



PRIME *Outdoor.ca*

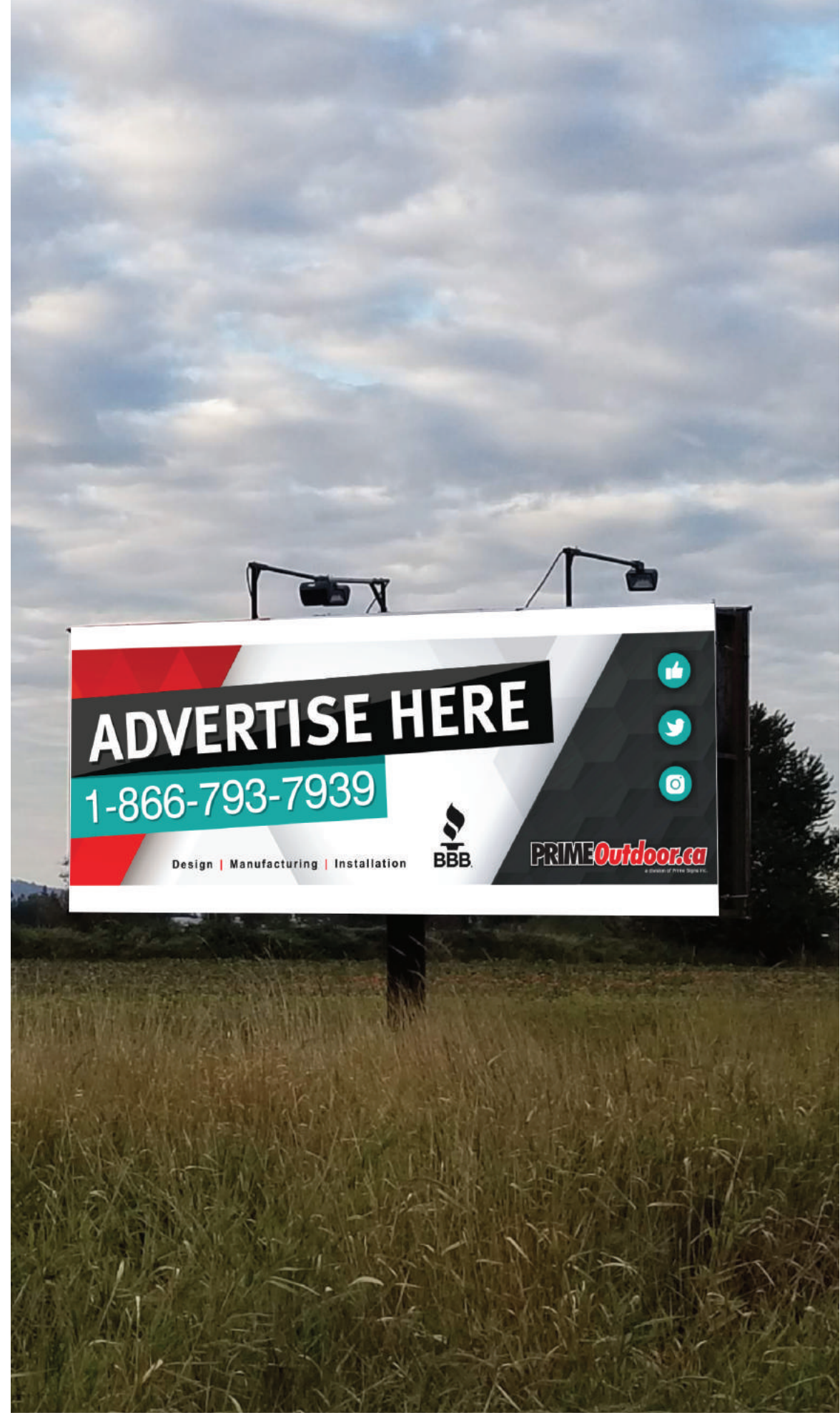
2018

MEDIA KIT

ELEVATE YOUR BRAND

24/7/365 exposure for your brand with over 29 million impressions per year. We provide you with an engaged audience and an unmatched return on your investment.

Our team is educated in advertising, design, and signs and we'll help take your ideas and turn them into eye-catching visual displays of who you are.



ABOUT US

Prime Outdoor is a locally owned and operated out-of-home advertising provider. With a portfolio of 38 static billboard faces, 1 digital billboard, and 1 trailer-mounted temporary billboard. As a full service sign company, we provide everything from leasing to design, production, installation, and quarterly site maintenance. Included in our contracts is a commitment to quarterly updates for local sites and annual updates for out of town sites with pictures, site evaluations, and banner inspections.

STATIC BILLBOARDS

Static billboards provide 24/7 exposure for your ad without competing for adspace on a rotating schedule. With our 6 or 12+ month contracts, your ad is guaranteed to be seen by a large audience throughout the day including during the busiest periods of the day and year.

LOCAL SITES

ABBOTSFORD

One of the most desirable out-of-home advertising locations in BC, our 4 double-sided static billboards are illuminated for 24/7 visibility and are situated on the south side of highway 1 for traffic heading both toward Vancouver and toward Chilliwack to the interior, Okanagan, and Alberta

Daily Traffic Volume: 30,670 (2016)

Summer Traffic: 32,968 (2016)

Regional Population: 2,759,385

Board Size: 10'x24'

LAIDLAW

One of the busiest highway corridors in BC, our 11 single-sided static billboards are situated on the south side of highway 1 for traffic heading east from the Lower Mainland and Vancouver out toward the interior, Okanagan, and Alberta.

Daily Traffic Volume: 19,597 (2016)

Summer Traffic: 30,387 (2016)

Regional Population: 2,759,385

Board Size: 10'x24' - 10'x36'

HOPE

A great site servicing two major highways, our 2 single sided static billboards are situated on the west side of highway 1 for traffic heading south from the interior, Prince George and northern BC toward Hope, Chilliwack, Abbotsford, Langley, Surrey, Richmond, Burnaby, and Vancouver.

Daily Traffic Volume: 4,863 (2016)

Summer Traffic: 5,214 (2016)

Regional Population: 2,759,385

Board Size: 10'x24'

OUT OF TOWN SITES

FRASER LAKE

A great area in northern BC connecting the west to the east, our double sided static billboard caters to traffic heading both east and west through Prince George toward coastal BC and Alberta along highway 16.

Daily Traffic Volume: 7,262 (2016)

Summer Traffic: 13,139 (2016)

Regional Population: 50,141

Board Size: 10'x24'

MALAKWA

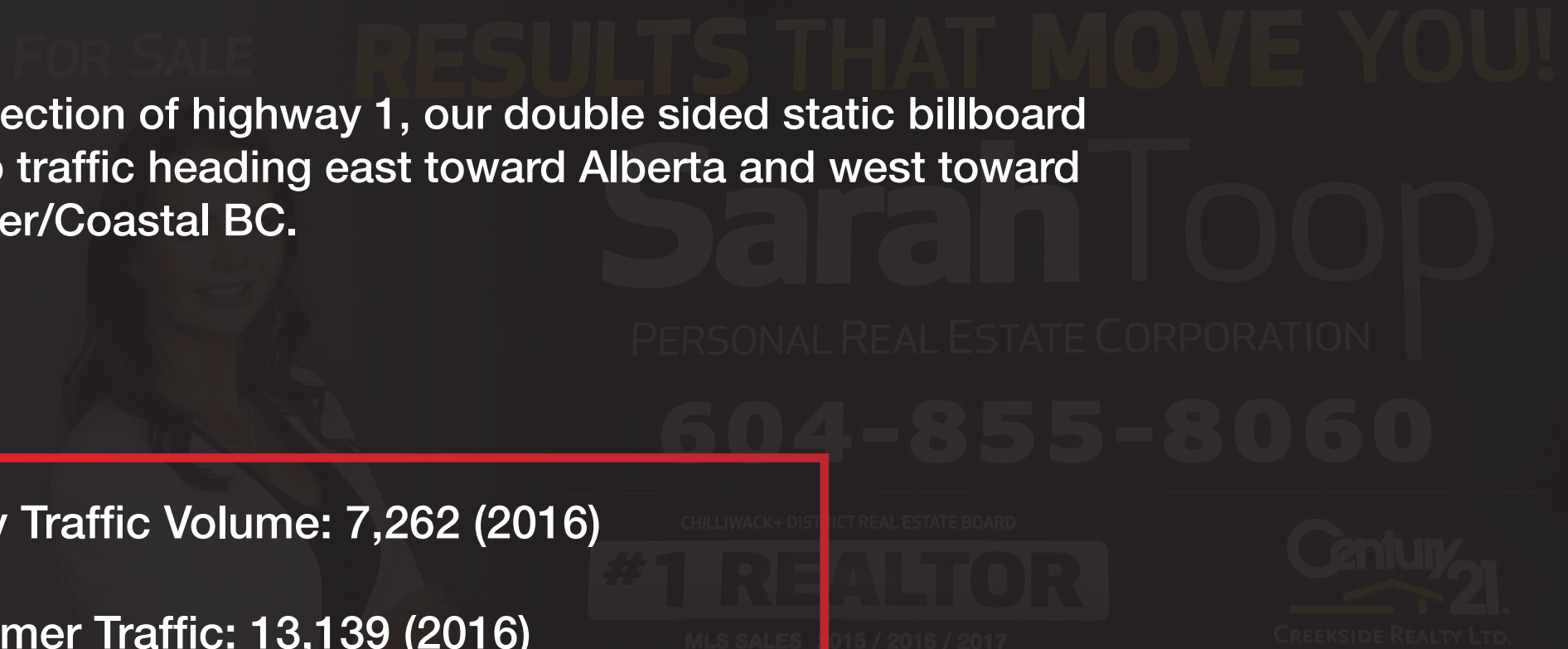
A busy section of highway 1, our double sided static billboard caters to traffic heading east toward Alberta and west toward Vancouver/Coastal BC.

Daily Traffic Volume: 7,262 (2016)

Summer Traffic: 13,139 (2016)

Regional Population: 50,141

Board Size: 10'x24'



SAVONA

Another busy section of highway 1, our 8 static billboards connect the Lower Mainland and Vancouver to Kamloops, Kelowna, Okanagan, interior, and Alberta.

Daily Traffic Volume: 6,396 (2016)

Summer Traffic: 7,850 (2016)

Regional Population: 132,663

Board Size: 10'x24'

EXPANSION

We are on a continual search to expand our selection of out of home advertising spaces and develop our business to include digital out of home and additional methods of static advertising.

CREATIVE SERVICES

Whether you're looking to increase brand awareness, drive a new product, or support the launch of a new business location. Our creative team is dedicated to turning your ideas into eye-catching visuals that represent your vision of your brand. Our team members are trained and educated in the best practices of design and have been trusted designing some of the largest brands worldwide. We view our products as works of art and proper attention is given to every detail of our visuals before they are finalized.

WORKING TOGETHER

Our team is dedicated to finding creative solutions to your advertising needs and through a combination of entrepreneurship, ingenuity, and workmanship. We will turn your next program into your best program. We can't wait to be a part of your next advertising campaign!

CONTACT US

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Prime Outdoor, a division of Prime Signs Inc.

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