

SUPER SPORTS NETWORK
COMMUNITY DRIVEN

WWW.WINNIPEGSUPERSPORTS.NET

COMMUNITY IS OUR GAME



0) Canadian Digital Network LTD.



LEADING THE WAY IN VALUE AND INNOVATION.

Established in 2011, we have worked hard to build an extensive network and strong business relationships so we can make the most of your advertising dollars.

We are proudly Western Canada's 2nd largest digital outdoor provider. Well into our 3rd year, we have grown from 3 billboards to over 113 billboards with market solutions throughout Manitoba, Saskatchewan, Alberta, British Columbia, and now reaching into the Atlantic Provinces.

Advertising reach is increasingly difficult, while 82% of Canadian workers travelled to work by car, 12% took public transit.*¹ With strategic locations, 94% of commuters have the opportunity to see your campaign.

CONNECTING AND ENGAGING WITH CONSUMERS: RECALL LIFT ON KEY BRAND METRICS.

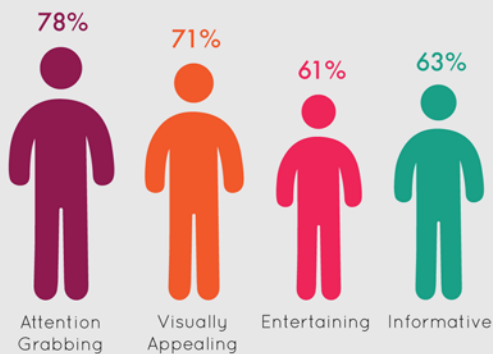
On 82% of campaign measures, those who recalled seeing the out-of-home ads rated the product or brand advertised significantly higher than those who did not. In comparison, those who recalled the TV ads, ratings were significant on 67% of the same measures.*²

SOURCE: *1 - Statistics Canada - Canadian Survey 2012 *2 - OMAC - Insights On Value of OOH Advertising

WINNIPEGSUPERSPORTS.NET

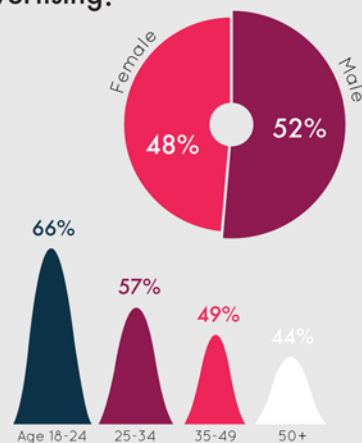


How people perceive digital outdoor advertising.*1



Consumers have a highly positive perception of digital outdoor advertising.

Who responds to digital outdoor advertising? *1

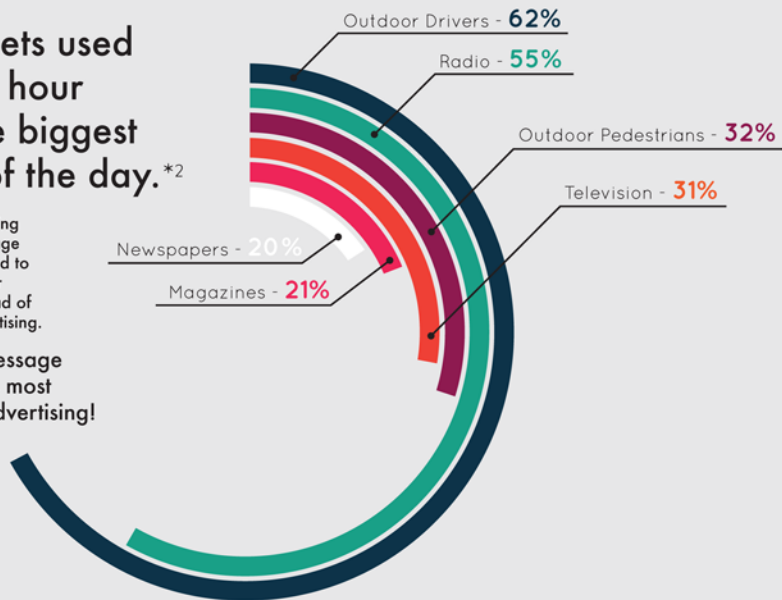


Younger adults ages 18-21 are more likely to respond to digital outdoor advertising.

Media outlets used less than 1 hour prior to the biggest purchase of the day.*2

Digital outdoor advertising has the highest percentage for media exposure rated to get your product to your targeted consumer ahead of any other form of advertising.

Showcase your message with the industry's most leading form of advertising!



SOURCE: *1 - OMAC *2 - Arbitron





CDN is committed to our clients and have thus designed a Remnant Program offering increased brand awareness and engagement.

Your ad will play 365 days per year, 24/7.

Your ad will rotate across the following chosen 8 locations;

- Waverley Street & Taylor Avenue
- Higgins Avenue & McArthur Street
- 121 Disraeli Freeway - East Face
- 121 Disraeli Freeway - West Face
 - 866 King Edward Street
 - 1345 Pembina Highway
- 477 Pembina Highway - North Face
- 477 Pembina Highway - South Face

There is a 12 month minimum commitment required to enter this program. Branding takes time, we will walk with you every step of the way to nurture your message to ensure growth in your brand recognition.

With our digital platform displays, your creative has never been more engaging and your message never more effective.

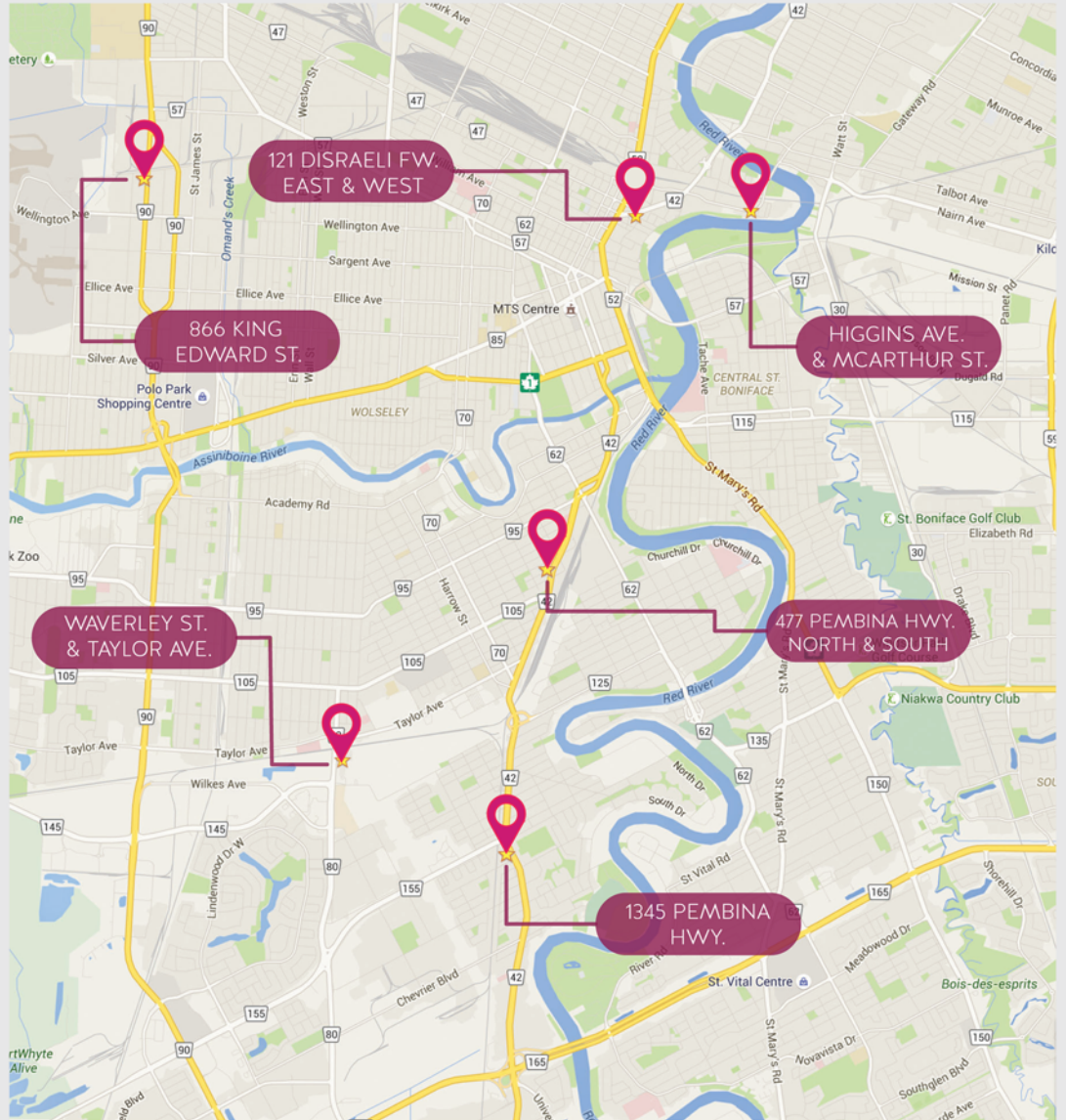


SUPER SPORTS NETWORK

COMMUNITY DRIVEN

WWW.WINNIPEGSUPERSPORTS.NET

COMMUNITY IS OUR GAME





1440 GUARANTEED
PLAYS PER DAY

**1 AD CREATED
PER QUARTER**



**ROTATES ACROSS
8 LOCATIONS**

54,141 AVERAGE
DAILY VIEWERS



MONTHLY INVESTMENT **\$400.00** PER MONTH
OR **\$100.00** PER WEEK

SUPER SPORTS NETWORK

COMMUNITY DRIVEN

WWW.WINNIPEGSUPERSPORTS.NET

COMMUNITY IS OUR GAME



SUPER SPORTS NETWORK

COMMUNITY DRIVEN

WWW.WINNIPEGSUPERSPORTS.NET

COMMUNITY IS OUR GAME



SUPER SPORTS NETWORK

COMMUNITY DRIVEN

WWW.WINNIPEGSUPERSPORTS.NET

COMMUNITY IS OUR GAME

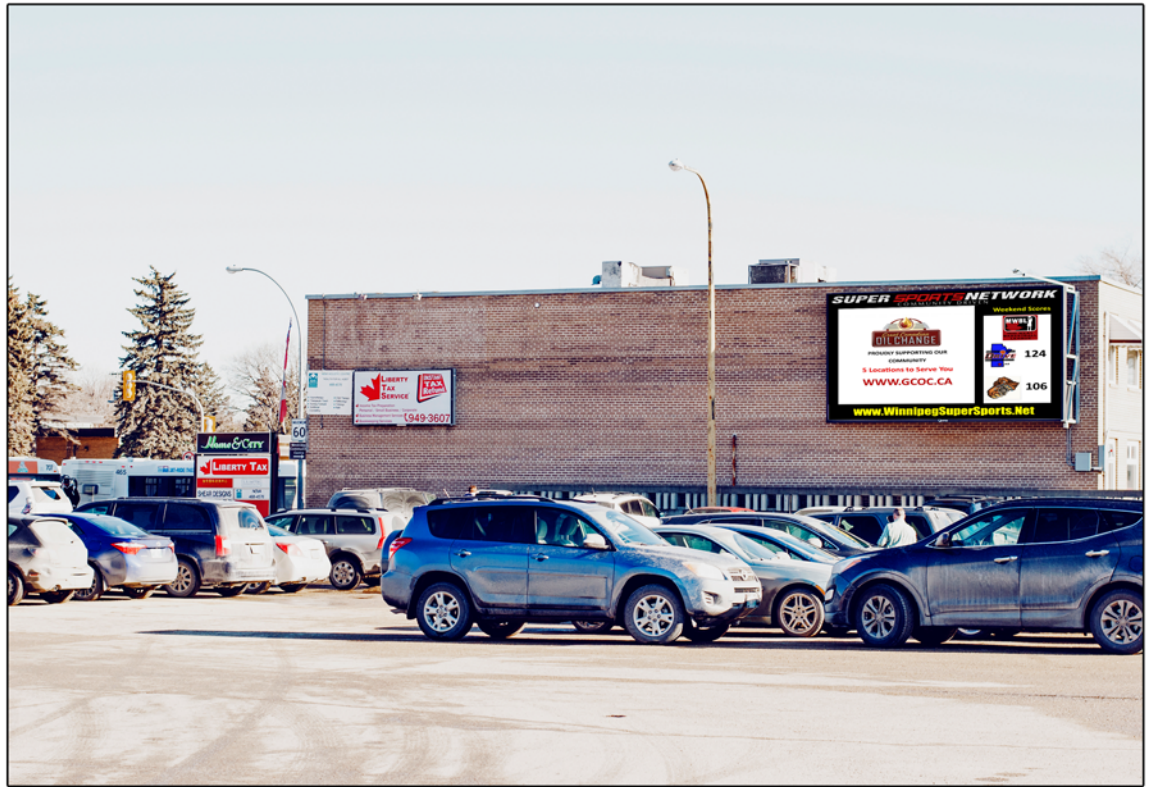


SUPER SPORTS NETWORK

COMMUNITY DRIVEN

WWW.WINNIPEGSUPERSPORTS.NET

COMMUNITY IS OUR GAME



SUPER SPORTS NETWORK

COMMUNITY DRIVEN

WWW.WINNIPEGSUPERSPORTS.NET

COMMUNITY IS OUR GAME



CDN Phone:204-298-8098

12 Month Key Account Program				
Location	Average Daily Viewers	Direction of Face	Hours of Operation	Cost Per Month
Ad will be rotating across the following locations :				
Winnipeg, Manitoba				
WPG 121 Disraeli Freeway West Face		West	24	
WPG 121 Disraeli Freeway East Face		East	24	
WPG 1345 Pembina Hwy		North	24	
WPG 477 Pembina Hwy North Face	54,141	North	24	
WPG 477 Pembina Hwy South Face		South	24	\$ 400.00
WPG 866 King Edward St		North	24	
WPG Higgins Ave & McArthur St		West	24	
WPG Waverley St & Taylor Ave		South	24	

