

The logo for Exclusive Advertising Inc. features the word "Exclusive" in a large, bold, white sans-serif font. A white orbital line with a small circle at its center loops around the letters "i", "s", and "i" of "Exclusive". Below "Exclusive" is the text "Advertising Inc." in a smaller, white, italicized sans-serif font.

Exclusive
Advertising Inc.

A Member of the Media Group of Companies

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"Out-of-home displays have caught the eyes and whetted the appetites of countless consumers. Although it's the oldest form of advertising, out-of-home marketing has never been more relevant" — Strategy Magazine, 2007

And staying relevant is exactly what you can achieve advertising on the GO.

From the most basic but effective of poster layouts, to new vinyl and digital media options pushing the creative bounds, Exclusive Advertising is here to work with marketers through the entire process to deliver key impact to one of the most influential consumer groups available.

Our continually expanding roster of media options within the GO Train environment coupled with our knowledge of some of the most advanced printing options works to give you the simple elegance or the shock value you desire.

We encourage you to continue reading to see evidence of just what Exclusive Advertising can do for you in this ever-evolving out-of-home marketplace. Keep in mind that what you see is in no way a reflection of what you're limited to. At Exclusive Advertising we embrace change, and it's what drives us.



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So what's in an audience?



We'd like to think quality.

It's no longer enough to say that you're reaching millions of consumers. Although numbers are great, what's going to impact your bottom line is ensuring your message is in front of the right people, in the right environment, and hitting the right markets.

Exclusive Advertising delivers just that. GO Train passenger car advertising supports your message by providing high visibility to a consistent daily audience of over 185,000 active upscale professionals. Our strategically placed media throughout each of the over 400 bi-level passenger cars ensures your message will have maximum reach and frequency.



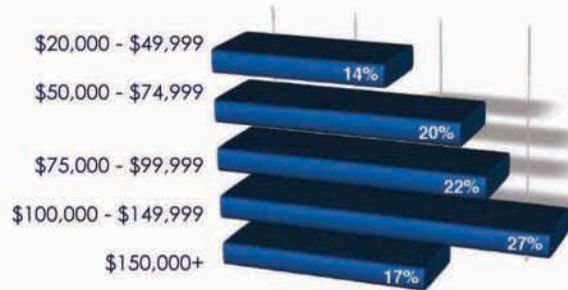
GO TRAIN SYSTEM MAP

LINES



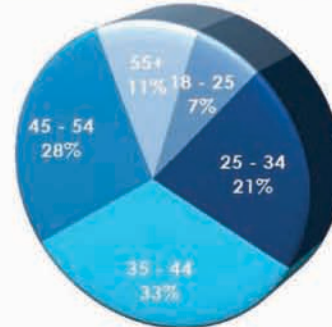
A	Lakeshore West
B	Lakeshore East
C	Milton
D	Georgetown
E	Bradford
F	Richmond Hill
G	Stouffville
*	Not to Scale

INCOME BRACKET



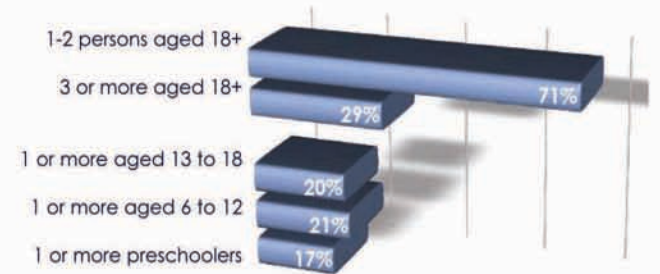
44% of GO Train riders report household incomes of over \$100,000 per year

AGE PROFILE



82% of our riders are between the age of 25-54

HOUSEHOLD COMPOSITION



58% of all riders have children in the home

In comparison, the median household income in the Greater Toronto Area was \$62,220

Source: 2005 GO Rail Passenger Survey

Posters can be as simple or as complex as your campaign requires. With 10 frames in each passenger car, Exclusive Advertising delivers a highly visible surface minus the clutter, giving you high impact with limited competition.

Interior Posters



Interior Posters

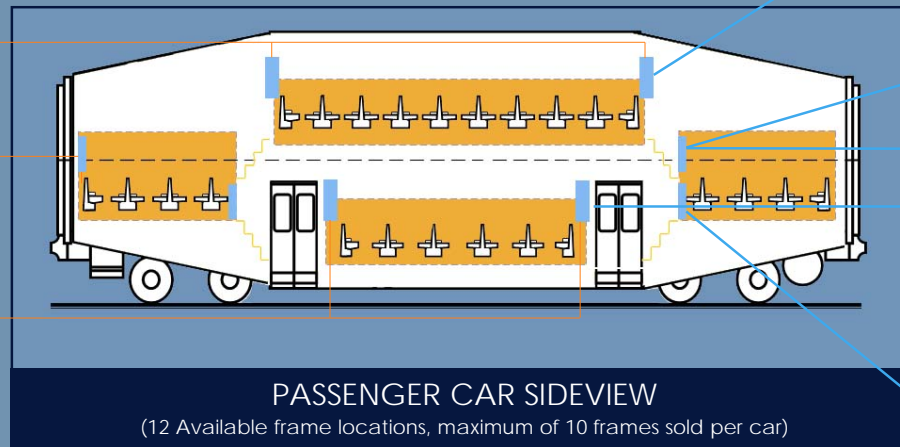
LOCATION

Posters are located throughout the GO Train's fleet of over 400 bi-level passenger cars. They are positioned at door entrances and throughout the lower and upper level cars. Take one frame, or take them all with a domination campaign.

Upper level posters
2 at each end

Mezzanine level posters, 2 in
each section

Lower level door positioning
1 poster frame beside each
of the 4 doorways

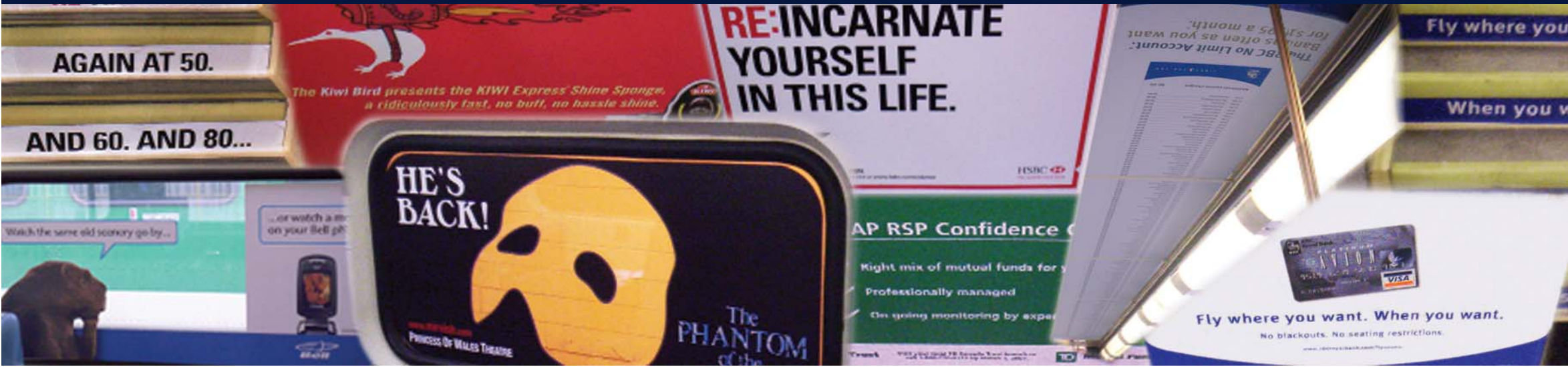


52% OF ALL GO RIDERS FALL UNDER THE CATEGORY OF MANAGERS, OWNERS, PROFESSIONALS, EXECUTIVES AND ADMINISTRATORS

*Frame locations and quantities on some cars may vary slightly. 2 poster frames on each car reserved for GO Transit.

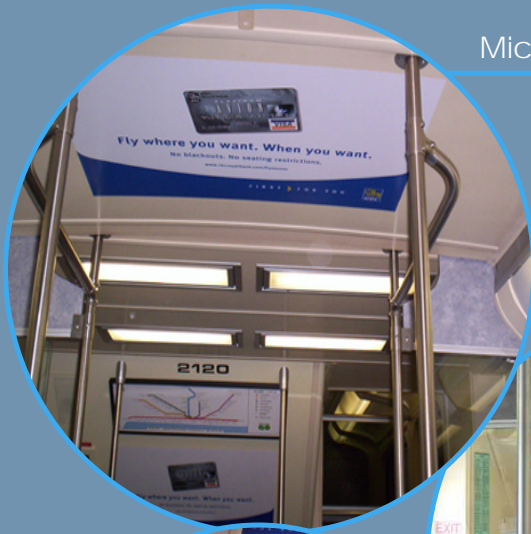
Get creative and stick it to the competition. If there's an available surface, we'll cover it.

Vinyl Media



Halos & Michelangelos

One of Exclusive Advertising's larger ad surfaces on the interior of the train. These vinyl options can be an excellent stand-alone option or the perfect complement to a poster campaign.



Michelangelo

LOCATION

- > Halos are located on the lower level, just inside the doorways on the left or right hand side
- > Michelangelos are centrally located on the lower level ceiling of the bi-level passenger cars

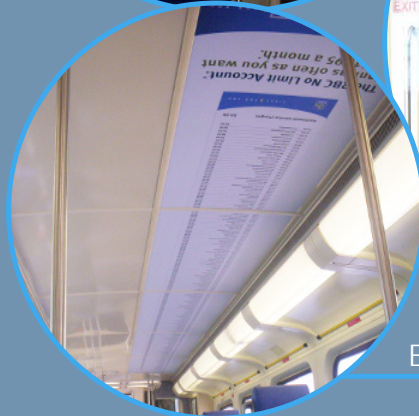
STAND OUT WITH UNIQUE SHAPES AND CUSTOMIZED LOCATIONS

SIZE

- > Halos/Michelangelos - 36"W x 24"H



Halo



Extended Michelangelo (customization at its best)

94% of all trips are to and from work.

High Impression Rate. Average ride time is 45 minutes each way, every day!

Window Clings, Stair Risers & Train Wraps

Always the innovator, Exclusive Advertising offers you the opportunity to increase the impact of your brand and stand out in a vast landscape by displaying your message on Window Clings and Stair Risers. Window Clings offer key visibility in a frame naturally lit by the outdoors. Commuters must look at your ad before looking through it. Stair Risers are an excellent tool to capture your audience's interest as they are navigating their way through the passenger car.



LOCATION

- > Stair Risers are located on the lower level stairs leading to the mezzanine level
- > 4 panels per stair

SIZE

- > Please contact us for exact measurements



LOCATION

- > Window Clings are located and applied directly to the interior of the car windows

SIZE

- > Total Window Size: 48"W x 21.25"H
- > Minimum of 32% of the window's centre area must be left uncovered (approximately 326 sq. inches)

Get your message in motion with Exterior Train Wraps!

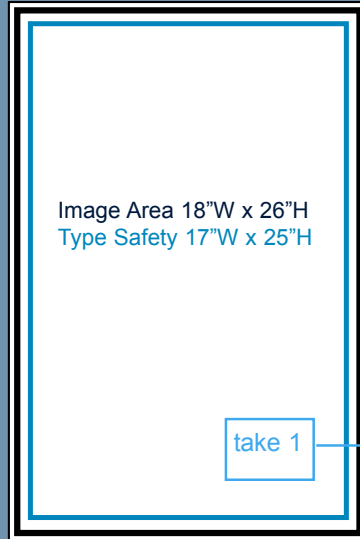


Showcase your message throughout the GTA in a vivid and dramatic format. Visible to GO commuters, pedestrians and motorists on the road.

All production of posters and vinyl media handled by Exclusive Advertising.

POSTERS

Actual Size 20"W x 28"H



*sizes can range from 2" x 3" to 4" x 6"
* 50 Sheets per pad on 70lb glossy paper

* Except for bleed, copy and illustration to be kept 1" from all four edges, to allow for frame.

PRINTING

- > Posters may be printed using lithography, screen printing, mounted photo-print, or combination

OVERAGE

- > 20% - additional posters may be required depending on creative, or poster re-use

GENERAL

- > Posters are UV coated or laminated for protection and appearance
- > Set up charges \$75 per hour (for colour adjustments and disk changes/ adjustments, minimum \$75 charge)
- > Design services are available for \$75 per hour plus scanning and final input
- > A shipping and handling charge of \$40 will be applied to all production handled by EAI

VINYL

MATERIAL

- > All of our vinyls are self adhesive vinyl

PRINTING

- > Please contact us for our vinyl print production services

GENERAL

- > Please refer to the specifications listed under posters

*Sizes and Locations of media subject to change without notice
Exclusive Advertising is not responsible for vandalism

ACCEPTED FILE FORMATS

Creative should be submitted on CD-ROM, or via our FTP site 2 weeks prior to campaign start date for posters, and 3 weeks prior for vinyl media

- > Adobe Acrobat
- > Adobe Illustrator
- > Adobe InDesign
- > Adobe Photoshop
- > QuarkXpress
- > iWork '06 Pages

INQUIRE ABOUT ADVANCED PRINTING OPTIONS: LENTICULARS, SPOT UV COATING, FOILS...



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The logo for Exclusive Advertising Inc. features the word "Exclusive" in a bold, dark blue, sans-serif font. A stylized blue orbital line with a small circle at its end curves around the top right of the word. Below "Exclusive" is the text "Advertising Inc." in a smaller, dark blue, sans-serif font.

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