



**NO ONE CAN GET YOU CLOSER**  
**OUT-OF-HOME AND LARGER THAN LIFE**

Approved member of:



4101 Steeles Ave. W., Suite 201 Toronto, Ontario M3N 1V7 Tel: (416) 650-6000 Fax: (416) 747-7130 Toll Free: 1-866-938-2111 [www.rccmedia.com](http://www.rccmedia.com)



# THE FACE OF ADVERTISING HAS CHANGED

## OUT-OF-HOME AND LARGER THAN LIFE



RCC Media Inc. is dedicated to bringing unique and exclusive opportunities to the Canadian marketplace. We specialize in larger-than-life, out-of-home messaging formats that provide our clients and city partners with a highly effective way to get noticed. With a large inventory of high traffic billboard locations, RCC Media is also proud to be the **EXCLUSIVE** provider of Bridge Spectaculars. This ultimate medium of outdoor provides added-value and beautification for both advertisers and our city partners. Privately owned offering an incredible level of personal service!

### BE WHERE YOU WANT TO BE!

#### EXPERIENCE THE RCC MEDIA ADVANTAGE

- The ONLY company that offers Bridge Marketing
- Specialized locations targeted to your audience
- GTA dominance!
- Visuals in only high traffic areas
- Products exclusive to RCC Media
- National reach with local expertise

#### PRODUCTS AT A GLANCE

- Billboard Posters**
- Bridge Spectaculars**
- High-way Traffic Posters and Backlights**
- Gardiner Spectaculars and Superboards**
- Wall Murals**

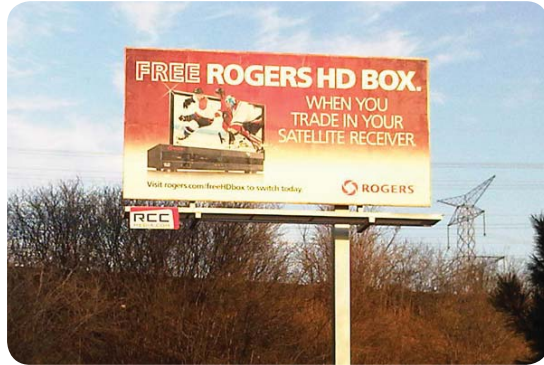
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# BILLBOARD POSTERS

## GTA DOMINANCE - TRADITIONAL FORMAT



The more conventional and traditional out-of-home format! RCC Media billboards are located all throughout the Toronto CMA with dominant coverage in GTA markets including Vaughan, Markham - with new markets opening soon! This format offers plenty of room for creative messaging and an opportunity to have a continuous presence in the marketplace - with unobstructed visibility. Static and tri-vision formats available.

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### - Toronto CMA coverage with GTA Dominance!

- Receive exposure every day of the month
- Excellent viewership from a far distance
- Generate excitement
- Exclusive coverage





# BRIDGE OVERPASS SPECTACULARS

## NO ONE CAN GET YOU CLOSER



RCC Media is pleased to be the **EXCLUSIVE** provider of Trestle/ Overpass Bridge Spectaculars. This new larger-than-life format offers plenty of room for creative messaging and an opportunity to have a continuous presence in the marketplace — maximum square footage of direct unobstructed visibility. This ultimate medium of outdoor provides both bridge beautification and added value for both advertisers and our many city partners. Located on main city streets moving in and out of cities.

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- Exclusive head-on impact with perpendicular site lines from vehicles
- Receive exposure every day of the month
- Excellent viewership from a far distance
- Generate excitement
- Exclusive coverage



# HIGH-WAY TRAFFIC POSTERS

## TRADITIONAL MEDIA THAT WORKS



Tried, tested and true. RCC Media situates these classic advertising mediums in high traffic areas only, allowing clients to reach higher densities of people. In addition to giving you the greatest impact for your advertising dollar, RCC Media offers creative services, expert installation, and routine maintenance on all horizontal and vertical posters.

Advertise 24 hours a day with rear-illuminated Backlit Posters! With high visibility and larger-than-life presence, it is one of our most popular advertising choices to date. Backlit Posters allow your advertising message to be seen from greater distances and at night.

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### High Traffic Locations Only!

- Various Size Formats Available - Plenty of room for creative messaging
- Achieve high levels of reach and frequency
- Lowest cost of all traditional media

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# GARDINER SPECTACULARS

## LONG-TERM IMPACTFUL MESSAGING



The word says it all! These larger-than-life mediums are spectacular in the way they grab and hold consumers' attention. Located on routes with very high traffic arteries, spectaculars and superboards are designed for the long-term impactful messaging that builds strong brands.

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- Various sizes according to market and location
- A strong presence in a particular market
- The largest free standing structure available in outdoor advertising
- Huge impact from far distances
- Allows for flexible designs (moving parts or extensions)



# WALL MURALS

## LET YOUR CREATIVITY FLOW!



Large format sizing options provide maximum impact and visibility: with exposure in downtown city cores. Markets available include Toronto and Calgary!

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- Add splash to your media campaign and make heads turn
- Large format size options provide great impact and visibility
- High profile locations





# SITE MAPS

## FOR COMPLETE MARKET COVERAGE MAPS

Please contact your RCC Media sales associate!



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## CONTACT US

**WE LOOK FORWARD TO HEARING FROM YOU!**



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