

Toronto CMA Products & Circulation							
Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Vertical	239	39	22200	12500	18900	10600
Pattison	Horizontal	1435	146	25300	15100	21500	12800
CBS Outdoor	Horizontal	1839	30100	16800	16800	25600	14300
Astral Media Outdoor	Horizontal	517	25	37400	16900	31800	14400
Astral Media Outdoor	Vertical	294	8	24800	25300	21100	21500
Bulletins/Spectaculars							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Spectacular	18	2	129500	181200	110100	154000
Pattison	Series 10	2	0	24900	0	20600	0
Pattison	Series 14	19	6	40500	14400	34400	12200
Astral Media Outdoor	Series 14	17	2	91800	19000	78000	16200
CBS Outdoor	Spectacular	20	0	98700	0	83900	0
CBS Outdoor	Series 10	6	0	37500	0	31900	0
CBS Outdoor	Series 14	83	0	36300	0	30900	0
Backlit Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Horizontal	61		32100		27300	
CBS Outdoor	Horizontal	80		27400		23300	
CBS Outdoor	Vertical	13		18200		15500	
Astral Media Outdoor	Horizontal	8		119500		101600	

Source: COMB Market Data Report Oct 09

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



Toronto 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	Back Lit	Mega Lit
NEWAD														
Resto-Bar	357	124	0	0	0	74	2746	0	0	0	625	0	3700	0
Health & Fitness	64	0	0	0	0	28	777	0	0	0	7000	0	8200	0
Campus	38	0	0	0	0	0	1261	73	0	0	3500	26400	0	0
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	Back Lit	Mega Lit
Zoom Media														
Resto-Bar	314	260	1930	47	0	0	0	0	675	3700	0	0	0	0
Campus	62	0	1358	0	60	0	0	0	1500	0	0	0	0	14800
Fitness	107	102	700	32	0	0	0	0	6600	6600	0	0	0	0
Agency*	23	0	194	0	0	0	0	0	0	0	0	0	0	0
Business*	13	0	0	51	72	0	0	0	0	0	0	0	0	0
Medical*	181	0	364	126	0	0	0	0	0	0	0	0	0	0
Golf*	55	0	199	35	0	0	0	0	0	0	0	0	0	0
Fashion Frame	130	0	1414	0	0	0	0	0	0	0	0	0	0	0

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Toronto CMA Products & Circulation							
Operator	Product	No. of Faces		Avg. Weekly Circulation			
Pattison	Mall Poster	442		45100			
Street Level Advertising							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illum.	Non-Illum.	Illuminated	Non-Illum.	Illuminated	Non-Illuminated
Pattison	Street Ad	394	99	13900	10600	11800	9000
	Transit Shelter	68	102	20500	8900	17400	7600
CBS Outdoor	Street Level	1525	108	23700	17200	20100	14600
Astral Media Outdoor	Mega Column	8	2	23500	16300	20000	13900
Astral Media Outdoor	Transit Shelter	3291	858	21700	16300	18400	13900
Astral Media Outdoor	Column	38	0	31600	0	26900	0
Murals							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illum.	Non-Illum.	Illuminated	Non-Illum.	Illuminated	Non-Illuminated
Pattison	Mural	1	7	23100	19100	19900	16400
CBS Outdoor		10	2	27100	14600	23300	12600
Astral Media Outdoor		8	4	24300	22400	20900	19300
Outdoor Digital							
Video Board		6		64400		54700	

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