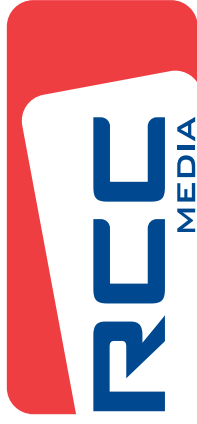


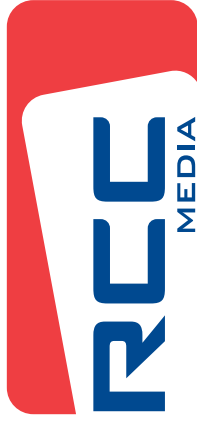
ELECTRONIC MESSAGING PROPOSAL

Date: April 2014



BACKGROUND

- ✓ RCC Media is a group of highly skilled, service-oriented professionals who specialize in out-of-home messaging
- ✓ RCC Media sells and services advertising space to local and regional third-party advertisers.
- ✓ RCC Media currently owns and manages 10x20 billboard structures in the City of Markham (80% of market inventory)
- ✓ All billboard structures are located on rail corridor properties
- ✓ City of Markham currently would have to pay to advertise / message on RCC properties
- ✓ Digital / Electronic copy billboards are already permitted and in use in various Canadian cities: Toronto, Montreal, Calgary, Edmonton, Vancouver, etc.



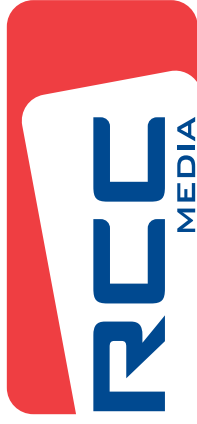
PROPOSAL

- ✓ RCC Media proposes to convert all existing 10x20 static billboards to Digital / Non-Video Billboards
- ✓ Current sign by-law allows for 40% digital content. (Appendix A) - conceptual mock up of a 10x20 digital billboard (10 second interval).
- ✓ Provide cleaner, refined and modern look to existing structures.
- ✓ City of Markham will receive 1 of 8 messages (every minute per day) at each sign location - when needed.
- ✓ City of Markham will have the ability to stream messages to billboards with messages such as traffic, amber alerts, public notifications, etc.
 - **zero cost to the city and full control of content**



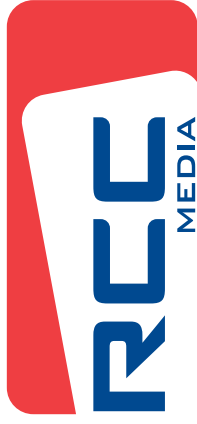
PROPOSAL - Continued

- ✓ All advertising / messaging content must comply to CN, federal, provincial and local guidelines.
- ✓ Study has been conducted showcasing that these types of signs cause no further distraction to drivers. Reports available upon request.



ELECTRONIC MESSAGING - BENEFITS:

- ✓ all media space messaging opportunities provided at **no cost** to the city
- ✓ messages can be updated instantly - (ie. traffic related problems, amber alerts, etc.)
- ✓ communicate to city residents with timely and relevant information (ie. community events, recycling and garbage initiatives, etc.)
- ✓ digital technology allows for shorter run multiple messages, no waste and no costly printing fees
- ✓ unlimited messaging access provided to the city - administered by the **City of Markham's** communications department, at their discretion



ELECTRONIC MESSAGING - BENEFITS: Continued

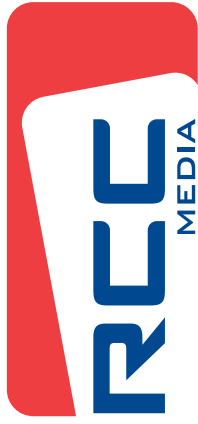
- ✓ **City of Markham** is provided with 1 electronic message spot per sign face when needed. City has full control to provide, update and change content at their full discretion. Complete access provided to **City of Markham** communications group to administer and maintain. All at no cost to the city! RCC Media will sell remaining ten second spots to local advertisers and city partners - any additional/available space will be given to the city.
- ✓ small and medium sized businesses benefit from this messaging/advertising opportunity. Local businesses and/or charities will now have the ability to target specific areas with the most cost affordable advertising product available in the market.

APPENDIX A

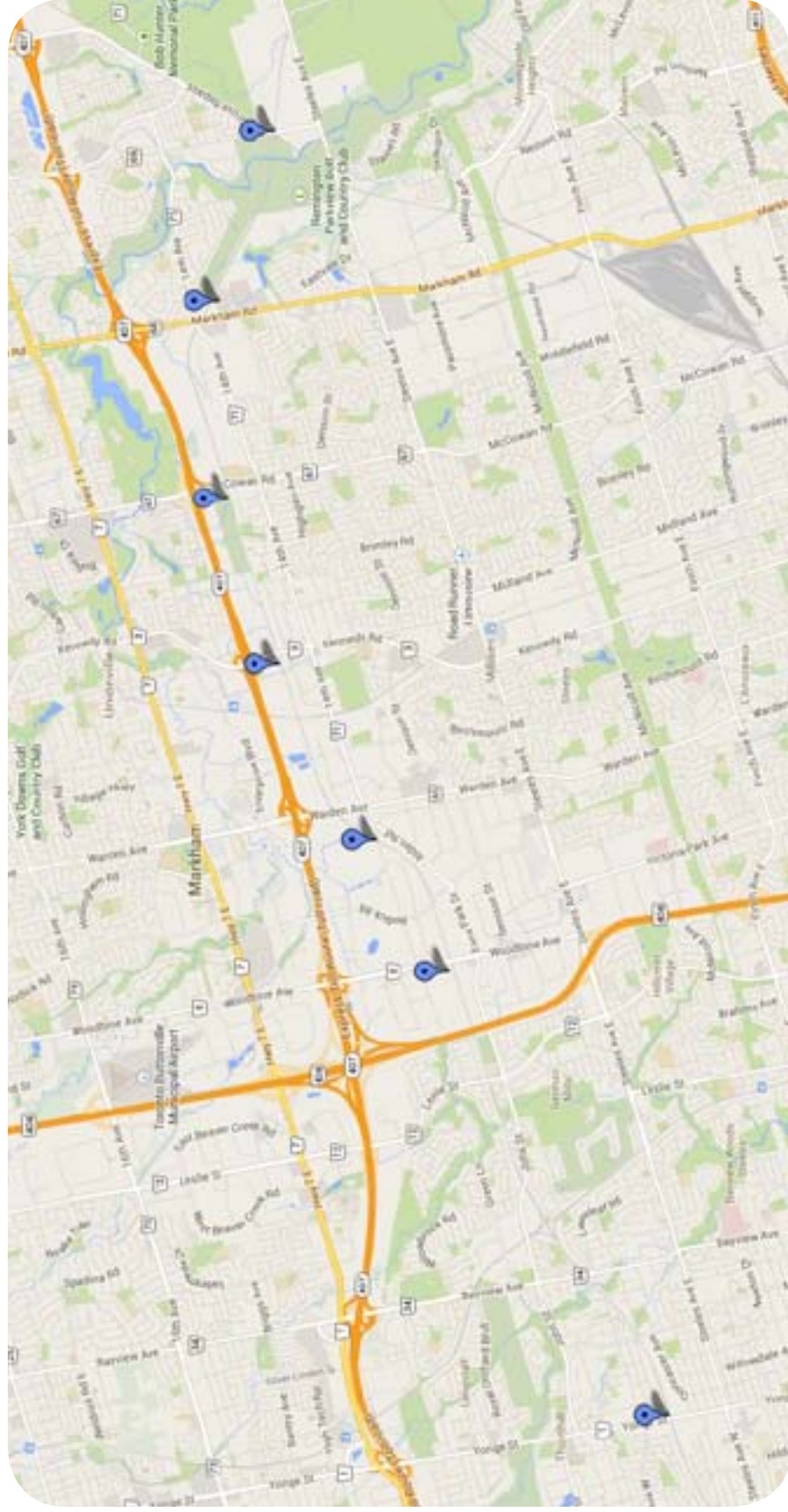
Conceptual Mock-Up - 10x20 Digital / Non Video Messaging Panel

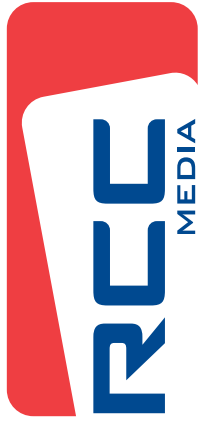


<http://youtu.be/Wlj6Smpy9JM>



MARKET MAP City of Markham Billboards





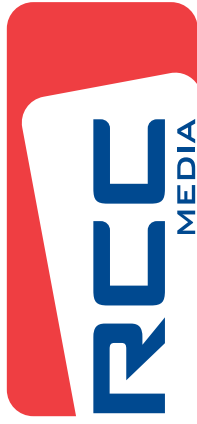
BILLBOARD LOCATIONS - City of Markham

Yonge Street N/O Steeles Ave - ES FNS



Woodbine Avenue N/O John Street - WS FNS





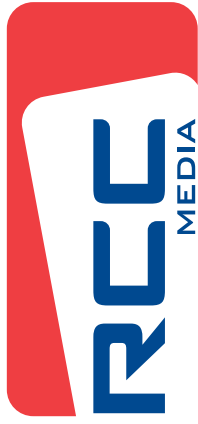
BILLBOARD LOCATIONS - City of Markham

14th Avenue W/O Alden Road - NS FW



Kennedy Road S/O Highway 407 - WS FNS





BILLBOARD LOCATIONS - City of Markham

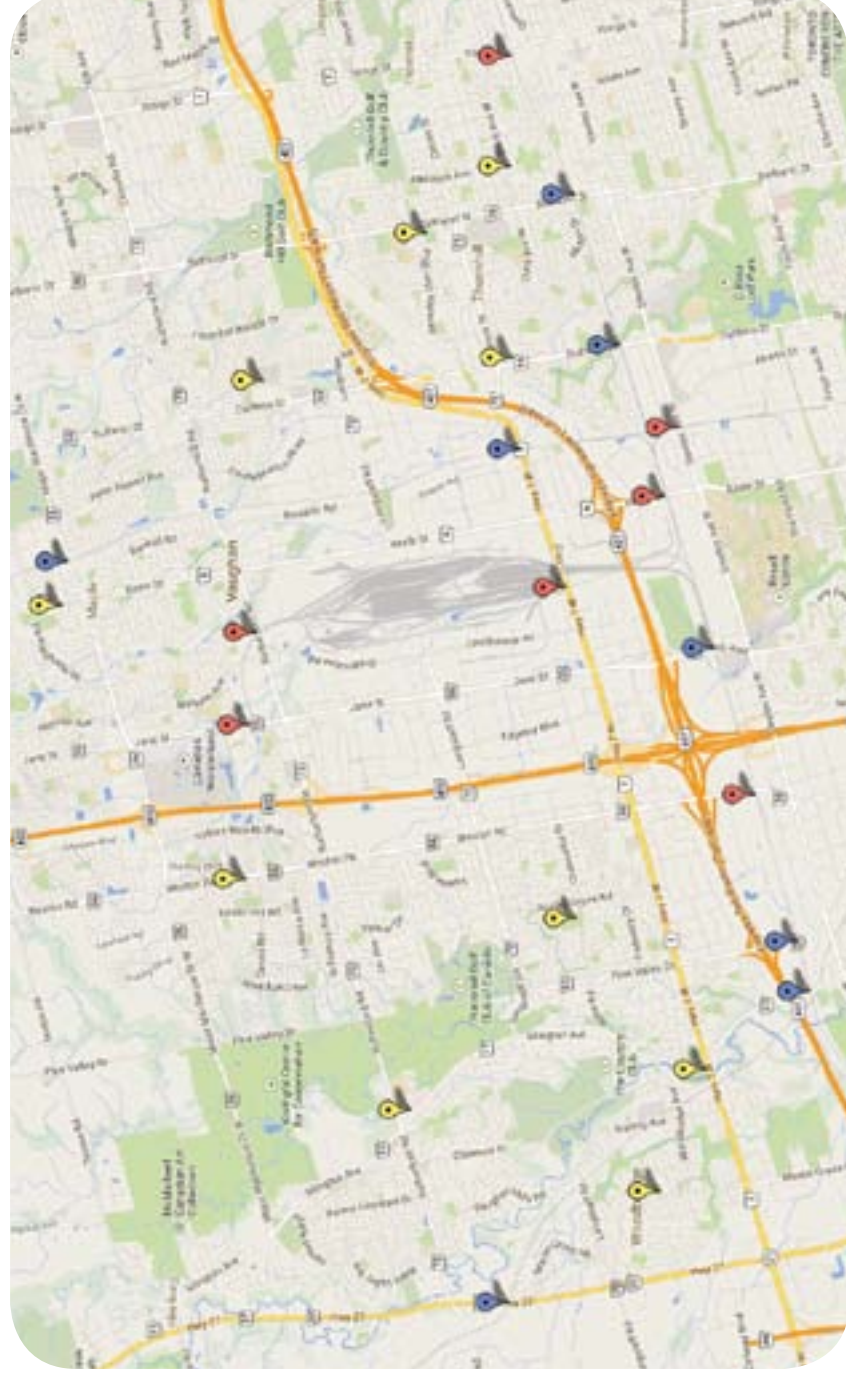
Markham Road S/O 14th Avenue - ES FS



Ninth Line N/O Steeles Avenue - ES FS



PROPOSED DIGITAL NETWORK



● Bridge Locations

● 10X30 Billboard Locations

● Community Centre Locations

<https://maps.google.ca/maps/ms?msid=210202608400401051354.0004e6d32547798e3f6ae&msa=0&ll=43.797615,-79.530373&spn=0.251028,0.528374>