

# c media

OUTDOOR.COM



C-Media Outdoor's strategically placed street panels are located in high traffic areas in the business district of The City of North Vancouver.

C-Media Outdoor's mandate is "to support and promote local business" while encouraging the use of alternative transportation.

## ADVERTISING RATES

### BIKE RACK ADS

Rates per month, per face.

- 3 Months \$100/month
- 6 Months \$85/month
- 12 Months \$70/month

Positioning fee of 10 percent of requested locations.  
Rates are determined by the length of the contract.

- \* Standard Transit Interior Card. Graphic design extra.
- \* One Time Fee of \$65 per decal for production and posting.

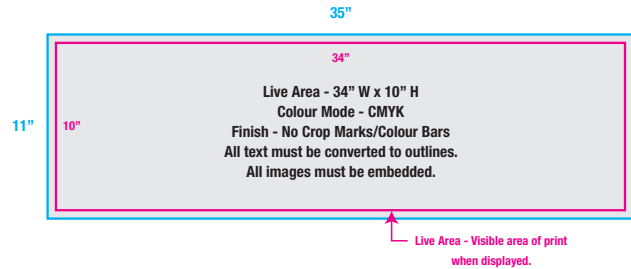
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*ENVIRONMENTALLY FRIENDLY,  
COMMUNITY ORIENTED,  
ECONOMICALLY PRICED!*

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### DESIGN INSTRUCTIONS

- Create 35" x 11" artwork.
- Image resolution 300dpi, CMYK colour
- High resolution PDF's preferred. Please do not include trim marks or colour bars.



### GRAPHIC DESIGN

- Clients can submit their own ready-to-print artwork or C-Media Outdoor can create a customized design.
- Graphic design fee is \$85.00.

## THE BENEFITS

### VISIBILITY

Ad facings are positioned to maximize exposure to all pedestrian and vehicular traffic.

### HI-IMPACT

Visually appealing with repeat impressions. Fixed locations inaccessible to many other forms of Out-of-Home advertising.

### FREQUENCY

Advertisers can dominate specific areas to maximize impact.

### FLEXIBILITY

A medium that can target a specific audience or markets. Creative can accommodate promotional, directional or point of purchase advertising.

C-Media offers campaign planning flexibility to suit the advertiser's needs.

### HIGH-PROFILE

Promote corporate citizenship by sponsoring an approved bicycle rack program.

The smart solution to advertising while helping promote alternative transportation.