



Concave Digital Displays

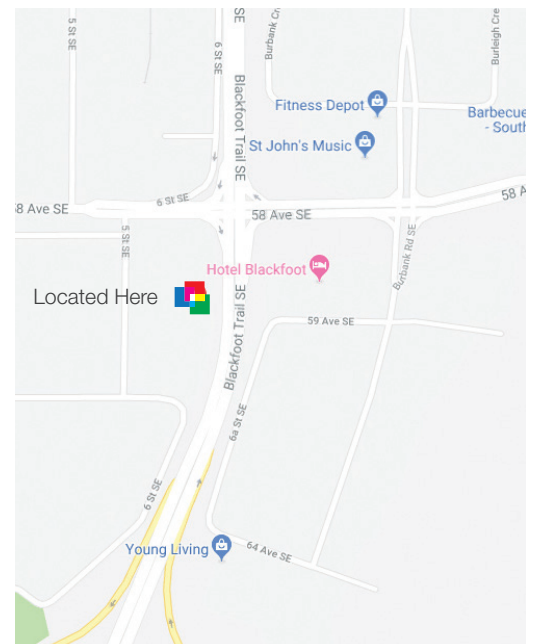


Blackfoot Trail northbound s/o 58 ave. S.E. (W.S. / Facing South)

LO#414 is positioned just south of the intersection of Blackfoot Tr. and 58th ave. This 25 sq. metre display will deliver over 59,130 potential impressions daily. It is located on the busiest portion of Blackfoot Tr. between Glenmore Tr. and 58th ave. and is the only third-party advertising display between these arteries. The display reaches motorists headed to 58th ave. west directly leading to Canada's third largest mall, Chinook Centre. It also targets northbound traffic headed towards Calgary's exciting East Village, downtown Calgary and Deerfoot Tr./Calgary's main artery leading to many communities throughout the city.

About the location:

- On route to a variety of retail stores, restaurants, office and commercial spaces.
- This display targets surrounding affluent communities, with an average household income of \$148,197.
- The affluent residents are 81% more likely to spend on luxury goods compared to the rest of Canada.
- Residents are 39% more likely to enjoy culinary experiences compared to the rest of Canada, spending over \$74M annually at restaurants.

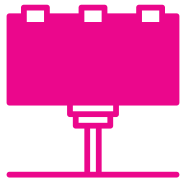


Immersive eye catching Concave Displays

Leading Outdoor's stunning concave displays create a potent visual experience that will catch and retain the attention of the coveted commuters and pedestrians.



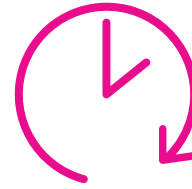
Contact Us Today



Greater Clarity

Our concave screens are of higher resolution than all other outdoor providers in the Calgary marketplace. Our creative team is available to help you design and create an effective digital out of home message for your next digital outdoor campaign. We

offer: Cost effective six second advertisements, sold in four week increments, with over 11,000 weekly spots.



24/7 Messaging

Outdoor advertising is the only type of media with constant 24/7 exposure. Leading Outdoor's 13 mm digital displays offer the highest resolution in the Calgary market, delivering millions of potential impressions monthly with each advertising

message appearing at least once per minute.



Total Customization

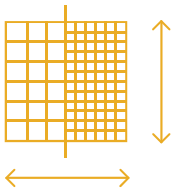
With Leading Outdoor's digital outdoor displays you are always in control. The flexibility of digital technology allows you to fine tune and change your message as often as needed - at no additional cost. Digital outdoor gives you a live connection to your

website so you can adjust your message 24/7.



Specifications

- Digital display: 25 sq. metres
- Dimensions: 3.5 x 7.0 metres
- Resolution: 13mm pixel displays



Amplified Recall

Improve viewer recall with Leading Outdoor's digital displays. Our gorgeous displays are over 40 per cent larger than our competitors, and the dramatic soft concave curve commands and delivers increased readership. Leading Outdoor's high-

resolution 13 mm digital displays deliver superior viewer recall as a result of longer and clearer readability.



Artwork and Production Requirements

- Supply a digital image file
- JPG preferred, BMP or PNG accepted
- Matrix - 552 x 264



Enormous Reach

Digital outdoor has the proven power of increased attraction to both drivers and passengers. Leading Outdoor's LED technology provides more colour and vibrancy than traditional billboards. Change your advertisements according to the time of

day, respond to the latest news or current events, and immediately showcase different products or services.



Impactful Advertising

Outdoor Advertising is better than any other type of advertising for its ability to communicate ideas at the lowest possible prices. Repetition is key when you are working to increase your brand awareness, launch a product, or

simply want to get your message across. These can easily be accomplished with digital outdoor campaigns as they provide the lowest CPM (cost per thousand) than any other medium.



Rates

Call Leading Outdoor today for rates and availability.

Calgary based, Family owned, 100% Canadian supplied