

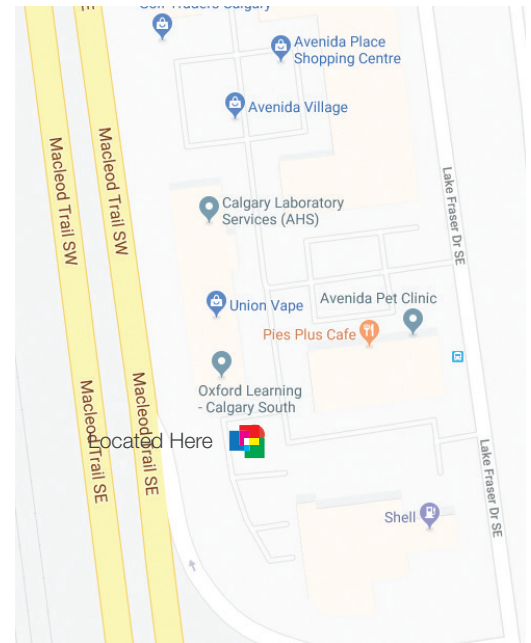


Concave Digital Displays



Macleod Trail northbound at Lake Fraser Gate (E.S. / Facing South)

LO# 411 Calgary's first concaved Digital Display. This industry leading large format 13 mm digital display targets vehicular traffic traveling northbound on Macleod Trail. This 25 sq. meter display will deliver over 62,379 potential impressions daily, from densely populated south Calgary heading northbound. It will also reach traffic traveling to both the Southcenter Mall and Chinook Mall along with the many and various businesses along the Macleod Trail thoroughfare. Most importantly, it captures vehicular traffic headed towards Calgary's downtown core, including the Saddledome and Stampede grounds. This display is located at the intersection of Macleod Trail and Lake Fraser Dr. offering an enormous impact on viewership.

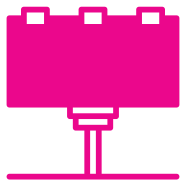


Immersive eye catching Concave Displays

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

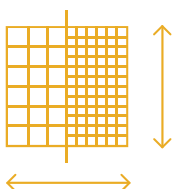
offer: Cost effective six second advertisements, sold in four week increments, with over 11,000 weekly spots.



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

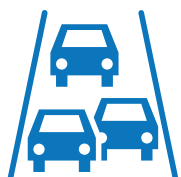
website so you can adjust your message 24/7.



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.



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.



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.



Specifications

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



Artwork and Production Requirements

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

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