



| Sector | PROFILE | | | SLOT TIMES / PRICE Per Month | | | | | IMPRESSIONS | | |
|--------|---------|------|------|------------------------------|------|------|------|------|----------------|-------------|-----------------|
| | Screens | Type | Size | :05s | :10s | :20s | :30s | :60s | Annual Traffic | View Factor | Effective Views |

Travel Info Centers

| | | | | | | | | | | | |
|---|---|-------|-----|-------|-----------|-----------|-----------|-----------|---------|------|-----------|
| Tourism Victoria Visitor Info Centre <i>Victoria, BC</i> | 1 | LCD | 52" | \$150 | \$275 | \$495 | \$660 | n/a | 800,000 | 2.50 | 2 million |
| Alberni Valley Visitor Centre <i>Port Alberni, BC</i> | 1 | PLSMA | 52" | \$85 | \$150 | \$270 | \$360 | \$600 | 55,000 | 2.50 | 125,000 |
| Argosi Visitor Centre at Pier 56 <i>Seattle, Washington (18/hr)</i> | 2 | PLSMA | 42" | n/a | \$125 USD | \$225 USD | \$325 USD | \$625 USD | 200,000 | 2.50 | 500,000 |

Passenger Terminals

| | | | | | | | | | | | |
|--|---|----------------|-------|-----|------------|-------------|-------------|-------------|---------|------|---------|
| COHO Ferry Terminal <i>Victoria, BC to Port Angeles, WA</i> | 3 | LCD Video Wall | 3x46" | n/a | \$125 | \$225 | \$300 | \$550 | 162,500 | 3.0 | 487,500 |
| Seattle Cruise Ship Terminal Pier 66 <i>Seattle, Washington (9/hr)</i> <i>*Prices are per season (May-Oct)</i> <i>NCL, Royal & Celebrity Lines</i> | 4 | PLSMA | 42" | n/a | \$750* USD | \$1250* USD | \$1750* USD | \$3400* USD | 120,000 | 2.50 | 380,000 |
| Seattle Cruise Ship Terminal Pier 30 South <i>Seattle, Washington (9/hr)</i> <i>*Prices are per season(May-Oct)</i> <i>Holland America Line</i> | 4 | PLSMA | 42" | n/a | \$750* USD | \$1250* USD | \$1750* USD | \$3400* USD | 90,000 | 2.50 | 225,000 |
| Seattle Cruise Ship Terminal Pier 30 North <i>Seattle, Washington (9/hr)</i> <i>*Prices are per season(May-Oct)</i> <i>Princess Lines</i> | 4 | PLSMA | 42" | n/a | \$750* USD | \$1250* USD | \$1750* USD | \$3400* USD | 105,000 | 2.50 | 262,500 |

Attractions

| | | | | | | | | | | | |
|---|---|-------|-----|-----|----------|-----------|-----------|-----------|---------|------|---------|
| Seattles Museum of Flight <i>Seattle, Washington (18/hr)</i> | 1 | PLSMA | 42" | n/a | \$95 USD | \$175 USD | \$255 USD | \$510 USD | 500,000 | 1.00 | 500,000 |
| Future of Flight & Boeing Tour <i>Seattle, Washington (18/hr)</i> | 1 | PLSMA | 42" | n/a | \$95 USD | \$175 USD | \$255 USD | \$510 USD | 200,000 | 2.50 | 500,000 |

Convenience Stores

| | | | | 10 sec | 15 sec | 20 sec | 30 sec | | | | |
|--|----|-----|-----|--------|--------|--------|--------|--------|---------------------|------|------------|
| Dakota Whitecap Trail Gas Bar <i>Saskatoon, Sask (10/hr)</i> | 1 | LCD | 46" | n/a | \$100 | \$143 | \$180 | \$240 | 400,000 | 1.00 | 400,000 |
| Sheffield Express <i>BC, AB, MB, ON (10/hr)</i> | 19 | LCD | 42" | n/a | \$910 | \$1300 | \$1640 | \$2180 | 2.555M | 1.00 | 2.555M |
| <i>The Sheffield Network is used primarily for product sales. 1 min out of a 6min loop is for third party ads. Screens have varying degrees of visibility to Mall traffic. Most Sheffield Express locations are near the Food Court.</i> | | | | | | | | | Annual Mall Traffic | | 97,154,864 |



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| | | | | | | | | | | | | |
|--|---|-----|-----|--------|--------|------|--|--|--|---------|------|---------|
| Resorts & Hotels | | | | 10 sec | 15 sec | | | | | | | |
| Harbour Towers Hotel & Suites <i>Victoria, BC, Inner Harbour (10/hr)</i> | 2 | LCD | 37" | n/a | \$55 | \$75 | | | | 205,000 | 1.50 | 307,500 |

BC University, Colleges and High Schools + ChatterHigh.com District Population

| | | | | | | | | | | | |
|--|----|-----|----------|-------|-------|--------|--------|--------|--------|------|-----------|
| University of Victoria, Student Union Building (SUB TV) <i>Victoria, BC (6/hr)</i> | 7 | LCD | 40/46/60 | \$330 | \$600 | \$1080 | \$1440 | \$2016 | 19,000 | 2.0 | 2 Million |
| School District 61 <i>Victoria, BC (7.5/hr)</i> | 22 | LCD | 37/42" | n/a | \$610 | \$1098 | \$1464 | \$2050 | 6759 | 546* | 3.69M |

*used 182 school days x 3 opportunities per day to see screens (the screens do run all day though)
All Ads subject to approval

- High School Ad categories Possible:**
- Post Secondary Institutions
 - Employment Opportunities
 - Health & Wellness messages
 - Government Ministries
 - Fitness Opportunities

ChatterHigh.com engages High School students, parents and teachers in BC with a 10 question multi-choice quiz every day. You may qualify to be a Question Provider. Each question you provide has a URL hint to the web page where the answer is found. This is done on a pay-per-click basis. Visit www.chatterhigh.com for details.

Outdoor LED Screens 6 sec 10 sec 10 sec 10 sec

| | | | | | | | | | | |
|---|---|-----|----------------------|------------------|------------------|-------------------|--------------------|------------------------|-----------------|--------------------------|
| Save-On-Foods Memorial Centre <i>Blanshard St & Caledonia St Victoria, BC</i> | 2 | LED | 10'x18' 704x384 | n/a | \$145 Per day | \$900 Per Week | \$3450 Per Mon | 45,000 Cars per day | 1.38 Per car | 62,100 People Per day |
| WestShore Parks and Recreation Centre <i>Old Island Highway Victoria, BC</i> | 2 | LED | 8'x14' 512x288 | n/a | \$75 Per day | \$450 Per Week | \$1500 Per Mon | 42,000 Cars per day | 1.38 Per car | 57,960 People Per day |
| Town & Country Inn, North Side <i>Hwy 99, Massey Tunnel Delta, BC</i> | 1 | LED | 13'x25' 384x192 | \$100 Per day | \$135 Per day | \$750 Per Week | \$3000 Per 4 wk | 41,000 Cars per day | 1.34 Per car | 54,940 People Per day |
| Town & Country Inn, South Side <i>Hwy 99, Massey Tunnel Delta, BC</i> | 1 | LED | 13'x25' 384x192 | \$100 Per day | \$135 Per day | \$750 Per Week | \$3000 Per 4 wk | 54,000 Cars per day | 1.34 Per car | 72,360 People Per day |
| Alex Fraser Bridge, South Side* <i>Hwy 91 at Nordel Way Delta, BC</i> | 1 | LED | 12.7'x21' 320x192 | \$100 Per day | \$135 Per day | \$750 Per Week | \$3000 Per 4 wk | 55,000 Cars per day | 1.34 Per car | 73,700 People Per day |



Conditions

- Advertisement Slots are booked and processed on a first come first serve basis
- All special programming and placement requests are subject to availability (processed on a first come first serve basis)
- Prices shown are in Canadian currency unless otherwise indicated
- Prices shown do not include applicable taxes
- Advertised prices are subject to change without notice
- Prices are for advertising space only

Advertising Footprint Summary

| | |
|-------------------------------------|---------------|
| <i>Total Indoor Annual Traffic</i> | 17.7 million |
| <i>Total Outdoor Annual Traffic</i> | 117.2 million |
| <i>Total Annual Traffic</i> | 134.9 million |
| <i>All figures are approximate.</i> | |
| <i>Total Indoor Screens</i> | 154 |
| <i>Total Outdoor Screens</i> | 7 |

Legend

| | |
|----------------------------------|-------|
| <i>Digital Projection Screen</i> | DP |
| <i>Plasma Screen</i> | PLSMA |
| <i>LCD Screen</i> | LCD |
| <i>LED Screen</i> | LED |
| <i>Television</i> | TV |

Media Requirements

Video Ads

Video Compression
DivX or XVID (.avi)
DivX version 4,5 or 6
Quicktime H.264 (.mov)

Pixel Resolution: 848px W x 480px H
(704px W x 384px H – Save-On-Foods Memorial Centre only)
(512px Wx288px H – West Shore Parks and Rec LED only)
(384px Wx192px H – Town & Country LED only)
(320px Wx192px H – Alex Fraser Bridge only)
(1360px Wx768px H – Harbour Towers Hotel, Tourism Victoria VIC, Shell AeroCentre, Sheffield only)
(1360px Wx568px H – SIMS High Schools and SUB TV only)
(2304px Wx1360px H – Coho Terminal Video Wall only)
Pixel Aspect: 1.00 (square)
Frame Rate: 29.97 fps
No audio

Still Image Ads

.jpg

Pixel Resolution: 848px W x 480px H
(704px W x 384px H – Save-On-Foods Memorial Centre only)
(512px Wx288px H – West Shore Parks and Rec LED only)
(1360px Wx768px H – Harbour Towers Hotel, Tourism Victoria Visitor Centre, Shell AeroCentre only)
(1360px Wx568px H – SIMS High Schools and SUB TV only)
(2310px Wx1360px H – Coho Terminal Video Wall only)
RGB color space

Advertising Contact

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