



# BRIDGE ADVERTISING

Banner Advertising in The City Of Vaughan

New Markets Opening Soon.  
Contact a RCC Media Representative  
For More Information!

## A great **NEW** way to advertise

- a **NEW** form of out-of-home advertising in a great big city
- prime road thoroughfares delivering impact to your message, in a unique way
- complete perpendicular site-line to your advertising message
- bordering on Steeles Ave., traffic moving to and from The City of Vaughan & The City of Toronto
- can't miss **8' x 38'** faces allowing any advertiser to gain exclusive market reach and help build brand recognition

### Benefits of Out-of-Home / Overpass Advertising:

- build brand awareness and recognition
- high impact messaging visible from great distances
- unique and NEW medium guaranteed to "catch the eye"
- potential population reach for both The City of Vaughan and City of Toronto
- increase sales and grow your business

## 5 Great Locations!

(North and South Facing) See reverse for details.

1. Dufferin Street, N. of Steeles Ave.
2. Bathurst Street, N. of Steeles Ave.
3. Pine Valley Drive, N. of Steeles Ave.
4. Islington Avenue, N. of Steeles Ave.
5. Jane Street, N. of Steeles Ave.

For advertising rates, contact our Head Office:

**(416) 650-6000** All rates based on a 4 week period.

## Vaughan Profile

Vaughan is one of the GTA's fastest growing cities. Between 1996 & 2003, Vaughan experienced a growth rate of 62.3%, far above the province's 10.4% average. Great shopping, fine dining, ample entertainment, and close proximity to other major towns and cities, Vaughan has it all!

- Total Population .....	234,000
- % of population 20 - 64 years old .....	62.3%
- # persons per household .....	3.5
- average value of each dwelling.....	\$320,999
- % of households with income greater than \$60K .....	54.0
- median family income .....	\$92,734



## Banner Size: 8' x 38' Half Bridge

Full colour graphics, represented in a "larger than life" format!

Contact our head office for full production details.



- Build brand awareness -  
Drive sales - Grow your business!

A great **NEW** way to advertise in Vaughan!



# BRIDGE ADVERTISING

Banner Advertising in The City Of Vaughan

New Markets Opening Soon.  
Contact a RCC Media Representative  
For More Information!

## North and South Facing... 5 Great Locations!

North or South facing, your message is guaranteed to be seen! Completely perpendicular to vehicle traffic. Contact our head office for availability and booking details.

## Larger than life size format!

8' x 38' Half Bridge. Contact our head office for full production details.



Islington Avenue - North Facing \_ Half or Full Bridge



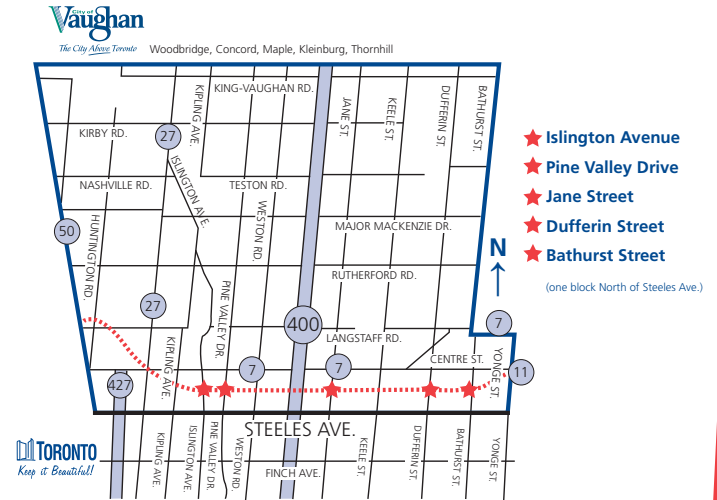
Pine Valley Drive - North Facing \_ Half or Full Bridge



Dufferin Street - North Facing \_ Half or Full Bridge



Bathurst Street - North Facing \_ Half or Full Bridge



Jane Street - North Facing - Half or Full Bridge

A great **NEW** way to advertise in Vaughan!

For advertising rates,  
contact our Head Office:

**(416) 650-6000**

All rates based on a 4 week period.