

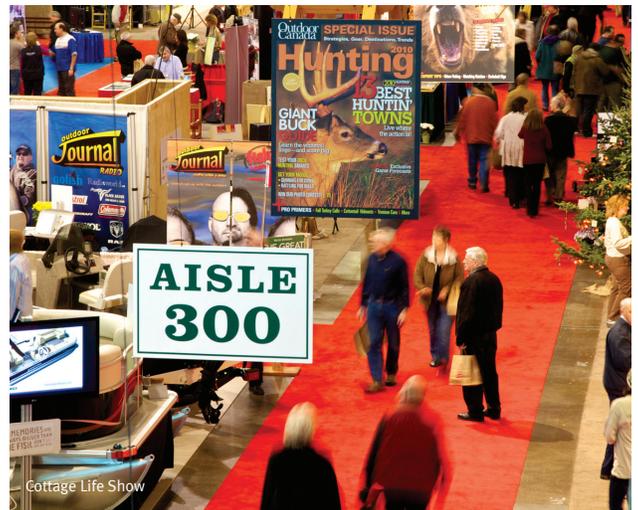
THE INTERNATIONAL CENTRE

Advertising Media Kit

The International Centre is host to Canada's largest trade and consumer shows with over 500 events held annually. Increase your brand exposure by advertising on our LED HD Digital Screens and redesigned Website.

Five Reasons to Advertise at The International Centre

- 1 MULTI-FACETED CONSUMER**
Over 1.5 million people visit The International Centre annually.
See *Visitor Profile* for Demographic Information.
- 2 PRIME BRAND EXPOSURE**
Prime advertising exposure in **7 key entrance/exit locations** throughout the 1 million sq. ft. facility.
- 3 LEAD GENERATION OPPORTUNITIES**
Receive email updates of confirmed Trade and Consumer shows with key contact information.
- 4 NEW HIGH DEFINITION ADVERTISING DIGITAL SIGNS**
The International Centre has installed **7 large format, high definition digital signs** throughout the facility. This digital signage network will enhance the visual quality and engagement of our client's advertisements and allow for our clients to utilize new digital formats for their content.
See *Facility Map* for signage locations.
- 5 WEBSITE LISTING**
The International Centre's redesigned website has **over 40,000 unique visitors** monthly from show attendees and exhibitors to meeting and event planners. Company listing available to showcase your company information and brand image.



For more information about The International Centre's **Advertising Program** call **905.677.6131** or email **sales@internationalcentre.com**

Advertising Rates

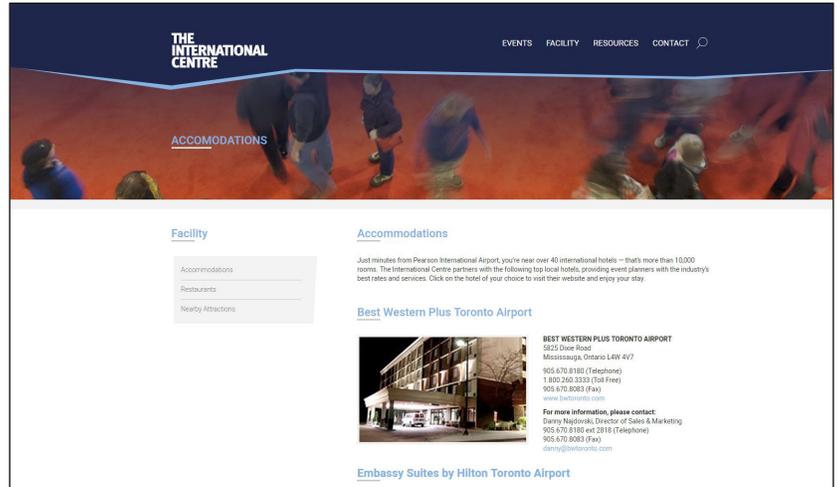
Option 1

WEBSITE ONLY

Company Listing on The International Centre website (www.internationalcentre.com) and includes the following:

- Company logo/brand image
- Address and contact information
- Website address with link
- Menu or brochure link

Annual Cost: \$3,000*



Website Listing

Option 2

ADVERTISING DIGITAL SIGNS AND WEBSITE

Digital Signage plus Company Listing on The International Centre website (www.internationalcentre.com) and includes the following:

- 55" High Definition Digital Screen
- 7 screens located at entrance/exit of Conference Centre, Hall 1 (with 2 screens), Hall 2, Hall 3, Hall 4 and Hall 5

Annual Cost: \$6,000*

**Prices are subject to applicable taxes and are subject to change without notice.*



Hall 1 Lobby



Digital Advertisement Sample



Digital Advertisement Sample

Advertising Specifications

Please send all advertising materials to sales@internationalcentre.com

1 WEBSITE LISTING SPECIFICATIONS

- Company logo/brand image file format: High Resolution JPEG
- Address and contact information
- Website address with link

2 ADVERTISING DIGITAL SIGN SPECIFICATIONS

	Image File	Movie File*
File Format/Extension:	.jpg	.mp4 (using H.264)
Pixel Size:	1080W x 1920H	720W x 1280H
Resolution:	72 DPI	72 PPI
Orientation:	Portrait	Portrait

*Animation cannot exceed 8 seconds.

3 DIGITAL SUBMISSIONS

Please provide materials via email to The International Centre Marketing Department at marketing@internationalcentre.com.

Do You Need Help Creating Your Advertising Materials?

If our Advertising Clients are unable to create their own graphics for the advertising signs, The International Centre has partnered with **Matrix Post**. They can create and deliver creative graphics through the Matrix Post design team at competitive prices, including full material disclosure to Clients for other marketing channels.

Please contact the Matrix Post team directly for more information at sulens@matrixpost.com or call Scott Ulens at **416.340.7716 x125**.



Visitor Profile

The International Centre Trade Area

Population: 7,769,599

Household: 2,830,908

DEMOGRAPHICS › Population & Households

MEDIAN MAINTAINER AGE



MARITAL STATUS



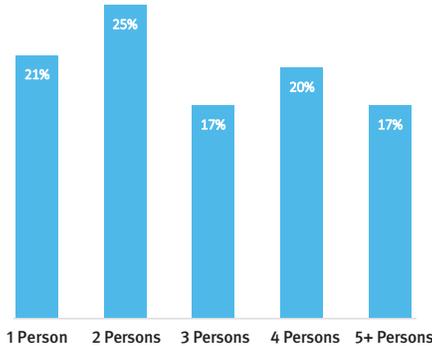
58.2%
Married / Common-Law

FAMILY STATUS



55.4%
Couple Families with Children at Home

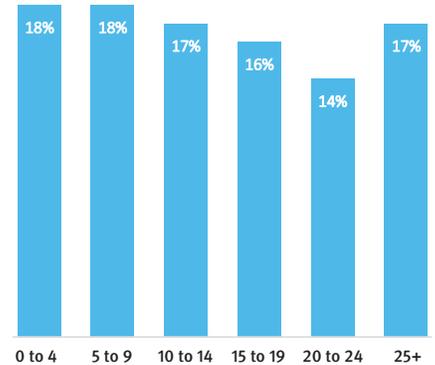
HOUSEHOLD SIZE



POPULATION BY AGE

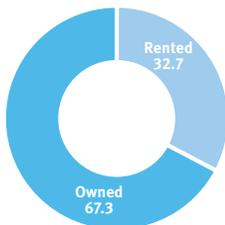
Age Group	%
0 to 4	6.6
5 to 9	6.4
10 to 14	6.3
15 to 19	6.0
20 to 24	7.1
25 to 29	8.1
30 to 34	8.4
35 to 39	8.2
40 to 44	7.6
45 to 49	7.1
50 to 54	6.5
55 to 59	5.8
60 to 64	4.7
65 to 69	3.7
70 to 74	2.9
75 to 79	1.9
80 to 84	1.3
85+1	.3

AGE OF CHILDREN AT HOME



DEMOGRAPHICS › Housing & Income

TENURE



STRUCTURE TYPE



56.9%

Houses



43.0%

Apartments

AVERAGE HOUSEHOLD INCOME



\$109,989

AGE OF HOUSING

2 to 7 Years Old

Source: Environics Analytics

Visitor Profile

DEMOGRAPHICS › Education & Employment

EDUCATION



35.0%
University Degree

LABOUR FORCE PARTICIPATION



65.5%
Participation Rate

METHOD OF TRAVEL TO WORK: TOP 2



69.3%
Travel to work by
Car (as Driver)



19.2%
Travel to work by
Public Transport

DEMOGRAPHICS › Diversity

VISIBLE MINORITY PRESENCE



65.4%
Belong to a
visible minority
group

NON-OFFICIAL LANGUAGE



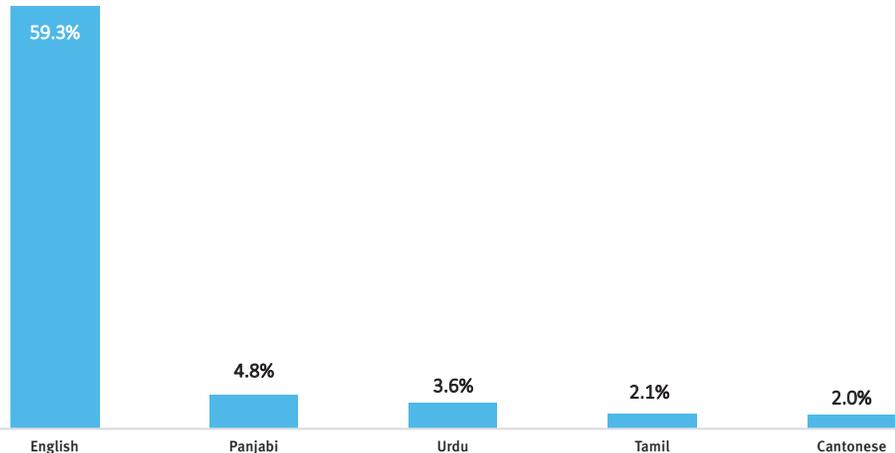
5.0%
No knowledge of
English or French

IMMIGRATION



54.0%
identify as immigrants

LANGUAGES SPOKEN AT HOME: TOP 5



Source: Environics Analytics

Advertising Screen Locations Facility Map

● Interior LED Advertising Screen

