



Astral Media Outdoor Local Sales Initiatives

Upon winning the Toronto Street Furniture contract in September 2007 Astral Media Outdoor has undertaken many initiatives to serve the advertising needs of local businesses in the community.

Firstly, we hired a Retail Sales Manager and a team of eight specialized Retail/Local Account Executives to service this client base. The mandate of this team is to provide local businesses with the best service and most importantly the best marketing knowledge available, to help them grow their business.

Secondly, we hired a Production/Media Creativity Director and an additional Producer to assist local businesses in developing creative for transit shelter advertising. We also have an OCAD student working part-time on staff to develop creative concepts for local advertisers. Our Production and Graphic Design team now totals five creative specialists.

Thirdly, we hired a GIS Mapping Specialist and a Research Analyst to help local advertisers know exactly where to target their customers, when and with what product.

Finally we hired students last summer to visit local businesses with information packages about advertising with Astral Media Outdoor and to gather information about their specific advertising needs. Over 400 local businesses were visited through this initiative.

In January 2008 we developed an annual local business initiative called the "BrandBuilder Program". This program was developed to meet local businesses needs and budgets and to help them gain a significant competitive edge in the marketplace.

There are two important steps to this program: the first step is to qualify as many businesses as possible over a ten week period. To "qualify" a company our Local sales team contacts the decision maker of a local business to obtain relevant information of their business objectives to make sure Outdoor Media will work for them.

The second step is to invite these decision makers to a marketing presentation. The presentation focuses on the key elements to good branding as well as any pitfalls to avoid when planning an advertising program. At the end of each presentation, the attendees have the opportunity to invest in a turnkey 52 week branding program for their business at a very low cost.

To date we have contacted over 1300 local businesses and sold \$1.4 million in transit shelter advertising through the program. Many of these clients converted their bench or garbage can advertising budgets to transit shelters benefitting from a premium product with greater visibility, quality and size. In addition, this represents more local advertising than either bench or garbage can advertising has generated in the past. The average cost per transit shelter advertisement in this program is \$100 to \$150 per face, per four week period.

Astral Media Outdoor has also developed a "cultural partnership" package to support and promote the development of Art, Cultural and Heritage-based organizations and initiatives throughout the community. By providing strategically designed media programs at deeply discounted rates our partners programs have resulted in increased public awareness.

Other initiatives include:

- ❖ All inclusive advertising packages with advertising creative, production and posting to ensure accessibility to the Company's advertising products within local advertisers budgets;
- ❖ "Neighbourhood packages" tailored to particular geographic locales within the City of Toronto;
- ❖ Seasonal and last-minute sell-off packages at highly discounted prices;
- ❖ Local advertiser incentive packages permitting a number of local advertisers to rotate advertising and share the costs of a campaign;
- ❖ Short-term promotional programs designed and priced for local businesses.

We are also involved in local business groups and organizations and have assigned specific account managers to represent Astral Media Outdoor at their meetings, i.e. the Toronto Board of Trade and TABIA.

Our many local clients include businesses such as: Hazelton Lanes, the National Ballet at Four Seasons Centre, Centre for Addiction and Mental Health, Cloverdale Mall, College of Dental Hygienists of Ontario, Costi Immigration Services, Coyne Pilates, George Brown College, Moxie's Bar & Grill, OCASI, Parkway Mall, Plazacorp (King West Realty), St.Michaels Hospital, Sutherland Chan, Thornbrook Homecare, Dr Fleas, Get Outside, Downtown Camera, many real estate companies and individual agents, and many, many others.

We will continue to develop programs that meet local advertisers' needs and budgets and provide a gold standard of service to this very important sector of our business.

Client testimonials are available upon request.