

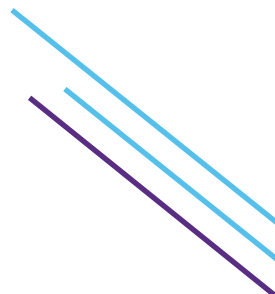


PLAY A BIG ROLE IN THE BIG SMOKE

Leading off our OUTFRONT media roster is the heavy-hitting, perpetually relevant, worldwide business and marketing headquarters - Toronto.

Not only is this the most populated city in Canada, but it's also our home. OUTFRONT knows Toronto better than anyone, and it's this understanding that allows our clients to select their audience on a local, regional, and national scale!

Our outdoor products are always on, and able to cut through the big city's noise with an array of effective, direct, and unavoidable signage - so take a look!



WELCOME TO THE CITY

Torontonians, if anything, are known to be a busy bunch. They work hard, play hard and live with advertising on every corner. Our company separates itself with the best assets in the industry. From local bus-stops in Scarborough to side-by-side posters in Mississauga, to our newly developed Yonge-Dundas and Yonge-Eglinton *Iconic Locations*, you might say our company manages to have it all!

OUTFRONT has long established itself as a part of this city. Our Toronto office and in-house production facility ensures each campaign is printed and posted with efficiency and maintained with the utmost care. Our digital portfolio has also expanded, and Toronto has seen a lot of this growth. OUTFRONT now has more than 30 digital faces in this city that sit high across the skyline. These shining new assets alongside our existing portfolio of 3000+ products, ensure that your brand works hard, smart, and keeps pace in a city that's always moving.

JUST THE FACTS



Canada's
Largest CMA Population
5,928,040
PEOPLE



The Country's #1
TOURIST
DESTINATION



A Super-Diverse
CULTURAL
HOTSPOT

WHAT WE HAVE HERE



1444 POSTERS



31 DIGITAL



1603 TRANSIT
SHELTERS



81 SUPERBOARDS



226 TRIVISIONS



3 ICONIC
LOCATIONS



58 BACKLIGHTS



1 MURAL

OVER
84
MILLION DAILY IMPRESSIONS
84 MILLION GRP

+2.1
MILLION
DIGITAL
IMPRESSIONS

