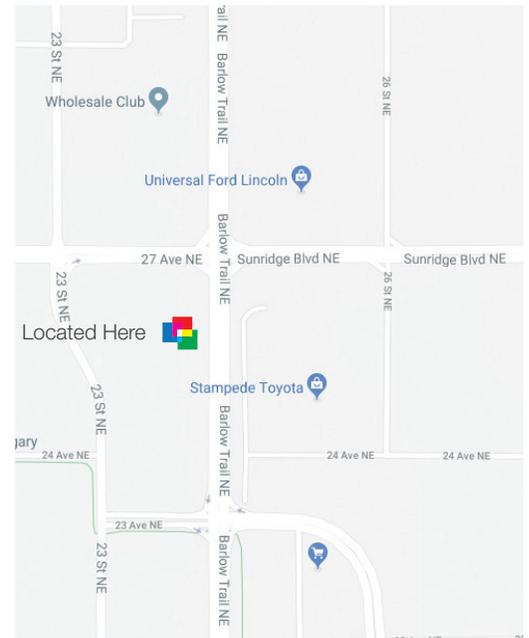


Concave Digital Displays



Barlow Trail southbound n/o Sunridge Way N.E. (W.S. / Facing North)

LO#410 Calgary's second concaved Digital Display. This industry leading 13 mm digital display targets vehicular traffic traveling southbound on Barlow Trail towards Memorial Drive. This 25 sq. metre display will deliver 44,800 potential impressions daily. The display reaches commuters headed southbound towards Memorial Drive and Calgary's downtown core. Daily traffic in the area also includes the many visitors to Calgary arriving from the international airport for both business and personal travel. This area of the northeast boasts the greatest concentration of hotels, restaurants, car dealers, and other retail. The display is situated on the highest traffic segment on Barlow Trail N.E. and is positioned between two intersections resulting in a significant slowing of traffic throughout the day and lengthy stoppages during rush hour.



Immersive eye catching Concave Displays

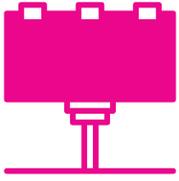
Leading Outdoor's stunning concave displays create a potent visual experience that will catch and retain the attention of the coveted commuters and pedestrians.



Contact Us Today



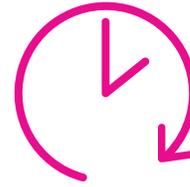
office 403.992.4358 email info@leadingoutdoor.com www.leadingoutdoor.com



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

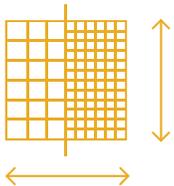
With Leading Outdoor's digital outdoor displays you are always in control. The flexibility of digital technology allows you to fine tune and change your message as often as needed - at no additional cost. Digital outdoor gives you a live connection to your

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

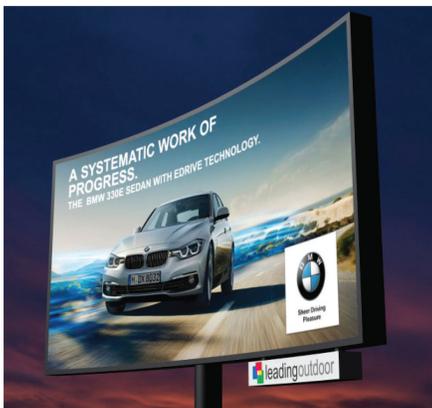
day, respond to the latest news or current events, and immediately showcase different products or services.



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