



# HIGHWAY TRAFFIC PROMOTION MAX. GRP's / MIN. \$

Location:

## Highway 400 / Highway 401 / Gardiner Expressway

**FREE Print and Install - 52 Week Rotational Program**

City:

Toronto - GTA

Product Series:

Highway Traffic Billboards

Directional:

East, West, North, South

Ad Size:

10' x 20', 12' x 16', 10' x 23', 12' x 25' - Frontlit or Backlit

Daily Circulation:

Highway 400 = 124,500 - 16 Weekly GRP's

Highway 401 = 291,400 - 38 Weekly GRP's

Gardiner Exp. = 109,500 - 14 Weekly GRP's

PROGRAM:

Same message, equal time, on each major highway!

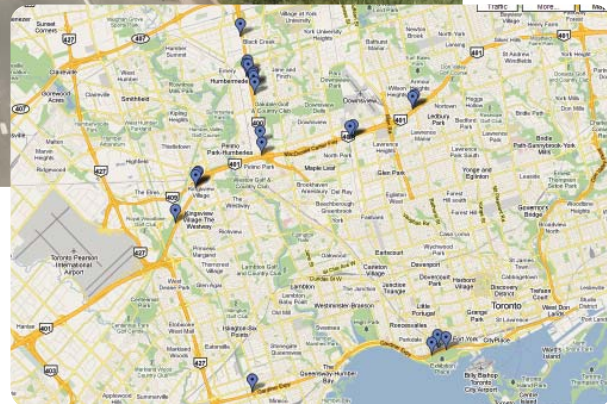


**PROMOTION DETAILS: 4 Week Net = \$3,500**



Highway 400 - Northbound

Approved member of:



**MAP DIRECTORY FOR 400, 401 and Gardiner Expressway!**

<http://maps.google.ca/maps/ms?ie=UTF8&hl=en&msa=0&msid=107599198857323413331.00048fec3fa83783f757e&ll=43.695431,-79.51561&spn=0.175002,0.497818&z=12>