



Montreal CMA Products & Circulation							
Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illuminated	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Vertical	1	0	31700	0	27600	0
Pattison	Horizontal	461	22	39700	18500	34500	16100
CBS Outdoor	Horizontal	765	27	41300	18300	35900	15900
Astral Media Outdoor	Vertical	265	27	51300	29400	44600	25600
Astral Media Outdoor	Horizontal	538	61	48400	21700	42100	18900
Bulletins/Spectaculars							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illuminated	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Spectacular	5	0	100500	0	87400	0
Pattison	Series 14	33	0	88500	0	77000	0
CBS Outdoor	Spectacular	8	0	113400	0	98700	0
CBS Outdoor	Series 14	79	2	85800	58100	74600	50500
Astral Media Outdoor	Series 14	96	4	82900	16300	72100	14200
Backlit Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illuminated	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Astral Media Outdoor	Horizontal	8		16400		14300	
Pattison	Horizontal	8		73400		63900	
CBS Outdoor	Horizontal	58		50200		43700	

Source: COMB Market Data Report Oct 09

*For products not measured by COMB, data has been provided by the OOH company



Montreal CMA Products & Circulation															
Indoor Boards															
Operator	No. of Faces								Avg. Weekly Circulation						
	Venues	Digital	Classic	Extra Lit	Mega Lit	Back Lit	Mini Board	Big Board	Classic	Extra Lit	Mini Board	Big Board	Super Board	Back Lit	Mega Lit
NEWAD															
Resto-Bar	295	150	0	0	0	49	1871	0	0	0	600	0	0	3100	0
Health & Fitness	48	0	0	0	0	0	682	3	0	0	9100	9600	0	0	0
Campus	19	0	0	0	0	1	673	45	0	0	1500	15100	0	0	0
Indoor Boards															
Operator	No. of Faces								Avg. Weekly Circulation						
	Venues	Digital	Classic	Extra Lit	Mega Lit	Back Lit	Mini Board	Big Board	Classic	Extra Lit	Mini Board	Big Board	Super Board	Back Lit	Mega Lit
Zoom Media															
Resto-Bar	380	96	2177	66	0	0	0	0	700	3700	0	0	0	0	0
Campus	75	0	1613	0	53	0	0	0	1800	0	0	0	0	0	15400
Fitness	100	79	637	48	0	0	0	0	6600	9100	0	0	0	0	0
Agency*	30	0	119	0	0	0	0	0	0	0	0	0	0	0	0
Business*	20	0	0	113	260	0	2	0	0	0	0	0	0	0	0
Medical*	56	0	181	77	0	0	0	0	0	0	0	0	0	0	0
Fashion Frame	187	0	1469	0	0	0	0	0	0	0	0	0	0	0	0
Golf*	16	0	113	25	0	0	0	0	0	0	0	0	0	0	0

Source: COMB Market Data Report Oct 09

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Montreal CMA Products & Circulation							
Mall Advertising							
Operator	Product	No. of Faces		Avg. Weekly Circulation			
Pattison	Mall Poster	287		22800			
Street Level Advertising							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illum.	Illuminated	Non-Illuminated
Pattison	Transit Shelter	466	80	18800	11400	16400	9900
	Street Ad	118	39	22700	11100	19700	9700
CBS Outdoor	Transit Shelter	2239	490	17500	10500	15200	9100
	Mediacolumn	58	0	20600	0	17900	0
Astral Media Outdoor	Mega Column	51	2	27100	2500	23600	2200
Astral Media Outdoor	Bixi	0	172	0	9200	0	8000
Astral Media Outdoor	Column	625	101	21600	14000	18800	12200

Source: COMB Market Data Report Oct 09

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