

Calgary 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	89	5	25,100	10,400	20,800	8,600
Pattison	Horizontal	632	65	22,000	10,400	18,300	8,600
CBS Outdoor	Horizontal	291	21	22,700	11,600	18,800	9,600
Superboards							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Series 10	1	-	37,500	-	31,100	-
Pattison	Series 14	25	2	26,100	11,100	21,700	9,200
Backlit Posters							
Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Airport	4		23,500		19,500	
Pattison	Horizontal	28		30,700		25,500	
CBS Outdoor	Horizontal	5		29,200		24,200	

Source: COMB Data Report October 2011.

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

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
Pattison	Street Ad	125	31	13,400	8,400	11,100	7,000
Pattison	Transit Shelter	8	-	11,800	-	9,800	-
CBS Outdoor	Transit Shelter	450	276	12,300	8,500	10,200	7,100
CBS Outdoor	Mediacolumn	3	6	36,400	13,900	30,200	11,500

Murals

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Murals	-	2	-	12,100	-	10,000

Outdoor Digital

Operator	Product	No. of Faces		Avg. Daily Circulation		In-Market Daily Circulation	
		Illuminated	Non-Illum.	Illuminated	Non-Illuminated	Illuminated	Non-Illuminated
Pattison	Digital Series 14	1		31,200		25,900	

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INDOOR						
Mall Advertising						
		No. of Faces		Avg. Weekly Circulation		
Operator	Product					
Pattison	Mall Poster	67		17,700		
Resto-bar						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
Newad	Classic	-	1,338	-	775	214
Newad	Backlit	38	-	4,200	-	
Zoom Media	Classic	-	554	-	475	85
Zoom Media	Extra Lit	10	-	3,900	-	
Campus						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
Newad	Classic	-	372	-	1,550	15
Newad	Big Backlit	16	-	33,100	-	
Zoom Media	Classic	-	96	-	850	1
Zoom Media	Mega Lit	3	-	30,600	-	
Fitness						
		No. of Faces		Avg. Weekly Circulation per Face		No. of Locations
Operator	Product	Illuminated	Non-Illum.	Illuminated	Non-Illum.	
Newad	Classic	-	239	-	5,500	28
Newad	Backlit	5	-	8,200	-	
Zoom Media	Classic	-	171	-	3,600	26
Zoom Media	Extra Lit	5	-	6,000	-	
Indoor Digital						
		No. of Faces		Avg. Weekly Circulation		Network
Operator	Product					
Newad	Digital	60		2,100		Resto-bar
Zoom Media	Classic Digital	23		1,250		Resto-bar

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