

BANNER LOCATIONS



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DOWNTOWN



(This advertising program is made possible with the full co-operation of the Toronto Downtown Yonge BIA. Artwork borrowed from DYBIA remains the exclusive property of the DYBIA and is used by JHS MEDIA INC. for the sole purpose of marketing the banner advertising program.)

500

BANNER FACES

Located in the heart of Toronto

29 inches x 61 inches

2 sides,

full colour,

1 file

printing and

installation included

*\$100.00 per side/face

per 28 days

JHS MEDIA INC.

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e. info.jhs@gmail.com

*Based on minimum buy of 500 banner faces/28 days.
Actual Sizes of Banners may vary. Artwork Subject to DYBIA Approval.

TARGET DOWNTOWN!

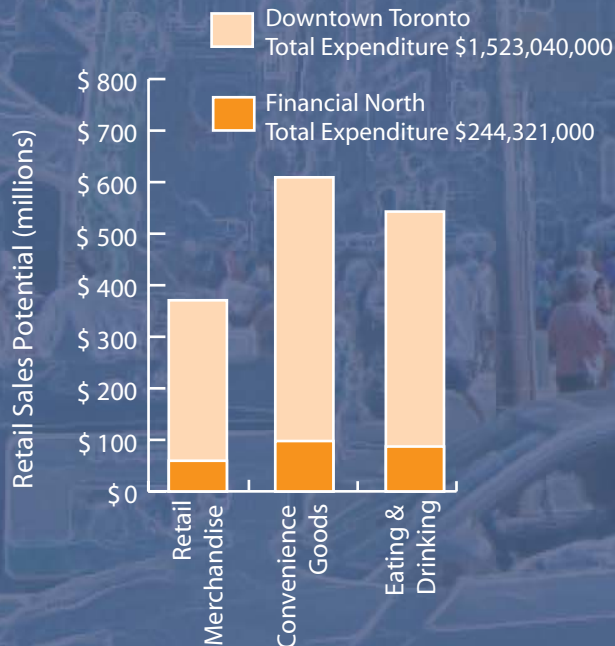


1.74 Billion reasons to consider DOWNTOWN BANNER ADVERTISING!



Potential Customers

Who Work Downtown 274,000
Annual Expenditures \$ 1.74 B



Source: Smith Associates 2007

2.2 Billion more reasons!

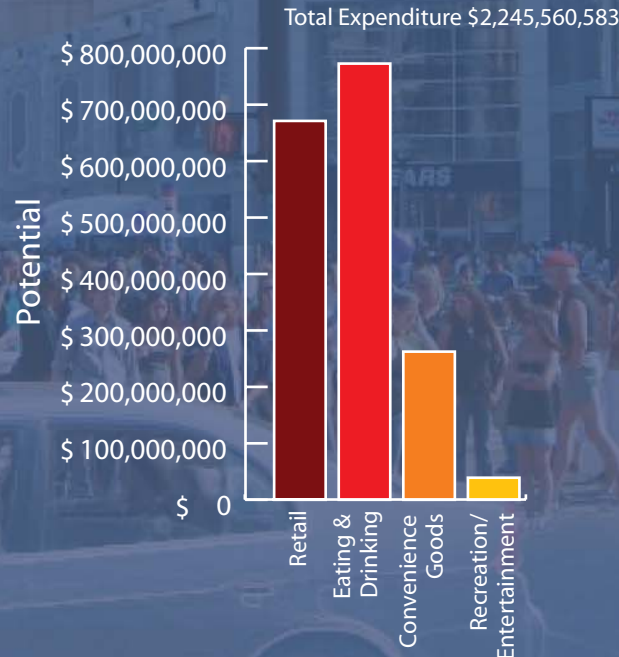


Annual Visitors

Downtown Toronto 28 Million

Toronto Overnight Visitors

Annual Expenditures \$ 2.2 B



Source: Tourism Toronto, Ontario Tourism 2005

INCREASE BRAND VISIBILITY

Downtown Annual Vehicle and Pedestrian Traffic

Dundas Station	20 Million
College Station	19 Million
Queen Station	16 Million
Union Station	43 Million

Source: TTC, Union Station Plan, Toronto Coach Terminal Embarkation and Disembarkation 2007

Number of Downtown

Residents	110 000
Students	86 000

Source: Statistics Canada, Environics 2007, University and College websites 2007

8 HOUR Pedestrian and Vehicular Volumes (combined for all directions)

1 Bay & College	51,443 (Dec 18/03)
2 Bay & Gerrard	27,352 (Aug 2/00)
3 Bay & Dundas	32,554 (Aug 9/05)
4 Bay & Queen	35,358 (Jul 28/03)
5 Bay & Richmond	48,002 (Jun 25/02)
6 Yonge & College	49,299 (Nov 20/06)
7 Yonge & Gerrard	42,261 (Aug 9/06)
8 Yonge & Dundas	75,472 (Nov 15/06)
9 Yonge & Shuter	20,551 (Nov 26/06)
10 Yonge & Queen	40,192 (Aug 1/02)
11 Yonge & Richmond	35,541 (Aug 1/04)
12 Carlton & Church	17,725 (Jan 26/04)
13 Victoria & Queen	2 1,124 (Apr 12/01)

Source: City of Toronto