



DL001 and DL002

765 Exeter Rd., London ON

Latitude: 42° 55' 32.02" N Longitude: 81° 13' 1.25" W

Facing: North and South

Size: 10'H x 35'W Digital

Production Material: Digital Image

Illuminated: Yes

DL001 & DL002 are 10'x35' Digital Bulliten boards located at the south west corner of Wellington and Exeter Rd London. This is London's busiest corner and en route to Downtown London, Canadian Tire and many more major shopping ,banking and restaurant locations .

The sign will have a maximum of 12 advertisers on the sign .Each advertiser will be on the North face for 10 seconds and then on the South face for 10 seconds each minute.

In total there is an average monthly circulation of 2,187,000 COMMB verified.



Location # DL001 Facing North
Visual impressions per day = 44,600
(factored vehicles & occupants)



Location # DL002 Facing South
Visual impressions per day = 28,300
(factored vehicles & occupants)

Over 2 million visual impressions per month (factored vehicles and occupants)



INCLUDED

- ONE DIGITAL CREATIVE COPY CHANGE BI-WEEKLY
- BENEFIT OF APPEARING IN BOTH DIRECTIONS, ADVERTISING MESSAGE DISPLAYED 10 SECONDS EVERY MINUTE.

DEADLINES

1 MONTH

Booking Deadline

7-days prior to first of the month.

Creative Sign Off

48hrs. prior to the first of the month.

**Delivering to
over 2,000,000
viewers per month
and growing
COMMB verified.**

Operation of sign shall be as follows:

- Maximum of 12 advertisers combined on the 2 sides of this sign per month
- 6 advertisers shall have 10 seconds each on the North Face for 1 minute
- 6 different advertisers shall have 10 seconds each on the South Face for 1 minute
- Upon completion of the 1 minute, the 6 North Face advertisers shall be transferred to the South Face and Vice Versa

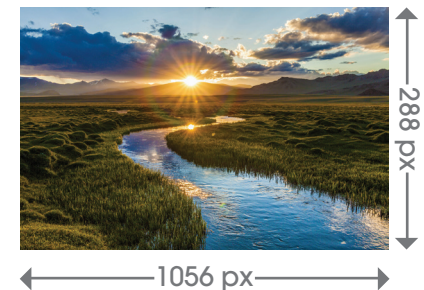
CONTENT REQUIREMENTS

Content resolution must be
W 1056 pixels x H 288 pixels
Aspect Ratio: 3.67 : 1

Image types supported:

RGB Colour Profile (not CMYK)

- PNG
- JPEG





DIGITAL OUTDOOR

Strategically placed in high-traffic areas, providing excellent visibility with rich, high-resolution images, Digital Billboards are an effective way to reach pedestrians and drivers alike.



**Delivering to over
2 million viewers
per month and growing
COMMB verified**

CONTACT US

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