



BE OUTDOORSY

A quick drive from Toronto up the 400 highway brings you to a pair of Ontario's most infamous and fun-loving neighbourhoods. From skiing in winter to zip-lining in summer, this southern Ontario getaway is a home to a population who love both big city life and the great outdoors.

OUTFRONT has plenty of 20' x 10' posters and permanent superboards along the well-travelled roadways in and out of town. With amazing line-of-sight, these boards are great up close, and stand out a mile away. Barrie, Collingwood and the surrounding Muskoka cottage district are great markets to target both specific communities and to use our technology to reach a combination of broad demographics. All of this contained within a rapidly growing and highly desirable tourist and travel destination.

OVER
3.5
MILLION DAILY IMPRESSIONS

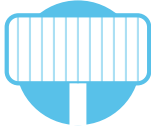
WHAT WE HAVE HERE



211 POSTERS



26 SUPERBOARDS



12 TRIVISIONS

JUST THE FACTS



CMA Population
155,711
PEOPLE



Collingwood has the world's
LARGEST ELVIS
FESTIVAL



Between 2001 & 2006 Barrie was Canada's
FASTEST GROWING
COMMUNITY

