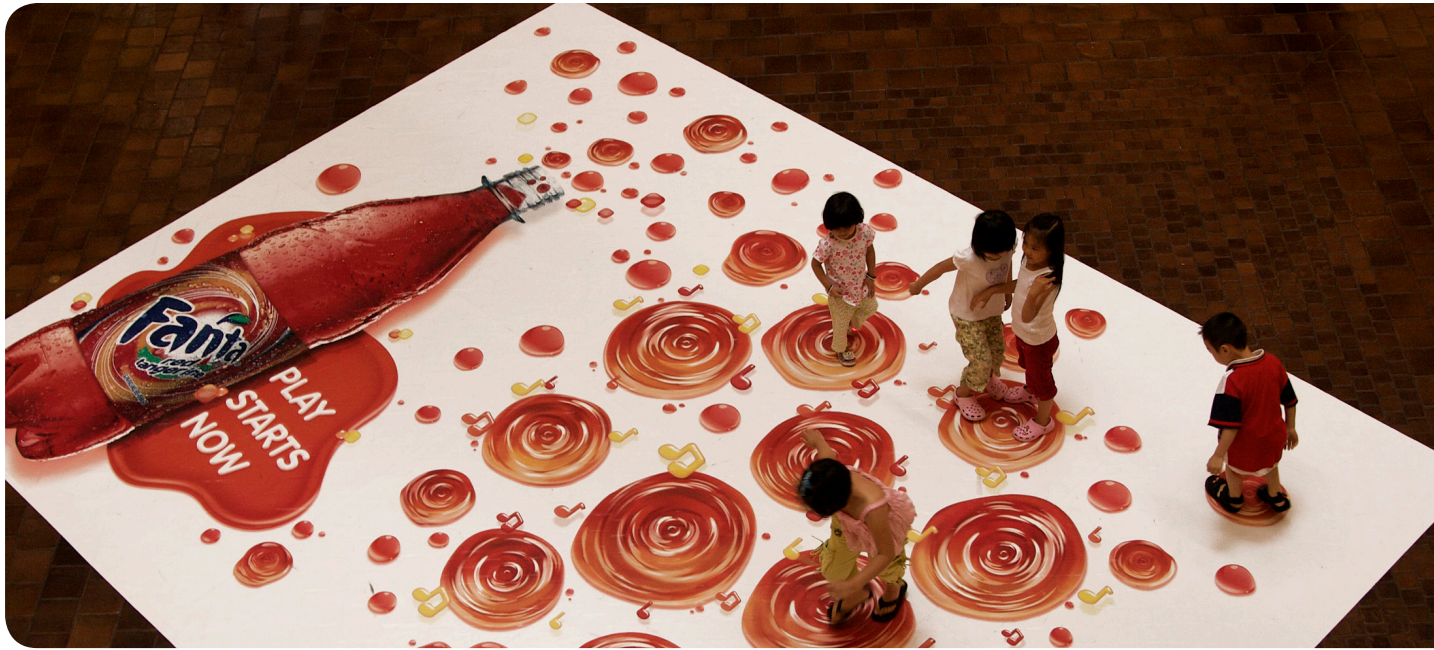


SPECIALTY MEDIA *at a glance*



Put your imagination to work

Wrap a door, cover a floor, decal a railing, meet your customer face to face...

PATTISON offers a range of specialty displays in many malls that allow for imaginative and customizable creative executions to heighten awareness of your message. Unique displays in unexpected places get noticed and remembered. Utilizing self adhesive vinyl, new display techniques or kiosks, you can break out of the box and reach your market in innovative ways with displays such as:

- | | | |
|-----------------|------------------|------------------------|
| → Door Decals | → Lenticulars | → Escalator Wraps |
| → Floor Decals | → Carousel Wraps | → Elevator Wraps |
| → Column Wraps | → Awning Wraps | → Interactive Displays |
| → Railing Wraps | → Window Decals | |

Take your message in a new direction! Call your PATTISON Account Executive and put your imagination and our Mall Specialty Products to work for you.



SPECIALTY MEDIA *production*

EFFECTIVE SPECIALTY MEDIA CREATIVE

A single, focused concept is the most effective approach to Out-of-Home creative. Humour, intrigue, aesthetic appeal, and innovative executions will greatly enhance the impact of your campaign. Type and graphics should be bold, clear, and contrast well against their background. Ask your PATTISON Representative for more information on effective Out-of-Home design.

PATTISON CREATIVE SERVICES

PATTISON is proud to offer its clients exceptional creative services through our award winning in-house creative department. PATTISON's creative professionals specialize in all types of Out-of-Home advertising and are available to consult with your creative staff, or provide complete creative development from concept to execution. Our design services are available at no additional charge!

GENERAL INFORMATION

Printed advertising copy ready for posting must be delivered to the appropriate PATTISON market(s) at least one week prior to the contract posting date. Late copy may result in incomplete delivery of the contracted showing.

PRODUCTION

Mall Specialty Product production, installation and removal cost is in addition to the space cost. These displays are typically digitally printed onto flexible self adhesive vinyl that is then applied to the display location. Specifications for vinyl size and shape are location specific and will vary. Contact your PATTISON Representative for confirmation of specifications for your Mall Specialty Product campaign.

SPECIFICATIONS

Mall Specialty Products are sold on a location specific basis. Size and proportion are location specific and as a result are greatly varied. Consult with your PATTISON Representative to confirm size as well as art and production specifications for your Mall Specialty Product campaign. PATTISON Templates are available for many of these displays, to assist you in preparing your artwork. Contact your PATTISON Representative.

