ARTSTAGE

A unique way to reach your target market
The Opportunity

Reach 150 million people per year

» Daily audited audience of 420,000*

» Strategically positioned on the north side of Highway 401, this outdoor art gallery is located at the key junction of the 427 and 401 Highways with a combined 24 lanes of traffic

» ARTSTAGE is the **only** outdoor advertising opportunity in this area

» Lowest CPM in the industry

* MINISTRY OF TRANSPORTATION ONTARIO AUDITED TRAFFIC COUNT
Canada’s largest outdoor audience

» Maximum of 4 corporations will participate to ensure high impact
» Each corporation is granted industry exclusivity
» Corporate display is 30’ by 10’
» Entire ARTSTAGE dramatically illuminated for superior night time viewing
DRIVE-BY ART GALLERY
» A 150 metre stage showcasing Canadian artwork ensures the attention of the your audience
» This unique alternative to conventional billboards provides the means for your company to stand out from competitors
» ARTSTAGE advertisers demonstrate their support of Canada’s art community

FLEXIBLE MESSAGING
» ARTSTAGE gives you the flexibility to alter your message on a regular basis

SITE MANAGEMENT
» Full-time on site workers ensures a consistently high quality image is presented at all times
» Plans for the site include green initiatives such as solar panels and drought resistant native species grasses
Over **200** international head offices are located along this key western gateway to the city of Toronto.
The ARTSTAGE audience could fill Rogers Centre 8 times every day!