

## 2018 NABS Media Sale INVENTORY LIST - AVAILABLE DONATIONS TO DATE (3/13/2018) - Out of Home and Outdoor

NABS Media Sale is another way to add impact to your clients' media investments. It's your strategic tool to improve efficiencies and client value. And best of all, you'll help

In Ontario and Eastern Canada: Bryan Press, NABS Director of Sales, Mobile: 416-726-1525 bpress@nabs.org

In BC, Sask, Man,Alta: Callay Fowler (604) 986-5173 callay@telus.net, Derrick Chamberlain derrick@primewestmedia.ca (778) 995-0020

In Quebec: Chantale Taillon (514) 952 1791 chantale@bec-nabs.org

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REGION	PROPERTY	DESCRIPTION / MEDIA SPECIFICS	CONDITIONS	NABS NET RATE CARD PRICE	ITEM-#
National	ADAPT Street Level Exterior Posters	30 x 4'x6' Exterior posters adjacent to convenience stores. Can choose markets - 11,700,000 impressions	To be used by December 31, 2018. Subject to availability. Must be a new booking and cannot replace an existing booking. Production not included and must be done through Adapt Media. Installation and removal fees apply.	\$ 8,600.00	OutAdapt18099
National	ASTRAL Digital Board Network	Impressions Buy - Astral Digital Network Approx. 8 million impressions (NG)	Number of impressions delivered each week may vary or + or – 10% depending on the combination of locations, but the total number of impressions per market indicated on the proposal will be delivered at 100% over the duration of the 8 week campaign.	\$ 47,000.00	OutBell-18098
National	Cineplex Screen Advertising E/F 160 theatres, 1605 screens Pre-Show	:30 Seconds, POD 2	To be used for any six (6) continuous weeks Feb - March or Sept - Oct 2018. Subject to availability, must be a new booking and not credited against existing bookings. Can be purchased regionally	\$ 121,900.00	OutCinep18182
National	OOH DIGITAL National (Vancouver, Calgary, Edmonton, Regina, Saskatoon, Winnipeg, Hamilton, Toronto, Ottawa, Montreal)	8 weeks 10,000,000 impressions	Expires Dec 31, 2018. Subject to avails. Cannot be credited against existing bilings. Creative must be supplied according to specs.	\$ 40,000.00	OutOutfr18253

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National	Rouge Campus Network 22" Digital Screen - Indoor	\$50,000 value to be used in any Rouge Campus market.	To be used by Dec 31, 2018. Subject to availability. Cannot be used in August, September or October of 2018. Must be new business, cannot apply to currently proposed and or existing Rouge Media booked programs. Production not included	\$ 35,000.00	RadRouge18144
National	Rouge Resto Bar 22" Digital Screens - Indoor	\$50,000 value to be used in Toronto, Montreal, Vancouver markets only.	To be used by Dec 31, 2018. Subject to availability. Must be new business, cannot apply to currently proposed and or existing Rouge Media booked programs. Production not included	\$ 35,000.00	RadRouge18145
National	Rouge Women's Network 22" Digital Screens - Indoor	\$50,000 value to be used in Toronto, Montreal, Vancouver markets only.	To be used by Dec 31, 2018. Subject to availability. Must be new business, cannot apply to currently proposed and or existing Rouge Media booked programs. Production not included	\$ 35,000.00	RadRouge18146
British Columbia	CAPTIVATE VANCOUVER - Digital elevator monitors	VANCOUVER - 2 wks, 12 venues, 74 screens - ad plays 10 times an hour from 7a-7p	1 - to be used by Dec 31, 2018 2 - Selection to availability; there may be blackout periods depending on timing of flight 3 - Must be a new booking 4 - May not be credited against existing billings 5 - All purchases are non-commissionable 6 - These packages do not include production costs (min. production cost \$1,000)	\$ 1,100.00	OutCapti18142

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British Columbia	PATTISON BC Ferries OR 10 General Showing Posters in the Vancouver CMA (Description is for BC Ferries)	Vista Posters 24"x36" x 12 weeks Route 1 Vancouver to Victoria (3-5 panels) Route 2 & 30 Vancouver to Nanaimo (3-5 panels) Route 3 Van to Longdale/Sunshine Coast (1-2 panels) Route 9 Vancouver to Southern Gulf Island (1 panel)	No client restrictions when purchased as additional weight to a campaign. Production not included.	\$ 10,150.00	OutPatti18093
Alberta	CAPTIVATE Calgary - Digital elevator monitors	CALGARY - 2 wks, 36 venues, 452 screens - ad plays 10 times an hour from 7a-7p	1 - to be used by Dec 31, 2018 2 - Selection to availability; there may be blackout periods depending on timing of flight 3 - Must be a new booking 4 - May not be credited against existing billings 5 - All purchases are non-commissionable 6 - These packages do not include production costs (min. production cost \$1,000)	\$ 6,700.00	OutCapti18140

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REGION	PROPERTY	DESCRIPTION / MEDIA SPECIFICS	CONDITIONS	NABS NET RATE CARD PRICE	ITEM-#
Alberta	CAPTIVATE Edmonton - Digital elevator monitors	EDMONTON - 2 wks, 8 venues, 65 screens - ad plays 10 times an hour from 7a-7p	1 - to be used by Dec 31, 2018 2 - Selection to availability; there may be blackout periods depending on timing of flight 3 - Must be a new booking 4 - May not be credited against existing billings 5 - All purchases are non-commissionable 6 - These packages do not include production costs (min. production cost \$1,000)	\$ 900.00	OutCapti18141
Alberta	PATTISON Transit Exterior	Transit Exterior King Posters: 33 Kind Posters x 4-weeks in Edmonton. Estimated # of Panels: 33	No client restrictions when purchased as additional weight to a campaign. Production not included.	\$ 7,800.00	OutPatti18091
Manitoba	Winnipeg Transit Shelters	10 panels x 4 weeks	Expires Dec 31, 2018. Subject to avails. Cannot be credited against existing billings. Production for one design total \$500 + taxes, shipping	\$ 2,250.00	OutOutfr18251

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Ontario	ASTRAL Toronto VERTICAL POSTERS 16' H X 12' W	TORONTO - 10 GRPS X 4WKS. 16,842,000 imps	1- 4 week space to used before Dec 31, 2018 2- Must be a new booking and cannot be credited against existing bookings, cannot apply to currently proposed 3- Space subject to availability at time of booking. 4- Client name must be provided at time of request. 5- Program based on general coverage, no skewing & no site specific selections. 6- Production is not included.  1 English vertical design, posting on 29 faces for 4 weeks, pdf for approval: \$4,090.00 including overages & shipping. \$4,470 (based on 2 creatives). For more info visit <a href="http://www.astraloutofhome.com">www.astraloutofhome.com</a>	\$ 35,400.00	OutBell-18096
Ontario	BRANDED CITIES - Digital Large Display - Yonge Dundas Square	AOB 1 Digital - Yonge & Dundas Square One 97'W x 60'H Digital Video Board. Day Parting Capable. 146,200 Daily Circulation :10 seconds per 3 minute loop 4 weeks	To be used by December 31, 2018. Selection is subject to availability. Must be a new booking, may not be credited against existing billings. All purchases are non-commissionable.	\$ 18,000.00	OutBrand18254

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REGION	PROPERTY	DESCRIPTION / MEDIA SPECIFICS	CONDITIONS	NABS NET RATE CARD PRICE	ITEM-#
Ontario	CAPTIVATE Toronto - Digital elevator monitors	TORONTO - 2 wks, 108 venues, 1,008 screens - ad plays 10 times an hour from 7a-7p	1 - to be used by Dec 31, 2018 2 - Selection to availability; there may be blackout periods depending on timing of flight 3 - Must be a new booking 4 - May not be credited against existing billings 5 - All purchases are non-commissionable 6 - These packages do not include production costs (min. production cost \$1,000)	\$ 16,600.00	OutCapti18138
Ontario	London, Transit Shelters	10 panels x 4 weeks	Expires Dec 31, 2018. Subject to avails. Cannot be credited against existing billings. Production for one design total \$500 + taxes, shipping	\$ 2,250.00	OutOutfr18249
Ontario	Toronto, ( Mississauga) Transit Shelters	5 panels x 4 weeks	Expires Dec 31, 2018. Subject to avails. Cannot be credited against existing billings. Production for one design total \$300 + taxes, shipping	\$ 4,475.00	OutOutfr18250
Ontario	Hamilton Transit Shelters	20 panels x 4 weeks	Expires Dec 31, 2018. Subject to avails. Cannot be credited against existing billings. Production for one design total \$500 + taxes, shipping	\$ 5,330.00	OutOutfr18252
Ontario	PATTISON Street Level Package	Transit Shelters x 4 weeks in: 10 Panels Kitchener CMA 10 Panels Burlington (Hamilton CMA) 10 Panels Oshawa CMA Estimated # of Panels: 30	No client restrictions. Production not included	\$ 12,150.00	OutPatti18092

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Ontario	PATTISON Transit Exterior	Transit Exterior 70 Posters: 114 Panels x 4-weeks in Toronto	No client restrictions when purchased as additional weight to a campaign. Production not included.	\$ 16,600.00	OutPatti18094
Ontario	PATTISON TTC OneStop Network	One: 15 second Split Screen spot x 4 weeks on the TTC OneStop Network Estimated # of Panels: 292	No client restrictions when purchased as additional weight to a campaign. Production not included.	\$ 18,300.00	OutPatti18095
Quebec	ASTRAL Montreal VERTICAL POSTERS 16' H X 12' W	MONTREAL - 10 GRP X 4WKS 12,342,000 imps	1- 4 week space to used before Dec 31, 2018 2- Must be a new booking and cannot be credited against existing bookings, cannot apply to currently proposed 3- Space subject to availability at time of booking. 4- Client name must be provided at time of request. 5- Program based on general coverage, no skewing & no site specific selections. 6- Production is not included.  1 French vertical design, posting on 7 faces for 4 weeks, pdf for approval: \$1,375.00 including overages & shipping (based on 1 creative) or 2 French vertical designs, even split, posting on 7 faces for 4 weeks, pdf for approval: \$1,425.00 including overages & shipping. For more info visit <a href="http://www.astraloutofhome.com">www.astraloutofhome.com</a>	\$ 23,350.00	OutBell-18097

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Quebec	Montreal - Panobus, Abribus, Lumiquais, Affiches Voitures, Panoquais, Murales numériques, Réseau Azur, Métrovision et Lumiquais numériques	\$75,000 worth of media	<p>Selon disponibilités. Non-commissionable. Tous les créatifs doivent être approuvés par la société de transport responsable avant de procéder à l'impression. N'inclut pas les frais de production et d'installation. Valide jusqu'au 31 décembre 2018</p> <p>Subject to availability. Non-commissionable. All creative must be approved by the responsible transit company before printing. Does not include the costs of production and installation. Before December 31, 2018</p>	\$ 37,500.00	OutBELL-18234
Quebec	CAPTIVATE Montreal- Digital elevator monitors	MONTREAL - 2 wks, 17 venues, 153 screens - ad plays 10 times an hour from 7a-7p	<p>1 - to be used by Dec 31, 2018</p> <p>2 - Selection to availability; there may be blackout periods depending on timing of flight</p> <p>3 - Must be a new booking</p> <p>4 - May not be credited against existing billings</p> <p>5 - All purchases are non-commissionable</p> <p>6 - These packages do not include production costs (min. production cost \$1,000)</p>	\$ 1,606.50	OutCapti18139



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Quebec	Montreal Bus Shelters Atribus STM	Face d'affichage rétro-éclairés (Format statique: 47,25" x 68,25"). Le coût estimé de la production varie en fonction du produit et de la quantité. - \$50,000 Inventory based on rate card. Backlit face (static size: 47,25 in x 68,25 in). Production cost will vary according to product and qantity	Selon disponibilités; La réservation peut être faite au plus 4 semaines avant le début de la campagne. L'utilisation de l'inventaire peut être faite d'ici le 31 décembre 2018. L'offre ne comprend pas la production - -----Subject to availability. Reservation cannot be done before 4 weeks before starting date of campaign. To be used before Dec 31, 2018.	\$ 25,000.00	OutQuébe18271