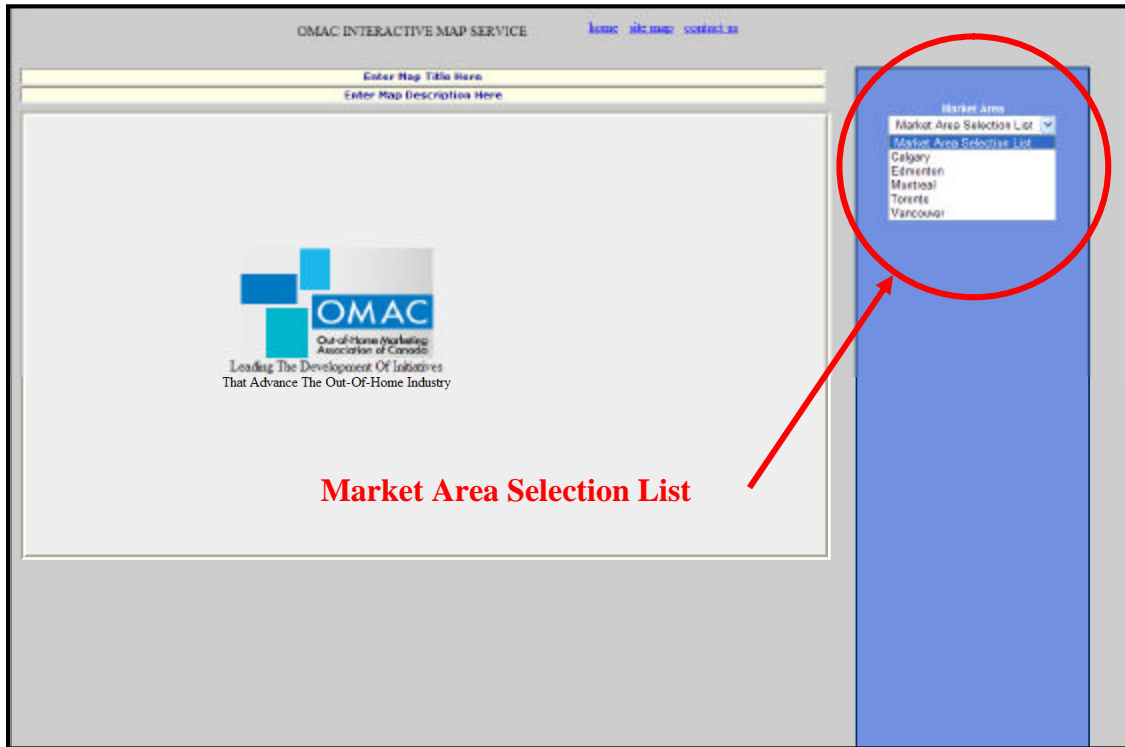


Generating a Custom Map

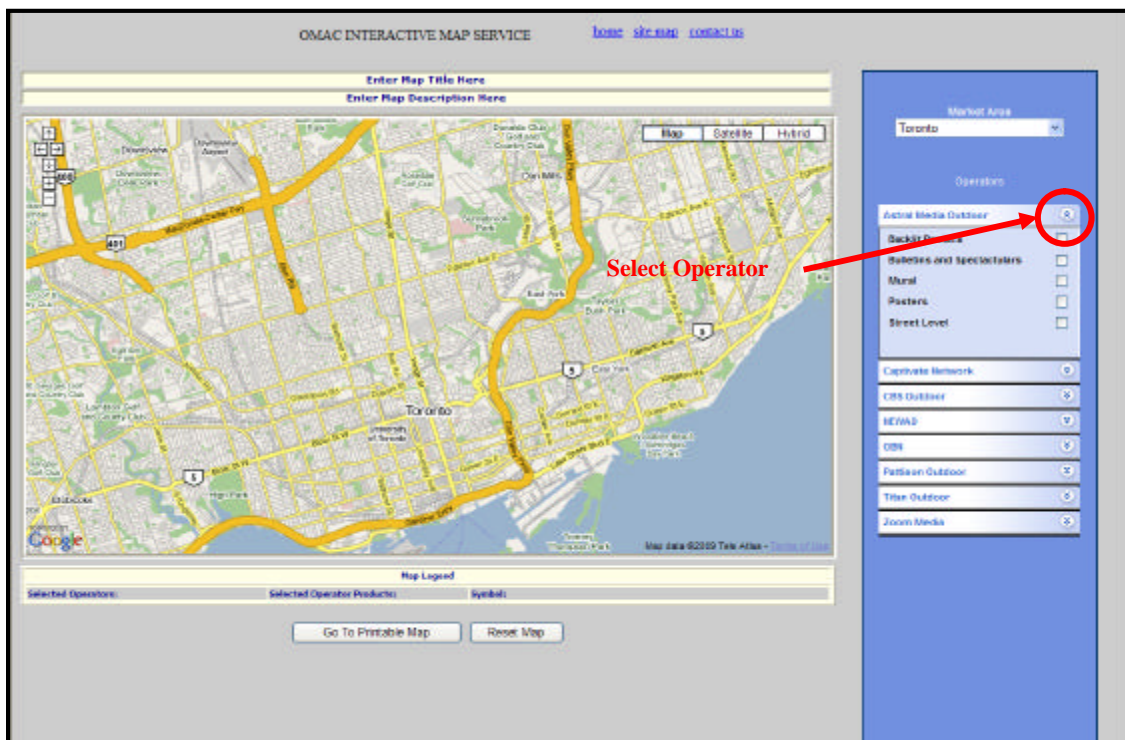
1. Select a market from the 'Market Area Selection List' pull down menu shown in Figure 1 below.

Figure 1



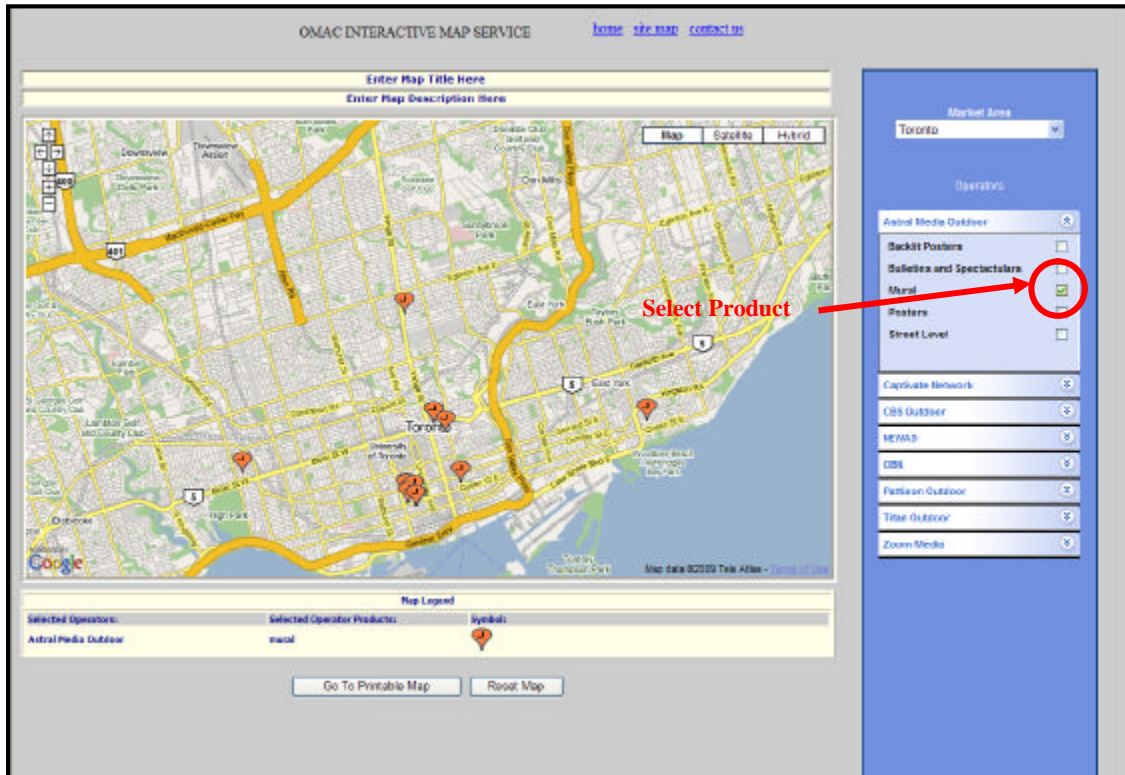
2. Click on the Operator name pull down to open their product menu (**Figure 2**). This illustrates all media types available in selected market

Figure 2



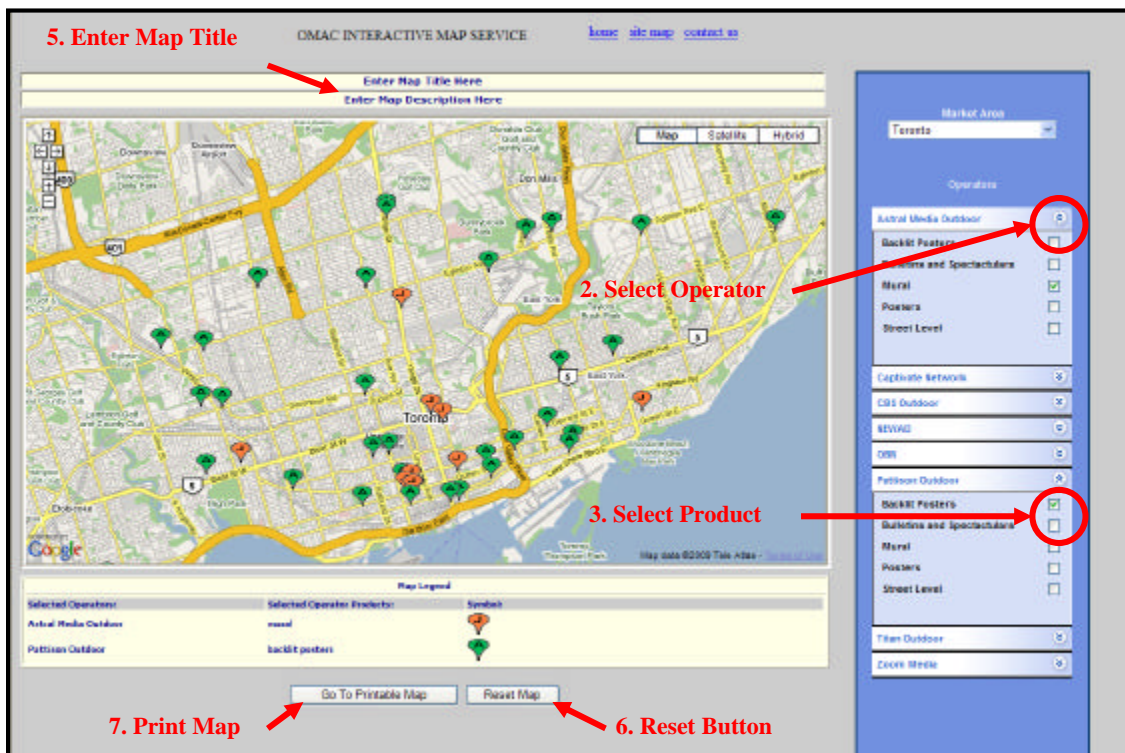
Generating a Custom Map

3. Check the desired media(s) to display (**Figure 3**), items are added to legend automatically
Figure 3



4. Repeat steps 2 & 3 for each desired Operator and media type(s).
5. Adjust map viewable area by zooming or panning to best display selected information.
6. When complete, enter a custom map title.

Figure 4

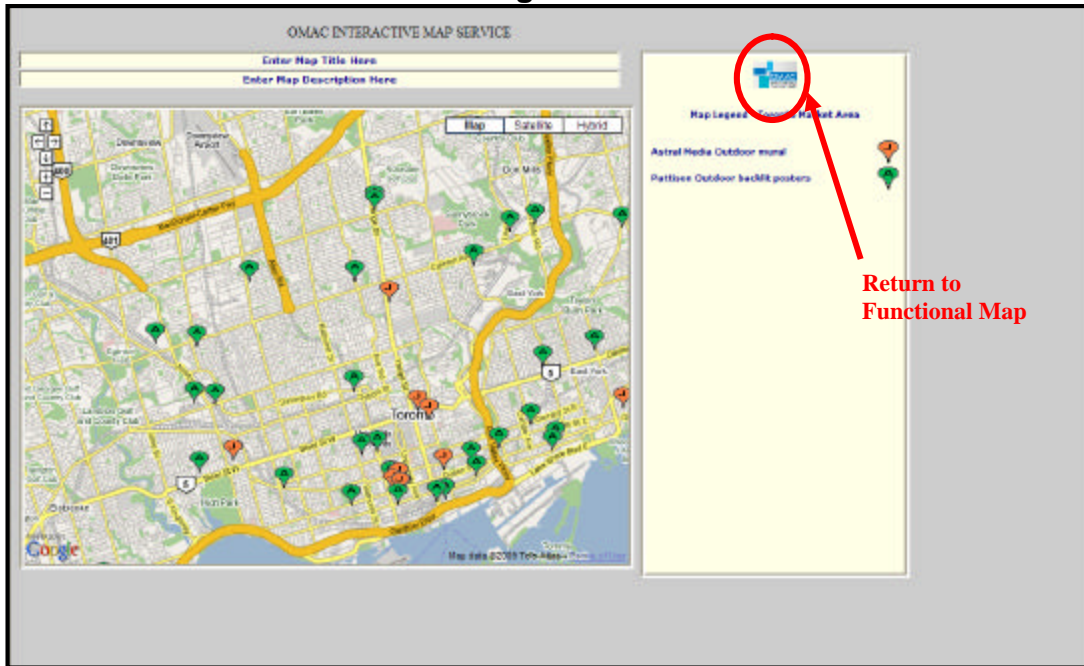


7. To clear the existing map and begin again press the 'Reset Map' button.

Generating a Custom Map

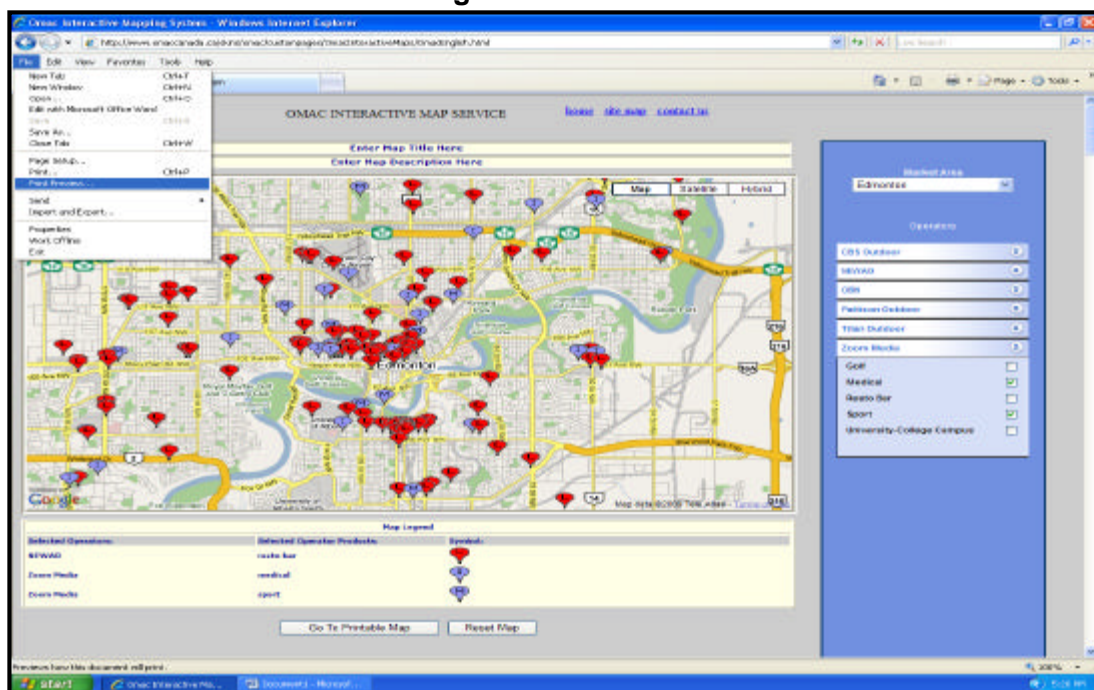
- To print the current map view, select the 'Go To Printable Map' button shown in **Figure 4**. Within the print window all zoom and pan commands are still active allowing for the customization of the map view.
- At any time you can exit the printable view and return to the functional map view by selecting the OMAC symbol as seen in **Figure 5**.

Figure 5



- Once in the printable map you will be using your internet browser's print features along with your computers installed printers for printing. To print start by selecting the print preview selection under the "File" pull down menu see **Figure 6**.

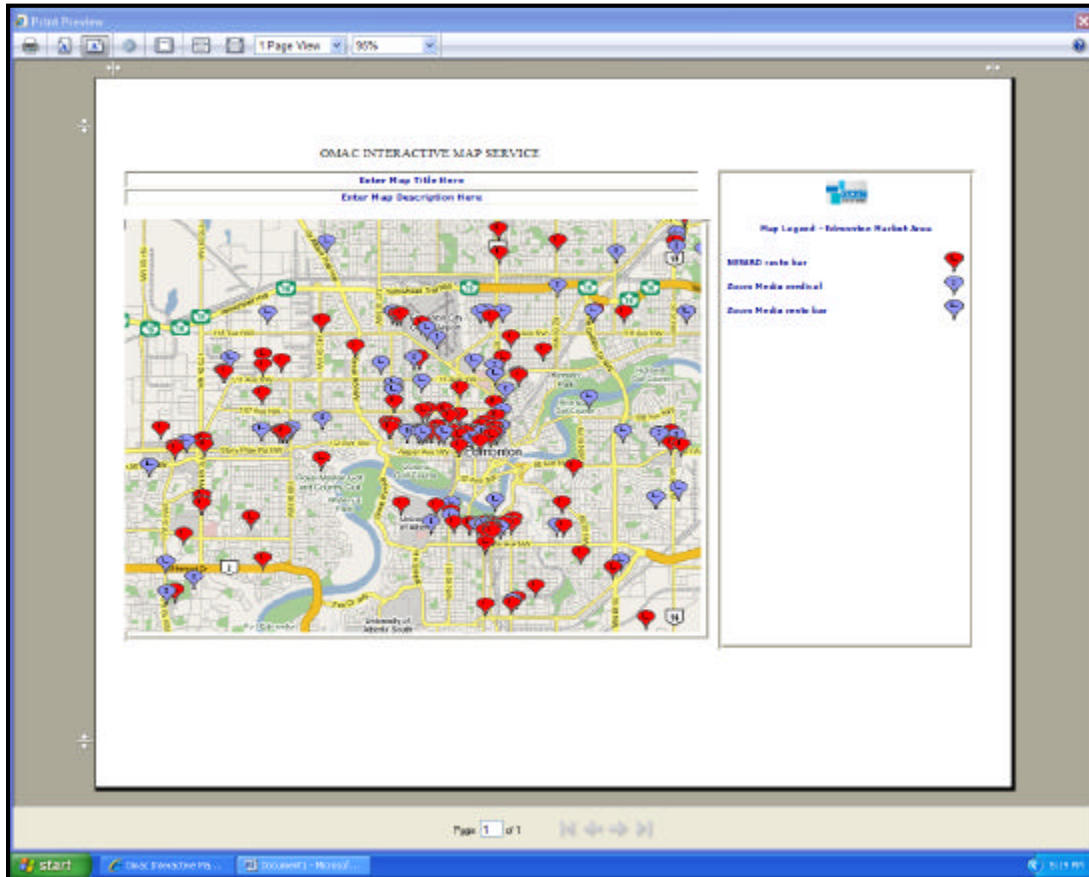
Figure 6



Generating a Custom Map

11. From this screen you can select you page size and orientation (portrait/landscape), turn on/off headers and footers, select the scale of your printed image and select your printer or PDF writer, see **Figure 7**.

Figure 7



Program Notes:

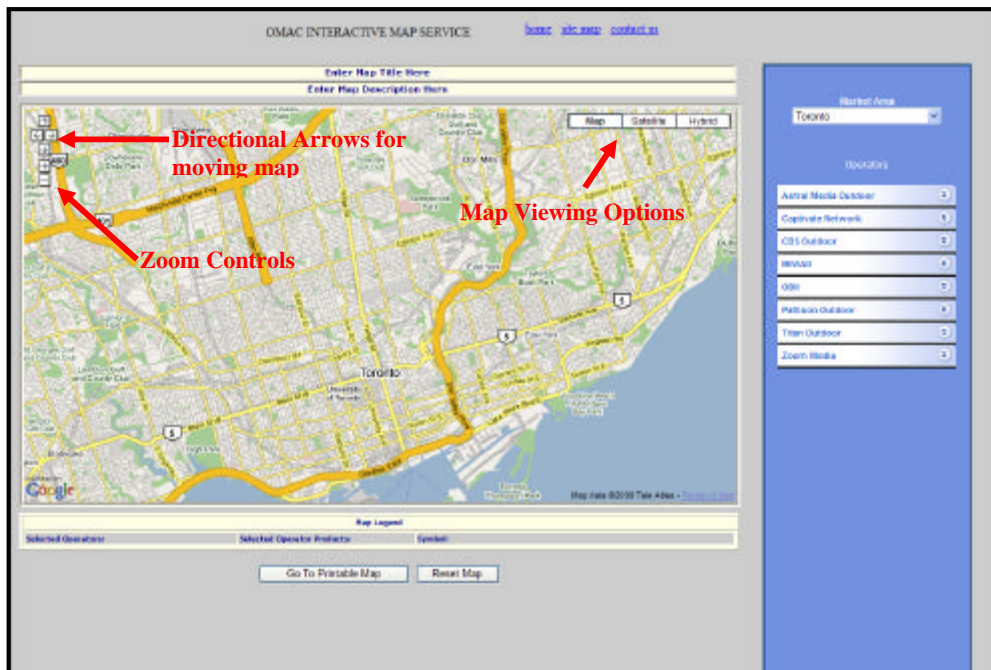
- Transit maps show the coverage of bus routes for the selected market.
- Although maps have been checked for accuracy, errors or omissions may occur.

Map Functions

The OMAC map can be adjusted and zoomed in or out to the desired level of the viewer. The operations for this are similar to using Google Maps on the Google website. Below are detailed instructions for those functions. Each function is also illustrated in **Figure 8** below.

- To move the map in any direction simply click and drag your mouse on the map, or use the arrow buttons located in the top left hand corner.
- To zoom in on the map simply double click the left mouse button over the map area, or use the 'plus' symbol in the top left hand corner of the map. To zoom out, double click the right mouse button over the map area or use the 'minus' button located in the top left corner.
- There are three map viewing options located in the top right hand corner. Those options are as follows:
 - Map – This is the default map view selected when you begin. This option lets you view your product selections in a typical road map format.
 - Satellite – Selecting this option lets you view your selected products on satellite imagery.
 - Hybrid – Selecting this option lets you view your selected products on a combined road and satellite map.

Figure 86



Media Mapping

<u>Media Name</u>	<u>Media Type</u>
3D	3D
Agency	Agency
Airports	Aero Presse
	Aeroport Interieur
	Airport Permanents
	Airports
	Areo TV
	Ext-Backlit/Rétro-éclairé
	Panneau Aeroport
	Passeportmedia Captivity
	Passeportmedia Prestige
Backlit Posters	Airport Backlit
	Automated Public Toilet
	Backlight
	Backlights (Horizont)
	Backlights (Vertical)
	BackLit
	Backlit
	Backlit Poster
	Backlit Posters
	Extra Lit
	Mega Lit
	Modified Backlight
	Vertical Backlight
Banner	Banner
Bulletins and Spectaculars	10 x 30 Jr. Bulletin
	Bulletins and Spectaculars
	Ext-Proj.Special/Special Project
	Grand
	Highway Board
	Max
	Modified Bulletins
	Permanent Bulletin
	Permanent Bulletins
	Series 10
	Series 14
	Spectaculars
	Superboards-Ser 10
	Superboards-Ser 14
Tri-Vision	
Buses	Bus Routes
	Buses
	Transit Routes
Business	Business
	Parking
	Zoom Business
	Zoom Parking

Media Mapping

<u>Media Name</u>	<u>Media Type</u>
Digital	Digital
	Digital Board
	Digital Poster
	Digital Series 10
	Digital Series 14
	Video Board
	Video Screen
Elevator Screen	Elevator Screen
Fitness	Fitness
	Zoom Fitness
	Zoom Sport
Golf	Golf
	Zoom Golf
Health and Fitness	Health & Fitness Centers
	Health and Fitness
	Sport
Horizontal Posters	10 x 30 Backlit Posters
	Classico 7 X 5
	Horizontal Poster
	Horizontal Posters
	Poster
	Posters
	Trio - Horizontal
	Zontal
Mall Advertising	Mall Advertising
	Shopping Mall
Medical	Medical
	Zoom Medical
Mural	Ext-Mural/Murale
	Hand-Painted Mural
	Mural
	Wall Banners
	Wall Mural
	wall mural
OneStop	OneStop
Resto Bar	Resto Bar
	Resto-Bar
	Restos & Bars
	Zoom Resto-Bar
Stadium	Stadium
Static Boards	Int-Banner/Bannière
	Int-Column/Colonne
	Int-Exhibition/ Aire-exposition
	Int-Pilar Wrap/ Habillage-colonne
	Int-Shopping Cart/Chariot
	Int-Spectacular
	Static Boards

Media Mapping

<u>Media Name</u>	<u>Media Type</u>
Street Level	Automatic Public Toilets
	Bixi
	Colonne Map
	Colonne Mobile
	Colonne pieton
	Colonne Ville
	Column
	Island Shelters
	Kiosk
	Map Stands
	Mediacolumn
	Mega Column
	Spectacular
	Street Ad
	Street Ads
	Street Level
	Super Shelter
	Superstructure
	Transit Shelter
Transit Shelters	
Subway-LRT	Backlit Subway Poster
	Subway
	Subway Station Poster
	Subway/LRT
	Subway-LRT
University-College Campus	Campus
	Colleges & Universities
	University - College Campus
	University-College Campus
	Zoom Campus College
	Zoom Campus University
	Zoom Campus University
Vertical Posters	Classic
	Classique
	Trio - Vertical
	Vertical Poster
	Vertical Posters

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