

Rogers Sports & Media Out of Home Media Kit

Drive Impact.
Make an Impression.





Your Premier Out of Home Partner

Rogers Sports & Media OOH offers a mix of large format, campus, and lifestyle out of home assets throughout Canada's largest cities and smaller markets.

Underpinned by R.E.D. first party data targeting solutions, and offering exclusive access to Canada's favourite media brands, RSM OOH provides marketers with a powerful media mix to drive campaign effectiveness and impact across a wide range of consumer touchpoints.

RSM Out of Home Highlights

25k

Screens and placements across Canada with a wide variety of flexible solutions for advertisers.

29M

Monthly Canadian reach of RSM OOH networks.

06

Specialized networks to help reach your audience with the right message, in the right place, at the right time.

#1

Omni-channel media company with access to Canada's favourite Entertainment brands on broadcast, radio and streaming.



RSM Out of Home Overview

Ensure your brand gets noticed with a premium mix of OOH assets and unique touchpoints



- No matter the audience or demographic, Rogers Sports & Media has the out-of-home solution that will meet your needs.
- From reaching Canadians on the move and at play, RSM has the right offering to meet your campaign goals.
- Through large format, university campus, salon/spa, and restaurant OOH assets, RSM offers a mix of high reach, high dwell time OOH offerings to power your advertising message.

Why OOH?

Build reach, Boost search, Drive Impact

76%

Of shoppers engage with OOH ads

88%

Of shoppers like ads on OOH screens

70%

Of consumer time is spent out of the home

58%

Of consumers are very likely to believe messaging in OOH ads

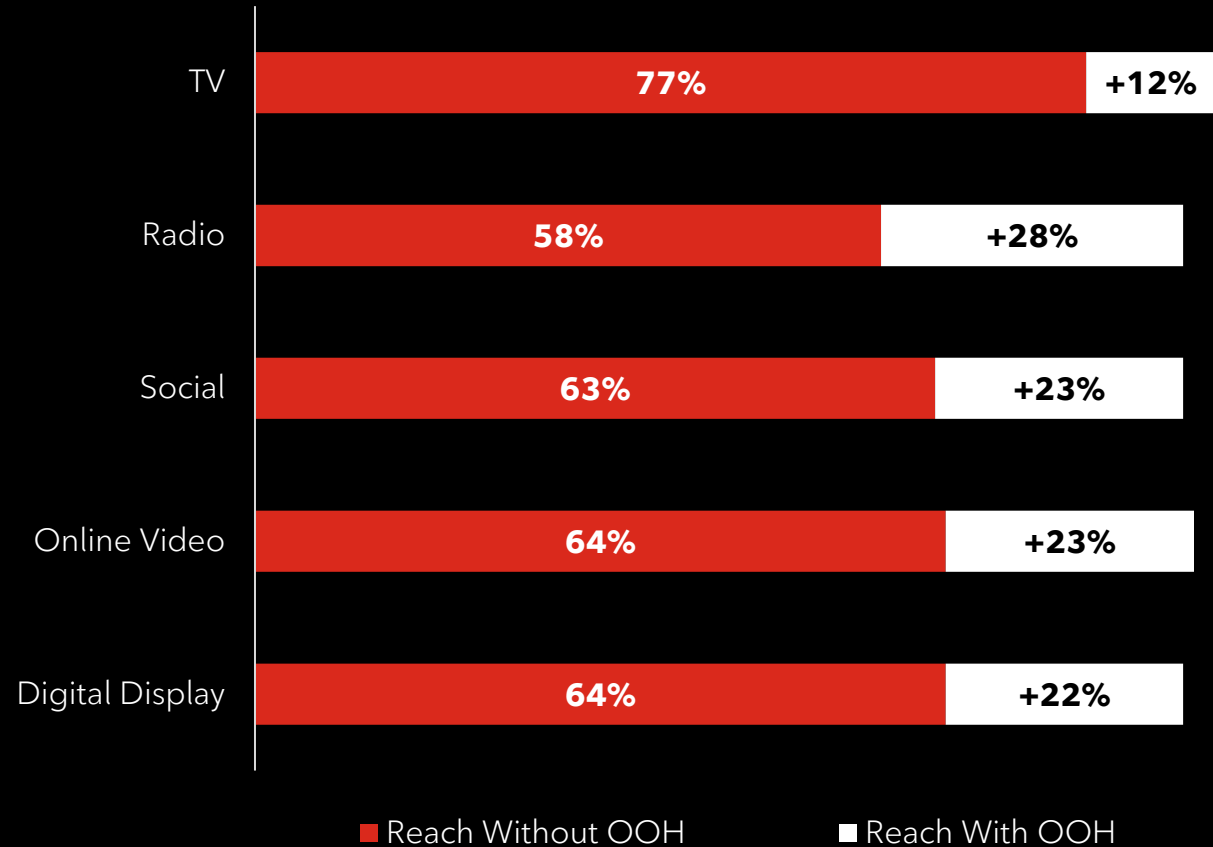
80%

Uplift to brand online search

Amplify Your Media Reach

OOH Delivers Added Reach to All Media Platforms

- Adding OOH to your plan can **increase your campaign reach by up to 23%**
- Brands that take an omni-channel media approach see **revenue growth of up to 9.5% per year**





Yonge & Dundas Square

Premium digital superboards at the heart of Yonge & Dundas Square



Highway Billboard

Large format DOOH faces on Canada's busiest highways - 48% share in GTA



Resto-Bar

High dwell time social environments and a solution to compliant categories



Oongalee

Canada's fastest growing OOH network in popular restaurant chains



Campus

The #1 campus media network in Canada targeting Age 18-24



Spa + Salon

One of a kind place-based Media network reaching women and men

Get exclusive access to Canada's favourite media brands with Roger Sports & Media



SPORTSNET

UFC



Citytv

HGTV

**MOTOR
TREND**

**JACK
Radio**

bravo



seekr

TSC

ID



Discovery



**CityNews
24/7**

FX

**680
NewsRadio
Toronto**



Citytv+

**KISS
RADIO**

RSM OOH



Large Format OOH

Highway and Yonge & Dundas Square

The Rogers Sports & Media large format DOOH network is made up of a series of premium, vibrant, crystal-clear high resolution large format DOOH displays in Dundas Square and along major highways and airports in Toronto, Montreal, and Vancouver



- 48% large format market share in the GTA.
- 63 high impact locations in major markets
- Beautiful board design offers eye-catching and elevated offering that stands out from the competition
- Target by location and daypart to ensure your messaging is reaching commuters with the right context at the right time
- Data-driven opportunities available including event-based triggers, multi-scheduling and mobile re-targeting

Large Format Network Highlights

Locations

63

More than 60 premium, large format placements across Canada's most travelled highway corridors in Canada, and Yonge & Dundas Square

Monthly Reach

5.8M+

Reach over 5M Canadian commuters and pedestrians as they travel to and from work, home, and everywhere in between. RSM offers 48% of large format coverage in the GTA.

Flexibility

100%

All large format signs are digital, can be executed through managed service and programmatically, and can be triggered on different data feeds including Weather, Sports, Traffic, Betting Odds, and more.

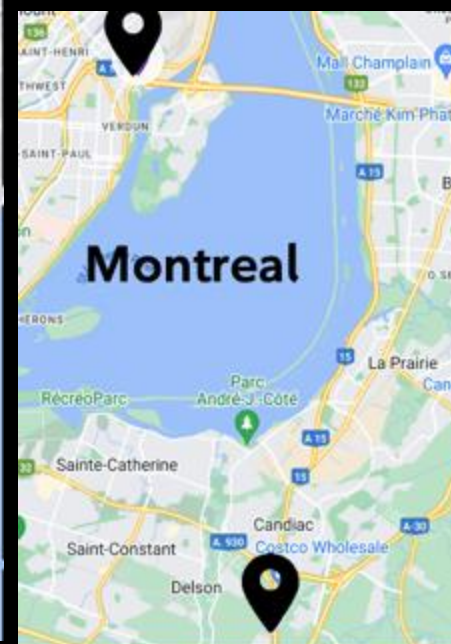
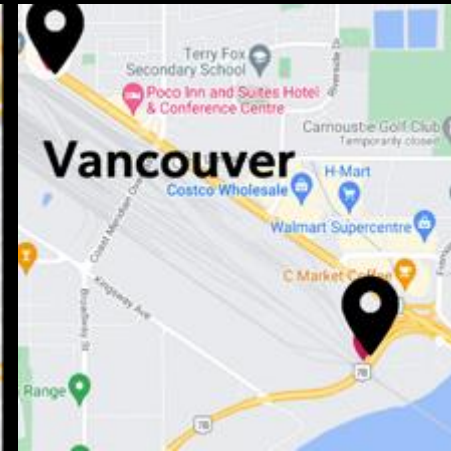
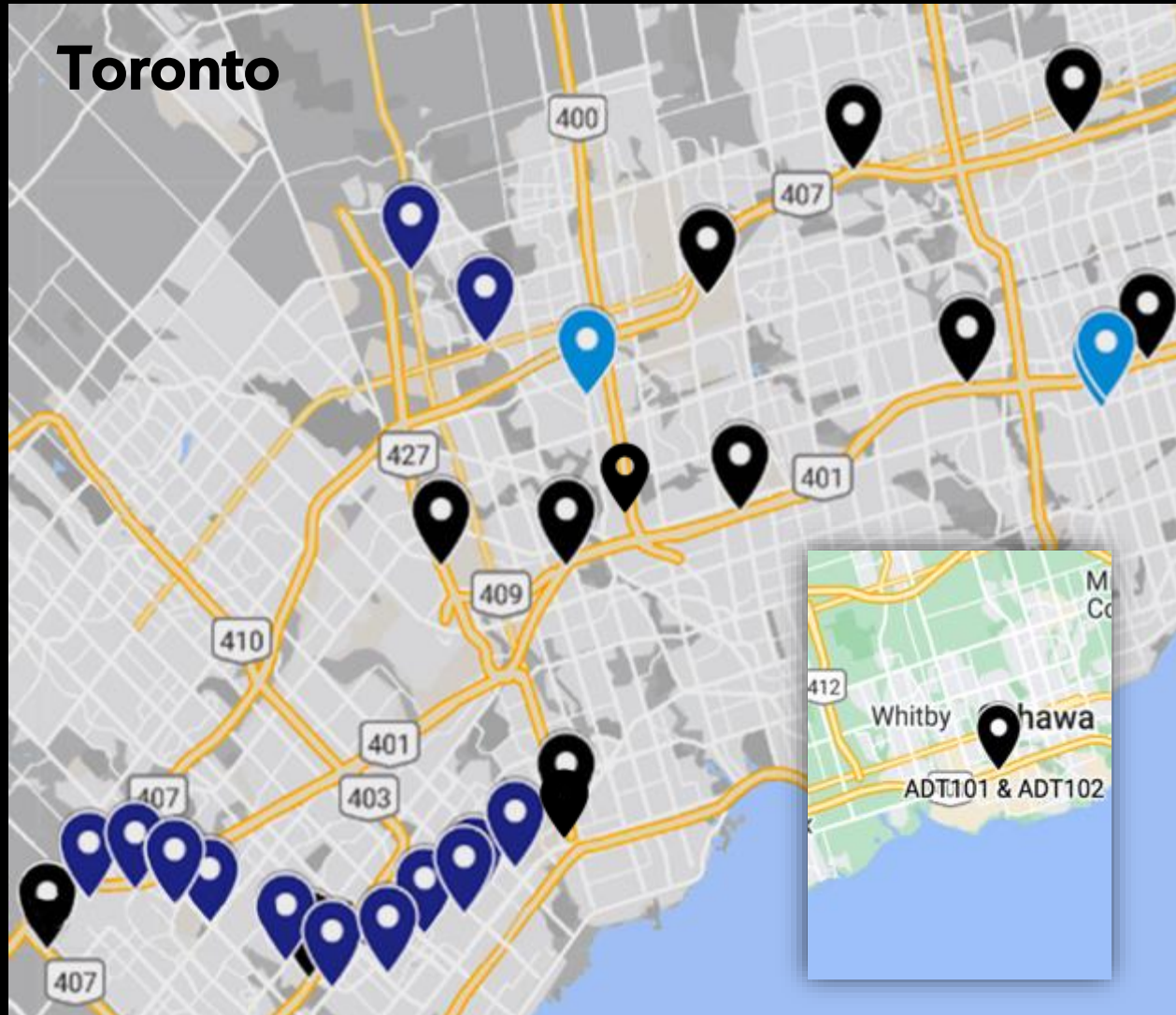


Large Format Examples

- Highway, Bridge, Yonge & Dundas Square.



RSM Highway Board Coverage



Toronto CMA

26 SCREENS 400 Highway Series

26 SCREENS Bridge Series

4 SCREENS Digital Posters

Vancouver CMA

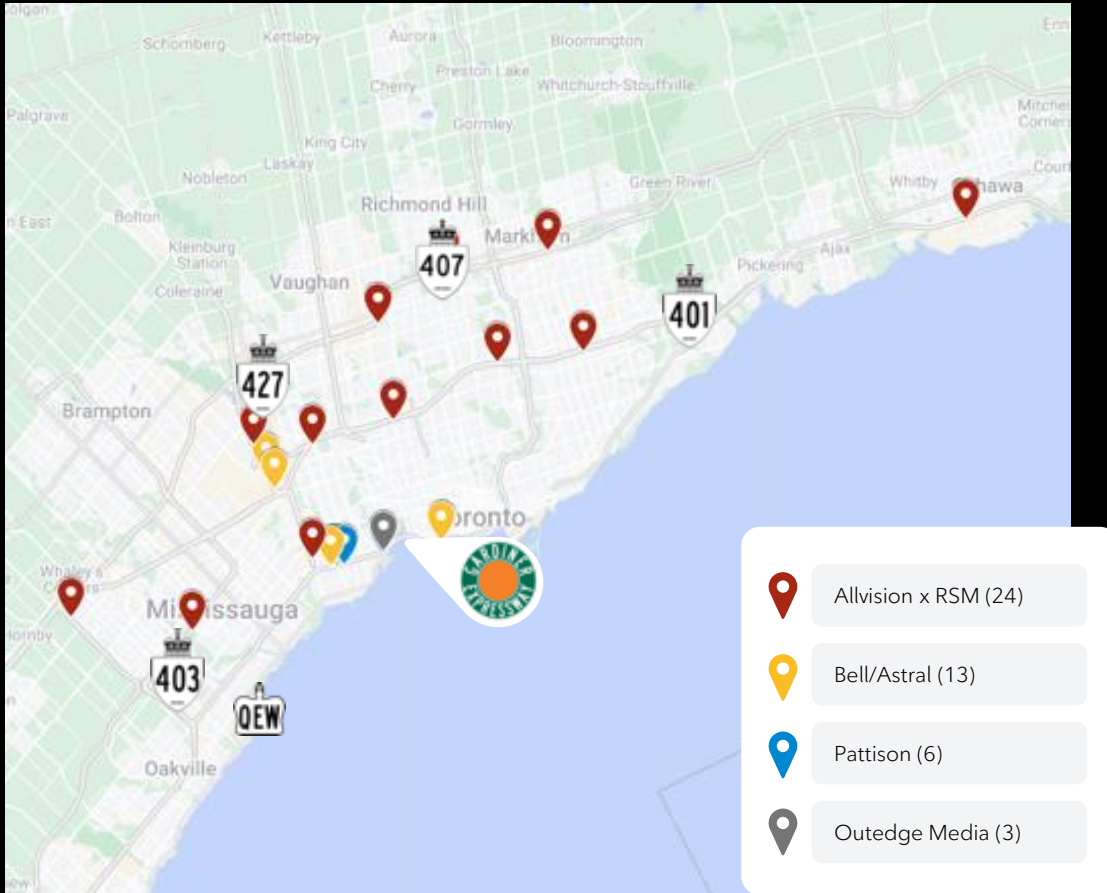
4 SCREENS Highway Series

Montreal CMA

3 SCREENS Champlain Bridge
& Highway

#1 Large Format Network in the GTA

RSM x Allvision has 48% of the large format share in Canada's busiest, fastest growing city



- **2.7M+ unique vehicles** travel 400 series highways past Allvision DOOH superboards every month
- Allvision x RSM provide **exclusive, uncluttered access** and reach to 401, 407, 427 - for the first time.
- With an average **HHI income of \$133K**, 400-series highway commuters earn more than 10% above the market average



Yonge & Dundas Square

- Reach multiple consumer segments in Canada's busiest intersection!
- Access to two large-format boards at Yonge & Dundas Square.
- Dynamic and animated curved screen makes a big impact – great for 3D executions!

Faces

- 302 Yonge – Brandsell & Branded Content
- 33 Dundas East – Branded Content & Partnership only

Large Format Highway/Bridge Specifications

Creative specs and best practices

Want to make your digital billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital out-of-home.

BE SIMPLE

Concept is key! Your audience will spend only a couple seconds with your ad so don't complicate things. Make those seconds count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

Nobody remembers a boring ad. Stick to 1 idea and make sure it's a good one!

Do

- Do use large, bold, high contrast, & sans-serif fonts
- Do use large photos and imagery
- Do use less than 7 words
- Do stay consistent with your brand across multiple platforms
- Do convey a single concept

Don't

- Don't use subtle or small text, layer transparencies or textures
- Don't use too much whitespace. White on digital billboards is very bright and can flood the design
- Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate



Allvision digital out-of-home inventory can be displayed as any of 3 simplified creative spec sizes:

1056 x 288 (Hwy Signs)
644 x 196 (Bridge Signs)
432 x 216 (Poster Boards)

Size:

1056px x 288px (W x H) - (Highway)
644px x 196px (W x H) (Bridge)

Colour:

RGB

Format:

JPG / PNG

File Name:

CampaignName_Advertiser_VariantLetter(A)

Please submit all creative in each simplified size to:
oohproduction@rci.rogers.com

*For campaigns running in QC, we must receive a French language version.

Working creative must be received two business days prior to launch.

Though these 2 simplified sizes will fit all screens across our network, if desired you may find individual board specifications on Product Sheets available through our website.

Large Format Board YDSQ Specifications

Creative specs and best practices

Want to make your digital billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital out-of-home.

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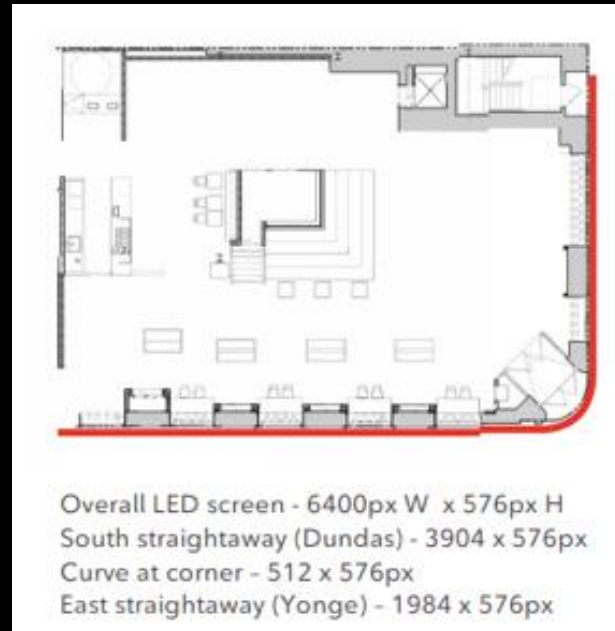
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Rogers 302 Dundas Square

Jumbotron Creative Specs

Screen resolution: 6400 x 576px

File formats: MP4, JPG, PNG

Audio: Export without audio

Video encoding: H.264, 30fps

Maximum Bitrate: 15,000 kbps

Accepted file size: 15MB-100MB

Spot length: 10s





The Campus Network

#1 Campus Media Network in Canada

The Rogers Sports & Media OOH campus network reaches students and young adults across university and college campuses and includes 100% addressable screens and high impact murals in student union buildings, student lounges, athletic centres, main entrances cafeterias, and student housing.

- Reach students across a Canada-wide network in post-secondary educational settings
- 100% addressable units with high impact and high dwell time
- 2M+ Canadian students reached monthly
- Build brand loyalty with younger consumers
- Compliment a social media campaign where students spend time - where digital experiences meet the real world



Campus Network Highlights

Demographic

A18-24

Reach a Gen Z student population as they are developing their brand preferences and living independently for the first time.

Monthly Reach

2.7M

Reach over 2M young Canadians every month – more than 90% of the entire post-secondary student population in Canada across over 130 campuses Nation-Wide.

Recall

92%

With high impact creatives in premium locations Canadian students will notice your brand.



Campus Format Examples

- Static Mural Banner (7x10' or 10x7')



- 75" Large Vertical Display (LVD75)
- 43" Large Vertical Display (LVD43)
- 55-90" Large Horizontal Display



New Digital Screen Rollout

130 new LVD screens rolled out in campuses Nationally

- 43" Large Vertical Displays
- 75" Large Vertical Displays





Product Sampling Opportunities

- Enjoy turnkey access to campus environments for brand activations and product sampling
- Deliver your samples in the hands of Gen Z with reduced waste and sustainable solutions

Campus Digital Screens Specifications

Creative specs and best practices

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Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

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Digital Screens - Campus

CONTACT: Email: OOHproduction@rci.rogers.com

MATERIAL DELIVERY: Send Creative via WeTransfer to oohproduction@rci.rogers.com

REQUIRED MATERIAL

Resolution: 1080 x 1920 pixels English Vertical

Resolution: 1920 x 1080 pixels English

Horizontal

- French version is required for Québec market

Specifications:

Video:

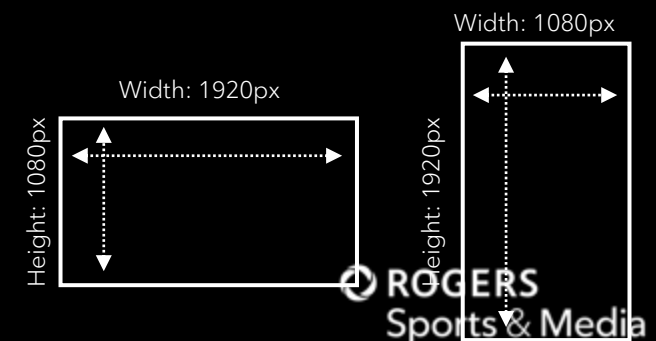
- .AVI, .MP4 or .WMV
- 15 or 30 seconds (Custom available upon request)
- Recommended file size: 1MB per second

Images (Without audio):

- .JPEG

Deadline

- Final artwork is due to production 48 hours before campaign launch.



Campus Indoor Murals Specifications

Creative specs and best practices

Want to make your OOH campaign better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

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Indoor Murals - Campus

CONTACT

E-mail: oohproduction@rci.rogers.com

MATERIAL DELIVERY

Please send a Wettransfer to oohproduction@rci.rogers.com

REQUIRED MATERIAL

1 Horizontal English + 1 Vertical English

1 Horizontal French + 1 Vertical French

ACCEPTED FORMAT

Acrobat .PDF High Res 300 DPI at 100%

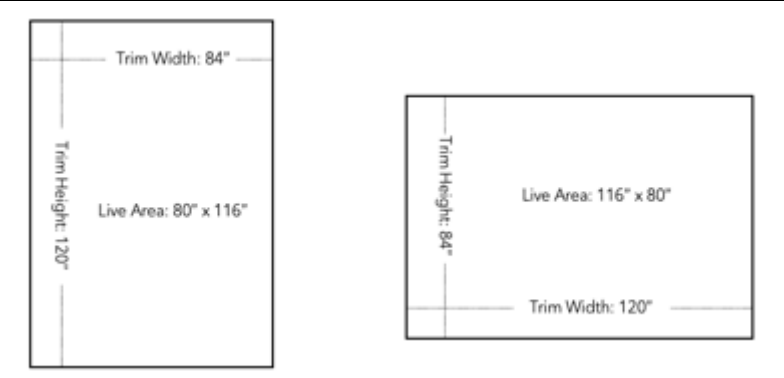
RESOLUTION: 300 DPI

COLOUR: CMYK

- Provide a low-resolution PDF for reference

DEADLINE:

- Final artwork is due to production 10-15
- business days before the campaign launch



Horizontal Mural	At 100%	At 25%
Trim Size	120" x 84"	30" x 21"
Bleed	120.5" x 84.5"	30.125" x 21.125"
Live Area	116" x 80"	29" x 20"

Vertical Mural	At 100%	At 25%
Trim Size	84" x 120"	21" x 30"
Bleed	84.5" x 120.5"	21.125 x 30.125"
Live Area	80" x 116"	20" x 29"

* Safety zone of 1" all around
PI/PPI will be laminated and affixed to the mural



The Resto-Bar Network

Reach an LDA Audience with 73-minute dwell times.

The Rogers Sports & Media resto-bar and club OOH network consists of digital OOH assets in clubs, bars, and resto-bars that exclusively reach an audience that is legal drinking age (LDA) according to provincial rules.

- Message Canadians while they are socializing, dating, or dining with friends and family
- Reach a 100% legal age audience
- Dynamic content capabilities allow for differentiated messaging across daypart



Resto-Bar Network Highlights

Locations

400+

Resto-bar locations across Canada allow marketers to reach Canadian LDA audiences at scale

Monthly Reach

1.2M

Reach over 1M restaurant and bar customers per month in a high dwell time, uncluttered media environment

Compliance

100%

Promote regulated brands including with certainty using our in-house regulatory expertise



Resto-Bar Format Examples

- Static Mural
- Charging Station With Digital Display



Resto-Bar Digital Screens Specifications

Creative specs and best practices

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Do use large photos and imagery

Do use font bigger than 20pt and ensure that your logo is clear

Do stay consistent with your brand across multiple platforms

Do convey a single concept

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Don't use subtle or small text, layer transparencies or textures

Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate

Digital Screens – Resto-Bar Network

CONTACT: email: OOHproduction@rci.rogers.com

MATERIAL DELIVERY: Send Creative via WeTransfer to oohproduction@rci.rogers.com

REQUIRED MATERIAL

Resolution: 1080 x 1920 pixels English Vertical

Resolution: 1920 x 1080 pixels English

Horizontal

- French version is required for Québec market

Specifications:

Video:

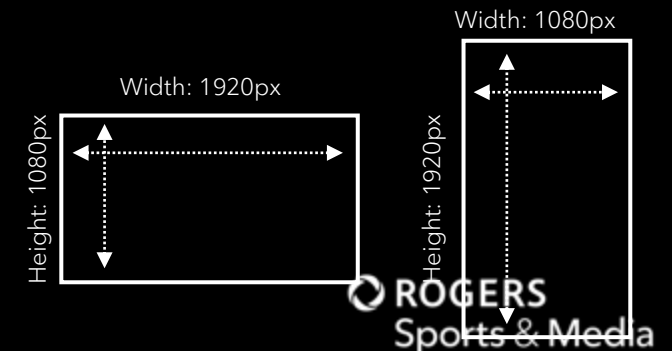
- .AVI, .MP4 or .WMV
- 15 or 30 seconds (Custom available upon request)
- Recommended file size: 1MB per second

Images (Without audio):

- .JPEG

Deadline

- Final artwork is due to production 48 hours before campaign launch.



Resto-Bar Indoor Murals Specifications

Creative specs and best practices

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Indoor Murals – Resto-Bar

REQUIRED MATERIAL

- 1 x Horizontal English + 1 Vertical English
- 1 x Horizontal French + 1 Vertical French (x2 if Québec)

Accepted format: Acrobat .PDF
High Res 300 DPI at 100%

Resolution: 300 DPI at 100%

Colour: CMYK
* Provide a low resolution PDF for reference.

Deadline: Final artwork is due to production 10-15 business days before the campaign launch

Horizontal Mural	At 100%	At 25%
Trim Size	66" x 48"	16.5" x 12"
Bleed	66.5" x 48.5"	16.625" x 12.125"
Live Area	62" x 44"	15.5" x 11"

Vertical Mural	At 100%	At 25%
Trim Size	48" x 66"	12" x 16.5"
Bleed	48.5" x 66.5"	12.125" x 16.625"
Live Area	44" x 62"	11" x 15.5"

Horizontal Mural	At 100%	At 25%
Trim Size	84" x 60"	21" x 15"
Bleed	84.5" x 60.5"	21.125" x 15.125"
Live Area	80" x 56"	20" x 14"

Vertical Mural	At 100%	At 25%
Trim Size	60" x 84"	15" x 21"
Bleed	60.5" x 84.5"	15.125" x 21.125"
Live Area	56" x 80"	14" x 20"

Horizontal Mural	At 100%	At 25%
Trim Size	36" x 48"	9" x 12"
Bleed	36.5" x 48.5"	9.125" x 12.125"
Live Area	32" x 44"	8" x 11"



Oongalee Tabletop Network

Interactive DOOH Media

The Rogers Sports & Media tabletop out-of-home product is a specialized, intimate screen that enhances the dining experience, increases order size, and allows advertisers to target users at a very specific time and place - with a dwell time of 74 minutes.

Our innovative tabletop device provides additional utility to customers including charging, wireless access, menu, and payment services.

- 100% addressable placements in top restaurant chains throughout Canada
- 15,000+ screens Nation-wide
- Unique tabletop placements allow for an intimate experience for diners with highly targeted ad placement and point of sale offers
- High quality device provides premium ad experience in innovative new format



Oongalee Network Highlights

Screens

15k

More than 15k screens have been deployed across the RSM table-top network in Canada's favourite restaurant chains including Boston Pizza, Denny's and the Century Hospitality Group

Monthly Reach

3M

Reach over 3M Canadians at their favourite restaurant chains when they are spending time with friends and family, watching the local game, and having fun.

Dwell Time

74 mins

With an incredible dwell time of 70+ minutes providing an uninterrupted opportunity to engage with consumers - *at the table level*



Oongalee Format & Creative Examples

- Interactive digital ordering screens – right at each table.
- Opportunity for brandsell, pay bill sponsorship, and custom interactive creative

Oongalee Digital Screens Specifications

Creative specs and best practices

Want to make your DOOH campaign better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

Concept is key! Your audience has limited time so don't complicate things. Make those moments count!

BE BOLD

High contrast, eye-catching photos with large and clear text work best.

BE ORIGINAL

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- Do use large, bold, high contrast, & sans-serif fonts
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- Do use font bigger than 20pt and ensure that your logo is clear
- Do stay consistent with your brand across multiple platforms
- Do convey a single concept



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Tabletop Ad Specs

CONTACT

E-mail: oohproduction@rci.rogers.com

MATERIAL DELIVERY

Please send a Wettransfer to
oohproduction@rci.rogers.com

ACCEPTED FORMAT

Video: mp4

Display/Image: .png, .jpg

Full Screen Ad Size

- 800 px x 1280 px
- 1080 px x 1920 px



The Women's Network

The only spa-salon media network in Canada

The Rogers Sports & Media Women's out-of-home network includes digital and static assets across salons and spas targeting a predominantly female audience across Canada.

- Reach W18+ across a Canada-wide network
- Contextually target female audiences actively pursuing beauty and self-care
- Premium large format murals and digital screens
- Dwell time of 97 minutes
- 100% addressable units with high impact and high dwell times



Women's Network Highlights

Targeting

W18+

Reach a predominantly female audience with high impact ad units, high dwell time in a calming and relaxing environment.

Monthly Reach

530K

Reach over half a million women every month in Canada's top salon and spa venues - with an unparalleled dwell time of 97 minutes.

Salons and Spas

400+

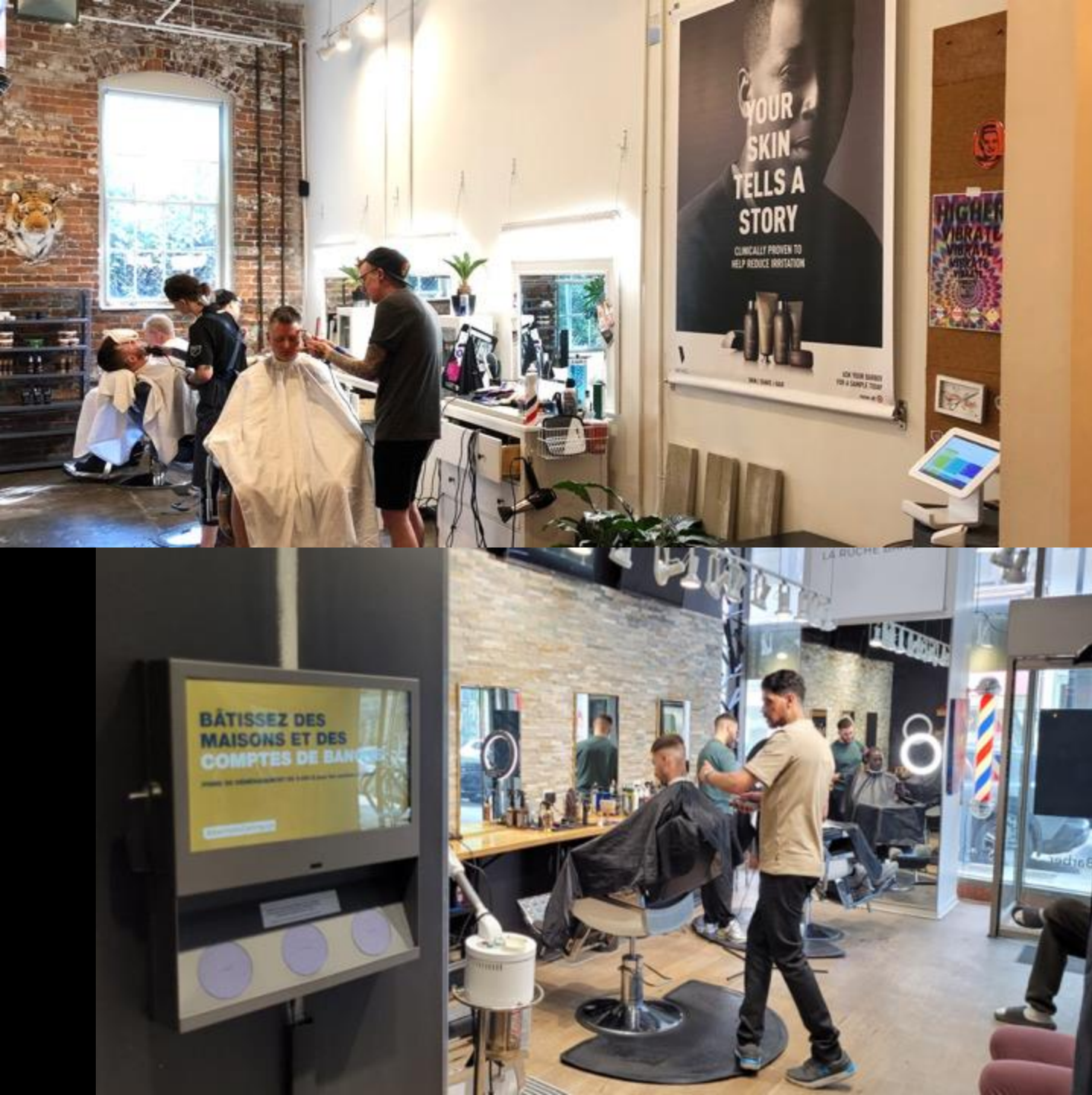
Reach women across Canada with over 400 advertising faces - digital and static.



Product Sampling Opportunity

- Enjoy exclusive access to Canada's top salon environments for leave-behind product sampling
- Deliver your samples in the hands of women focused on self-care, with zero waste
- Turnkey passive sampling management available





The Men's Network

The only barber-shop/salon media network in Canada

The Rogers Sports & Media Men's out-of-home network includes digital and static assets across barber shops reaching a predominantly male audience.

- Reach M18+ in select markets
- Contextually target male audiences actively pursuing grooming and self-care
- Premium large format murals and digital screens
- 100% addressable units with high impact and high dwell time

Men's Network Highlights

Targeting

M18+

Reach over 72k predominantly male consumers per month with high impact ad units, high dwell time in a calming and relaxing environment.

Frequency

2.4

On average, men get haircuts every 4 weeks. A great opportunity for repeat exposure and frequency.

Spent on Grooming

4.5 B

Men are increasingly spending money on grooming and health products. Spending is projected to hit \$5B by the end of 2025 – make sure your brand is part of this growing trend.



Men's + Women's Network Format Examples

- Static Mural
- Charging Station With Digital Display



Men's & Women's Digital Specifications

Creative specs and best practices

Want to make your billboards better? Here are a few simple tips that will help ensure your message gets across with clarity on digital and static out-of-home.

BE SIMPLE

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BE BOLD

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BE ORIGINAL

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- Do stay consistent with your brand across multiple platforms
- Do convey a single concept

Don't

- Don't use subtle or small text, layer transparencies or textures
- Don't forget to proof. Check your designs by exporting them to the actual size and stand back. Pretend they're a football field away and evaluate



Digital Screens - Men/Women Network

CONTACT: email: OOHproduction@rci.rogers.com

MATERIAL DELIVERY: Send Creative via WeTransfer to ooohproduction@rci.rogers.com

REQUIRED MATERIAL

Resolution: 1080 x 1920 pixels English Vertical

Resolution: 1920 x 1080 pixels English

Horizontal

- French version is required for Québec market

Specifications:

Video:

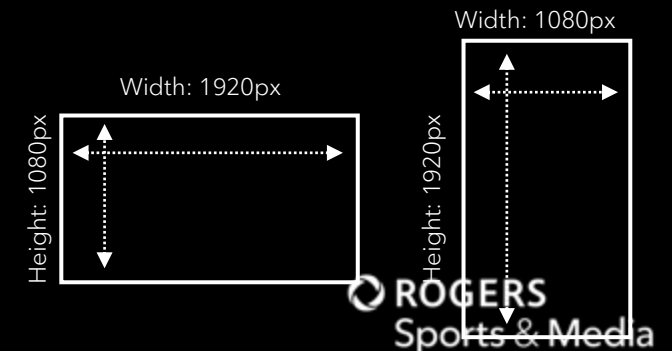
- .AVI, .MP4 or .WMV
- 15 or 30 seconds (Custom available upon request)
- Recommended file size: 1MB per second

Images (Without audio):

- .JPEG

Deadline

- Final artwork is due to production 48 hours before campaign launch.



Men’s & Women’s Static Specifications

Creative specs and best practices

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Indoor Murals - Men/Women Network

Material Delivery

- Send materials via Wettransfer to oohproduction@rci.rogers.com

Required Material

- 1 Vertical English + 1 Vertical French

Accepted format: Acrobat .PDF High Res 300 DPI at 100%

Resolution: 300 DPI at 100%

Colour: CMYK

* Provide a low-resolution PDF for reference.

Specifications

Vertical Mural	At 100%	At 25%
Trim Size	48” x 66”	12” x 16.5”
Bleed	48.5” x 66.5”	12.125” x 16.625”
Live Area	44” x 62”	11” x 15.5”

Deadline

Final artwork is due to production 10-15 business days before the campaign launch (with no client approval)

For Digital Proofs: Timeline starts from the date the digital proof is approved.

Digital & Hard Copy Proofs: Timeline starts when both the digital and hard copy proof are approved.

