



CINEPLEX MEDIA

**Digital Signage**  
**MEDIA KIT**  
**2013**

State-of-the-Art Place-Based and Out-of-Home Solutions



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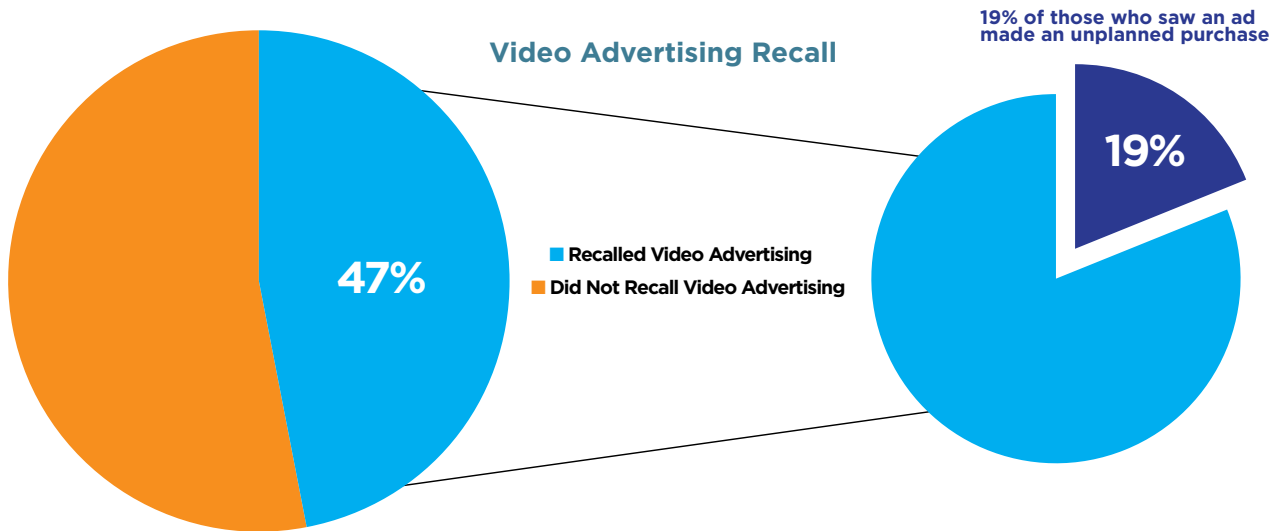


# DIGITAL SIGNAGE OVERVIEW

**Engage customers at work and play** in the most desirable locations across Canada, with Cineplex Media's coast-to-coast network of digital signage, including movie theatres, sports stadiums, shopping concourses and office towers.

An ideal extension to any existing cinema, print or digital campaign, and offering optimum geo-targeting flexibility, Cineplex Digital Signage can blanket the entire country with your message or allow you to pinpoint a single location. And when creative needs to be developed, the Cineplex digital team can work with you to re-imagine existing campaign elements—broadcast, print and/or web—and create tailored, affordable solutions.

## Digital Signage Impact



A 2010 U.S. study of Arbitron digital place-based video reveals that **70% of all U.S. adults and teens** have viewed digital video displays at any measured venue **“in the past month”** and 52% have viewed **“in the past week.”**

In addition, 47% of this group recalled seeing an advertisement on a digital video screen and 19% of those who recalled advertising made an unplanned purchase after seeing an item featured on screen.

SOURCE: Arbitron Digital Place-Based Video Study, 2010



# DIGITAL SIGNAGE CINEMA LOBBY



**Cineplex Media's national network** of state-of-the-art, HD digital screens in key theatre locations includes installations above the box offices and concession stands as well as prominent placement through theatre lobbies, capturing moviegoers attention the moment they enter, as they prepare for their cinema experience and also as they exit. Offering more large-format digital displays than any other network, Cineplex lobby options also include space-dominating "hero" screens in many locations.

# 2013 PRODUCTION SCHEDULES

## HD Digital Lobby Screens (16 x 9 aspect ratio)

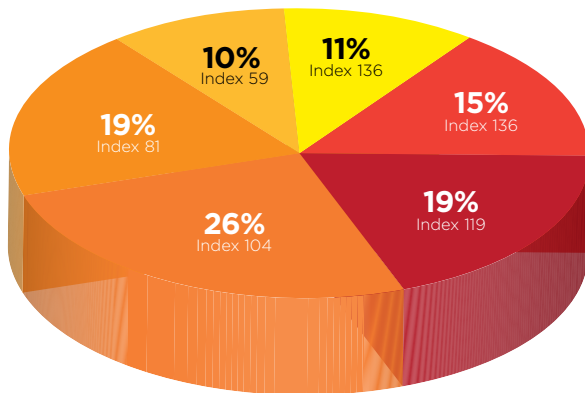
Month	Start / End Date	Material Due	Cycle Weeks
Jan.	Dec. 28 - Jan. 31	Dec. 12, 2012	5
Feb.	Feb. 1 - Feb. 28	Jan. 23, 2013	4
Mar.	Mar. 1 - Mar. 28	Feb. 20, 2013	4
Apr.	Mar. 29 - Apr. 25	Mar. 20, 2013	4
May	Apr. 26 - May 30	Apr. 17, 2013	5
June	May 31 - June 27	May 22, 2013	4
July	June 28 - Aug. 01	June 19, 2013	5
Aug.	Aug. 2 - Aug. 29	July 24, 2013	4
Sept.	Aug. 30 - Sept. 26	Aug. 21, 2013	4
Oct.	Sept. 27 - Oct. 31	Sept. 18, 2013	5
Nov.	Nov. 1 - Nov. 28	Oct. 23, 2013	4
Dec.	Nov. 29 - Jan. 2	Nov. 20, 2013	5
Jan. '14	Jan. 3 - Jan. 30	Dec. 13, 2013	4

## SD Digital Lobby Screens (4 x 3 aspect ratio)

Month	Start / End Date	Material Due	Cycle Weeks
Jan.	Dec. 28 - Jan. 31	Dec. 4, 2012	5
Feb.	Feb. 1 - Feb. 28	Jan. 16, 2013	4
Mar.	Mar. 1 - Mar. 28	Feb. 12, 2013	4
Apr.	Mar. 29 - Apr. 25	Mar. 13, 2013	4
May	Apr. 26 - May 30	Apr. 10, 2013	5
June	May 31 - June 27	May 14, 2013	4
July	June 28 - Aug. 1	June 12, 2013	5
Aug.	Aug. 2 - Aug. 29	July 17, 2013	4
Sept.	Aug. 30 - Sept. 26	Aug. 14, 2013	4
Oct.	Sept. 27 - Oct. 31	Sept. 11, 2013	5
Nov.	Nov. 1 - Nov. 28	Oct. 16, 2013	4
Dec.	Nov. 29 - Jan. 2	Nov. 13, 2013	5
Jan. '14	Jan. 3 - Jan. 30	Dec. 4, 2013	4

## Audience Profile

(Age 12+, attended movies in the past 3 months)



■ A 12-17 ■ A 18-24 ■ A 25-34 ■ A 35-49 ■ A 50-64 ■ A 65+

SOURCE: PMB Fall 2012, base 12+

## Demographic Highlights

**Gender Split** - 46% Men / 54% Women

**Affluent** - 35% HHI \$100k+ (Index 117)

**Educated** - 27% have a bachelor's degree or higher (Index 118)

**Well-Employed** - 24% are managers, owners, professional, executives (Index 113)  
48% other white collar (Index 117)

SOURCE: PMB Fall 2012, base A18+



All creative specs can be downloaded from [Cineplexmedia.com](http://Cineplexmedia.com)

# DIGITAL SIGNAGE CINEMA LOBBY

## Digital Cinema Lobby 2013 Rates

Market Rates	TOTAL LOCATIONS	:15 Seconds		:30 Seconds		:45 Seconds		:60 Seconds	
		Cost / Week \$ (Gross)	4 Week Cost \$ (Gross)	Cost / Week \$ (Gross)	4 Week Cost \$ (Gross)	Cost / Week \$ (Gross)	4 Week Cost \$ (Gross)	Cost / Week \$ (Gross)	4 Week Cost \$ (Gross)
National - All Theatres	155	\$13,698.00	\$54,792.00	\$20,273.00	\$81,092.00	\$23,310.00	\$93,240.00	\$27,396.00	\$109,584.00
National Ex Que - All Theatres	137	\$11,584.00	\$46,336.00	\$17,145.00	\$68,580.00	\$19,714.00	\$78,856.00	\$23,168.00	\$92,672.00
Tor, Mtl, Van - All Theatres	72	\$7,507.00	\$30,028.00	\$11,111.00	\$44,444.00	\$12,774.00	\$51,096.00	\$15,014.00	\$60,056.00
Atlantic - All Theatres	18	\$507.00	\$2,028.00	\$747.00	\$2,988.00	\$862.00	\$3,448.00	\$1,014.00	\$4,056.00
Quebec - All Theatres	18	\$2,114.00	\$8,456.00	\$3,128.00	\$12,512.00	\$3,596.00	\$14,384.00	\$4,228.00	\$16,912.00
Ontario - All Theatres	69	\$6,476.00	\$25,904.00	\$9,588.00	\$38,352.00	\$11,024.00	\$44,096.00	\$12,952.00	\$51,808.00
Manitoba - All Theatres	5	\$452.00	\$1,808.00	\$669.00	\$2,676.00	\$769.00	\$3,076.00	\$904.00	\$3,616.00
Saskatchewan - All Theatres	5	\$378.00	\$1,512.00	\$560.00	\$2,240.00	\$644.00	\$2,576.00	\$756.00	\$3,024.00
Alberta - All Theatres	20	\$1,883.00	\$7,532.00	\$2,787.00	\$11,148.00	\$3,203.00	\$12,812.00	\$3,766.00	\$15,064.00
BC - All Theatres	20	\$1,888.00	\$7,552.00	\$2,794.00	\$11,176.00	\$3,212.00	\$12,848.00	\$3,776.00	\$15,104.00
Man / Sask / Alta - All Theatres	30	\$2,713.00	\$10,852.00	\$4,016.00	\$16,064.00	\$4,616.00	\$18,464.00	\$5,426.00	\$21,704.00
St. John's - All Theatres	2	\$46.00	\$184.00	\$68.00	\$272.00	\$78.00	\$312.00	\$92.00	\$368.00
Halifax - All Theatres	4	\$154.00	\$616.00	\$226.00	\$904.00	\$263.00	\$1,052.00	\$308.00	\$1,232.00
Saint John / Moncton - All Theatres	2	\$46.00	\$184.00	\$68.00	\$272.00	\$78.00	\$312.00	\$92.00	\$368.00
Charlottetown - All Theatres	2	\$77.00	\$308.00	\$113.00	\$452.00	\$131.00	\$524.00	\$154.00	\$616.00
Montreal (EMA) - All Theatres	12	\$1,464.00	\$5,856.00	\$2,166.00	\$8,664.00	\$2,490.00	\$9,960.00	\$2,928.00	\$11,712.00
Montreal (GMA) - All Theatres	10	\$1,356.00	\$5,424.00	\$2,006.00	\$8,024.00	\$2,306.00	\$9,224.00	\$2,712.00	\$10,848.00
Quebec City - All Theatres	2	\$380.00	\$1,520.00	\$562.00	\$2,248.00	\$646.00	\$2,584.00	\$760.00	\$3,040.00
Toronto (EMA) - All Theatres	44	\$4,371.00	\$17,484.00	\$6,471.00	\$25,884.00	\$7,440.00	\$29,760.00	\$8,742.00	\$34,968.00
Toronto (GTA) - All Theatres	21	\$2,453.00	\$9,812.00	\$3,630.00	\$14,520.00	\$4,173.00	\$16,692.00	\$4,906.00	\$19,624.00
Ottawa - All Theatres	7	\$591.00	\$2,364.00	\$875.00	\$3,500.00	\$1,006.00	\$4,024.00	\$1,182.00	\$4,728.00
Calgary - All Theatres	8	\$668.00	\$2,672.00	\$989.00	\$3,956.00	\$1,136.00	\$4,544.00	\$1,336.00	\$5,344.00
Edmonton - All Theatres	8	\$945.00	\$3,780.00	\$1,398.00	\$5,592.00	\$1,607.00	\$6,428.00	\$1,890.00	\$7,560.00
Vancouver - All Theatres	16	\$1,672.00	\$6,688.00	\$2,474.00	\$9,896.00	\$2,844.00	\$11,376.00	\$3,344.00	\$13,376.00

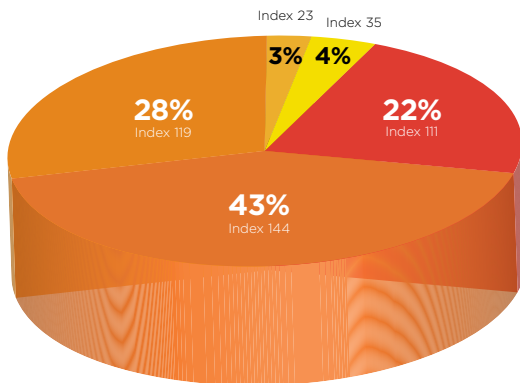
**Premiums:** Premium for May, June: **Increase 10%** Premium for July, August, November, December: **Increase 15%**  
 Premium for custom theatre selection: **Increase 25%**

# CONCOURSE NETWORK

Reach a huge number of consumers precisely when they're ready to shop, as they travel to the office, head out for lunch and finish up their workday. Cineplex HD screens in entranceways, lobbies, malls and food courts provide an up-to-the-minute mix of news, weather, sports, local information and ads. Your message can be refreshed weekly, daily or even by day-part. The Cineplex Concourse Network includes Toronto, Ottawa, Calgary, Edmonton and Vancouver.

## Concourse Network - Market Composition of MOPEs

Among MOPEs in the five network markets, 65% are 25-49



■ A 18-24 ■ A 25-34 ■ A 35-49 ■ A 50-64 ■ A 65+

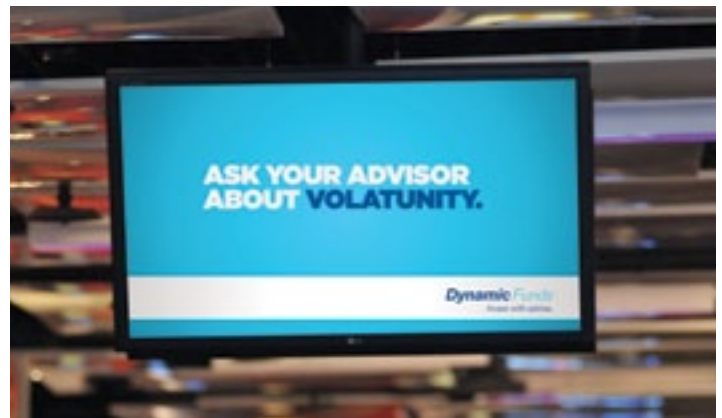
**Universe of MOPEs / Clerical / Secretarial**  
- Make up 35% of the Population

**Gender Split - 50% Men / 50% Women**

**Affluent - 72% HHI \$75k+ (Index 138)**  
- 54% HHI \$100k+ (Index 148)  
- 24% HHI \$150k+ (Index 167)

**Educated - 29% have a bachelor's degree (Index 142)**  
- 17% have a post-graduate degree (Index 156)

\*SOURCE: PMB 2012 Fall, Based on A18+, five markets  
Managers, Owners, Professionals, Executives (MOPEs)



All creative specs can be downloaded from [Cineplexmedia.com](http://Cineplexmedia.com)

## Yonge-Eglinton Centre

Dominate one of Toronto's busiest intersections with a spectrum of digital opportunities within the Yonge-Eglinton Centre, surrounded by three of Canada's five wealthiest neighbourhoods. Home to more than 200 businesses and over 65 retailers, the Centre welcomes over 30,000 people per day. Cineplex Digital Signage opportunities include:



- 18-foot Matrix Wall, featuring eight 55" LCD screens and strategically located in the tunnel connecting the subway station (which nearly 70,000 commuters pass through each workday) to the Centre, with immediate adjacency to the Food Court
- Wide-format Digital Banner at the entrance to the subway

- tunnel, with three LCD screens
- Digital Signage throughout the Food Court, with eight 46" LCD screens
- Prominently placed Backlights throughout all levels of the Centre
- SilverCity Yonge-Eglinton Cinemas, attracting 700,000 moviegoers per year, located within the Centre

## Digital Concourse Network 2013 Rates

Full Screen - 16 x 9 Format: One Ad / 10 Minute Loop	Avg Daily Traffic	:15 Seconds		:30 Seconds	
		Rate / Day \$ (Gross)	4 Week Cost \$ (Gross)	Rate / Day \$ (Gross)	4 Week Cost \$ (Gross)
<b>NATIONAL RATES</b>					
All Markets	568,376	\$1,153.00	\$32,284.00	\$1,845.00	\$51,660.00
<b>CITY RATES</b>					
<b>Toronto</b> Brookfield Place First Canadian Place TSX Exchange Tower Hudson's Bay Centre HSBC Building - 70 York Street 2 Queen Street East 151 Yonge Street Bay Adelaide Queens Quay Yonge Eglinton Centre TD Centre 145 King Street	<b>483,136</b>	<b>\$1,025.00</b>	<b>\$28,700.00</b>	<b>\$1,639.00</b>	<b>\$45,892.00</b>
<b>Ottawa</b> Place De Ville 1 Place De Ville 2 Minto Place	<b>23,572</b>	<b>\$35.00</b>	<b>\$980.00</b>	<b>\$56.00</b>	<b>\$1,568.00</b>
<b>Calgary</b> Bankers Hall Fifth Avenue Place Suncor Energy Centre Altius Centre Bankers Court	<b>45,690</b>	<b>\$69.00</b>	<b>\$1,932.00</b>	<b>\$111.00</b>	<b>\$3,108.00</b>
<b>Edmonton</b> Enbridge Tower Canadian Western Bank Place	<b>2,175</b>	<b>\$3.00</b>	<b>\$84.00</b>	<b>\$5.00</b>	<b>\$140.00</b>
<b>Vancouver</b> Royal Centre	<b>13,803</b>	<b>\$21.00</b>	<b>\$588.00</b>	<b>\$34.00</b>	<b>\$952.00</b>



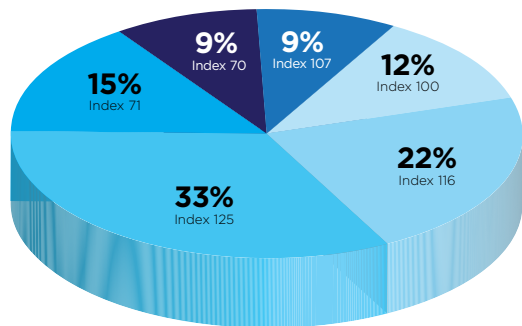
All creative specs can be downloaded from [Cineplexmedia.com](http://Cineplexmedia.com)

# SPORTS STADIUMS

NHL fans at home games in Ottawa, Calgary and Edmonton don't want to miss a minute of the action when they head to the concession stand or the washroom. With Cineplex's HD screens strategically placed throughout Ottawa's Scotiabank Place, Calgary's Scotiabank Saddledome and Edmonton's Rexall Place, all eyes stay glued; and your ad can appear alongside live-streaming game feeds, intermission content, highlights from other games and league-wide stat updates. The network also supports all of the stadiums' live concerts and special events, again delivering moment-by-moment feeds.

## Sports Stadium Attendees

Composition of Scotiabank Place, Scotiabank Saddledome, Rexall Place Attendance (Ott, Cal, Edm)



■ A 12-17 ■ A 18-24 ■ A 25-34 ■ A 35-49 ■ A 50-64 ■ A 65+

SOURCE: PMB 2012 Fall, Based on Ottawa, Calgary, Edmonton

## Demographic Highlights

Combined Market NHL Stadium Audience

**Gender Split** - 56% Men / 44% Women

**Affluent** - 65% HHI \$75k+ (Index 122)

- 50% HHI \$100k+ (Index 129)

- 27% HHI \$150k+ (Index 149)

**Educated** - 32% have a bachelor's degree or higher (Index 114)

**Well-Employed** - 33% MOPes (Index 128)

65% are white collar (Index 134)

SOURCE: PMB Fall 2012, base A18+

## 16 x 9 LCD CONCOURSE SCREEN LAYOUT

(All Sports Stadiums)



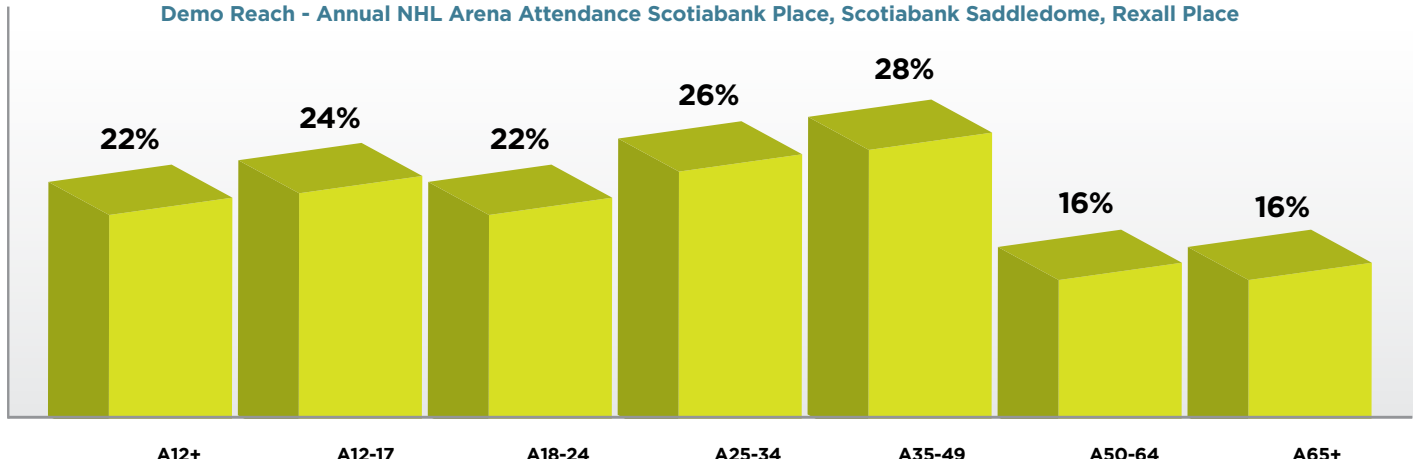
1. Vertical banner ad zone  
332 x 636

2. Mainstage  
1280 x 720

3. Scoreboard logo adjacency

## Cineplex Digital Network in NHL Arenas Reach 22% of the Combined Market

Demo Reach - Annual NHL Arena Attendance Scotiabank Place, Scotiabank Saddledome, Rexall Place



SOURCE: PMB 2012 Fall, Based on Ottawa, Calgary, Edmonton

# DIGITAL SPORTS STADIUMS

## AD ZONE RATES

One Ad Unit Per 10 Minute Loop

Market	Annual Attendance	Avg Events /Yr	Avg Attend /Event	:15 Seconds		:30 Seconds	
				Rate / Day \$ (Gross)	4 Week Cost \$ (Gross)	Rate / Day \$ (Gross)	4 Week Cost \$ (Gross)
<b>NATIONAL RATES</b>							
All Markets	5,503,530	410	13,423	\$250.00	\$7,000.00	\$325.00	\$9,100.00
<b>CITY RATES</b>							
Ottawa Scotiabank Place	2,310,000	117	19,744	\$66.00	\$1,848.00	\$86.00	\$2,408.00
Calgary Scotiabank Saddledome	1,793,530	152	11,800	\$98.00	\$2,744.00	\$127.00	\$3,556.00
Edmonton Rexall Place	1,400,000	141	9,929	\$66.00	\$1,848.00	\$86.00	\$2,408.00

## MAINSTAGE (16 X 9) RATES

GAME (Hockey Event) - Minimum 8X per Game (Pre 4X, Int 1-2X, Int 2-2X)

ENTERTAINMENT (Non-Hockey Event) - One Ad Unit Per 10 Minute Loop

Market	Annual Attendance	Avg Events /Yr	Avg Attend /Event	:15 Seconds		:30 Seconds	
				Rate / Day \$ (Gross)	4 Week Cost \$ (Gross)	Rate / Day \$ (Gross)	4 Week Cost \$ (Gross)
<b>NATIONAL RATES</b>							
All Markets	5,503,530	410	13,423	\$275.00	\$7,700.00	\$440.00	\$12,320.00
<b>CITY RATES</b>							
Ottawa Scotiabank Place Bell Sensplex	2,310,000	117	19,744	\$73.00	\$2,044.00	\$116.50	\$3,262.00
Calgary Scotiabank Saddledome	1,793,530	152	11,800	\$107.50	\$3,010.00	\$172.00	\$4,816.00
Edmonton Rexall Place	1,400,000	141	9,929	\$73.00	\$2,044.00	\$116.50	\$3,262.00

## SCOREBOARD LOGO ADJACENCY RATES

2-minute Logo Appearance Every 20 Minutes

Market	Annual Attendance	Avg Events / Yr	Avg Attend / Event	2-Minute Logo Adjacency	
				Rate / Day \$ (Gross)	4 Week Rate \$ (Gross)
<b>NATIONAL RATES</b>					
All Markets	5,503,530	410	13,423	\$14.00	\$392.00
<b>CITY RATES</b>					
Ottawa Scotiabank Place	2,310,000	117	19,744	\$3.50	\$98.00
Calgary Scotiabank Saddledome	1,793,530	152	11,800	\$5.50	\$154.00
Edmonton Rexall Place	1,400,000	141	9,929	\$3.50	\$98.00

All creative specs can be downloaded from [Cineplexmedia.com](http://Cineplexmedia.com)

# LOCATIONS

CIR	ID#	LOCATION	MARKET	DIGITAL SIGNAGE		
				CINEMA LOBBY	CONCOURSE NETWORK	SPORTS STADIUM
				LOCATIONS	LOCATIONS	LOCATIONS
<b>NEWFOUNDLAND</b>						
ET	26	Empire Studio 12	St. John's	1		
ET	22	Empire Cinemas Mt. Pearl Shopping Centre	Mount Pearl	1		
<b>TOTAL NEWFOUNDLAND</b>				<b>2</b>	<b>0</b>	<b>0</b>
<b>NOVA SCOTIA Halifax</b>						
ET	30	Empire 17 Cinemas Bayers Lake	Halifax	1		
ET	43	Parklane 8 Cinemas	Halifax	1		
ET	45	Empire 12 Dartmouth Crossing	Dartmouth	1		
ET	19	Empire Studio 7	Lower Sackville	1		
<b>TOTAL HALIFAX</b>				<b>4</b>	<b>0</b>	<b>0</b>
<b>NOVA SCOTIA Balance</b>						
ET	14	Empire Studio 7	New Glasgow	1		
ET	34	Empire Studio 5	Yarmouth	1		
ET	32	Empire 7 Cinemas	New Minas	1		
ET	40	Empire Studio 7	Truro	1		
ET	4	Empire Studio 7	Bridgewater	1		
ET	3	Empire Studio 10	Sydney	1		
<b>TOTAL NOVA SCOTIA BALANCE</b>				<b>6</b>	<b>0</b>	<b>0</b>
<b>TOTAL NOVA SCOTIA</b>				<b>10</b>	<b>0</b>	<b>0</b>
<b>PEI Charlottetown</b>						
ET	61	Empire Studio 8	Charlottetown	1		
ET	60	Empire Studio 5	Summerside	1		
<b>TOTAL PEI</b>				<b>2</b>	<b>0</b>	<b>0</b>
<b>NEW BRUNSWICK Saint John / Moncton</b>						
ET	10	Crystal Palace Cinemas	Dieppe (Moncton)	1		
ET	7	Empire Studio 10	Saint John	1		
<b>TOTAL SAINT JOHN / MONCTON</b>				<b>2</b>	<b>0</b>	<b>0</b>
<b>NEW BRUNSWICK BALANCE</b>						
ET	12	Empire Studio 5	Miramichi	1		
ET	11	Empire 10 Cinemas	Fredericton	1		
<b>TOTAL NEW BRUNSWICK BALANCE</b>				<b>2</b>	<b>0</b>	<b>0</b>
<b>TOTAL NEW BRUNSWICK</b>				<b>4</b>	<b>0</b>	<b>0</b>
<b>TOTAL ATLANTIC REGION</b>				<b>18</b>	<b>0</b>	<b>0</b>
<b>QUEBEC Montreal - Greater Montreal Area (GMA)</b>						
CE	9401	StarCite Montreal	Montreal	1		
CE	9406	Cinéma Banque Scotia Montreal	Montreal	1		
CE	9172	Cineplex Odeon Quartier Latin	Montreal	1		
CE	9203	Boucherville	Boucherville (Montreal)	1		
CE	9185	Cineplex Odeon Brossard	Brossard (Montreal)	1		
CE	9145	Cineplex Odeon Place LaSalle	La Salle	1		
CE	9267	SilverCity Cavendish Mall	Cote-St-Luc (Montreal)	1		

CE = Cineplex Entertainment ET = Empire Theatres QI = Quebec Independents SS = Sports Stadium CN = Concourse Network RIO = RioCan Centre

# LOCATIONS

CIR	ID#	LOCATION	MARKET	DIGITAL SIGNAGE		
				CINEMA LOBBY	CONCOURSE NETWORK	SPORTS STADIUM
				LOCATIONS	LOCATIONS	LOCATIONS
CE	9143	Cineplex Odeon St. Bruno	St-Bruno (Montreal)	1		
CE	9407	Colisee Kirkland	Kirkland	1		
CE	9408	Colossus, Laval	Laval	1		
<b>TOTAL MONTREAL (GMA)</b>				<b>10</b>	<b>0</b>	<b>0</b>
<b>Montreal - (Balance Ext. Market Area - EMA)</b>						
CE	9154	Cineplex Odeon Delson	Delson	1		
CE	9153	Cineplex Odeon Carrefour Dorion	Dorion	1		
<b>TOTAL MONTREAL - BALANCE EXTENDED MARKET AREA</b>				<b>2</b>	<b>0</b>	<b>0</b>
<b>TOTAL MONTREAL (EMA)</b>				<b>12</b>	<b>0</b>	<b>0</b>
<b>QUEBEC CITY</b>						
CE	9181	Cineplex Odeon Beauport	Beauport (Que City)	1		
CE	9177	Cineplex Odeon Ste-Foy	Ste-Foy (Que City)	1		
<b>TOTAL QUEBEC CITY</b>				<b>2</b>	<b>0</b>	<b>0</b>
<b>BALANCE QUEBEC</b>						
CE	9188	Galaxy Sherbrooke	Rock Forest (Sherbrooke)	1		
QI	Q8	Fleur dy Lys Cinema	Trois Rivieres	1		
CE	9268	StarCite Hull	Gatineau	1		
CE	9186	Galaxy Victoriaville	Victoriaville	1		
<b>TOTAL BALANCE QUEBEC</b>				<b>4</b>	<b>0</b>	<b>0</b>
<b>TOTAL QUEBEC</b>				<b>18</b>	<b>0</b>	<b>0</b>
<b>ONTARIO</b>						
<b>TORONTO (GTA)</b>						
CE	7400	SilverCity Yonge-Eglinton	Toronto	1		
RIO	YE	Rio Canada Yonge-Eglinton Centre	Toronto		1	
CE	7402	Scotiabank Theatre	Toronto	1		
CE	7406	SilverCity Yorkdale	Toronto	1		
ET	74	Empire Theatres@Empress Walk, North York	Toronto	1		
CE	7260	Cineplex Odeon Queensway	Toronto	1		
CE	7199	Cineplex Odeon Varsity	Toronto	1		
CE	7246	Cineplex Odeon Sheppard Centre	Toronto	1		
CE	7115	SilverCity Fairview Mall	Toronto	1		
CN	BP	Brookfield Place *	Toronto		1	
CN	FCP	First Canadian Place	Toronto		1	
CN	TSX	TSX Exchange Tower	Toronto		1	
CN	KNG	151 King Street West	Toronto		1	
CN	HBC	Hudson's Bay Centre	Toronto		1	
CN	YOS	HSBC Building	Toronto		1	
CN	QSE	Queen Street East	Toronto		1	
CN	YS	151 Yonge Street	Toronto		1	
CN	BAC	Bay Adelaide Centre	Toronto		1	
CN	QQT	Queens Quay Terminal	Toronto		1	
CN	TDC	Cadillac Fairview TD Centre	Toronto		1	
CE	7404	Coliseum, Scarborough	Toronto (Scarb)	1		
CE	7253	Cineplex Odeon Eglinton Town Centre	Toronto (Scarb)	1		
CE	7240	Cineplex Odeon Morningside	Toronto (Scarb)	1		
CE	7417	SilverCity Mississauga	Mississauga	1		
CE	7420	Coliseum Mississauga (IMAX)	Mississauga	1		
ET	91	Empire Studio 10 at Square One	Mississauga	1		
CE	7408	Colossus Vaughan (IMAX)	Woodbridge	1		
CE	7410	FP Pickering 8	Pickering	1		
CE	7244	Cineplex Odeon First Markham Place	Markham	1		
ET	90	Empire Elgin Mills 10 Cinemas	Richmond Hill	1		
CE	7405	SilverCity Richmond Hill	Richmond Hill	1		

CE = Cineplex Entertainment ET = Empire Theatres QI = Quebec Independents SS = Sports Stadium CN = Concourse Network RIO = RioCan Centre

CIR	ID#	LOCATION	MARKET	DIGITAL SIGNAGE		
				CINEMA LOBBY	CONCOURSE NETWORK	SPORTS STADIUM
				LOCATIONS	LOCATIONS	LOCATIONS
CE	7407	SilverCity Newmarket	Newmarket	1		
CE	7284	Cineplex Odeon Aurora	Aurora	1		
<i>*Brookfield Place = Bay Wellington Tower, TD Canada Trust Tower, Front Street Tower</i>						
<b>TOTAL TORONTO GREATER AREA (GTA)</b>				<b>21</b>	<b>12</b>	<b>0</b>
<b>TORONTO (BALANCE EMA)</b>						
CE	7270	Galaxy Orangeville	Orangeville	1		
CE	7249	Galaxy Barrie	Barrie	1		
CE	7274	Galaxy Orillia	Orillia	1		
CE	7411	SilverCity Brampton	Brampton	1		
CE	7250	Orion Gate Grande Cineplex Odeon	Brampton	1		
ET	98	Empire 7 Cinemas	Bolton	1		
CE	7272	Galaxy Guelph	Guelph	1		
CE	7269	Galaxy Cambridge	Cambridge	1		
CE	7415	SilverCity Ancaster	Ancaster	1		
CE	7290	SilverCity Hamilton	Hamilton	1		
CE	7413	Silver City Burlington	Burlington	1		
CE	7285	Galaxy Milton	Milton	1		
CE	7273	SilverCity Oakville	Oakville	1		
ET	94	Empire Studio 12 Gateway Park	Kitchener	1		
CE	7268	Galaxy Waterloo	Waterloo	1		
ET	65	Empire Waterloo	Waterloo	1		
ET	96	Empire Studio 8@Pen Centre	St. Catharines	1		
CE	7256	Cineplex Odeon Niagara Square	Niagara Falls	1		
CE	7241	Cineplex Odeon Clarington Place	Bowmanville	1		
CE	7263	Galaxy Peterborough	Peterborough	1		
CE	7409	Famous Players Belleville 8	Belleville	1		
CE	7248	Cineplex Odeon Ajax	Ajax	1		
CE	7289	Cineplex Odeon Oshawa	Oshawa	1		
<b>TOTAL TORONTO (Balance EMA)</b>				<b>23</b>	<b>0</b>	<b>0</b>
<b>TOTAL TORONTO Extended Market Area (EMA)</b>				<b>44</b>	<b>12</b>	<b>0</b>
<b>Ottawa</b>						
CE	7247	Cineplex Odeon South Keys	Ottawa	1		
CE	7286	Cineplex Odeon Barrhaven	Barrhaven (Ottawa)	1		
ET	89	Empire 7 Cinemas	Ottawa	1		
ET	76	Rideau Centre Cinemas	Ottawa	1		
ET	64	Empire Orleans	Orleans	1		
CE	7424	Coliseum Ottawa	Ottawa	1		
CE	7428	SilverCity Gloucester	Gloucester (Ottawa)	1		
SS	SP	Bell Sensplex	Ottawa			1
SS	SB	Scotiabank Place	Ottawa			1
CN	PD	Place De Ville I & II	Ottawa		1	
CN	MP	Minto Place	Ottawa		1	
<b>TOTAL Ottawa</b>				<b>7</b>	<b>2</b>	<b>2</b>
<b>ONTARIO Balance</b>						
CE	7291	Galaxy Brantford	Brantford	1		
CE	7283	Galaxy Brockville	Brockville	1		
CE	7262	Galaxy Cornwall	Cornwall	1		
CE	7271	Galaxy Midland	Midland	1		
CE	7265	Galaxy North Bay Mall	North Bay	1		
CE	7264	Galaxy Owen Sound	Owen Sound	1		
CE	7266	Galaxy Sault Ste. Marie	Sault Ste. Marie	1		
CE	7267	Galaxy St. Thomas	St. Thomas	1		
CE	7257	Cineplex Odeon Devonshire Mall	Windsor	1		
CE	7431	SilverCity Windsor	Windsor	1		
CE	7422	SilverCity London	London	1		
CE	7112	Cineplex Odeon Westmount	London	1		
CE	7427	Lambton 9 Cinemas	Sarnia	1		
CE	7429	SilverCity Sudbury	Sudbury	1		
CE	7430	SilverCity Thunder Bay	Thunder Bay	1		

# LOCATIONS

CIR	ID#	LOCATION	MARKET	DIGITAL SIGNAGE		
				CINEMA LOBBY	CONCOURSE NETWORK	SPORTS STADIUM
				LOCATIONS	LOCATIONS	LOCATIONS
CE	7259	Cineplex Odeon Gardiners Road	Kingston	1		
CE	7297	Galaxy Chatham	Chatham	1		
CE	7288	Galaxy Collingwood	Collingwood	1		
<b>TOTAL BALANCE ONTARIO</b>				<b>18</b>	<b>0</b>	<b>0</b>
<b>TOTAL ONTARIO</b>				<b>69</b>	<b>14</b>	<b>2</b>
<b>MANITOBA</b>						
CE	2401	SilverCity Polo Park	Winnipeg	1		
CE	2402	SilverCity St. Vital	Winnipeg	1		
CE	2111	Cinema City McGillivray	Winnipeg	1		
ET	84	Empire Grant Park 8 Cinemas	Winnipeg	1		
ET	63	Empire Capitol	Winnipeg (Brandon)	1		
<b>TOTAL MANITOBA</b>				<b>5</b>	<b>0</b>	<b>0</b>
<b>SASKATCHEWAN</b>						
CE	4403	Galaxy Saskatoon	Saskatoon	1		
CE	4114	Galaxy Regina	Regina	1		
CE	4108	Cineplex Odeon Southland Mall	Regina	1		
CE	4113	Galaxy Moosejaw	Moose Jaw	1		
CE	4112	Galaxy Prince Albert	Prince Albert	1		
<b>TOTAL SASKATCHEWAN</b>				<b>5</b>	<b>0</b>	<b>0</b>
<b>ALBERTA</b>						
<b>Calgary</b>						
CE	3134	Cineplex Odeon Eau Claire Market	Calgary	1		
CE	3138	Cineplex Odeon Crowfoot Crossing	Calgary	1		
CE	3142	Cineplex Odeon Sunridge Spectrum	Calgary	1		
CE	3401	Scotiabank Theatre Chinook (IMAX)	Calgary	1		
CE	3409	Cineplex Odeon Westhills	Calgary	1		
CE	3150	SilverCity Cross Iron Mills	Calgary	1		
ET	79	Empire Studio 10 MacLeod Trail	Calgary	1		
ET	80	Empire Studio 16 Country Hills	Calgary	1		
SS	S	Scotiabank Saddledome	Calgary			1
CN	BH	Bankers Hall	Calgary		1	
CN	FAP	Fifth Avenue Place	Calgary		1	
CN	SEC	Suncor Energy Centre	Calgary		1	
CN	BC	Bankers Court	Calgary		1	
<b>TOTAL CALGARY</b>				<b>8</b>	<b>4</b>	<b>1</b>
<b>Edmonton</b>						
CE	3143	Cineplex Odeon North Edmonton Cinemas	Edmonton	1		
CE	3144	Cineplex Odeon South Edmonton	Edmonton	1		
CE	3146	Galaxy Sherwood Park	Sherwood Park (Edmonton)	1		
CE	3403	Scotiabank Theatre, Edmonton	Edmonton	1		
CE	3147	Movies 12	Edmonton	1		
CE	3149	Windermere	Edmonton	1		
ET	78	Empire Clareview 10 Cinemas	Edmonton	1		
ET	77	Empire City Centre 9 Cinemas	Edmonton	1		
SS	RP	Rexall Place	Edmonton			1
CN	ET	Enbridge Tower	Edmonton		1	
CN	CW	Canadian Western Bank Place	Edmonton		1	
<b>TOTAL EDMONTON</b>				<b>8</b>	<b>2</b>	<b>1</b>

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CIR	ID#	LOCATION	MARKET	DIGITAL SIGNAGE		
				CINEMA LOBBY	CONCOURSE NETWORK	SPORTS STADIUM
				LOCATIONS	LOCATIONS	LOCATIONS
<b>BALANCE ALBERTA</b>						
CE	3140	Galaxy Medicine Hat	Medicine Hat	1		
CE	3101	Galaxy Lethbridge	Lethbridge	1		
CE	3132	Galaxy Red Deer	Red Deer	1		
CE	3141	Cineplex Odeon Grand Prairie Cinemas	Grand Prairie	1		
<b>TOTAL BALANCE ALBERTA</b>				<b>4</b>	<b>0</b>	<b>0</b>
<b>TOTAL ALBERTA</b>				<b>20</b>	<b>6</b>	<b>2</b>
<b>BRITISH COLUMBIA</b>						
<b>Vancouver (EMA)</b>						
CE	1422	Scotiabank Theatre, Vancouver	Vancouver	1		
CE	1147	CPX International Village Cinemas	Vancouver	1		
CN		Royal Centre	Vancouver		1	
CE	1141	Galaxy Rutherford Mall - Nanaimo	Nanaimo	1		
ET	86	Empire Studio 12 Guildford	Surrey	1		
CE	1136	Cineplex Odeon Strawberry Hill	Surrey	1		
CE	1142	Cineplex Odeon Meadowtown Cinemas	Pitt Meadows	1		
CE	1412	SilverCity Coquitlam	Coquitlam	1		
CE	1409	SilverCity Riverport (IMAX)	Richmond	1		
CE	1408	SilverCity Metropolis	Burnaby	1		
CE	1405	Colossus Langley (IMAX)	Langley	1		
CE	1407	SilverCity Mission	Mission	1		
CE	1144	Galaxy Chilliwack	Chilliwack	1		
CE	1146	Cineplex Odeon Westshore	Langford	1		
CE	1129	Cineplex Odeon - Victoria	Victoria	1		
CE	1417	SilverCity Victoria	Victoria	1		
<b>Total Vancouver (EMA)</b>				<b>15</b>	<b>1</b>	<b>0</b>
<b>BALANCE BC / Yukon</b>						
CE	1410	Orchard Plaza 5	Kelowna	1		
CE	1137	Cineplex Odeon Aberdeen Mall	Kamloops	1		
CE	1413	FP 7, Vernon	Vernon	1		
CE	1415	Parkwood Mall, FP 6	Prince George	1		
<b>Balance BC</b>				<b>4</b>	<b>0</b>	<b>0</b>
<b>Total BC</b>				<b>19</b>	<b>1</b>	<b>0</b>
<b>TOTAL NATIONAL</b>				<b>154</b>	<b>21</b>	<b>4</b>





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