

# Digital Signage in Canadian Malls

Presented by



and



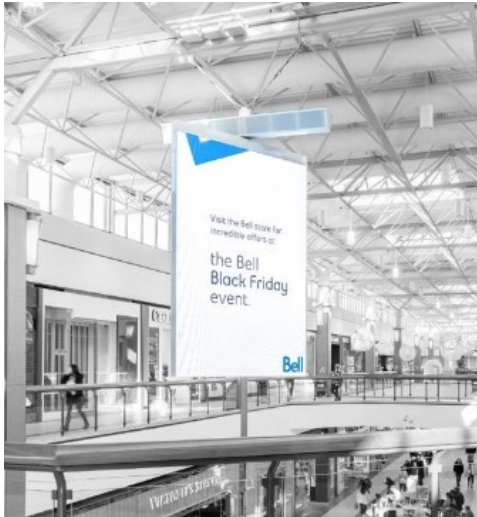
November 9<sup>th</sup>, 2023

# Digital Signage in Canadian Malls

- An exciting, vibrant multi-format Digital Campaign awaits.
- In 29 Malls across Canada, a fully customizable package of up to 243 Screens are available to reach the Pre-Christmas/Holiday crowds of avid shoppers.
- A robust combination of Digital Directories (Mall Maps) and Digital Spectaculars (Oversized signage) are available
- Selection includes:
  - 1 Mall in Moncton, New Brunswick
  - 15 Malls in 6 Markets in Ontario
  - 4 Malls in Montreal, Quebec
  - 1 Mall in Winnipeg, Manitoba
  - 5 Malls in 2 Markets in Alberta
  - 3 Malls in Vancouver, British Columbia
- The next two pages will show samples of Oversize Digital Spectacular Screens and Digital Directories (Mall Maps)

# Digital Signage in Canadian Malls

## Digital Spectaculars



### DIGITAL SPECTACULARS

CF LIME RIDGE MALL

| ASSET                                  | LOCATION #       | SIZE              | LOOP LENGTH    | IMPRESSIONS (4 WEEKS) |
|--|------------------|-------------------|----------------|-----------------------|
| <b>Digital Spectaculars</b>            |                  |                   |                |                       |
| Digital Spectacular                    | 1 (Double-Sided) | 9.7' W x 12.75' H | 10 Sec / 3 Min | 767,116               |
| Digital Spectacular (One Day Takeover) | 1 (Double-Sided) | 9.7' W x 12.75' H | Custom         | N/A                   |

### CF EATON CENTRE

Toronto, ON

North America's busiest mall! CF Eaton Centre in Toronto, is an unrivaled retail destination in the heart of Canada's most populous city. This top-rated shopping destination features premium retailers such as Nordstrom, Hudson's Bay, Saks Fifth Avenue, Harry Rosen, Apple, Uniqlo, H&M, and Samsung Stores. With over 50 Million visits annually, CF Eaton Centre ranks as one of North America's best performing centres. Showcase your brand to highly-desirable shoppers frequenting the Toronto Eaton Centre with Branded Cities' premier Out-of-Home mall media assets.



# Digital Signage in Canadian Malls

## Digital Directories



### DIGITAL DIRECTORIES

CF FAIRVIEW PARK MALL

| ASSET  | LOCATION # | SIZE | LOOP LENGTH    | IMPRESSIONS (4 WEEKS) |
|--|------------|------|----------------|-----------------------|
| <b>Digital Directories</b>                   |            |      |                |                       |
| Digital Directory Network                    | 8          | 55"  | 10 Sec / 3 Min | 2,040,192             |
| Digital Directory Network (One Day Takeover) | 8          | 55"  | Custom         | N/A                   |



### DIGITAL DIRECTORIES

CF CHAMPLAIN PLACE

| ASSET  | LOCATION # | SIZE | LOOP LENGTH    | IMPRESSIONS (4 WEEKS) |
|--|------------|------|----------------|-----------------------|
| <b>Digital Directories</b>                   |            |      |                |                       |
| Digital Directory Network                    | 6          | 55"  | 10 Sec / 3 Min | 1,215,134             |
| Digital Directory Network (One Day Takeover) | 6          | 55"  | Custom         | N/A                   |

# Digital Signage in Canadian Malls

- These can be isolated to only selected provinces if desired:  
**IE:** Use only Ontario and Alberta, for example.  
**OR:**  
Use only eight Mall Locations in Toronto.
- Your campaign features one, 10 second video-only spot which runs once every 3 Minutes on a continuous loop. It appears 20 times per hour ( maybe 200 times per day depending on Mall open hours)

This is 20 Times Per Hour, Per Screen.

**To Illustrate:** A Mall with six screens, you'll be shown 120 Times per hour, per day. This is 840 times per week or 3,360 times in our 4 week flight.

# Digital Signage in Canadian Malls

- This is a Special One time Opportunity where costs have been reduced 25%.
- The ads must run before the end of 2023.
- We're recommending November 27<sup>th</sup> to December 24<sup>th</sup>
- The booking must be completed by November 15<sup>th</sup>.
- It is first come first serve for available inventory. The sooner we can book, the better.

# Digital Signage in Canadian Malls

- The next two pages will detail
- The Markets
- The screen format
- The locations
- The number of screens
- The number of weeks
- The regular rate card cost,
- The negotiated rate for 4 weeks (Highlighted in pale blue)
- The total estimated impressions and
- The savings per market/per province.

MALL DIGITAL ASSETS

| MARKET               | Location  | Platform | # Screens | Notes   | # Spots per loop | # Weeks | Rate Card Rate for 4 weeks | Negotiated Rate | Impressions. (4 weeks) | Savings  |
|----------------------|---|----------|-----------|---|------------------|---------|----------------------------|-----------------|------------------------|----------|
| <b>NEW BRUNSWICK</b> |   |          |           |   |                  |         |                            |                 |                        |          |
| MONCTON              | CF Champlain Place Digital Directory Network      | Digital  | 6         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$4,706                    | \$3,529         | 1,215,134              | \$1,176  |
| <b>ONTARIO</b>       |   |          |           |   |                  |         |                            |                 |                        |          |
| TORONTO              | CF Eaton Centre Digital Directory Network         | Digital  | 16        | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$47,059                   | \$35,294        | 10,912,814             | \$11,765 |
|                      | CF Eaton Centre Digital Spectacular Network       | Digital  | 6         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$76,471                   | \$57,353        | 10,260,658             | \$19,118 |
|                      | CF Sherway Gardens Digital Directory Network      | Digital  | 17        | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$17,647                   | \$13,235        | 4,518,720              | \$4,412  |
|                      | CF Sherway Gardens Digital Spectacular Network    | Digital  | 2         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$17,647                   | \$13,235        | 805,476                | \$4,412  |
|                      | CF Fairview Mall Digital Directory Network        | Digital  | 12        | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$14,118                   | \$10,588        | 3,221,904              | \$3,529  |
|                      | CF Fairview Mall Digital Spectacular Network      | Digital  | 3         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$21,176                   | \$15,882        | 2,459,968              | \$5,294  |
|                      | CF Markville Mall Digital Directory Network       | Digital  | 9         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$11,765                   | \$8,824         | 2,734,051              | \$2,941  |
|                      | CF Markville Mall Digital Spectacular Network     | Digital  | 3         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$17,647                   | \$13,235        | 1,380,834              | \$4,412  |
| RICHMOND HILL        | Rutherford Marketplace Digital Exterior screen    |          | 1         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$3,529                    | \$2,647         | 1,216,040              | \$882    |
| KITCHENER/WATERLOO   | CF Fairview Park Digital Directory Network        | Digital  | 8         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$7,059                    | \$5,294         | 2,040,192              | \$1,765  |
| LONDON               | CF Masonville Place Digital Directory Network     | Digital  | 10        | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$4,706                    | \$3,529         | 1,219,764              | \$1,176  |
| OTTAWA               | CF Rideau Centre Mall Digital Directory Network   | Digital  | 7         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$11,765                   | \$8,824         | 3,221,897              | \$2,941  |
|                      | CF Rideau Centre Mall Digital Spectacular Network | Digital  | 2         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$20,000                   | \$15,000        | 1,841,084              | \$5,000  |
| HAMILTON             | CF Limeridge Mall Digital Directory Network       |          | 8         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$9,412                    | \$7,059         | 2,454,771              | \$2,353  |
|                      | CF Limeridge Mall Digital Spectacular Network     |          | 1         | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1                | 4       | \$9,412                    | \$7,059         | 767,116                | \$2,353  |
| <b>TOTAL</b>         | 15 Malls  |          | 105       |   |                  |         | \$289,412                  | \$217,059       | 49,055,290             | \$72,353 |



|                         |   |         |    |   |   |   |           |          |            |          |
|-------------------------|---|---------|----|---|---|---|-----------|----------|------------|----------|
|                         |   |         |    |   |   |   |           |          |            |          |
| <b>QUEBEC</b>           |   |         |    |   |   |   |           |          |            |          |
| <b>MONTREAL</b>         | CF Carrefour Laval Digital Directory Network        | Digital | 16 | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$21,176  | \$15,882 | 5,400,550  | \$5,294  |
|                         | CF Carrefour Laval Digital Spectacular Network      | Digital | 2  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$18,824  | \$14,118 | 843,836    | \$4,706  |
|                         | CF Promenades St Bruno Digital Directory Network    | Digital | 8  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$7,059   | \$5,294  | 1,718,349  | \$1,765  |
|                         | CF Fairview Pointe-Claire Digital Directory Network | Digital | 9  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$7,059   | \$5,294  | 1,822,701  | \$1,765  |
| <b>TOTAL</b>            | 4 Malls   |         | 35 |   |   |   | \$54,118  | \$40,588 | 9,785,436  | \$13,529 |
| <b>MANITOBA</b>         |   |         |    |   |   |   |           |          |            |          |
| <b>WINNIPEG</b>         | CF Polo Park Digital Directory Network              | Digital | 11 | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$11,765  | \$8,824  | 3,063,125  | \$2,941  |
| <b>ALBERTA</b>          |   |         |    |   |   |   |           |          |            |          |
| <b>EDMONTON</b>         | West Edmonton Mall Digital Directory Network        |         | 40 | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$29,412  | \$22,059 | 7,364,403  | \$7,353  |
|                         | West Edmonton Mall Digital Spectacular Network      |         | 2  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$29,412  | \$22,059 | 2,876,720  | \$7,353  |
| <b>CALGARY</b>          | CF CHINOOK Centre Digital Directory Network         | Digital | 12 | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$15,294  | \$11,471 | 3,682,224  | \$3,824  |
|                         | CF Chinook Centre Digital Rotunda                   | Digital | 3  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$15,294  | \$11,471 | 1,227,408  | \$3,824  |
|                         | CF Market Mall Digital Directory Network            | Digital | 10 | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$10,588  | \$7,941  | 2,761,696  | \$2,647  |
| <b>TOTAL</b>            | 5 Malls   |         | 67 |   |   |   | \$100,000 | \$75,000 | 17,912,451 | \$25,000 |
| <b>BRITISH COLUMBIA</b> |   |         |    |   |   |   |           |          |            |          |
| <b>VANCOUVER</b>        | CF Pacific Centre Digital Directory Network         | Digital | 8  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$27,059  | \$20,294 | 7,057,568  | \$6,765  |
|                         | CF Pacific Centre Digital Spectacular Network       | Digital | 3  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$42,353  | \$31,765 | 1,587,953  | \$10,588 |
|                         | CF Richmond Centre Digital Directory Network        | Digital | 8  | :10sec spot in 3 min loop = 20 Spots/ Hour / Screen | 1 | 4 | \$21,176  | \$15,882 | 5,492,592  | \$5,294  |
| <b>TOTAL</b>            | 3 Malls   |         | 19 |   |   |   | \$90,588  | \$67,941 | 14,138,113 | \$22,647 |

All Market Totals

|           |       |                  |         |                            |                 |                        |           |
|-----------|-------|------------------|---------|----------------------------|-----------------|------------------------|-----------|
| 243       |       |                  |         | \$550,588                  | \$412,941       | 95,169,549             | \$137,647 |
| # Screens | Notes | # Spots per loop | # Weeks | Rate Card Rate for 4 weeks | Negotiated Rate | Impressions. (4 weeks) | Savings   |

# Digital Signage in Canadian Malls

- The totals highlighted in brighter blue with white type are the costs if you were to select each province as presented. (These are media costs only and do not include applicable taxes)
- This can be customised to any markets and or mall combinations you like. Only the number of screens per Mall cannot be changed.
- This is an exciting opportunity to bolster awareness efficiently and effectively to Canadian shoppers in pre-holiday mode, and reaching them where your products can be found.
- We look forward to implementing this campaign for you.