/O Kennedy Rd

Engage a large audience on the busiest highway in Canada as they travel across Toronto for **work**, **live** and **play**.

Westbound to 404/DVP Junction



ADT135

239,250

Daily Impressions

14'H x 48'W • Facing EAST
288 x 1056 (pixels)

Latitude: 43.775555
Longitude: -79.279343

500K

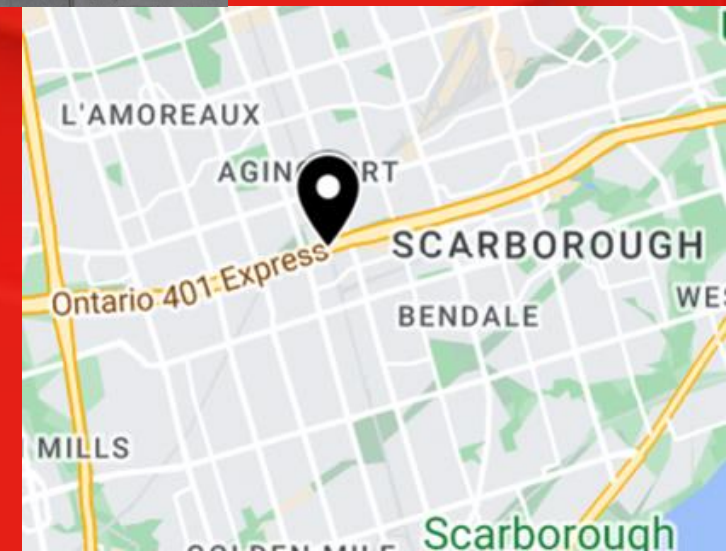
Avg vehicle/day

16K

Avg Annual KM
driven

\$109K

Avg HHI
(Toronto)



TORONTO

Hwy 401 E/O Kennedy Rd

Engage a large audience on the busiest highway in Canada as they travel across Toronto for work, live and play.

First digital superboard that's visible coming from DVP/404 onto Eastbound 401



ADT136

239,250

Daily Impressions

14'H x 48'W • Facing WEST
288 x 1056 (pixels)

Latitude: 43.775555
Longitude: -79.279343

500K

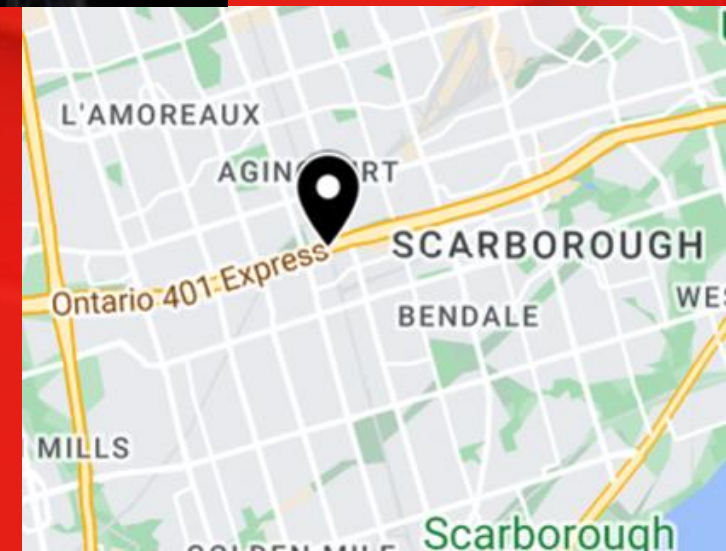
Avg vehicle/day

16K

Avg Annual KM
driven

\$109K

Avg HHI
(Toronto)



VAUGHAN

Hwy 407 E/O Keele St.

Vaughan is the fast growing city in York Region , the fourth richest city in Canada and home to an affluent and diverse population

Westbound towards Hwy 400 junction



ADT139

79,124

Daily Impressions

14'H x 48'W • Facing EAST
288 x 1056 (pixels)

Latitude: 43.7962979
Longitude: -79.4870150

\$1.6M
Avg HH Networth

323K
Population

86%
Own their homes



VAUGHAN

Hwy 407 E/O Keele St.

Vaughan is the fast growing city in York Region , the fourth richest city in Canada and home to an affluent and diverse population

Capture eastbound traffic coming from Hwy 400 on the 407



ADT140

71,082

Daily Impressions

14'H x 48'W • Facing WEST
288 x 1056 (pixels)

Latitude: 43.7962979
Longitude: -79.4870150

\$1.6M
Avg HH Networth

323K
Population

86%
Own their
homes



MARKHAM

Hwy 407 W/O Kennedy Rd

Reach an affluent audience who value spending their time on things that matter most.

Markham is also known as the high-tech capital of Canada anchored by over 1500 technology companies.

Capture westbound traffic going towards Hwy 404



ADT143

64,752

Daily Impressions

14'H x 48'W • Facing EAST
288 x 1056 (pixels)

Latitude: 43.849398
Longitude: -79.314677

400+

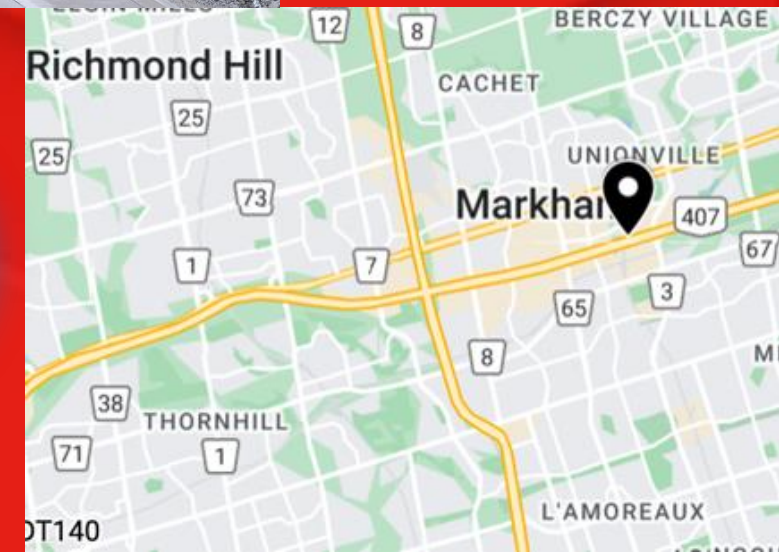
Canadian Head
Offices

353K

Population

52%

\$100K+ Avg
HHI



MARKHAM

Hwy 407 W/O Kennedy Rd

Reach an affluent audience who value spending their time on things that matter most.

Markham is also known as the high-tech capital of Canada anchored by over 1500 technology companies.

Capture eastbound traffic coming off Hwy 404



ADT144

65,758

Daily Impressions

14'H x 48'W • Facing WEST
288 x 1056 (pixels)

Latitude: 43.849398
Longitude: -79.314677

400+

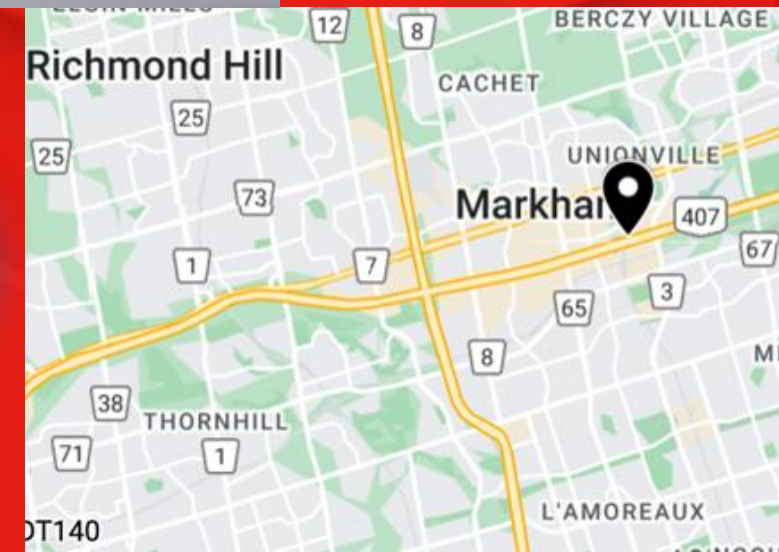
Canadian Head
Offices

353K

Population

52%

\$100K+ Avg
HHI



TORONTO

Hwy 401 & Leslie

An exclusive location right at Oriole GO Station and next to Ikea.

Located just over 2 km from Fairview Mall and affluent Bayview Village.

This is the only DOOH location that will capture your audience travelling west on Hwy 401 towards Hwy 404/DVP.



ADT151

253,170

Daily Impressions

14'H x 48'W • Facing E
288 x 1056 (pixels)

Latitude: 43.622475
Longitude: -79.554983

500K

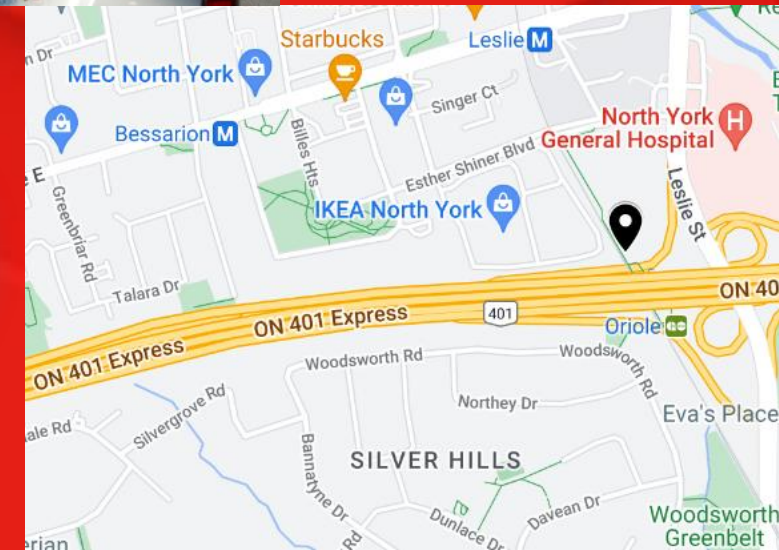
Avg vehicle/day

16K

Avg Annual KM
driven

\$109K

Avg HHI
(Toronto)



TORONTO

Hwy 401 & Leslie

An exclusive location right at Oriole GO Station and next to Ikea.

Located just over 2 km from Fairview Mall and affluent Bayview Village.

This is the only DOOH location that will capture your audience travelling west on Hwy 401 towards Hwy 404/DVP.



ADT152

253,170

Daily Impressions

14'H x 48'W • Facing W
288 x 1056 (pixels)

Latitude: 43.622475
Longitude: -79.554983

500K

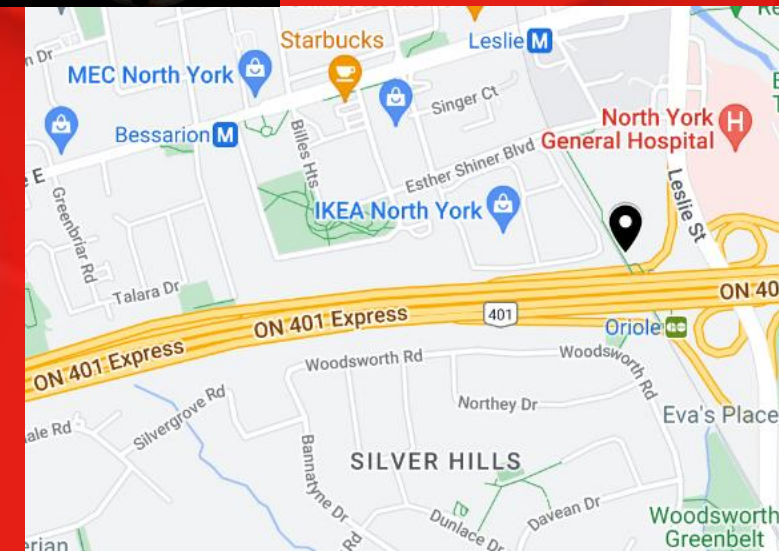
Avg vehicle/day

16K

Avg Annual KM
driven

\$109K

Avg HHI
(Toronto)



TORONTO

Hwy 427 N/O Gardiner Expressway

Reach an exclusive audience travelling on the 427 with the only DOOH available on Hwy 427 south of Hwy 401.

Located 400 metres north of the Gardiner Expressway/QEW and at Sherway Garden exit.

A must have for reaching commuters travelling to and from Pearson Airport and downtown Toronto.



Gateway to
Sherway
ADT 153

295,655

Daily Impressions

14'H x 48'W • Facing N
288 x 1056 (pixels)

Latitude: 43.622475
Longitude: -79.554983

8.7M

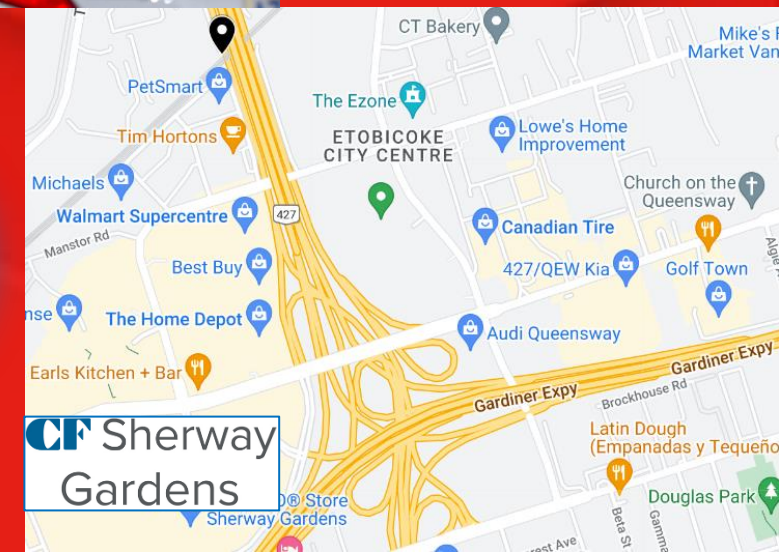
Annual visitors to
Sherway Gardens

353K

Population

52%

\$100K+ Avg
HHI



TORONTO

Hwy 427 N/O Gardiner Expressway

Reach an exclusive audience travelling on the 427 with the only DOOH available on Hwy 427 south of Hwy 401.

Located 1.6km north of the Gardiner Expressway/QEW and at Sherway Garden exit.

A must have for reaching commuters travelling to and from Pearson Airport and downtown Toronto.



Gateway to
Sherway
ADT 154

295,655

Daily Impressions

14'H x 48'W • Facing S
288 x 1056 (pixels)

Latitude: 43.622475
Longitude: -79.554983

8.7M

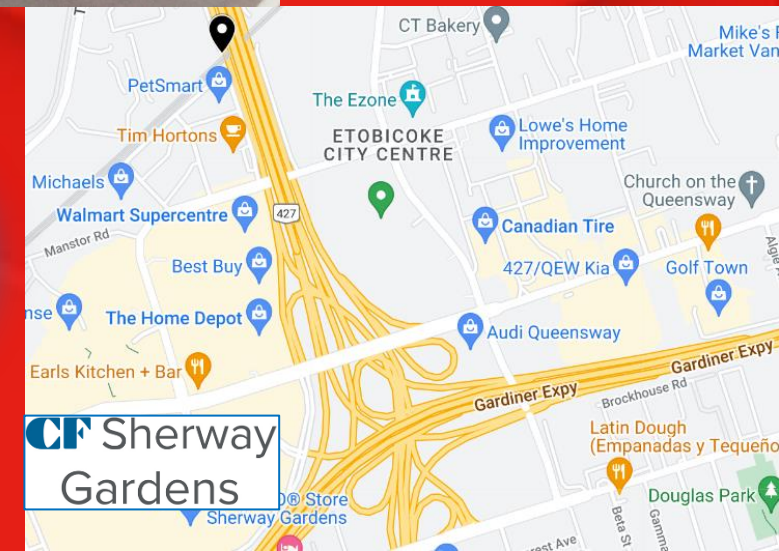
Annual visitors to
Sherway Gardens

353K

Population

52%

\$100K+ Avg
HHI



MISSISSAUGA

Eglinton Ave W S/O Creditview Rd

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Streetsville, known for its vibrant art and historic village.



ADT115

34,619

Daily Impressions

8'H x 29'W • Facing EAST
196 x 644 (pixels)

Latitude: 43.575202
Longitude: -79.688038

70+

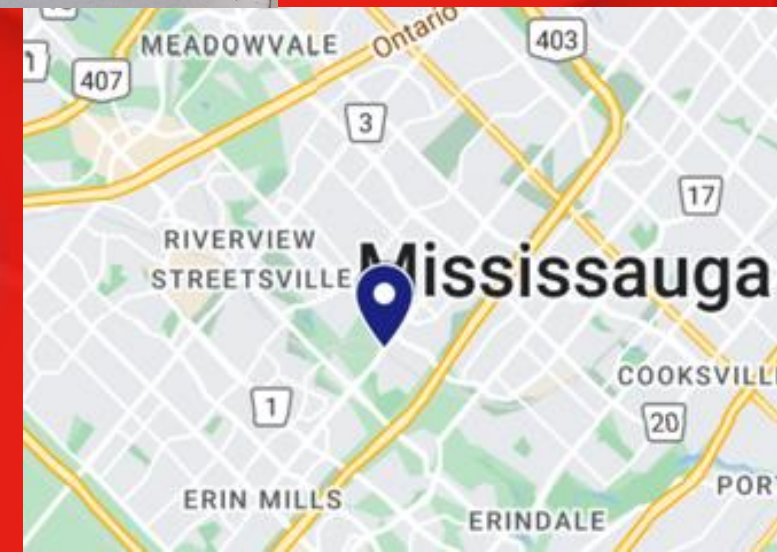
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Eglinton Ave W S/O Creditview Rd

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Streetsville, known for its vibrant art and historic village.



ADT116

14,790

Daily Impressions

8'H x 29'W • Facing
196 x 644 (pixels)

Latitude: 43.575202
Longitude: -79.688038

70+

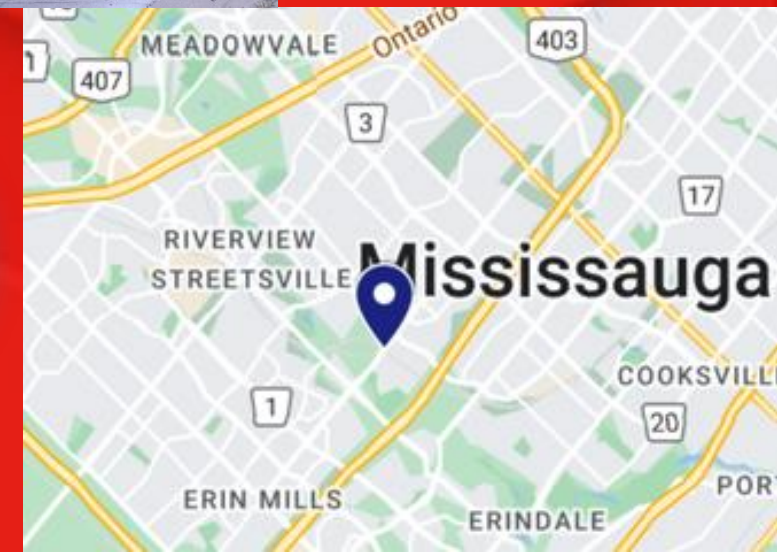
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Winston Churchill S/O Hwy 401

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Streetsville, known for its vibrant art and historic village.



ADT117

27,590

Daily Impressions

8'H x 29'W • Facing NORTH
196 x 644 (pixels)

Latitude: 43.596055
Longitude: -79.782087

70+

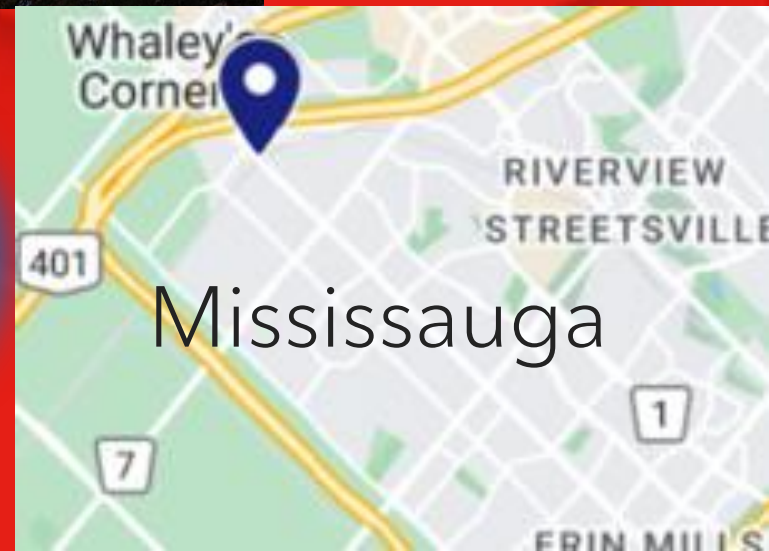
Fortune 500
companies

721K

Total Population

44%

100K+ Avg
HHI



MISSISSAUGA

Winston Churchill S/O Hwy 401

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Streetsville, known for its vibrant art and historic village.



ADT118

19,035

Daily Impressions

8'H x 29'W • Facing SOUTH
196 x 644 (pixels)

Latitude: 43.596055
Longitude: -79.782087

70+

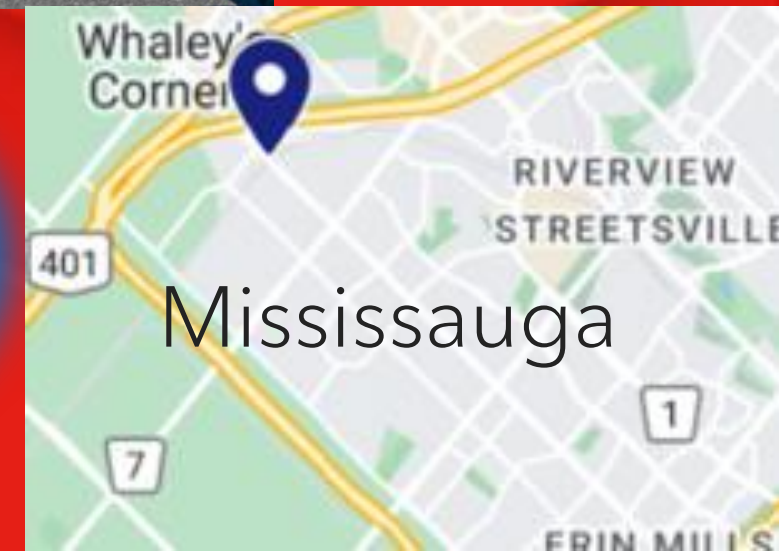
Fortune 500
companies

721K

Total Population

44%

100K+ Avg
HHI



MISSISSAUGA

Cawthra Rd S/O Dundas St

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Cooksville, a neighbourhood popular to diverse cultures.



ADT119

58,357

Daily Impressions

8'H x 29'W • Facing NORTH
196 x 644 (pixels)

Latitude: 43.593845
Longitude: -79.598850

70+

Fortune 500
companies

721K

Total Population

44%

100K+ Avg
HHI



MISSISSAUGA

Cawthra Rd S/O Dundas St

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Cooksville, a neighbourhood popular to diverse cultures.



ADT120

25,629

Daily Impressions

8'H x 29'W • Facing SOUTH
196 x 644 (pixels)

Latitude: 43.593845
Longitude: -79.598850

70+

Fortune 500
companies

721K

Total Population

44%

100K+ Avg
HHI



MISSISSAUGA

Hurontario St N/O Dundas St W

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants and 2,800 retail stores. Hurontario is a key route that starts at Lake Ontario and runs all the way up to Collingwood - the gateway to cottage country.



ADT121

33,204

Daily Impressions

8'H x 29'W • Facing NORTH
196 x 644 (pixels)

Latitude: 43.584503
Longitude: -79.622351

70+

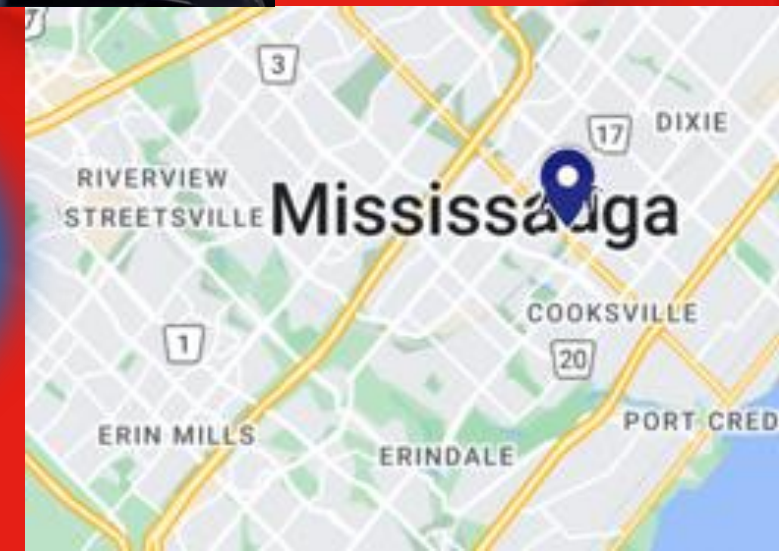
Fortune 500
companies

721K

Total Population

44%

100K+ Avg
HHI



MISSISSAUGA

Hurontario St N/O Dundas St W

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants and 2,800 retail stores. Hurontario is a key route that starts at Lake Ontario and runs all the way up to Collingwood - the gateway to cottage country.



ADT122

33,204

Daily Impressions

8'H x 29'W • Facing SOUTH
196 x 644 (pixels)

Latitude: 43.584503
Longitude: -79.622351

70+

Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Burnhamthorpe Rd S/O Central Pkwy W

Reach one of the top 3 populous cities in Ontario.

Burnhamthorpe is also Mississauga's main east-west street travelled by many everyday.



ADT123

37,809

Daily Impressions

8'H x 29'W • Facing EAST
196 x 644 (pixels)

Latitude: 43.566571
Longitude: -79.666508

70+

Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Burnhamthorpe Rd S/O Central Pkwy W

Reach one of the top 3 populous cities in Ontario.

Burnhamthorpe is also Mississauga's main east-west street travelled by many everyday.



ADT124

24,215

Daily Impressions

8'H x 29'W • Facing WEST
196 x 644 (pixels)

Latitude: 43.566571
Longitude: -79.666508

70+

Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Dixie Rd S/O Dundas St

Reach one of the top 3 populous cities in Ontario.

Close to Dixie, reach a population where 78% commute by car throughout Mississauga.



ADT125

21,492

Daily Impressions

8'H x 29'W • Facing NORTH
196 x 644 (pixels)

Latitude: 43.606342
Longitude: -79.579670

70+

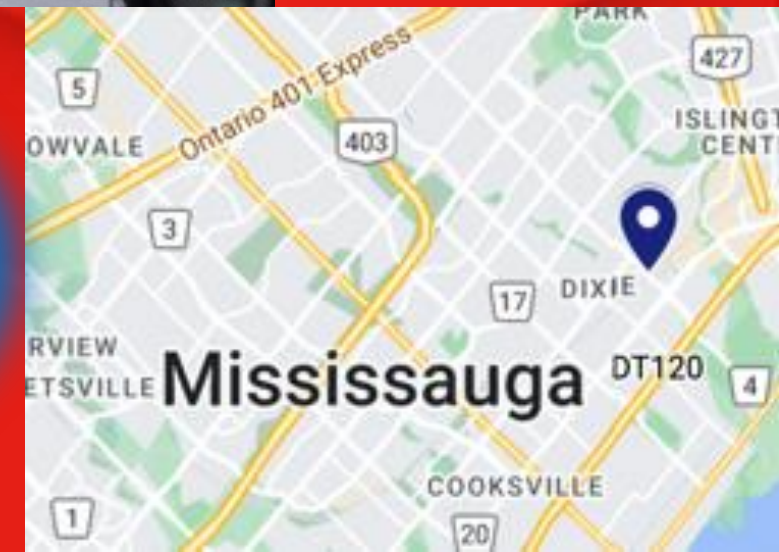
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Dixie Rd S/O Dundas St

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants and 2,800 retail stores. Close to Dixie, reach a population where 78% commute by car throughout Mississauga.



ADT126

20,590

Daily Impressions

8'H x 29'W • Facing SOUTH
196 x 644 (pixels)

Latitude: 43.606342
Longitude: -79.579670

70+

Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Mavis Rd S/O Central Pkwy

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Cooksville, a neighbourhood popular to diverse cultures.



ADT127

24,759

Daily Impressions

8'H x 29'W • Facing SOUTH
196 x 644 (pixels)

Latitude: 43.571054
Longitude: -79.640075

70+

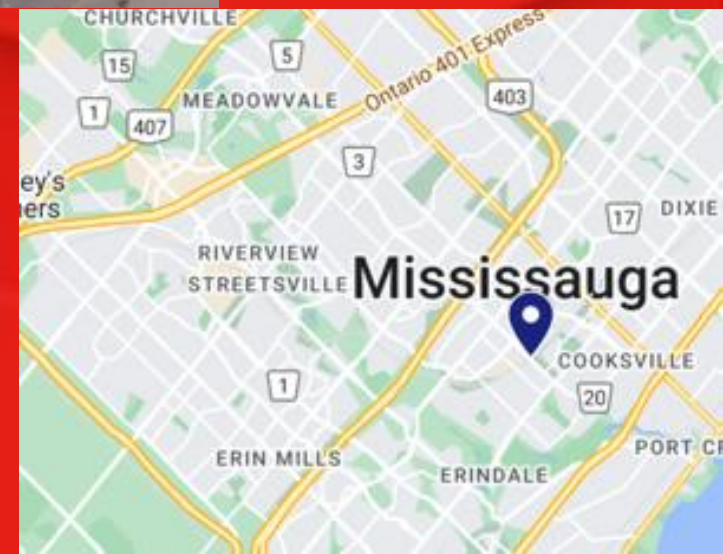
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Mavis Rd S/O Central Pkwy

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Cooksville, a neighbourhood popular to diverse cultures.



ADT128

24,759

Daily Impressions

8'H x 29'W • Facing NORTH
196 x 644 (pixels)

Latitude: 43.571054
Longitude: -79.640075

70+

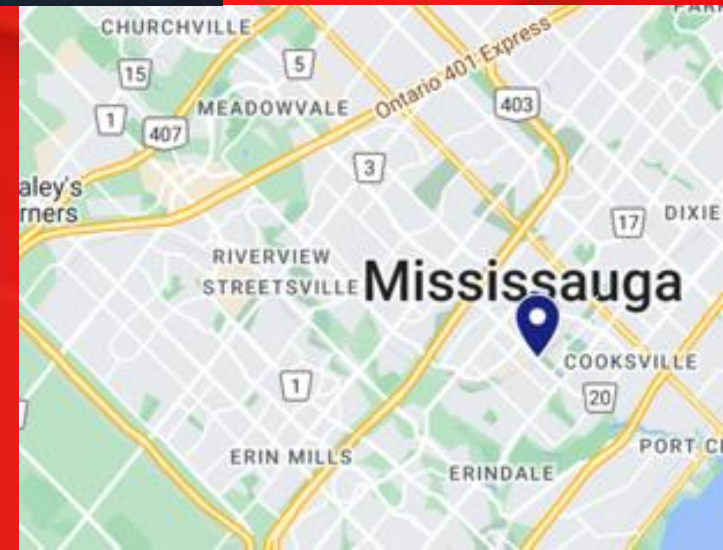
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Derry Road W/O Argentia Rd

Reach one of the top 3 populous cities in Ontario.

Capture the affluent neighbourhood traffic from Streetsville, Riverview, Vista Heights and Meadowvale as they converge onto Derry Road.



ADT129

32,693

Daily Impressions

8'H x 29'W • Facing EAST
196 x 644 (pixels)

Latitude: 43.599240
Longitude: -79.759126

70+

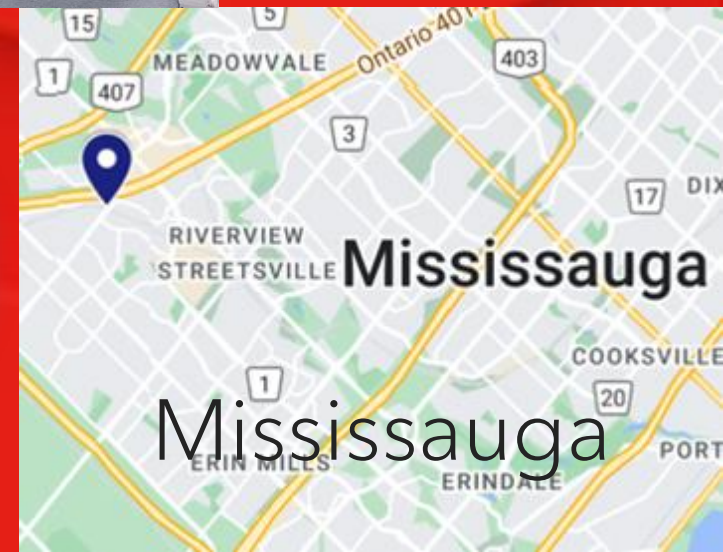
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Derry Road W/O Argentia Rd

Reach one of the top 3 populous cities in Ontario.

Capture the affluent neighbourhood traffic from Streetsville, Riverview, Vista Heights and Meadowvale as they converge onto Derry Road.



ADT130

33,327

Daily Impressions

8'H x 29'W • Facing WEST
196 x 644 (pixels)

Latitude: 43.599240
Longitude: -79.759126

70+

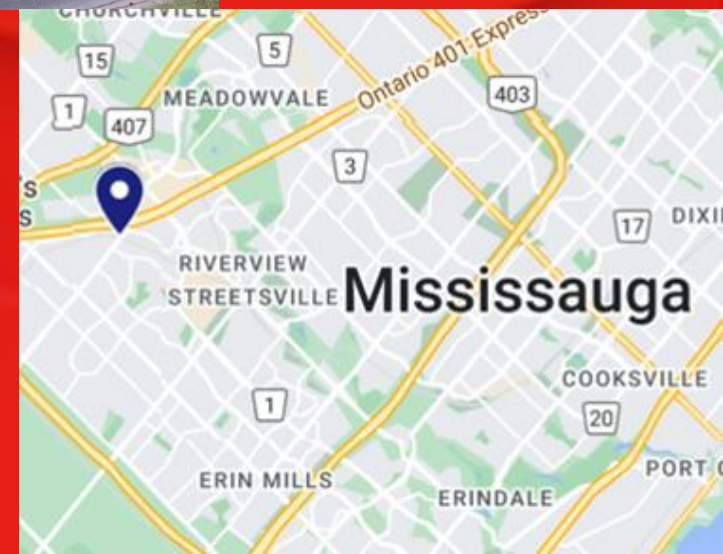
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Dundas St W/O Cawthra Rd

Reach one of the top 3 populous cities in Ontario.

Dundas Street is also one of the longest streets in Toronto and is a main corridor for vehicular traffic travelling to and from the 427.



ADT131

28,851

Daily Impressions

8'H x 29'W • Facing EAST
196 x 644 (pixels)

Latitude: 43.591805
Longitude: -79.602901

70+

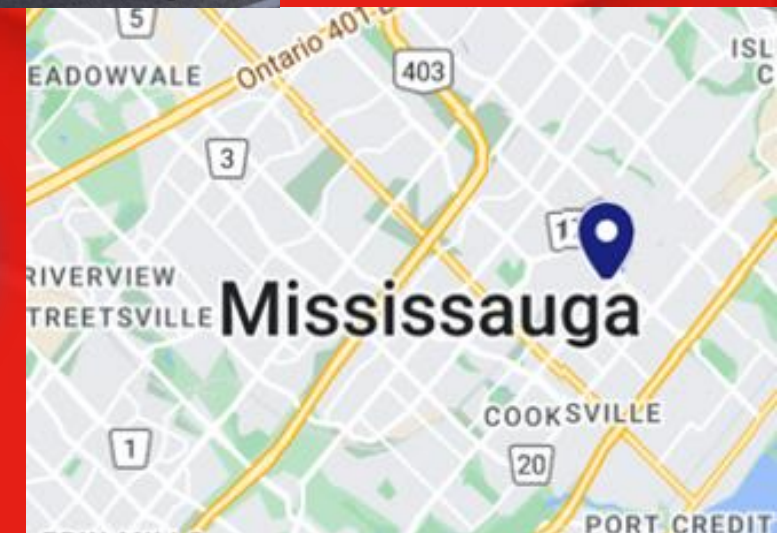
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Dundas St W/O Cawthra Rd

Reach one of the top 3 populous cities in Ontario.

Dundas Street is also one of the longest streets in Toronto and is a main corridor for vehicular traffic travelling to and from the 427.



ADT132

20,892

Daily Impressions

8'H x 29'W • Facing WEST
196 x 644 (pixels)

Latitude: 43.591805
Longitude: -79.602901

70+

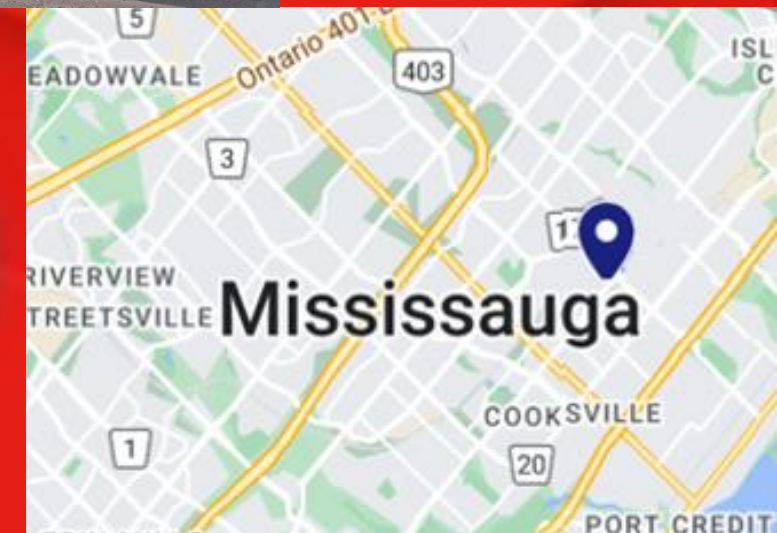
Fortune 500
companies

721K

Total Population

102K

Median HHI



MISSISSAUGA

Erin Mills Parkway S/O Mississauga Rd

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Streetsville, known for its vibrant art and historic village.



ADT137

44,407

Daily Impressions

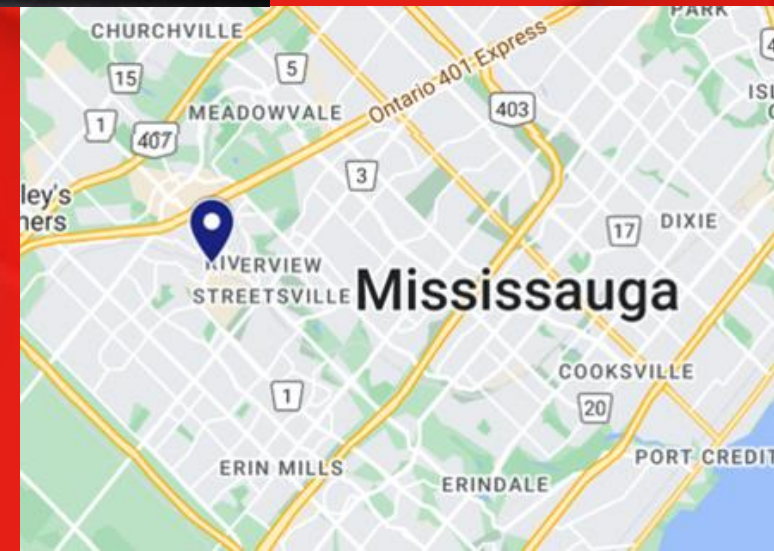
8'H x 29'W • Facing NORTH
196 x 644 (pixels)

Latitude: 43.5937
Longitude: -79.7397

70+
Fortune 500
companies

721K
Total Population

102K
Median HHI



MISSISSAUGA

Erin Mills Parkway S/O Mississauga Rd

Reach one of the top 3 populous cities in Ontario.

Featuring over 1,200 restaurants, 2,800 retail stores, and close to Streetsville, known for its vibrant art and historic village.



ADT138

37,008

Daily Impressions

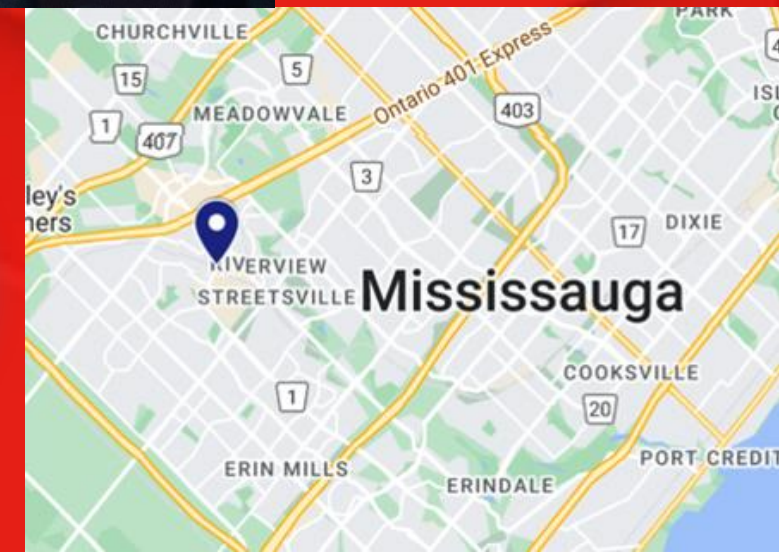
8'H x 29'W • Facing SOUTH
196 x 644 (pixels)

Latitude: 43.5937
Longitude: -79.7397

70+
Fortune 500
companies

721K
Total Population

102K
Median HHI



VAUGHAN

Hwy 7 W/O Islington Ave

Vaughan is the fast growing city in York Region and home to an affluent and diverse population.

Also located near Woodbridge, home to a quaint but growing neighbourhood famous for the Woodbridge Fair that was established in 1847.



ADT141

54,085

Daily Impressions

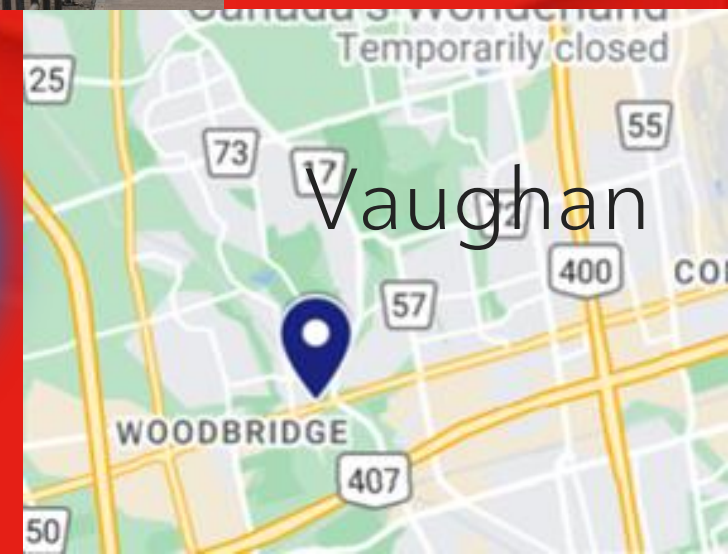
8'H x 29'W • Facing EAST
196 x 644 (pixels)

Latitude: 43.77984
Longitude: -79.59295

\$124K
Median HHI

323K
Population

86%
Own their
homes



VAUGHAN

Hwy 7 W/O Islington Ave

Vaughan is the fast growing city in York Region and home to an affluent and diverse population.

Also located near Woodbridge, home to a quaint but growing neighbourhood famous for the Woodbridge Fair that was established in 1847.

Large format digital spectacular eastbound en route to Hwy 400



ADT142

39,295

Daily Impressions

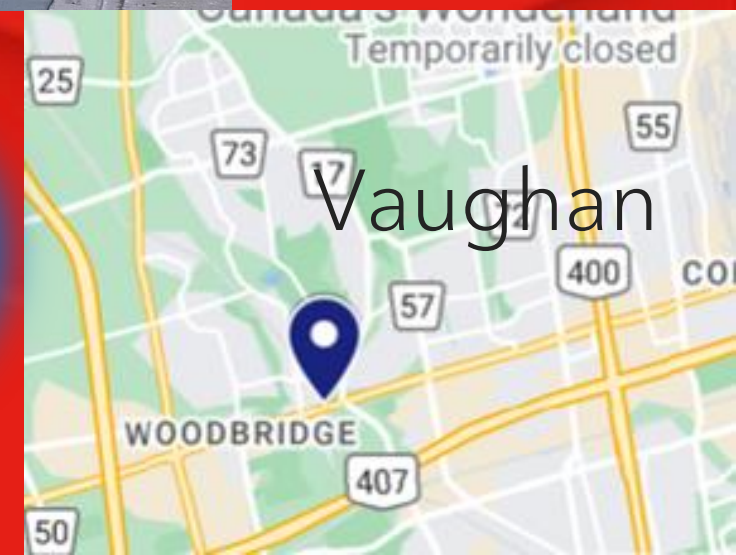
8'H x 29'W • Facing WEST
196 x 644 (pixels)

Latitude: 43.77984
Longitude: -79.59295

\$124K
Median HHI

323K
Population

86%
Own their homes



VAUGHAN

Hwy 27 S/O Rutherford Road

Vaughan is the fast growing city in York Region and home to an affluent and diverse population.

Hwy 27 is also a popular route for cottage country travellers as they head north to and beyond Barrie



ADT145

28,058

Daily Impressions

8'H x 29'W • Facing NORTH
196 x 644 (pixels)

Latitude: 43.804236
Longitude: -79.628943

\$124K
Median HHI

323K
Population

86%
Own their
homes



VAUGHAN

Hwy 27 S/O Rutherford Road

Vaughan is the fast growing city in York Region and home to an affluent and diverse population.

Hwy 27 is also a popular route for cottage country travellers as they head north to and beyond Barrie.



ADT146

28,058

Daily Impressions

8'H x 29'W • Facing SOUTH
196 x 644 (pixels)

Latitude: 43.804236
Longitude: -79.628943

\$124K
Median HHI

323K
Population

86%
Own their
homes

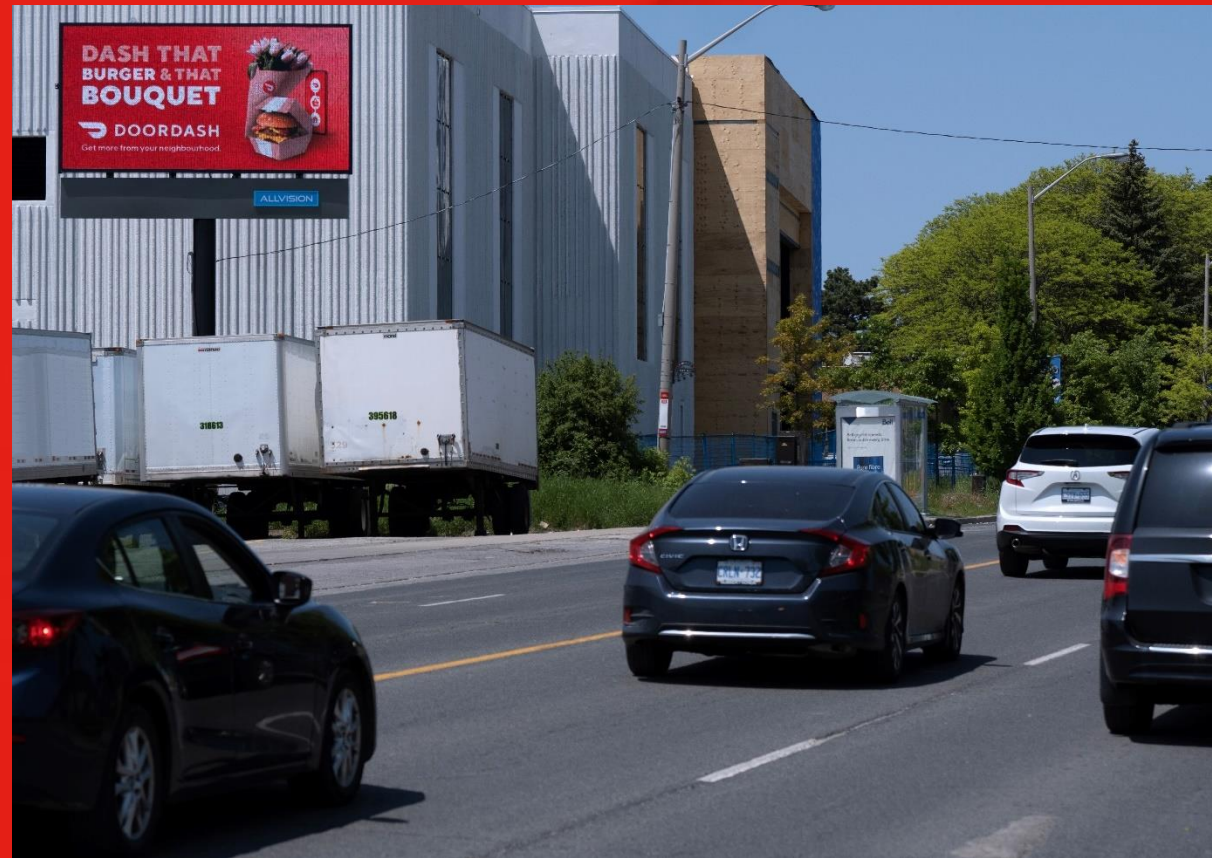


TORONTO

Weston Road S/O Ormont Drive

Capture the audience travelling locally through the Humber Summit area.

It reaches a diverse demographic and ethnic population in one of the northern most neighbourhoods of Toronto.



ADT147

13,458

Daily Impressions

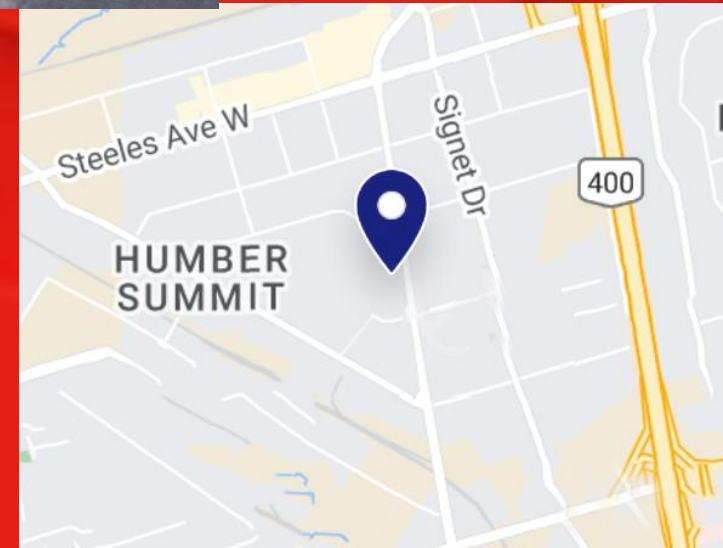
10'H x 20'W • Facing SOUTH
432 x 216 (pixels)

Latitude: 43.7629861
Longitude: -79.54523611

6.3M
Population

\$109K
Avg HHI

26 mins
Average
vehicular
commute



TORONTO

Warden Avenue S/O Ellesmere Road

Central street level digital display poster located amongst 2.1M residents in Scarborough.

Close to a prominent intersection where many residents frequent Costco, Home Depot and the local community centre



ADT148

32,698

Daily Impressions

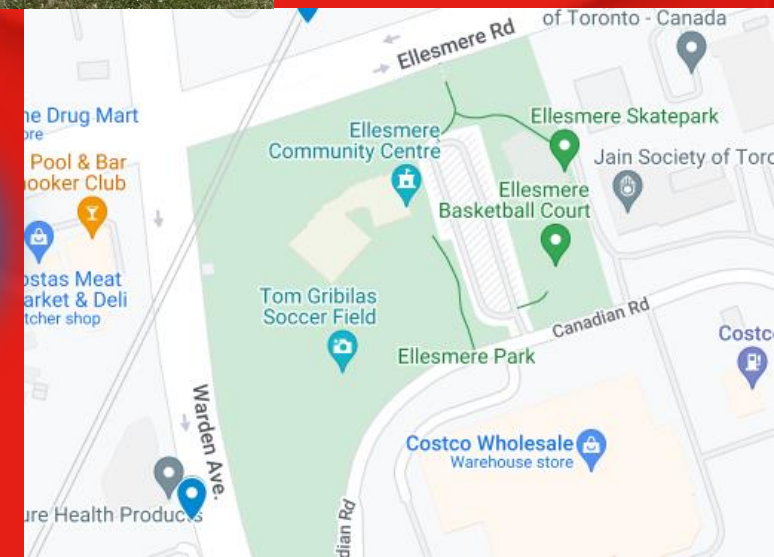
10'H x 20'W • Facing NORTH
216 x 432 (pixels)

Latitude: 43.759119
Longitude: -79.300528

6.3M
Population

\$109K
Avg HHI

26 mins
Average
vehicular
commute



TORONTO

Warden Avenue S/O Ellesmere Road

Central street level digital display poster located amongst 2.1M residents in Scarborough.

Close to a prominent intersection where many residents frequent Costco, Home Depot and the local community centre



ADT149

32,698

Daily Impressions

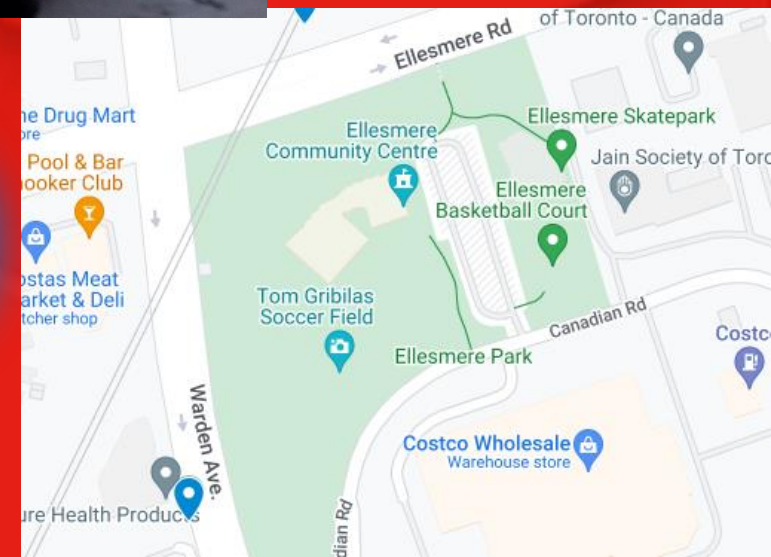
10'H x 20'W • Facing SOUTH
216 x 432 (pixels)

Latitude: 43.759119
Longitude: -79.300528

6.3M
Population

\$109K
Avg HHI

26 mins
Average
vehicular
commute



TORONTO

Ellesmere Road 65m E/O Warden

Central street level digital display poster located amongst 2.1M residents in Scarborough.

Located at a prominent intersection in Scarborough where many residents frequent Costco, Home Depot and the local community centre



ADT150

21,968

Daily Impressions

10'H x 20'W • Facing EAST
216 x 432 (pixels)

Latitude: 43.761653
Longitude: -79.299769

6.3M
Population

\$109K
Avg HHI

26 mins
Average
vehicular
commute

