



PRODUCT SPECIFICATION SHEET
04-SPECTACULARS
Gardiner Expressway

Product #: 04_Gardiner_001_EW

Location: **Gardiner Expressway @ Jefferson Avenue**
Double-Sided Gardiner Spectacular

City: Toronto
Product Series: Spectacular
Directional: East and West Facing
Overall Size: 30' H x 25' W - Double sided
4' H x 25' W - Message Centre
Daily Circulation: 109,500
4 Week Rate Card: \$20,000 - East Face
\$10,000 - West Face

FAMOUS COORS LIGHT CAN.

The only 3-D permitted site
available on the Gardiner Expy.

Availability: Contact your RCC Media Sales Rep

COMMENTS: This double-sided Gardiner Spectacular sits at the west end of the Gardiner Expressway offering both east and westbound faces.



West Face



East Face





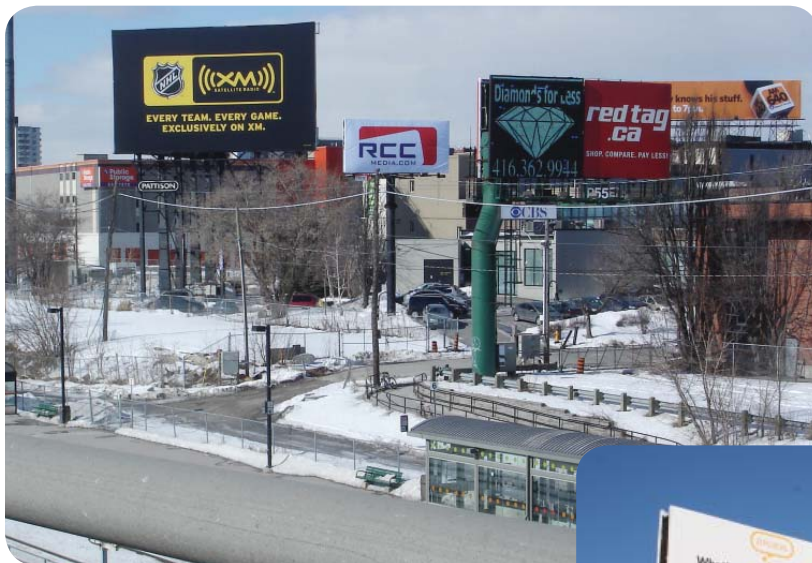
PRODUCT SPECIFICATION SHEET
04-SPECTACULARS
Gardiner Expressway

Product #: 04_Gardiner_002_EW

Location: **Gardiner Expressway @ Atlantic Avenue**
Double-Sided Gardiner Spectacular

City: Toronto
Product Series: Spectacular
Directional: East and West Facing
Overall Size: 12' H x 25' W - Double sided
Daily Circulation: 109,500
4 Week Rate Card: \$5,000 - East Face
\$5,000 - West Face
Availability: Contact your RCC Media Sales Rep

COMMENTS: This double-sided Gardiner Spectacular sits at the west end of the Gardiner Expressway offering both east and westbound faces.



East Facing



East Face





PRODUCT SPECIFICATION SHEET
04-SPECTACULARS
Gardiner Expressway

Product #: 04_Gardiner_003_S

Location: **Gardiner Expressway @ Jefferson Avenue**
Single-Sided Gardiner Spectacular

City: Toronto
Product Series: Spectacular
Directional: South Facing
Overall Size: 16' H x 104' W
Daily Circulation: 109,500
4 Week Rate Card: \$25,000 - South East Face

NEW PRODUCT!
Release Date - July 1, 2009

Availability: Contact your RCC Media Sales Rep

COMMENTS: This single-sided Gardiner Spectacular sits at the west end of the Gardiner Expressway offering south east exposure.



South East Facing





PRODUCT SPECIFICATION SHEET
04-SPECTACULARS
Gardiner Expressway

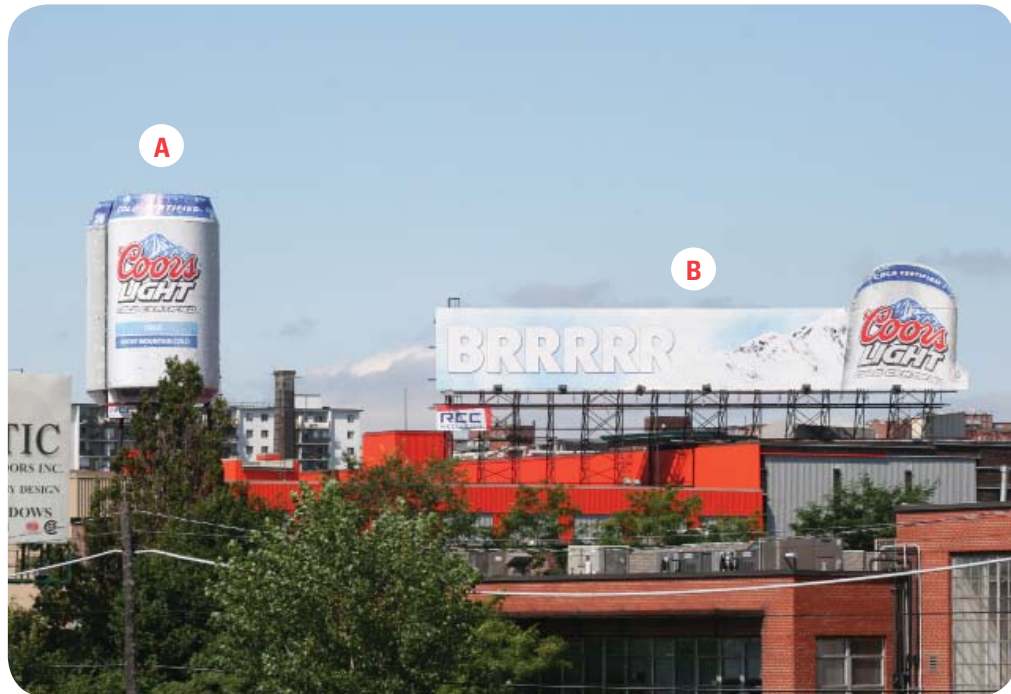
Product #: 04_Gardiner_004Tandem

Location: **Gardiner Expressway @ Jefferson Avenue**
Single & Double Sided Gardiner Spectacular - TANDEM

City: Toronto
Product Series: Spectacular
Directional: South Facing
Daily Circulation: 109,500
4 Week Rate Card: A. \$30,000 B. \$25,000

Overall Size: **A. 45' H x 25' W - only permitted 3D spectacular on the Gardiner Expressway**
Overall Size: **B. 16' H x 104' W - sits adjacent to 40' x 30' structure - great for tandem use**

COMMENTS: This single-sided Gardiner Spectacular sits at the west end of the Gardiner Expressway offering south east exposure. The only 3D permitted spectacular available. Utilizing 2 message boards in tandem allow for greater message and creative impact.



South East Facing

TANDEM SPECTACULARS!
Only permitted 3D Gardiner Spectacular.

