



## BARRIE, ON • BARRIE MARKET

Georgian Mall underwent a major redevelopment in August 2006. Currently the largest mall in the Barrie area with over 4.3 million annual shoppers, Georgian Mall also enjoys above average dwell times of almost 1.5+ hours.



Barrie is one of the fastest growing markets in Ontario with over 160,000 residents. The Barrie CMA includes approximately 349,000 residents with population growth estimated at over 6% annually (over 3x the national average).

Barrie is also a mid-point to the Muskokas and some of Ontario's most popular summer and winter destinations.

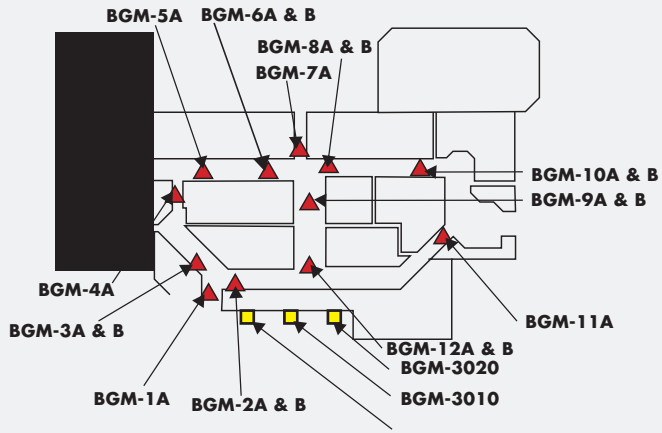
### ANNUAL VISITORS

- 4,300,137

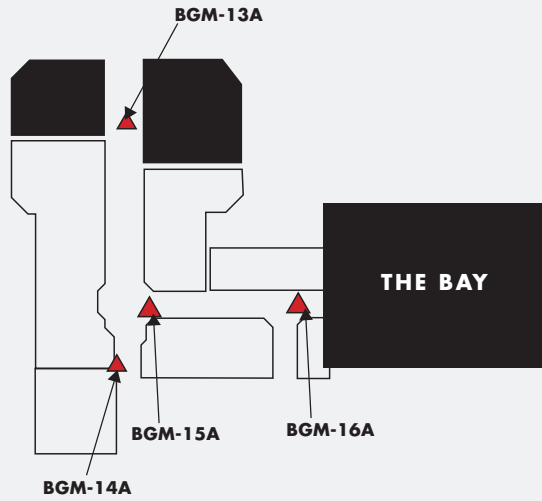
### PRODUCTS AVAILABLE

	PRODUCT	SIZE	2010 RATE (4 WEEKS/NET)	INSTALLATION	PRODUCTION PER FACE
	MALL POSTER	4' W x 6' H	\$ 600	N/A	\$ 160
	MALL EXTERIOR	18' W x 9' H	\$ 1,560	\$ 1,020	\$ 1,180

**LEVEL 1**



**LEVEL 2**



**VENUE MAP**

**GEORGIAN MALL MEDIA PORTFOLIO**

**MEDIA CATALOGUE**



4' W x 6' H Mall Poster



4' W x 6' H Mall Poster



18' W x 9' H Mall Exterior



18' W x 9' H Mall Exterior