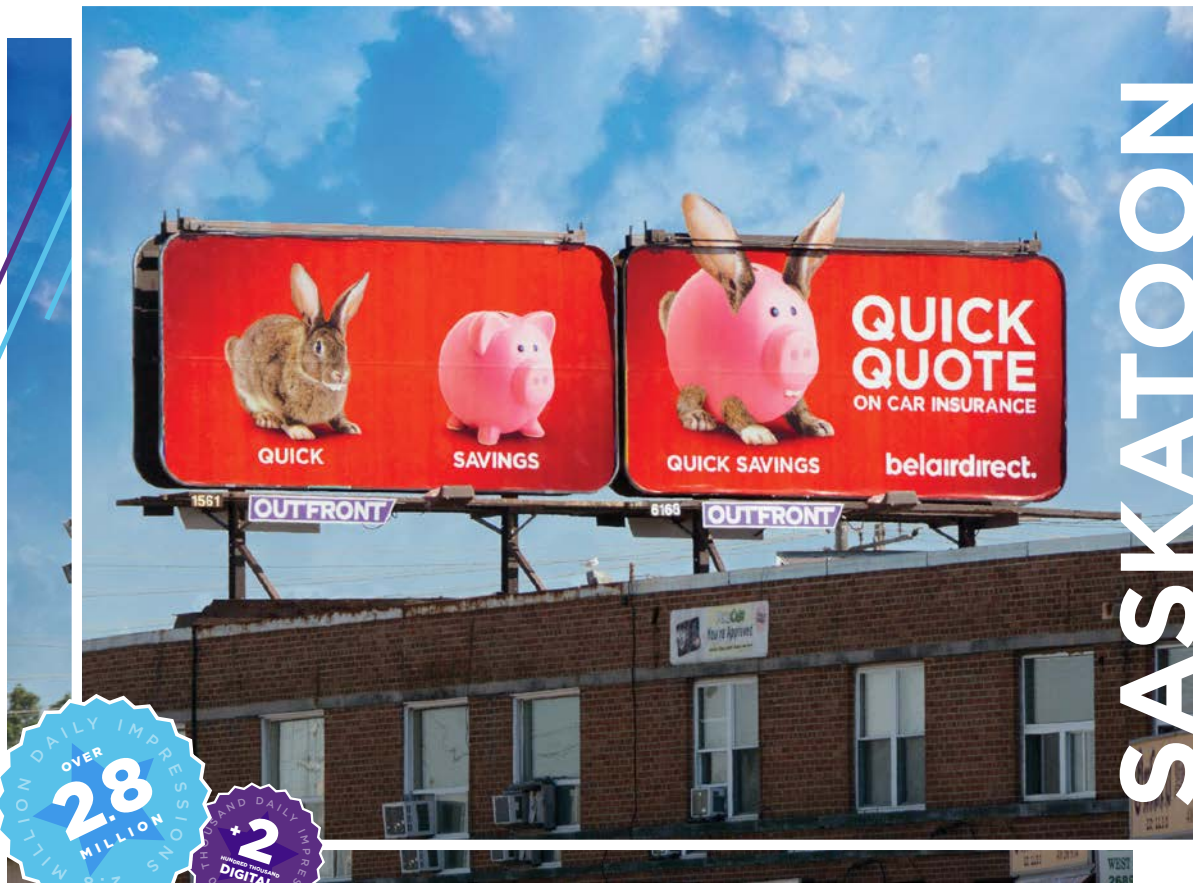


# SASKATOON

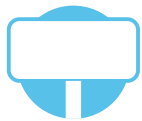


## SASKATCHEWAN'S FINEST

Saskatoon! The land of Potash fertilizer, Oil, Wheat (POW) and a whole-lotta horizon. The city has the most Tim Hortons per capita of any other city, and our OOH presence is just as grand. The *City Of Bridges* is a fresh OOH market, and one in which OUTFRONT delivers the right products in all the right places.

Saskatoon is the largest in Saskatchewan, and boasts the youngest average age in the country. As you might suspect, here we have quite an impressive selection of products. This selection now includes some excellent new structures, and some enormous digital superboards right on the city's ring road! To accompany these new additions, are traditional and proven 20' x 10' posters. OUTFRONT has more than 80 of these prime assets spread throughout the town, and all together, we deliver a frequency on average of 2.7 exposures per person each day!

## WHAT WE HAVE HERE



86 POSTERS



30 TRIVISIONS



12 DIGITAL



12 SUPERBOARDS

## JUST THE FACTS



CMA Population  
**776,728**  
PEOPLE



The greatest amount of  
**TIM HORTON'S**  
PER CAPITA



In 1893, Saskatoon had a  
**RECORD COLD**  
OF -50°C

