



PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_001_NS
Highway 400 Series

Location: Highway 400, N. of Sheppard Ave. (ES)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 12' H x 25' W - Double sided
Daily Circulation: 123,900
4 Week Rate Card / Term: \$5,000 - North Facing
\$6,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just north of the Sheppard bridge, east side of Highway 400, offering both north and southbound faces.



North Face



South Facing





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_002_NS
Highway 400 Series

Location: Highway 400, S. of Finch Ave. Exit (ES)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 16' H x 12' W - Double sided
Daily Circulation: 123,900
4 Week Rate Card / Term: \$5,000 - North Facing
\$6,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just south of the Finch Ave. exit, east side of Highway 400, offering both north and southbound faces.



South Face



South Facing





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_003_NS
Highway 400 Series

Location: Highway 400, N. of Sheppard Ave. (ES)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 10' H x 20' W - Double sided
Daily Circulation: 123,900
4 Week Rate Card / Term: \$5,000 - North Facing
\$6,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just north of the Sheppard bridge, east side of Highway 400, offering both north and southbound faces.



South Face



South Facing





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_004_NS
Highway 400 Series

Location: Highway 400, S. of Finch Ave. (WS)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 10' H x 20' W - Double sided
Daily Circulation: 123,900
4 Week Rate Card / Term: \$6,000 - North Facing
\$5,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just south of the Finch Ave. exit, west side of Highway 400, offering both north and southbound faces.



South Facing



North Face





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_005_NS
Highway 400 Series

Location: Highway 400, S. of Finch Ave. (WS)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 16' H x 12' W - Double sided
Daily Circulation: 123,900
4 Week Rate Card / Term: \$6,000 - North Facing
\$5,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just south of the Finch Ave. exit, west side of Highway 400, offering both north and southbound faces.



South Face



North Face





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_006_NS
Highway 400 Series

Location: Highway 400, S. of Finch Ave. (WS)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 16' H x 12' W - Double sided
Daily Circulation: 123,900
4 Week Rate Card / Term: \$6,000 - North Facing
\$5,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just south of the Finch Ave. exit, west side of Highway 400, offering both north and southbound faces.



South Facing



North Face





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_007_NS
Highway 400 Series

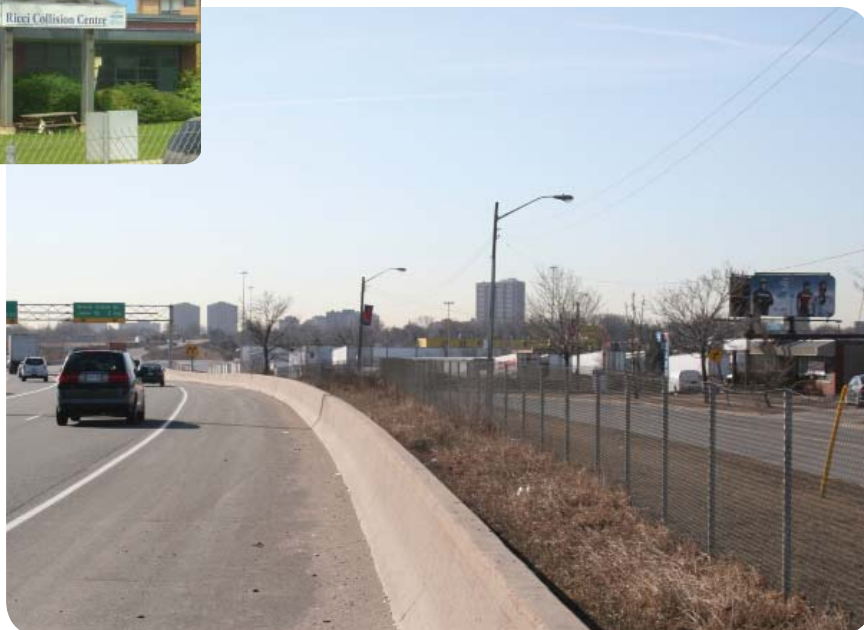
Location: Highway 400, S. of Sheppard Ave. (ws)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 10' H x 20' W - Double sided
Daily Circulation: 124,500
4 Week Rate Card / Term: \$6,000 - North Facing
\$5,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits at the base of Highway 400, on the west, offering both north and southbound faces.



South Face



North Facing





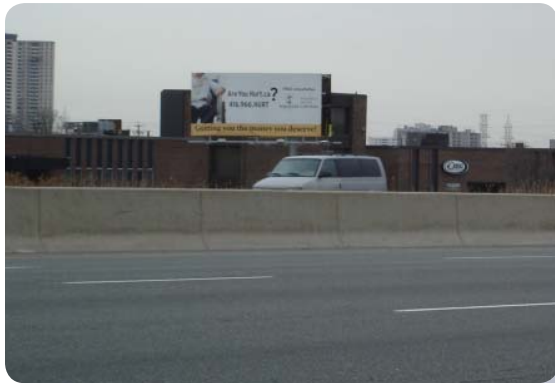
PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_400_008_NS
Highway 400 Series

Location: Highway 400, S. of Steeles Ave. (ES)
Highway 400 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: North and South Facing
Overall Size: 12' H x 25' W - Double sided
Daily Circulation: 124,500
4 Week Rate Card / Term: \$5,000 - North Facing
\$6,000 - South Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just south of the Steeles Ave. exit, east side of Highway 400, offering both north and south bound faces.



North Face



South Face





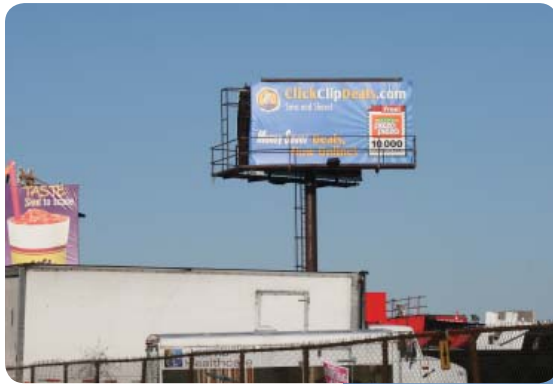
PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_401_001_EW
Highway 401 Series

Location: Highway 401, W. of Hwy. 400 (NS)
Highway 401 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: East and West Facing
Overall Size: 10' H x 20' W - Double sided
Daily Circulation: 291,400
4 Week Rate Card / Term: \$12,000 - East Facing
\$9,000 - West Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just west of the base of highway 400, north side of Highway 401, offering both east and west faces.



East Face



East Facing





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_401_002_EW
Highway 401 Series

Location: Highway 401, W. of Dufferin Rd. (SS)
Highway 401 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: East and West Facing
Overall Size: 10' H x 20' W - Double sided
Daily Circulation: 239,400
4 Week Rate Card / Term: \$9,000 - East Facing
\$12,000 - West Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just west of Dufferin Street exit, south side of Highway 401, offering both east and west faces.



East Face



West Facing





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_401_003_EE
Highway 401 Series

Location: Highway 401, W. of Bathurst St. (NS)
Highway 401 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: East and East Facing
Overall Size: 2 @ 10' H x 20' W - Single sided
Daily Circulation: 266,100
4 Week Rate Card / Term: \$12,000 - East Facing
\$12,000 - West Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: These (2) single-sided High Traffic poster sit just west of Bathurst Street, north side of Highway 401, offering (2) east faces.



East Facing





PRODUCT SPECIFICATION SHEET
02 - HIGHway TRAFFIC

Product #: 02_401_004_EW
Highway 401 Series

Location: Highway 401, W. of Hwy. 409 (NS)
Highway 401 - High Traffic Poster

City: Toronto
Product Series: HIGH-way Traffic
Directional: East and West Facing
Overall Size: 10' H x 25' W - Double sided
Daily Circulation: 239,400
4 Week Rate Card / Term: \$12,000 - East Facing
\$9,000 - West Facing
Availability: Contact your RCC Media Sales Representative

COMMENTS: This double-sided High Traffic poster sits just west of Islington Ave. exit, north side of Highway 401, offering both east and west faces.



West Face



East Face

