

Montreal CMA Products & Circulation

OUTDOOR

Posters

| Operator | Product | No. of Faces | | Avg. Daily Circulation | | In-Market Daily Circulation | |
|----------------------|------------|--------------|------------|------------------------|-----------------|-----------------------------|-----------------|
| | | Illuminated | Non-Illum. | Illuminated | Non-Illuminated | Illuminated | Non-Illuminated |
| Pattison | Vertical | 1 | - | 31,700 | - | 27,600 | - |
| Pattison | Horizontal | 469 | 21 | 39,700 | 18,000 | 34,500 | 15,700 |
| CBS Outdoor | Horizontal | 769 | 22 | 41,400 | 16,800 | 36,000 | 14,600 |
| Astral Media Outdoor | Horizontal | 545 | 52 | 48,700 | 19,900 | 42,400 | 17,300 |
| Astral Media Outdoor | Vertical | 252 | 19 | 53,200 | 32,900 | 46,300 | 28,600 |

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 | 5 | - | 100,500 | - | 87,400 | - |
| Pattison | Series 14 | 33 | - | 81,800 | - | 71,200 | - |
| Astral Media Outdoor | Series 14 | 100 | - | 81,200 | - | 70,600 | - |
| CBS Outdoor | Spectacular | 8 | - | 113,400 | - | 98,700 | - |
| CBS Outdoor | Series 14 | 79 | 2 | 85,800 | 58,100 | 74,600 | 50,500 |

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 | 3 | - | 106,400 | - | 92,600 | - |
| CBS Outdoor | Horizontal | 58 | - | 50,600 | - | 44,000 | - |
| Astral Media Outdoor | Horizontal | 8 | - | 16,400 | - | 14,300 | - |

OUTDOOR (Continued)

Street Level

| Operator | Product | No. of Faces | | Avg. Daily Circulation | | In-Market Daily Circulation | |
|----------------------|-----------------|--------------|------------|------------------------|-----------------|-----------------------------|-----------------|
| | | Illuminated | Non-Illum. | Illuminated | Non-Illuminated | Illuminated | Non-Illuminated |
| Adapt Media | Street Poster | - | 24 | - | 5,700 | - | 5,000 |
| Pattison | Street Ad | 120 | 37 | 22,700 | 10,900 | 19,700 | 9,500 |
| Pattison | Transit Shelter | 462 | 90 | 18,900 | 10,700 | 16,400 | 9,300 |
| CBS Outdoor | Mediacolumn | 58 | - | 20,600 | - | 17,900 | - |
| CBS Outdoor | Transit Shelter | 2,280 | 443 | 17,600 | 10,200 | 15,300 | 8,900 |
| Astral Media Outdoor | Mega Column | 51 | 2 | 27,300 | 2,500 | 23,800 | 2,200 |
| Astral Media Outdoor | Bixi | - | 173 | - | 9,200 | - | 8,000 |
| Astral Media Outdoor | Column | 638 | 98 | 22,200 | 14,400 | 19,300 | 12,500 |

Murals

| Operator | Product | No. of Faces | | Avg. Daily Circulation | | In-Market Daily Circulation | |
|----------------------|---------|--------------|------------|------------------------|-----------------|-----------------------------|-----------------|
| | | Illuminated | Non-Illum. | Illuminated | Non-Illuminated | Illuminated | Non-Illuminated |
| Astral Media Outdoor | Murals | 1 | 2 | 33,700 | 35,700 | 29,300 | 31,100 |

Outdoor Digital

| Operator | Product | No. of Faces | | Avg. Daily Circulation | | In-Market Daily Circulation | |
|----------------------|-------------------|--------------|------------|------------------------|-----------------|-----------------------------|-----------------|
| | | Illuminated | Non-Illum. | Illuminated | Non-Illuminated | Illuminated | Non-Illuminated |
| Astral Media Outdoor | Digital Series 14 | 10 | | 103,100 | | 89,700 | |
| Pattison | Digital Series 14 | 1 | | 108,700 | | 94,600 | |

| INDOOR | | | | | | |
|-------------------------|----------------|--------------------|-------------------|----------------------------------|-------------------|------------------|
| Mall Advertising | | | | | | |
| | | No. of Faces | | Avg. Weekly Circulation | | |
| Operator | Product | | | | | |
| Pattison | Mall Poster | 241 | | 23,200 | | |
| Resto-bar | | | | | | |
| | | No. of Faces | | Avg. Weekly Circulation per Face | | No. of Locations |
| Operator | Product | Illuminated | Non-Illum. | Illuminated | Non-Illum. | |
| NewAd | MiniBoards | - | 1,808 | - | 800 | 289 |
| NewAd | Backlit Boards | 46 | - | 3,100 | - | |
| Zoom Media | Classic | - | 1,974 | - | 700 | 353 |
| Zoom Media | Extra Lit | 64 | - | 3,700 | - | |
| Campus | | | | | | |
| | | No. of Faces | | Avg. Weekly Circulation per Face | | No. of Locations |
| Operator | Product | Illuminated | Non-Illum. | Illuminated | Non-Illum. | |
| NewAd | MiniBoards | - | 674 | - | 2,225 | 21 |
| NewAd | BigBoards | 45 | - | 14,500 | - | |
| Zoom Media | Classic | - | 1,586 | - | 2,000 | 74 |
| Zoom Media | Mega Lit | 53 | - | 10,500 | - | |
| Fitness | | | | | | |
| | | No. of Faces | | Avg. Weekly Circulation per Face | | No. of Locations |
| Operator | Product | Illuminated | Non-Illum. | Illuminated | Non-Illum. | |
| NewAd | MiniBoards | - | 598 | - | 4,600 | 39 |
| NewAd | Backlit Boards | 22 | - | 9,600 | - | |
| Zoom Media | Classic | - | 628 | - | 4,600 | 99 |
| Zoom Media | Extra Lit | 48 | - | 9,100 | - | |
| Indoor Digital | | | | | | |
| | | No. of Faces | | Avg. Weekly Circulation | | Network |
| Operator | Product | | | | | |
| NewAd | eBoard | 127 | | 800 | | Resto-bar |
| Zoom Media | Digital Screen | 75 | | 4,600 | | Fitness |
| Zoom Media | Digital Screen | 107 | | 700 | | Resto-bar |

Source: COMB Market Data Report April 2010

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