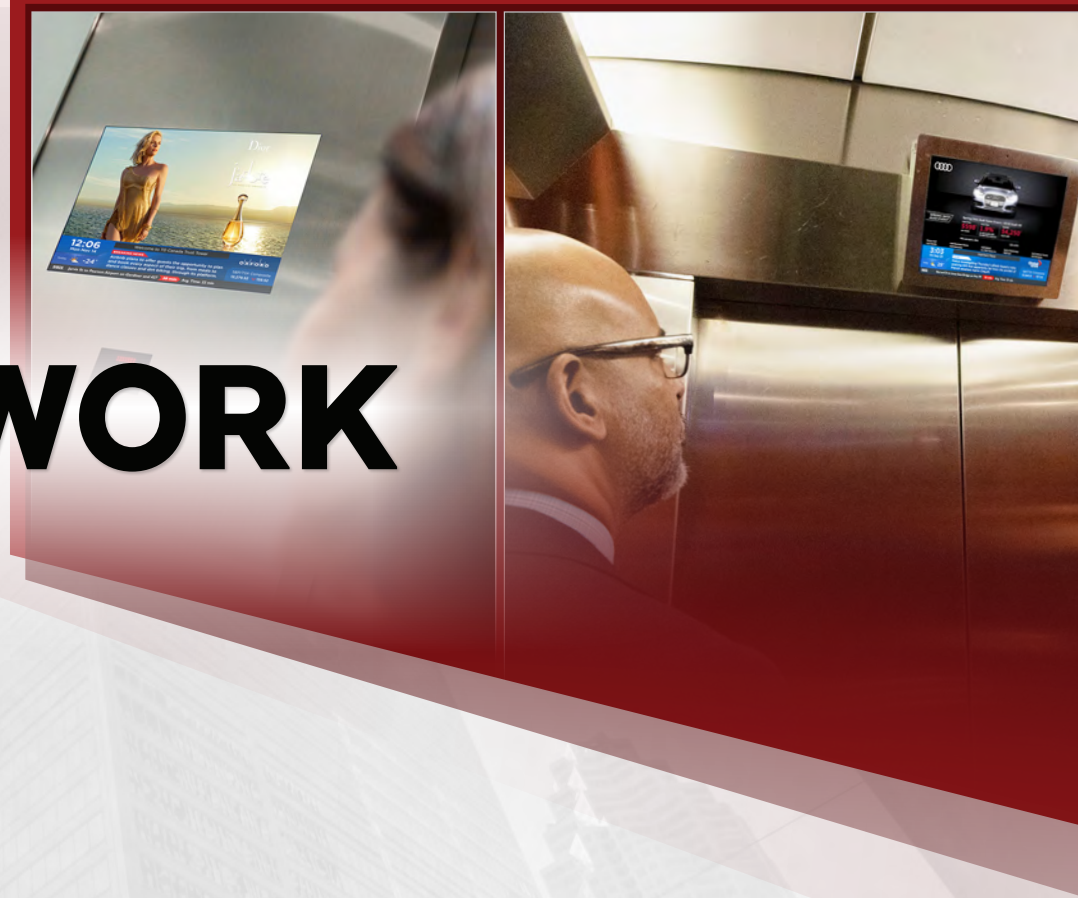


DIGITAL OFFICE NETWORK

Onestop's Digital Office Network is Canada's most comprehensive digital screen provider. Offering advertising capabilities on elevator and concourse screens in prominent office towers in all major markets from coast-to-coast - with exclusive coverage in Ottawa, Halifax and Winnipeg. Reach professionals, managers and executives multiple times throughout their workday and position premium brands alongside relevant business content that keeps audiences informed throughout the day



Attention

Our screens are placed inside downtown office elevators. Ads run in a loop that displays attention-grabbing information between ads, such as real-time news and entertainment programs. Ads will air a minimum of **10 times per hour** between 7am and 7pm, Monday to Friday. That adds up to **600 times per week** in each elevator

Exclusivity

The average elevator rider makes **6 elevator trips daily**.^{*} For the duration of the elevator ride, your audience isn't surrounded by other media, putting all eyes on your ad.

Buildings: 328
Screens: 2,168
65% Market Share

Specs

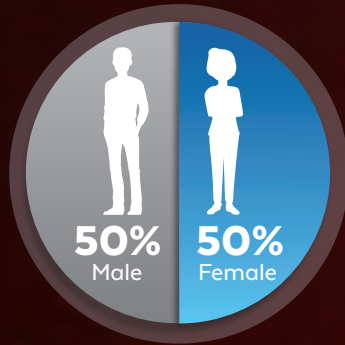
- **Dimensions:**
1920 X 1080 pixels (width X height)
- **File format:**
Video (H264) and image (JPG or PNG)
- **File size**
Less than 50MB per 15 seconds
- **Quality**
Best possible, 12 mbps maximum
- **Audio**
No Audio

Media Details

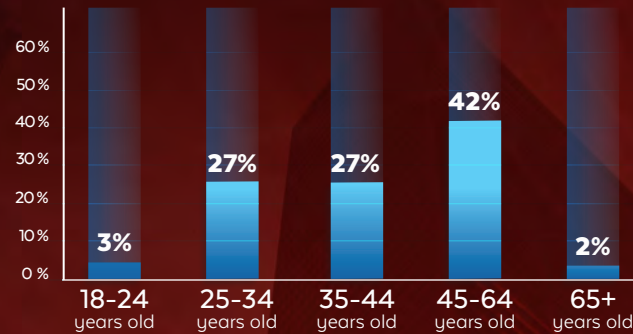
- **15"** high resolution LCD elevator screens
- **46"** high resolution LCD concourse screens
- 10, 15 or 30-second **full screen** graphic or video
- **6 minute** loop length
- **600** weekly spots
- Proximity to screen: **1-3 ft**
- Avg Dwell Time: **120 seconds**
- **3,247,274** weekly impressions

DIGITAL OFFICE NETWORK AUDIENCE PROFILE*

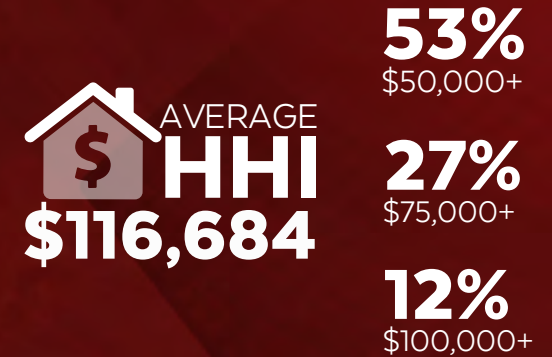
GENDER



AGE DISTRIBUTION



HOUSEHOLD INCOME



EDUCATION



24%

College Diploma



41%

University Undergrad



14%

Postgraduate Degree

OCCUPATION



41%

Professional or Middle and other manager or Senior manager/executive



22%

Business, finance, accounting



17%

Administrative/office support

ATTITUDES & HABITS



31%

Personal Savings/Investments Total Value over \$100,000



86%

Have Registered Retirement Savings Plan (RRSP)



2.2x

more likely to commute by public transit



42%

prefer to shop online for convenience



31%

Believe premium priced brands are generally worth the extra money