



# GATEWAY NEWSTANDS

*Visual  
Impact  
Programs*

# UNION GO

## MARQUEE PROGRAMS

- ◆ Backlit signs in various positions available
- ◆ Digital Screen program at highest point of customer traffic
- ◆ Impactful poster programs above magazine mainline, or suspended signs from ceiling
- ◆ Highest volume traffic single location in Toronto / GTA!



# POWER WALL

- ◆ # 1 Position at the Cash Desk
- ◆ Large 3ft x 3ft aluminum framed posters
- ◆ Faces the Customer at point of purchase
- ◆ 232+ prime locations - Mall, Office Towers, TTC & Union Station



## MINI POSTER

- ◆ In store poster displays with pocket
- ◆ Ideal for magazine publishers!
- ◆ Standard size of 11" x 17"
- ◆ Posters printed by Gateway



# COOLER CLING

- ◆ High impact cooler cling advertisement
- ◆ Stand out amongst the crowd by placing a cooler cling directly on our glass door
- ◆ Perfect for a price feature promotion or a new product launch



# CASH COUNTER

## BACK BAR DURATRANS

- ◆ The most prominent backlit signage available in our entire chain
- ◆ As many as 4 signs appear in each Gateway location, directly behind the mainline cash counter
- ◆ There is no better opportunity to promote your product than in our back bar duratrans



nicorette®

# DURATRAN PROGRAM

- ◆ Currently available in 28 high volume TTC locations
- ◆ Additional positions added regularly with new openings & renovations
- ◆ Various sizes, majority are 26x38\*

TREMENDOUS OPPORTUNITY TO REACH  
MILLIONS OF TTC RIDERS



*\*sign production not included in pricing*

# TTC WINDOW POSTERS

- ♦ Within 45 TTC locations
- ♦ Dominant posters with standard size 20"x55"
- ♦ Available monthly or long term basis

DOMINANT POSITION FOR ADVERTISING MESSAGE  
CAPTURING MILLIONS OF TTC RIDERS



# TTC MINI POSTERS

**GATEWAY**  
NEWSTANDS

- ◆ 11x17 posters in highly visible positions in the TTC
- ◆ Prominent in-store poster placement
- ◆ Sign production included with booking
- ◆ Available monthly or long term basis

STAND OUT TO MILLIONS OF TTC RIDERS!



# AVID

## ACRYLIC VISUAL IMPACT DISPLAY

- ◆ Over 4000 acrylic facings in approximately 150 locations, including mall / office, transit stores (Canada)
- ◆ Millions of consumer impressions across the U.S.
- ◆ Continually growing program, added to all new locations

INCREDIBLE SIGN OPPORTUNITY AT STORE ENTRY!



# Mini AVID



**GATEWAY**  
NEWSTANDS

## ACRYLIC VISUAL IMPACT DISPLAY

- ◆ Featuring multiple magazine covers above the magazine mainline in acrylic facing pockets
- ◆ Featured in 82 stores with 1200 facings
- ◆ Publisher provides covers

## TORONTO VIP



- ◆ Multiple magazine covers above magazines in acrylic facing pockets
- ◆ Key Toronto & GTA locations only
- ◆ Featured in 30 stores with 350 facings
- ◆ Publisher provides covers



# DIGITAL MEDIA VISUAL ADVERTISING

**GATEWAY**  
NEWSTANDS



Strategically located and strongly visual TV screens

- ♦ Placed directly at cash desk in a 'can't miss' position
- ♦ Constantly changing digital message interacting with customer
- ♦ A great way to launch a new product or special pricing deals

**A GREAT WAY TO STAND OUT IN THE CROWD!**



# PREMIERE COOLER WRAP



Highly Visible signs positioned above store coolers

- ♦ Available in numerous prime downtown locations, minimum 2 signs per location
- ♦ All signs provided by advertiser, or provided by Gateway Newstands at an additional cost

CAPITALIZE ON THE STRONGEST FOCAL POINT  
IN OUR STORES!



# ENTRANCE SIGN



- ◆ Four available positions, two per side
- ◆ Program costs include all sign production
- ◆ Available in select TTC locations

INCREDIBLE SIGN OPPORTUNITY  
AT STORE ENTRY!



# MAXI



# MARQUEE

- ◆ Window / in store poster displays
- ◆ Ideal for enlarged magazine covers & / or brand identification
- ◆ Standard size of 24" x 32"
- ◆ Posters provided by advertiser



# COUNTER DECAL



Build Brand Awareness at the Point of Sale!

- ◆ Primary placement directly at register
- ◆ Advertiser provides decals
- ◆ 1 decal per store



# FLOOR DECAL



- ◆ Dominant position of floor decals in prime locations
- ◆ Continually adding new stores to program list
- ◆ Includes highest volume TTC locations
- ◆ Available monthly or long term, ask for details
- ◆ Decal to be provided by advertiser, 1 per store

WE'LL WALK ALL OVER YOU!



# SHOPPING

## BAG

Image saturation of product logo and identification

- ♦ Over 1 million bags in the Greater Toronto Area annually.
- ♦ Partnership opportunity with Gateway Newstands and / or other non-competitive vendors
- ♦ Option to include tear-off coupon to drive greater store traffic and repeat sales.



# PRODUCT SAMPLING

GATEWAY  
NEWSTANDS



Direct Interaction through Product Trial!

- ♦ Access to 1.5 million riders per day in the TTC
- ♦ Effectively works in all high traffic mall & office locations
- ♦ Excellent and cost effective means of dispensing thousands of product samples direct to customers

EVERYBODY LOVES TO TRY SOMETHING FOR FREE!



# APPAREL

- ◆ Perfect visual for new product launches & specials
- ◆ Excellent branding opportunity
- ◆ All apparel provided by advertiser
- ◆ Includes mall / office, TTC (Transit) locations





# COFFEE CUP

## JAVA JACKET PROGRAM

Available in over 100 Gateway food service locations including GO, Via Rail, OC Transpo in Ottawa, and mall & office buildings

- ◆ Over 10 million cups of coffee sold annually
- ◆ All jackets provided by advertiser, or provided by Gateway Newstands at an additional cost
- ◆ Java jacket programs can be customized to your advertising needs
- ◆ Available on a monthly basis

# PRINT MEDIA

## ADVERTISING metro

Advertise in Toronto's daily circulation newspaper

- ♦ Colour & B&W advertising available at discounted rates
- ♦ Over 850,000 daily readers
- ♦ Excellent demographics - equal male / female and 70% under 45 years of age
- ♦ Various sized ads available with Gateway Newstands association.
- ♦ All bookings supported with product authorization

