

INSPIRE ACTION WITH ENGAGING COMMUNICATION

WHO ARE WE?

Founded in 2002, ThinkTANK Advertising & Design is Western Canada's largest alternative outdoor advertising company featuring mobile billboards, digital billboards and large format printing to construction signs and all mediums in between. The ThinkTANK Team is committed to the highest levels of customer service and support, not only to our clients, but to the community as well through our work with the Edmonton Food Bank, Edmonton's Junior Achievement, and more.



TURNING HEADS

From long standing relationships in the advertising community to our innovative medium, ThinkTANK is committed first to creating leading dynamic outdoor advertising to surpass anything in the industry, and second to being a leading and dynamic member of the Edmonton community.

YOU COME FIRST

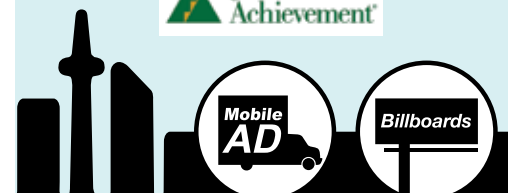
We truly believe that we can help you better leverage the power of outdoor advertising as a whole. Our potential reach is over three quarters of a million "sets of eyes" a day in the Edmonton area.



proud member of:



proud sponsor of:



-As with third party cube van advertising, our billboards aren't situated in poor visibility locations at a jobsite all day or parked in a yard at night, nor are they covered in dirt from the road, which defaces an ad. We advertise 24/7 on a clean vibrant, high-resolution vinyl.

WHY MOBILE OUTDOOR ADVERTISING?

- In general the brain takes 3-4 visuals to make an impression, thus after a week the repetition is of less value. Unlike static billboards, we can move every week reaching approximately 3 times more customers in a campaign.
- The average round trip commute in North America is 54 minutes and time spent viewing mobile outdoor advertising increases every day.



Mobile advertising generates double the attention of a static billboard.**

- Mobile advertising has an unlimited impact, especially due to protective sign codes, limiting additional static outdoor advertising.
- 27%* of the heaviest commuters do not read a newspaper and 74% of super commuters don't watch TV news either.
- Outdoor and point of sale is expected to grow 20% year-to-year.*
- Given their elevation, static billboards often get tuned out, as one gets accustomed to their location. Our billboards are at eye level, in your face and naturally catch one's attention.
- As is the case with broad static billboard campaigns, you don't have to pay for hard to see locations in alleyways, behind trees, screened by series of poles and lines, or otherwise obscured.

MEDIA COMPARISON... MORE FOR YOUR MONEY WITH MOBILE



*Source: Perception Research Services, Arbitron Outdoor Study, RYP & Becker Group

**Source: Neilson Media Research measures advertising expenditure based on published rate cards, outdoor

Graph Source: SQAD (Winter 2005), Media Dynamics, INC

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www.ThinkTankAds.com

MOBILE ADVAN

OUR MOBILE BILLBOARDS HAVE THREE MAIN COMPETITIVE ADVANTAGES:

- We can reach 3 times more customers than static billboards
- In general the brain takes 3-4 visuals to make an impression, thus after a week the repetition is of less value. Unlike static billboards, our Mobile Billboards are movable every week reaching thousands of more "fresh" impressions a campaign.
- Our billboards are reusable and eco friendly, and clients can have multiple campaigns using the same board, saving them time and money.

ALMOST 300 FEET OF EFFECTIVE ADVERTISING

- Each Billboard face measures 12' by 12', thus 144 square feet per side, giving you almost 300 sq feet of effective advertising (also available in 10' by 18').

HIGH-RESOLUTION DIGITAL PRINT

- Featuring high resolution digital graphics on a single sheet of highly durable flex face vinyl (which resists fading and lasts approximately 2 years).

REUSABLE, AND INTERCHANGEABLE

- Need to make banner text or print changes? If so, additional stickers (snipes), chloroplast and other mediums can be simply applied or removed without replacing the entire banner.

OPTIONAL DRIVE TIME AND FEATURES

- You can host promotions with your giant Mobile Billboard (ie. a highly visible base for your mascot, handouts, giveaways, promotional products, segway patrol and more) for a nominal fee.
- Want to be even more effective? Ask about our optional drive time packages. *(See the Distribution Slide for more information).*

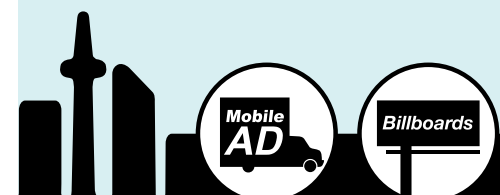
FULL SERVICE CREATIVE DESIGN

NO AD? NO PROBLEM! We can work with your design team or use one of ours, from creative services and ad preparation (if necessary), to full advertising concept creation. No additional fee if design is print ready. We also do custom campaigns, unique cut outs and advertising props.



LOCATIONS AND DISTRIBUTION

- We utilize a grid of carefully selected, paid private locations and a group of public spots that garner the largest traffic commutes counts.
- We can Geo Code specific areas based on clients needs.
- We have the ability to target specific events and locations.
- As is the case with broad static billboard campaigns, you don't have to pay for hard to see locations in alleyways, behind trees, screened by series of poles and lines, or otherwise obscured.
- Given their elevation, static billboards often get tuned out, as we get accustomed to their location. Our billboards are at eye level, in your face, unusually shaped and naturally catch one's attention.



MOBILE AD TRAILER BILLBOARDS

OUR MOBILE BILLBOARDS HAVE THREE MAIN COMPETITIVE ADVANTAGES:

- In general the brain takes 3-4 visuals to make an impression, thus after a week the repetition is of less value. Unlike static billboards, our Mobile Billboards are movable every week reaching thousand of more "fresh" impressions a campaign.
- We can reach 3 times more customers than static billboard.
- Our billboards are reusable and eco friendly, and clients can have multiple campaigns using the same board, saving them time and money.

ALMOST 400 FEET OF EFFECTIVE ADVERTISING

- Each Billboard face measures 10' by 18', thus 180 square feet per side, giving you 360 sq feet of effective advertising (also available in 10' by 20')

HIGH-RESOLUTION DIGITAL PRINT

- Featuring high resolution digital graphics on a single sheet of highly durable flex face vinyl (which resists fading and lasts approximately 2 years)

REUSABLE, AND INTERCHANGEABLE

- Need to make banner text or print changes? If so, additional stickers (snipes), chloroplast and other mediums can be simply applied or removed without replacing the entire banner.

OPTIONAL DRIVE TIME AND FEATURES

- You can host promotions with your giant Mobile Billboard (ie. a highly visible base for your mascot, handouts, giveaways, promotional products, segway patrol and more) for a nominal fee.
- Want to be even more effective? Ask about our optional drive time packages. (See the Distribution Slide for more information).

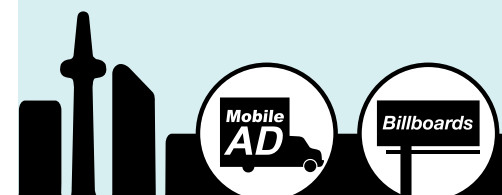
FULL SERVICE CREATIVE DESIGN

NO AD? NO PROBLEM! We can work with your design team or use one of ours, from creative services and ad preparation (if necessary), to full advertising concept creation. No additional fee if design is print ready.



LOCATIONS AND DISTRIBUTION

- Trailer billboards are larger and lower priced than our Mobile Advan billboards, though are more suited to fixed locations for longer periods.
- Given their elevation, static billboards often get tuned out, as we get accustomed to their location. Our billboards are at eye level, in your face, unusually shaped and naturally catch one's attention.
- As is the case with broad static billboard campaigns, you don't have to pay for hard to see locations in alleyways, behind trees, screened by series of poles and lines, or otherwise obscured.
- In addition to regular advertising customers, these larger units are ideally suited for real estate, land development and construction sites as they can be moved around the site as needed to make way for construction. Changing the location on site helps catch the public's eye over and over again.
- We can Geo Code specific areas based on clients needs.
- We can target specific events and locations and even demographics.



Much like the old adage, "A picture is worth a thousand words," your customers perception is priceless. Let us help you maintain and enhance your company's image with a consistent, impressive and memorable message.

PORTABLE SIGNS

ALBERTA'S FIRST MINI BILLBOARD



IMAGE IS EVERYTHING

- When a customer is driving by or approaching your business, their first impression need not be of a generic sign but rather a high-resolution digital graphic matching your logo, identity and overall image – make that first impression count!
- Our mini Billboards are 10 feet long by 5 feet high, and stand a full 3–4 feet off the ground giving our customers one of the largest portable sign footprints in the industry.
- We feature full color, high-resolution, durable vinyl banners that resist fading and last up to 2 years.

WE HANDLE IT FROM HERE...

- These banners can be reused or swapped throughout the year for different advertising campaigns.
- We deliver to your Edmonton area site and look after the permits for you.

FULL OR PARTIAL DESIGN NEEDED? NO PROBLEM.

We can work with your design team or use one of ours at \$85/hour for graphic design, creative services and ad preparation (if necessary).
No additional fee if design is print ready.

CUSTOM SIGNS AND ADDITIONS

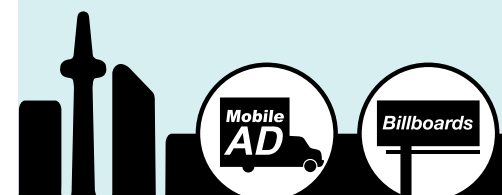
Looking for something even more eye catching? Try one of our custom shapes with full digital imagery. Make your sign and your business something to talk about.

Do you like to make changes to your message? Not a problem with our promo stickers (snipes). These adhere easily, enabling regular changes for sales, special events, etc... or simply to reinvent your advertisement.

We also offer headers (well suited for branding or more frequent change items), moving pieces, innovative materials, flags, lighting and more.

THIRD PARTY LOCATIONS

Would you like to advertise at a third party location? Call us for possible locations and pricing.



MOBILE SHOWROOM

ALBERTA'S FIRST INTERACTIVE MULTIMEDIA MOBILE SHOWROOM

THE MOBILE SHOWROOM IS AN INTERACTIVE, ADVERTISING POWERHOUSE. HOW? WHY?

- The Showroom reaches 1.5 million impressions a month using our grid of park and scroll distribution locations, targeting the morning and evening commuter traffic.
- The Showroom targets mid day and evening diner / shopper traffic to engage that really hard to reach active demographic, by following the consumer trends and habits.
- The Showroom advertises where your customers are targeting dining districts such as Whyte Avenue, downtown lunches, and west end/ South Edmonton Common evening diners.
- The Showroom attends most events, festivals, and has become a mainstay at Oilers and Eskimo games.



EXCLUSIVE SHOWROOMS

With high-quality crystal-clear glass on the sides and back, our vehicles can become a Mobile Showroom, or display larger than life versions of your product. Want to have a mountain skiscape? How about a living room suite?... the Showroom can display it all.



SCROLLING, ILLUMINATED BILLBOARD

We feature state of the art scrolling billboard systems. Effective during the day and exceptionally effective during our dinner drive time targeting that hard to reach demographic dining out in the evenings.



HIGH DEFINITION MOBILE TV

Great for running corporate videos, commercials, and high resolution static shots. Further incorporate into TV/Billboard/Radio combo. Whatever your venue, mobile TV will be sure to impress!

COMPLIMENTARY SAMPLING/STREET TEAM

Clients with ThinkTANK's Mobile Showroom currently enjoy the complimentary use of our events staff at Eskimo and Oilers games, handing out pens, coupons, and any other promotional related products. The Mobile Showroom acts as a mobile information kiosk, engaging your potential customers in fun and interactive advertising.*

**Complimentary sampling is limited and included in 6 month campaigns, ask for details.*

PARK AND SCROLL METHODOLOGY

The Mobile Showroom can reach close to 3 million impressions a month, using our grid of locations and distribution methodology.



EVENT MARKETING & STREET TEAM PRODUCT SAMPLING

PRODUCT LAUNCHES / PROMOTIONAL SAMPLING / COUPON DISTRIBUTION

- ThinkTANK's Mobile Advan not only gives advertisers traditional reach, but can geo code areas, and time target that hard to reach active demographic using our street team.
- The street team targets dining districts during lunch and dinner rushes, and participates in a variety of city functions, festivals, and sporting events such as the Oilers and the Eskimo games. The street team can be hired to create events and give clients an aggressive way to create brand awareness and top of mind campaigns through product sampling and promotional give away at events.
- We can augment any campaign with further product sampling packages, which are more effective and less costly than direct mail using our Street Team marketing.

STREET TEAM MARKETING - THE FACTS

- Street Team marketing consists of a group of pre-screened, trained individuals who converge on targeted areas to promote an event or product via sampling, literature distribution, experiential marketing or a performance.
- Highly trained street team members are also referred to as brand ambassadors. Street team promotion is a grass roots marketing tactic. Street teams can be on foot around our Mobile Showroom, etc. and are often outfitted in branded apparel.

STREET TEAM MARKETING - THE ADVANTAGES

- Provide on-the-street one-to-one bridge to consumers for more personal, (e.g., memorable) brand interaction.
- Street team promotion is affordable, highly effective and visible.
- Potential for opportunistic reach (through press mentions).
- Street team promotion can advance word-of-mouth marketing.

TARGET AN EVENT / CREATE YOUR OWN EVENT

- From Oilers games, to exclusive concerts, to scheduled events at your location, ThinkTANK can get you in front of that hard to reach demographic.
- ThinkTANK's Mobile advan can be the backdrop, catalyst for a campaign or augment a more comprehensive advertising campaign.



BILLBOARDS

STATIC, DIGITAL AND BRIDGE

With consumers accustomed to flipping the channel, turning the page or clearing the screen when an ad pops up, Outdoor Advertising is the perfect medium to combat such trends, and successfully capture your target market.

TOTAL REACH - Outdoor Advertising provides broad coverage and targeted market reach. It is the most visible media exposed to everyone who goes outside of the home to work, school, shop or play.

HIGH FREQUENCY - The continuous presence of Outdoor Advertising produces frequency levels unmatched by any other medium.

TARGET POTENTIAL - Not only can you reach mass audiences with Outdoor Advertising, but it also allows for targeting specific communities, groups, ages, income levels, and more.

CONSTANT EXPOSURE - 24 hours a day, 365 days a year, Outdoor generates repeated exposure, delivering your message over and over again.

FLEXIBILITY - Outdoor Advertising can be situated in locations reaching everyone coming into or leaving your specific market area. You can pinpoint your prime target areas exactly!

LOW COST PERTHOUSAND - The lowest cost-per-thousand of any media, Outdoor Advertising is unsurpassed in its ability to supply long-lasting impressions, coverage, reach and frequency.

DIGITAL - Now available digital billboards offer more dynamic and flexible ways to get your message out there.

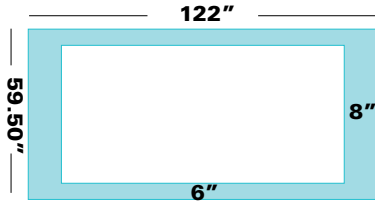
THINKTANK'S TAKE

- When it comes to growing your business, there is nothing more effective than outdoor advertising and when it comes to effective outdoor advertising, it helps to have the right mix of distribution.
- ThinkTANK specializes in outdoor/out of home advertising
- The typical Outdoor industry is like many others. The best customer service, rates and locations often go to the companies with the greatest buying power, which typically describes big businesses or those that have the funds to hire large advertising agencies. As a result small to midsize companies can sometimes wind up paying more and getting less, until now, courtesy of ThinkTANK.
- ThinkTANK helps small to midsize businesses tap into the benefits of large campaigns on a conservative budget. We use formats such as static billboards and mobile billboards with select locations to maximize targeting the Edmonton Market.

For locations and rates please call.



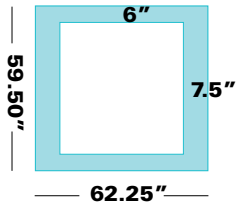
DESIGN / PRODUCTION SPECS



MOBILE SHOWROOM

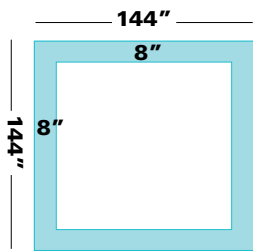
SIDE BILLBOARD: 5' X 10'

Format: Acceptable files: PRESS PDF or .EPS File
100% @ 150 dpi or 50% @ 300 dpi
Live Area: 106 inches wide x 47.5 inches high
Add Bleed: Refer to diagram



BACK BILLBOARD: 5' X 5'

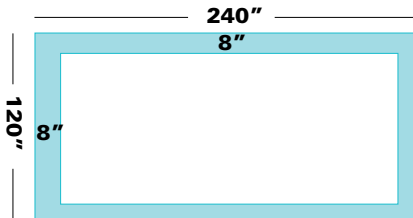
Format: Acceptable files: PRESS PDF or .EPS File
100% @ 150 dpi or 50% @ 300 dpi
Live Area: 47.25 inches wide x 47.5 inches high
Add Bleed: Refer to diagram



MOBILE AD VAN

12' X 12'

Format: Acceptable files: PRESS PDF or .EPS File
100% @ 100 dpi (minimum) or 50% at 150dpi
Live Area: 132 inches wide x 132 inches high
Add Bleed: 8 inches (all sides)



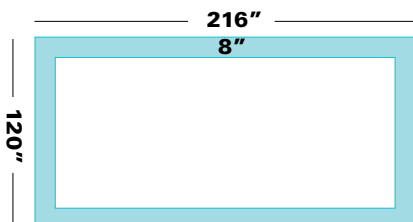
STATIC/DIGITAL BILLBOARDS

STATIC: 10' X 20'

Format: Acceptable files: PRESS PDF or .EPS File
100% @ 100 dpi (minimum) 50% at 150dpi
Live Area: 224 inches wide x 108 inches high
Add Bleed: 8 inches (all sides)

DIGITAL: 10' X 20'

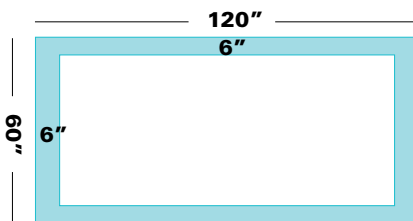
Format: Acceptable files: JPEG
100% @ 72 dpi
Live Area: 224 inches wide x 108 inches high



TRAILER BILLBOARD

STATIC: 10' X 18'

Format: Acceptable files: PRESS PDF or .EPS File
100% @ 100 dpi (minimum) 50% at 150dpi
Live Area: 200 inches wide x 108 inches high
Add Bleed: 8 inches (all sides)



PORTABLE SIGN

5' X 10'

Format: Acceptable files: PRESS PDF or .EPS File
100% @ 100 dpi (minimum) 50% at 150dpi
Live Area: 108 inches wide x 48 inches high
Add Bleed: 6 inches (all sides)

MOBILE SHOWROOM UPLOAD INFO

FTP Login information:
Host: ftp.limeoutdoor.net
User: upload@limeoutdoor.net
Pass: guestupload204

ADVAN, BILLBOARDS AND PORTABLE SIGNS UPLOAD INFO

FTP Login information:
Host: thinktanksads.com
User: thinktank
Pass: je9xhxy3jd

QUESTIONS?

Be sure to call us and we
will do our best to help you!
780.423.5869



DISTRIBUTION

PARKING AND DRIVING / PARK AND SCROLL

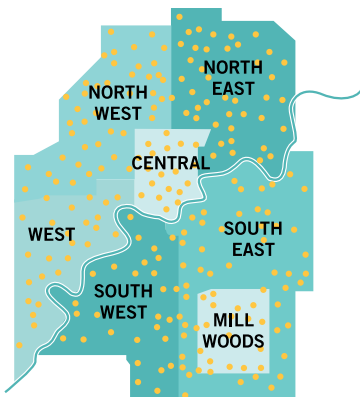
LOCATIONS AND DISTRIBUTION

- We utilize a grid of carefully selected, paid private locations and a group of public spots that garner the largest traffic commutes counts*.
- We can Geo Code specific areas based on clients needs.
- We have the ability to target specific events and locations.
- When the mobile billboard is not parked we use a grid of expertly developed routes to garner the largest footprint in Edmonton.
- ThinkTANK utilizes the latest vehicle and pedestrian traffic data to optimize exposure.
- On average, our Mobile Billboards reach around 300 thousand sets of eyes a week or over 1.2 million impressions a month.**

LOCAL

Ask about our local or National campaigns

NATIONAL



OPTIONAL DRIVE TIME AND FEATURES

- We'll drive your mobile billboard around an area of your choice (ie. hockey games, football games, Whyte Ave, downtown, concerts, festivals, events in other cities, and even as the back drop in a parade or media launch).
- You can host promotions with your giant Mobile Billboard (ie. a highly visible base for your mascot, handouts, giveaways, promotional products, segway patrol and more) for a nominal fee.
- Also available are lighting features, PA systems, flags, custom shapes and more.
- Want to be even more effective? Ask about our optional drive time packages.

*ThinkTANK provides a monthly/quarterly comprehensive park and scroll location list, dates and times, as well as a calendar of events that we are participating in. ThinkTANK from time to time may change a time or location due to weather and or unforeseen circumstances, and ThinkTANK may update event listings at its discretion.

**ThinkTANK uses the 2007 City of Edmonton traffic flow map using the average annual traffic.

***It takes the average commuter 3 to 4 drive times to make the impression, ThinkTANK is actually 3 times more effective as we move the Mobile billboard every week to garner more sets of eyes.

METHODOLOGY

ThinkTANK has a distribution methodology that circulates the mobile advans through a list of leased locations. All locations have been carefully selected to garner great visual exposure while ensuring the largest traffic counts in a given area.

A common misconception is that parking Mobile Ad vans geographically close to your place of business will garner the largest return on investment. When in fact, using ThinkTANK's methodology of distributing vehicles on a weekly rotation***, may have the largest impact of overall exposure in the Edmonton area; which will ultimately result in the largest return on Investment for our clients.

That being said, ThinkTANK keeps clients geographical areas and their specific type of business in context to the overall distribution. For example: if all of your stores were located in West Edmonton Mall, ThinkTANK would distribute heavier in the West End Section, choosing selected locations to get the highest traffic exposure, but exposing the advertisements to "new" sets of impressions in the general area.

*Please refer to our distribution slide for comprehensive information.

**Ask for details relating to current locations, a list of locations and a calendar of events can be provided at any time.