

## 2023 DIGITAL BILLBOARD MEDIA KIT

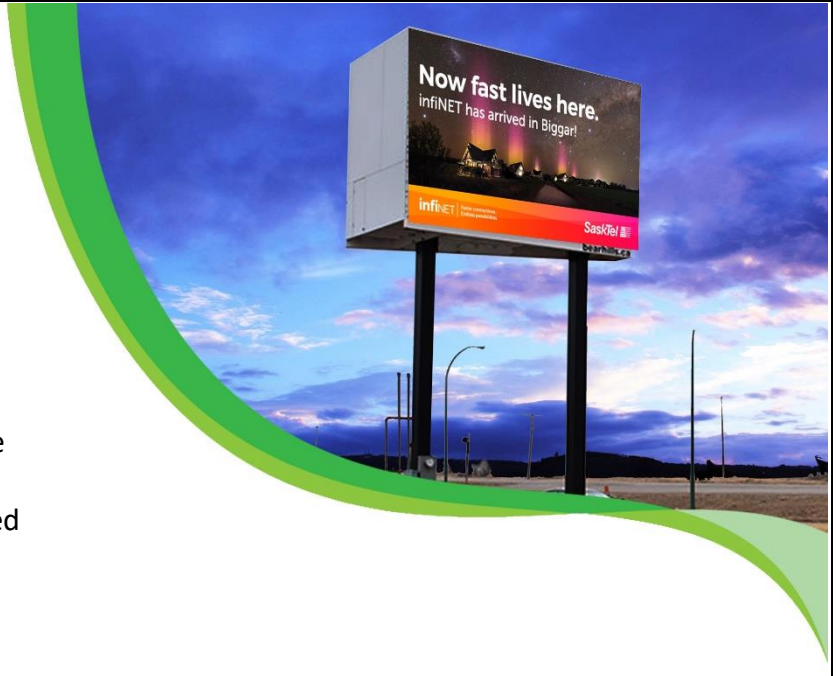
### BIGGAR, SK

HWY 14 & HWY 4

Average Daily Viewers: 7,866  
Average Daily Traffic: 4,370

Faces Available: 1 & 2  
Physical Dimensions: 17'6" x 10'  
Orientation: East & West  
Resolution: 320 x 192  
Guaranteed Plays Per Day: 288 per sign face  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 52.062252, -107.979786  
Plus Code: 326C+Q2 Biggar, Saskatchewan



### CHAMBERLAIN, SK

HWY 11

Average Daily Viewers: 11,772  
Average Daily Traffic: 6,540

Faces Available: 1 & 2  
Physical Dimensions: 15' x 8'5"  
Orientation: North & South  
Resolution: 432 x 240  
Guaranteed Plays Per Day: 288 per sign face  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 50.853273, -105.571223  
Plus Code: VC3H+7F Chamberlain, Saskatchewan



## 2023 DIGITAL BILLBOARD MEDIA KIT

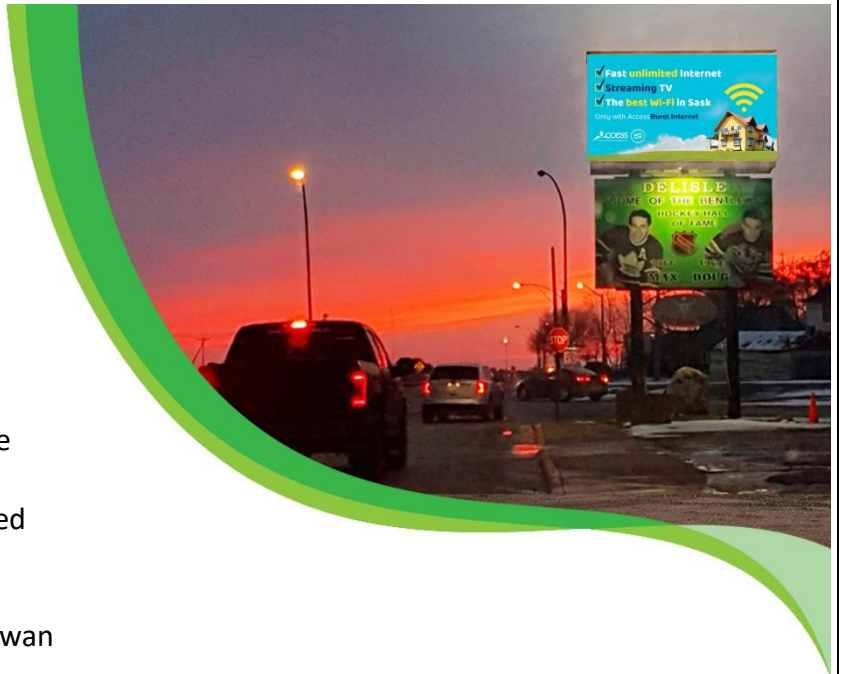
### DELISLE, SK

HWY 7 & Main St.

Average Daily Viewers: 9,198  
Average Daily Traffic: 5,110

Faces Available: 1 & 2  
Physical Dimensions: 13'4" x 7'6"  
Orientation: East & West  
Resolution: 256 x 144  
Guaranteed Plays Per Day: 288 per sign face  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 51.922313, -107.134809  
Plus Code: WVC8+W5 Delisle, Saskatchewan



### DINSMORE, SK

Main St.

Faces Available: 1  
Physical Dimensions: 100" x 50"  
Orientation: West  
Resolution: 256 x 128  
Guaranteed Plays Per Day: 288 per sign face  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 51.347055, -107.457219  
Plus Code: 8HJ3+FG Dinsmore, Saskatchewan

## 2023 DIGITAL BILLBOARD MEDIA KIT

### EATONIA, SK

HWY 21 & HWY 44

Average Daily Viewers: 2,052  
Average Daily Traffic: 1,140

Faces Available: 1  
Physical Dimensions: 100" x 50"  
Orientation: Southeast  
Resolution: 256 x 128  
Guaranteed Plays Per Day: 288  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 51.222180, -109.398306  
Plus Code: 6JC2+RM Eatonia, Saskatchewan



### ELROSE, SK

HWY 4 & MAIN ST.

Average Daily Viewers: 3,294  
Average Daily Traffic: 1,830

Faces Available: 1 & 2  
Physical Dimensions: 13'4" x 7'6"  
Orientation: North & South  
Resolution: 256 X 144  
Guaranteed Plays Per Day: 288 per sign face  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 51.202743, -108.026713  
Plus Code: 6X3F+28 Elrose, Saskatchewan



## 2023 DIGITAL BILLBOARD MEDIA KIT

### ESTON, SK

HWY 4 & MAIN ST.

Average Daily Viewers: 1,764  
 Average Daily Traffic: 980

Faces Available: 1 & 2  
 Physical Dimensions: 12' x 6'  
 Orientation: East & West  
 Resolution: 384 x 192  
 Guaranteed Plays Per Day: 288 per sign face  
 Commercial Spot Length: 10 seconds  
 Ad option: Static & Animated

Coordinates: 51.153900, -108.751790  
 Plus Code: 563X+G7 Eston, Saskatchewan



### KERROBERT, SK

HWY JUNCTION & MAIN ST.

Average Daily Viewers: 5,670  
 Average Daily Traffic: 3,150

Faces Available: 1 & 2  
 Physical Dimensions: 10' x 5'  
 Orientation: East & West  
 Resolution: 288 X 144  
 Guaranteed Plays Per Day: 288 per sign face  
 Commercial Spot Length: 10 seconds  
 Ad option: Static & Animated

Coordinates: 51.914203, -109.130039  
 Plus Code: WV79+MQ Kerrobert, Saskatchewan



## 2023 DIGITAL BILLBOARD MEDIA KIT

### KINDERSLEY, SK

SE CORNER HWY 21 & 7

Average Daily Viewers: 13,122  
 Average Daily Traffic: 7,290

Faces Available: 1 & 2  
 Physical Dimensions: 20' x 10'  
 Orientation: East & West  
 Resolution: 386 x 192  
 Guaranteed Plays Per Day: 288 per sign face  
 Commercial Spot Length: 10 seconds  
 Ad option: Static & Animated

Coordinates: 51.474424, -109.167873  
 Plus Code: FRFJ+PR Kindersley, Saskatchewan



### MEADOW LAKE, SK

HWY 4 & HWY 55

Average Daily Viewers: 11,124  
 Average Daily Traffic: 7,290

Faces Available: 1 & 2  
 Physical Dimensions: 16' x 9'  
 Orientation: North & South  
 Resolution: 720 x 405  
 Guaranteed Plays Per Day: 720 per sign face  
 Commercial Spot Length: 6 seconds  
 Ad option: Static & Animated

Coordinates: 54.133957, -108.453547  
 Plus Code: 4GMW+59 Meadow Lake, Saskatchewan



## 2023 DIGITAL BILLBOARD MEDIA KIT

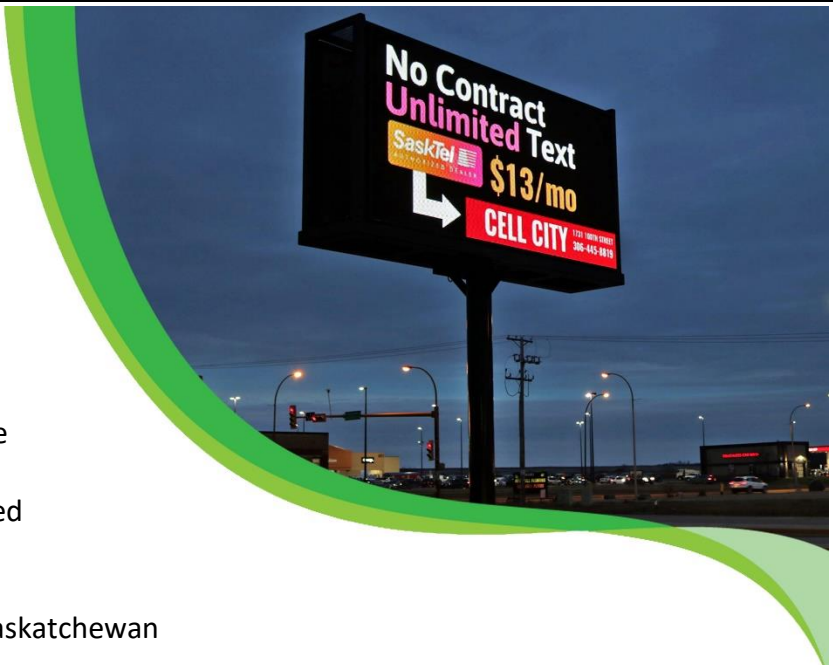
### NORTH BATTLEFORD, SK

TERRITORIAL & PIONEER AVE

Average Daily Viewers: 39,647  
 Average Daily Traffic: 22,026

Faces Available: 1 & 2  
 Physical Dimensions: 20' x 10'  
 Orientation: East & West  
 Resolution: 720 x 360  
 Guaranteed Plays Per Day: 720 per sign face  
 Commercial Spot Length: 6 seconds  
 Ad option: Static & Animated

Coordinates: 52.763430, -108.275314  
 Plus Code: QP7F+9V North Battleford, Saskatchewan



### NORTH BATTLEFORD, SK

CAPITOL THEATRE- 11<sup>TH</sup> AVE

Average Daily Viewers: 20,995  
 Average Daily Traffic: 11,664

Faces Available: 1  
 Physical Dimensions: 20' x 10'  
 Orientation: West  
 Resolution: 720 x 360  
 Guaranteed Plays Per Day: 960  
 Commercial Spot Length: 6 seconds  
 Ad option: Static & Animated

Coordinates: 52.773365, -108.298095  
 Plus Code: QPF2+8Q North Battleford, Saskatchewan



## 2023 DIGITAL BILLBOARD MEDIA KIT

### NORTH BATTLEFORD, SK

HWY 16 & HWY 40

Average Daily Viewers: 25,000  
Average Daily Traffic: 13,889

Faces Available: 1  
Physical Dimensions: 24' x 12'  
Orientation: Southeast  
Resolution: 768 x 384  
Guaranteed Plays Per Day: 720  
Commercial Spot Length: 6 seconds  
Ad option: Static & Animated

Coordinates: 52.753811, -108.261649  
Plus Code: QP3Q+F8 North Battleford, Saskatchewan



### NORTH BATTLEFORD, SK

100<sup>th</sup> ST & 20<sup>th</sup> AVE

Average Daily Viewers: 22,226  
Average Daily Traffic: 12,348

Faces Available: 1  
Physical Dimensions: 20' x 10'  
Orientation: North  
Resolution: 234 x 144  
Guaranteed Plays Per Day: 720  
Commercial Spot Length: 6 seconds  
Ad option: Static & Animated

Coordinates: 52.787984, -108.299814  
Plus Code: QPP2+X6 North Battleford, Saskatchewan



## 2023 DIGITAL BILLBOARD MEDIA KIT

### OUTLOOK, SK

HWY 15 & MAIN ST.

Average Daily Viewers: 4,392  
Average Daily Traffic: 2,440

Faces Available: 1  
Physical Dimensions: 10' x 5'  
Orientation: Southeast  
Resolution: 192 x 96  
Guaranteed Plays Per Day: 288  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 51.488428, -107.058764  
Plus Code: FWQR+7F Outlook, Saskatchewan



### ROSETOWN, SK

HWY 7 & HWY 4

Average Daily Viewers: 11,574  
Average Daily Traffic: 6,430

Faces Available: 1, 2 & Static available  
Physical Dimensions: 13'4" x 7'6"  
Orientation: East & West  
Resolution: EAST 256 x 144  
WEST 384 x 216  
Guaranteed Plays Per Day: 288 per sign face  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 51.547729, -107.995941  
Plus Code: G2X3+2J Rosetown, Saskatchewan





## 2023 DIGITAL BILLBOARD MEDIA KIT

### SASKATOON, SK

#### 11<sup>th</sup> STREET WEST

Average Daily Viewers: 14,760  
Average Daily Traffic: 8,200

Faces Available: 1 & 2  
Physical Dimensions: 20' x 8'  
Orientation: East & West  
Resolution: 600 x 240  
Guaranteed Plays Per Day: 720 per sign face  
Commercial Spot Length: 6 seconds  
Ad option: Static

Coordinates: 52.115064, -106.748098  
Plus Code: 4782+2Q Saskatoon, Saskatchewan



### UNITY, SK

#### HWY 14 & HWY 21

Average Daily Viewers: 6,840  
Average Daily Traffic: 3,010

Faces Available: 1 & 2  
Physical Dimensions: 20' x 10'  
Orientation: East & West  
Resolution: 576 x 288  
Guaranteed Plays Per Day: 288 per sign face  
Commercial Spot Length: 10 seconds  
Ad option: Static & Animated

Coordinates: 52.437052, -109.146298  
Plus Code: CVP3+7H Unity, Saskatchewan



## 2023 DIGITAL BILLBOARD MEDIA KIT

### WYNYARD, SK

HWY 16 & MAIN ST.

Average Daily Viewers: 4,608

Average Daily Traffic: 2,560

Faces Available: 1 & 2

Physical Dimensions: 13'4" x 7'6"

Orientation: East & West

Resolution: 384 x 216

Guaranteed Plays Per Day: 288 per sign face

Commercial Spot Length: 10 seconds

Ad option: Static & Animated

Coordinates: 51.765063, -104.183787

Plus Code: QR88+2F Wynyard, Saskatchewan

