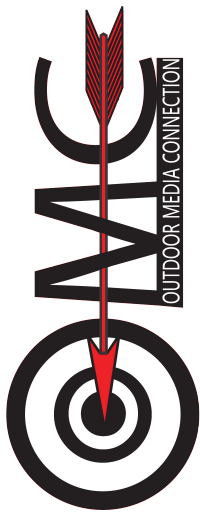




Outdoor Media Connection (OMC) will deliver your advertising message through the use of Out-of-Home media anywhere in Canada and beyond. We can assist with billboard advertising such as superboard, digital, poster, mobile. We also do transit shelter, mall advertising, transit bus, taxi top, airport or any of the many other forms of outdoor advertising that is available. Your message will be delivered with the lowest cost per thousand impressions. We have relationships with all of the out of home companies (and there are many) large and small in order to get you, our client, the lowest rates and best available structures. We provide your business with a complete solution for your out of home advertising campaign which include design, production and placement. We will gather information about all of the different outdoor advertising formats in your area of interest and provide you with a detailed analysis of the location, which includes visibility, traffic count and cost. We oversee the production of the signage and manage all of the other details involved with your outdoor advertising campaign. You can expect a superb customer service before and after your advertising is placed. Locally, regionally and nationwide, we can assist your business in getting your outdoor message to millions of potential customers. Best of all, using OMC will not increase your ad budget...**BE LARGER THAN LIFE!**



TRANSIT SHELTER



FEATURES AND BENEFITS:

- Transit Shelters offer 24 hour visibility to both pedestrian and vehicle traffic.
- In many markets, dusk to dawn illumination provides increased level of exposure.
- Transit Shelters can be used for directional purposes or brand awareness campaigns.
- Excellent for providing instant consumer awareness for seasonal promotions, special events and new product launches.
- Because Transit Shelters are typically located in high traffic retail areas, advertising reaches consumers just before point of purchase.
- Outstanding full color magazine quality image ensures the advertising message and company image are delivered in a clear and vibrant format.
- Transit Shelters are often found in locations where there may be limited or no other outdoor opportunities.
- Transit Shelters are extremely cost efficient and lower the CPM (cost per thousand impressions) when added to an existing advertising campaign.

LOCATIONS:

- Located primarily in metropolitan areas along heavily traveled roadways.
- Often found in retail and business districts.

PRODUCTION:

- Advertisement can be produced on translucent vinyl, offering quality back lighting or paper displayed in a glass showcase.

PROGRAM LENGTH:

- Available in four week periods to long term programs.

TRANSIT - BUS

WRAP BUSES



INTERIOR



FEATURES AND BENEFITS:

- Buses go where people go and bring your message to consumers at or near point of purchase locations.
- Bus routes typically include stops at shopping malls, major retail centers, medical facilities, recreation areas, train stations and airports.
- Buses often deliver advertisements into more rural areas that may zone out traditional billboards.
- Buses deliver your message throughout the day, including peak rush hour periods when traffic volume is at its highest.
- Large format displays posted on the street side, curb side and back reach both pedestrian and vehicular traffic.

LOCATIONS:

- Because buses are mobile, locations are determined by prescheduled bus routes.

PRODUCTION:

- Produced on digitally or screen printed transit vinyl.

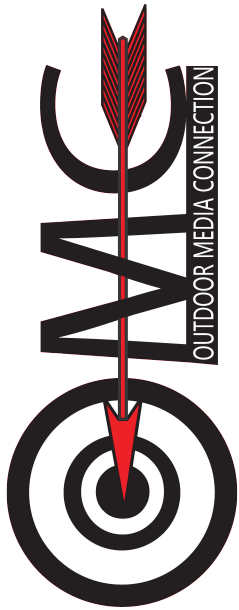
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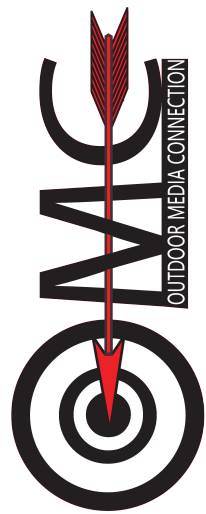


PROGRAM LENGTH:

- Available in four week periods to long term programs.

KINGS





COMMUTERRAIL



FEATURES AND BENEFITS:

- Commuter Rail Displays offer high impact advertising that targets the hard to reach corporate decision makers, executives and business men & women on their daily commute to and from work.
- Due to the frequency of ridership, Commuter Rail Displays generate a high level of exposure to this audience.
- Commuter Rail Displays target a captive, affluent audience with long exposure times.
- Commuter Rail Campaigns can often reach into suburban areas where other outdoor media is not permitted.
- Platform Displays offer visual dominance on crowded railway platforms in major cities and suburban areas.
- Car Cards posted inside the trains reach this same affluent audience during their 40 minute average commute, each way five days a week.
- Outstanding four color magazine quality production insures your message and company image will be delivered in a clear and vibrant format.
- Campaigns can be targeted geographically or by demographic criteria within the rail system.

LOCATIONS:

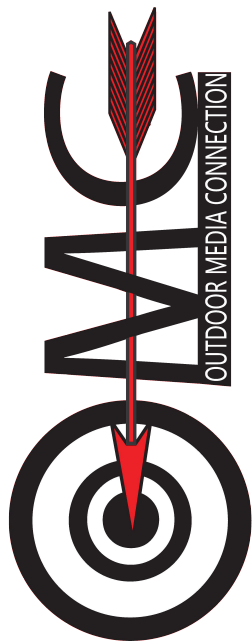
- Displays are located on Commuter Rail platforms and inside the train cars.
- Some markets may offer rail station advertising opportunities including: wall mounted dioramas, hanging banners and video networks.

PRODUCTION:

- Platform Displays are typically produced on vinyl or special outdoor paper.
- Interior Car Cards are typically produced on adhesive backed vinyl or specialty paper .

PROGRAM LENGTH

- Available in four week periods to long term programs.



BULLETIN BILLBOARD



FEATURES AND BENEFITS:

- As the standard of the industry, billboards offer a high level of consumer exposure to your advertising message.
- Billboard campaigns create tremendous impact due to the massive ad size. The typically 14'h x 48'w offers 672 square feet of ad space.
- Because billboards are typically located in heavy traffic areas, they offer high frequency of exposure.
- The low CPM (cost per thousand impressions) makes billboards one of the most cost effective forms of advertising when compared to other major media.
- Night time illumination further increases exposure to consumers.
- Campaigns can target consumers geographically and/or demographically.
- Billboards are often used as directional signage, pointing consumers to retail locations and events.
- Billboard campaigns have the unique ability to quickly build product and brand awareness and maintain top of mind awareness.

LOCATIONS:

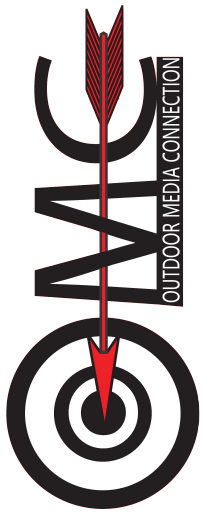
- Typically located on expressways, interstates, primary roads and major intersections; providing the highest visibility.

PRODUCTION:

- In most cases advertisement displays are produced on vinyl.
- Typical sizes are 14'h x 48'w, 20'h x 60'w and 10' 6"h x 36'w.

PROGRAM LENGTH:

- **Permanent Bulletins** are purchased in four week periods. Permanent Bulletins afford dominant exposure to high traffic, at fixed locations. Advertiser remains at location throughout contract duration, which is generally a minimum of 3 periods. Also used for directional or selected geo-demographic coverage purposes.
- **Rotary Bulletins** (select markets) are moved to different, pre-approved locations periodically to give broad market coverage.



LED BILLBOARDS



FEATURES AND BENEFITS:

Digital Displays offer tremendous creative flexibility allowing up-to-the-moment message opportunities. Unlike static displays, creative displays can be changed monthly, weekly, daily or hourly from a computer terminal.

- Digital Displays offer high-impact, crisp full-color definition and image quality.
- With the ability to immediately customize the advertising messages time-sensitive messages such as one-day promotions, special events, Amber and news alerts can be instantly promoted.
- Digital Displays are the first outdoor medium to offer daypart messaging, allowing advertisers to alter their message based on the time of day consumers are exposed to the ad.
- Computer generated ad designs and wireless uploads puts the power of outdoor advertising into the palm of the advertiser for maximum flexibility.
- Display sizes vary greatly from: 20' x 60', 14' x 48', 10'6" x 36' and 11' x 24'.

LOCATIONS:

- Positioned in the most traveled, highly visible areas of expressways, interstates, main primary roads and major intersections.

PRODUCTION:

- Design is digitally created and digitally transmitted directly to the board. No installation or printing production costs.

PROGRAM LENGTH:

- Programs can range from four week periods, weekly, daily or long term.

30 SHEET POSTERS AND PREMIER PANELS



FEATURES AND BENEFITS:

- 30-Sheet Posters are often called the “workhorse” out of home advertising because they provide wide distribution and continuity of a message.
- Excellent for providing instant consumers awareness for seasonal promotions, special events and new product launches.
- Due to their inexpensive price, they can be used for long term advertising campaigns and can easily fit in most ad budgets.
- Campaigns can be easily targeted based on geographic and demographic criteria.
- They provide deep market penetration to reach both pedestrian and vehicle traffic at or near point of purchase locations.
- 30- Sheet Posters are extremely cost efficient and lower the CPM (cost per thousand impressions) when added to an existing advertising campaign.
- 30-Sheet Posters measure 10’H x 22’W and are typically illuminated, further increasing exposure of your campaign.
- Premier Panels offer greater copy area by converting a standard 30-Sheet Poster panel into a 300 sq.ft. vinyl surface, affording copy area of 12’3” H x 24’6” W.
- Premier Square is a stacked 30-Sheet Poster, wrapped with vinyl, to create a unique “square” format that is designed to draw attention to the advertiser’s message.

LOCATIONS:

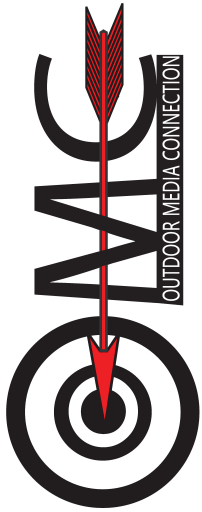
- Usually located near shopping areas on primary and secondary roads.
- Typically closer in proximity to consumers than standard Bulletins.

PRODUCTION:

- 30- Sheet Posters are digitally/screen printed on special outdoor paper.
- Premier Panels and Premier Squares are digitally/screen printed on vinyl.

PROGRAM LENGTH:

- Generally purchased on multiple 4-week rotating schedules every 28 or 45 days.
- Available in 4-week increments to long term programs.
- Effectiveness rated by Gross Rating Point.



MOBILE BILLBOARDS



FEATURES AND BENEFITS:

- Mobile Billboards offer large street level advertising, creating unavoidable exposure.
- Ads are in close proximity to consumers, making them impossible to ignore.
- Continued increased traffic levels means greater exposure.
- GPS technology offers precise ad track ability throughout the day.
- Mobile Billboards offer one of the lowest cost per thousand impressions when compared to other media.
- Mobile Billboards can be positioned in heavy pedestrian and/or vehicular traffic areas for maximum exposure.
- Excellent for targeting special events and promoting sales.
- Reaches areas where other outdoor advertising may be zoned out.

LOCATIONS: •

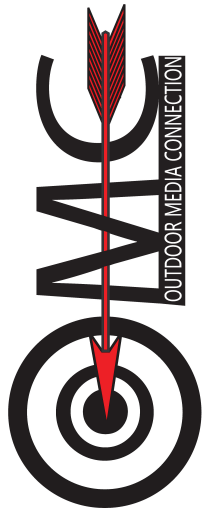
- Location may be determined by advertisers' specific needs.
- Locations can be targeted using geographic and/or demographic criteria.
Can be utilized to target a specific event.

• PRODUCTION:

- Typically produced using digitally printed vinyl.

PROGRAM LENGTH:

- Mobile Billboards are purchased by the hour, day, week or month.



WALLSCAPES



FEATURES AND BENEFITS:

- Wallscapes are the largest of all the outdoor advertising products and can be several stories tall and wrap an entire side of a building.
- Wallscapes create maximum impact of the advertising message and are often the crown jewel of an advertising campaign.
- The message becomes a dramatic landmark and reach both pedestrian and vehicle traffic with massive impact, sometimes from great distances.
- These mammoth advertising displays create instant top of mind awareness and dramatic impact.
- Because building designs come in such a wide variety, wallscapes can have unusual shapes and sizes which help draw the attention to them.

LOCATIONS:

- Sides of buildings in urban and downtown areas, major highways and heavily traveled primary roads.

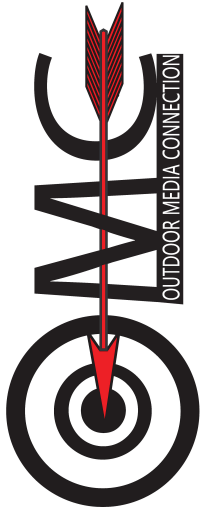
PRODUCTION:

- Typically produced on vinyl, vinyl mesh or painted directly on the wall by a skilled muralist.

PROGRAM LENGTH:

- Programs are usually long term, 12 months or longer, shorter term programs may be available in some markets.

MALLS



FEATURES AND BENEFITS:

- Mall Advertising reaches consumers at or just before point of purchase.
- Long dwell times give these active shoppers extended exposure time to advertising displays.
- Mall Advertising offers the ability to target consumers who are in the “buying mode.”
- Eye popping, full color backlit displays can deliver a clear and dramatic advertising message.
- Mall displays are typically positioned at eye level, in a clean & uncluttered environment.
- Campaigns can be targeted by geographic or demographic criteria.
- In some cases an advertiser can dominate a specific area of the mall by using a combination of advertising formats.

LOCATIONS:

- Advertising is available in most malls throughout the US, Canada & Europe.
- Position of advertising displays inside the mall vary greatly.

PRODUCTION:

- Digitally printed on styrene for backlit displays and vinyl for hanging banners.

PROGRAM LENGTH:

- Available in four week periods to long term programs.



MOVIE THEATER



FEATURES AND BENEFITS:

- Movie Theater Advertising delivers your message to a captive audience.
- Movie Theater ads can use full sight, sound and motion to increase ad recall.
- Frequent repetition of the message insures that moviegoers see and remember your ad, building brand awareness.
- Advertiser's company image is often boosted by the association with the movies on the big screen in full color.
- Because movie theaters are located near or in suburban shopping malls and other high profile retail areas, ads are positioned close to point-of-purchase.
- Campaigns can be targeted by a demographic profile based on the geographic location of the movie theater.

LOCATIONS:

- On screen, pre movie
- Lobby Posters and Floor displays
- Lobby digital networks
- Handouts
- In lobby remotes

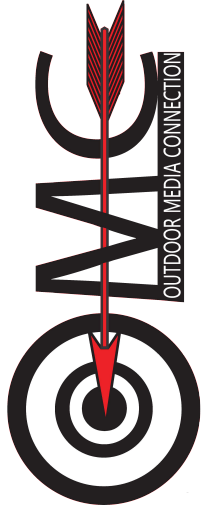
PRODUCTION: •

Digital picture slide, flash animation and full motion video.

PROGRAM LENGTH

- Available in four week periods to long term programs.

AIRPORT ADVERTISING



FEATURES AND BENEFITS:

- Airport campaigns reach the elusive and highly desirable audience of business and leisure travelers.
- Long dwell times by passengers waiting in terminals and baggage claim areas offer extended exposure to advertising. In addition, tight security restrictions help create a very "Captive Audience" of sophisticated consumers.
- Advertising campaigns can target lifestyles as well as business needs.
- These sophisticated consumers are more likely to buy designer clothing, luxury cars, real estate and the newest technology.
- Airport displays capture the attention of an audience of affluence; median house hold income \$104,235, 48% professional /managerial.

LOCATIONS:

- Advertising is available in most domestic and international airports, as well as, most regional airport terminals.
- Advertisement displays can be placed on terminal walls, freestanding directories, baggage claim, stairways, columns, kiosks, gates, luggage push carts and more...
- Local, regional, national and international campaigns can be coordinated.

PRODUCTIONS:

- With the many different options that include: backlit dioramas, free standing kiosks, state of the art L.E.D and plasma panels, scrolling displays and wall wraps; production depends on the location and type of media.

PROGRAM LENGTH:

- Usually purchased in four week periods to long term programs