



Concave Digital Displays

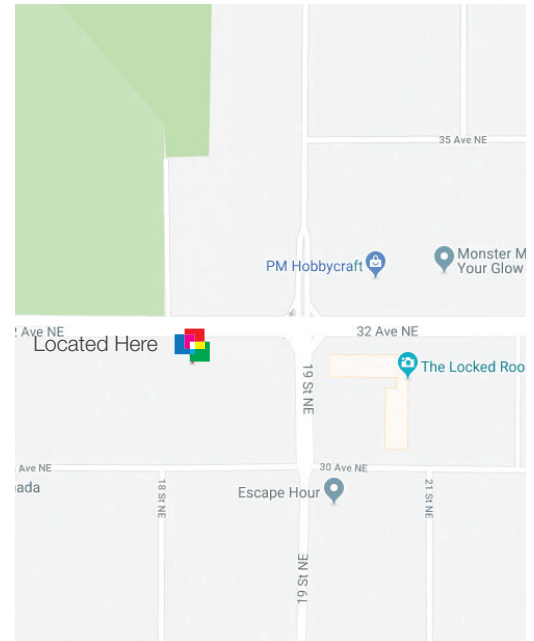


1915 - 32 ave. N.E. (S.S. / Facing West)

LO#412 Situated on busy 32 ave. between Deerfoot Tr. and Barlow Tr. this 25 sq. meter digital display will deliver over 26,733 potential impressions daily. It reaches commuters travelling eastbound towards northeast Calgary's largest mall, Sunridge Mall. This area of northeast Calgary is home to the greatest concentration of big box retail, restaurants, car dealerships, airport hotels and the Shaw corporate offices.

About the location:

- Situated in a significant transit corridor, the urban main street has a variety of retail stores, restaurants, offices and commercial spaces.
- 32 ave. serves as an east-west arterial route, including some airport traffic
- 55% of the surrounding neighbourhood, northeast Calgary, is comprised of popular retail stores.
- Located in an active community, residents are 76% more likely than the rest of Canada to spend on sports and athletic equipment

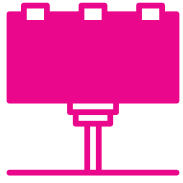


Immersive eye catching Concave Displays

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

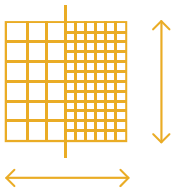
With Leading Outdoor's digital outdoor displays you are always in control. The flexibility of digital technology allows you to fine tune and change your message as often as needed - at no additional cost. Digital outdoor gives you a live connection to your

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