

High Resolution Full Video Outdoor Led Billboard

ThinkTANK's digital displays provide boldly dramatic and visually powerful messaging to effectively reach your market audience. This highly visible and flexible technology will help maximize your advertising dollars.

FLEXIBILITY:

Quickly update your ad message, adding a level of adaptability never seen before.

EFFICIENCY:

No banner to throw away, no print deadline, very little wait and instantaneous uploading.

CONSTANT EXPOSURE:

Displays 24 hours a day, 7 days a week.

HIGH MARKET REACH:

Located in high traffic, highly visible metro areas.

HIGH IMPACT:

Colorful, brilliant picture quality images, (day or night), which are 9 times more effective than traditional static billboard advertising.

LOW COST PER THOUSAND:

One of the lowest cost advertising mediums available.

CAPTIVATE YOUR AUDIENCE:

Cannot be avoided by either motorists or pedestrians. The motion, location and vibrant picture are sure to attract the majority of people passing by.

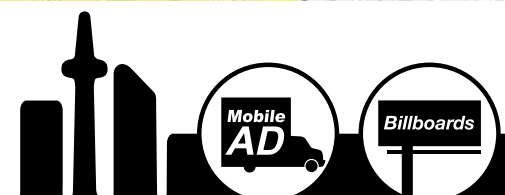


ADVERTISING OPPORTUNITIES NOW AVAILABLE

on Highway 16 (Yellowhead Trail) NW

Location Facts

- Weekly audience of 546,000 (Note: COMB conversion rate of 1.34 per vehicle)
- Extremely high traffic area with great East and West facing sight lines.
- Only Digital billboard exposure in the west end of Yellowhead Trail.
- High impression yield during commuter traffic times, due to slow moving vehicles in both directions.



10' X 20' HIGH DEFINITION LED VIDEO ADVERTISING DISPLAY

WHERE IS IT LOCATED?

South side of Highway 16 (Yellowhead Trail), between St. Albert Trail & 149th Street.

DEC: 97,240 DMA Rank (Canada): 6

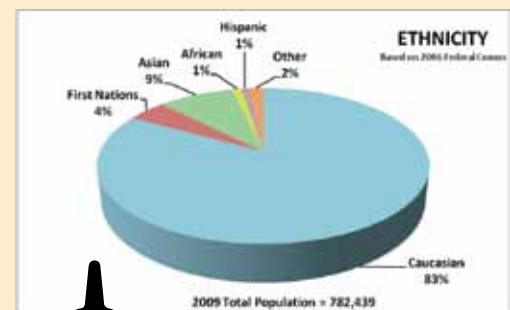
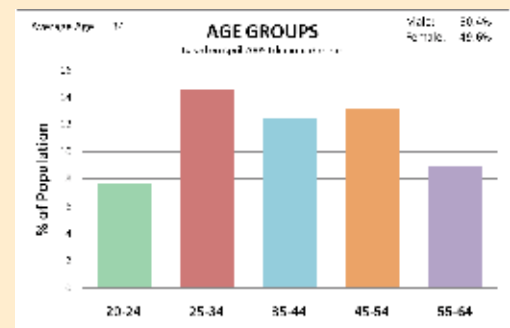
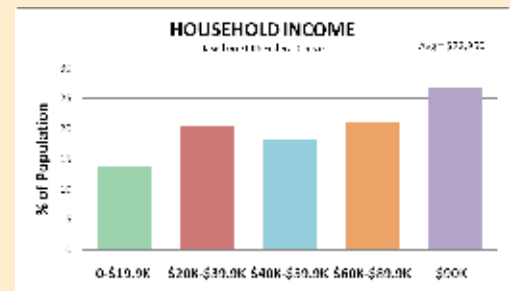
ABOUT OUR LED VIDEO BILLBOARD

This double-sided full color 10mm virtual electronic advertising display offers excellent visibility on one of Edmonton's most heavily travelled corridors, the Yellowhead Trail. With an unobstructed view to both westbound and eastbound traffic, this display offers a long approach to vehicles traveling at 60km/hr. Operates 24 hours a day, 7 days a week.

Servicing major commercial areas in north central Edmonton, Yellowhead Trail is a major commuter artery to Spruce Grove in the west, Sherwood Park in the east and St. Albert in the north, as well as the rapidly developing northern suburban communities of Edmonton. Only minutes away from the Edmonton Metropolitan Airport, this advertising display is also located on a common route to downtown from the east, west and north ends of the city.

DEMOGRAPHIC INFORMATION

As Alberta's capital, Edmonton is known as the gateway to the North. With a total population of over 780,000 in the city proper and over 1,100,000 in the metropolitan area, Edmonton is the second largest city in Alberta. Forecasted to grow by 9% over the next five years, Edmonton is one of Canada's fastest growing cities and boasts one of the lowest unemployment rates (3.6%) in the country.



ADVERTISING RATES

HIGH DEFINITION LED VIDEO DISPLAY

EFFECTIVE AUGUST 2010

SINGLE SIDE – one 6-second ad spot every 60 seconds on ONE side of the display				
# Of Weeks	Spots/Day	Spots/4 Weeks	4 Week Cost	Cost/Spot
4	1440	40,320	\$1595	0.4¢
12	1440	40,320	\$1495	0.4¢
26	1440	40,320	\$1350	0.4¢

DOUBLE SIDED: One 6-second ad spot every 60 seconds on BOTH sides of the display				
# Of Weeks	Spots/Day	Spots/4 Weeks	4 Week Cost	Cost/Spot
4	2880	80,640	\$3090	0.38¢
12	2880	80,640	\$2890	0.38¢
26	2880	80,640	\$2600	0.38¢

***Please Note:**

Ad rates do not include GST or PST.
Ad rates are in Canadian dollars.
Ads are displayed 24 hours/day.
All ad spots are subject to availability.

For More Information Please call

ThinkTank Advertising Sales
780-423-5869

