

ICEWERX

CONSULTING INC.

WHO IS ICEWERX

Icwerx specializes in providing top notch digital billboard advertising space and superior client services. We use only the highest grade digital displays available with the truest color formatting, which makes for a very high definition image. It is the clearest and most durable product available.

Icwerx helps maximize the return on advertising budgets by providing locations with the highest traffic counts, clear visibility, and time and situation sensitive media.

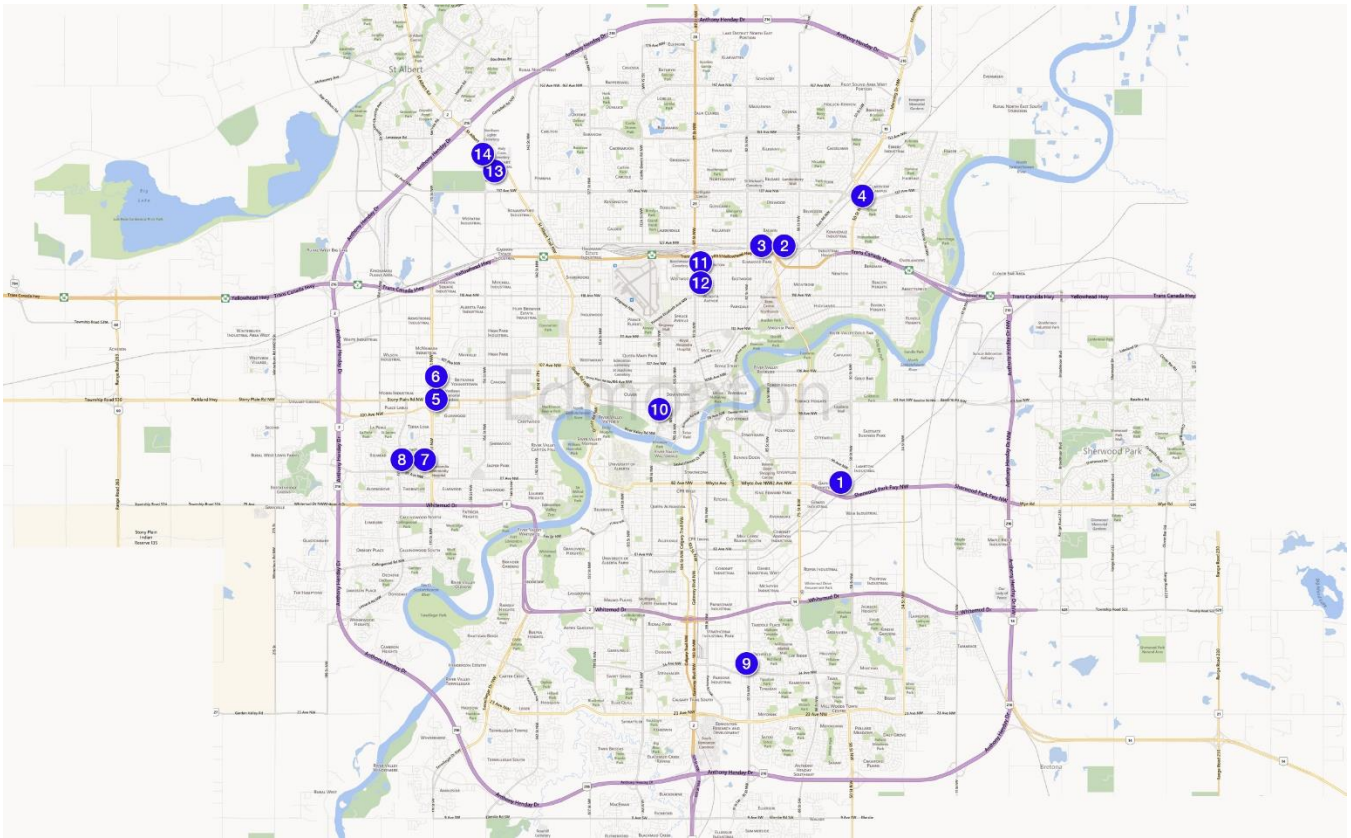
Icwerx is based in Edmonton, Alberta. We pride ourselves in being sponsors of local businesses and community events. Additionally, Icwerx works with several charities as a way of giving back to the community.



Sales: (780) 994-6179

Info@icwerx.com

www.icwerx.com



EDMONTON AB, CANADA

Edmonton is the capital of the Canadian Province of Alberta. The city had a population of 812,201 in the 2011 census, making it Canada's fifth largest municipality.

Edmonton is the major economic centre for northern and central Alberta and a major centre for the oil and gas industry. As of 2014, the estimated value of major projects within the Edmonton Capital Region was \$57.8-billion, of which \$34.4-billion are within the oil and gas, oil sands and pipeline sectors.

Edmonton traditionally has been a hub for Albertan petrochemical industries, earning it the nickname "Oil Capital of Canada" in the 1940s. Supply and service industries drive the energy extraction engine, while research develops new technologies and supports expanded value-added processing of Alberta's massive oil, gas, and oil sands reserves. These are reported to be the second-largest in the world, after Saudi Arabia.

In a 2007 study, Edmonton was judged by the Financial Times publication, fDi magazine, to have the "best economic potential" of any North American city in the 500,000 to 2,000,000 population categories. Edmonton placed ahead of Mississauga, Ontario; Charlotte, North Carolina; Tijuana, Mexico; and Calgary. In the same study, Edmonton ranked fifth in the "best development and investment promotion" category and ranked fourth overall based on seven weighted criteria. Edmonton is known for its exceptional environmental stewardship, strong life-science sector, and a burgeoning high-tech industry economy.



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LOCATIONS

1 Sherwood Park FWY
#DE401 - 10' x 20' Digital Westbound

2 Yellowhead HWY
#DE402 - 10' x 20' Digital Westbound

3 Yellowhead HWY
#DE403 - 10' x 20' Digital Eastbound

4 137 Ave
#DE404 - 10' x 20' Digital Westbound

5 170 Street
#DE405 - 10' x 20' Digital Northbound

6 Stony Plain RD
#DE406 - 10' x 20' Digital Westbound

7 West Edmonton Mall
#DE408 - 10' x 20' Digital Westbound

8 West Edmonton Mall
#DE409 - 10' x 20' Digital Eastbound

9 91 Street
#DE410 - 14' x 48' Digital Southbound

10 Downtown
#DE414 - 10' x 20' Digital Southbound

11 97 Street
#DE415 - 10' x 20' Digital Southbound

12 97 Street
#DE416 - 10' x 20' Digital Northbound

13 Mark Messier Trail
#DE421 - 10' x 35' Digital Southbound

14 Mark Messier Trail
#DE422 - 10' x 35' Digital Northbound



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Shewood Pk Fwy

818m w/o 50 St NW

Daily Volume: 30,000

1 #DE401



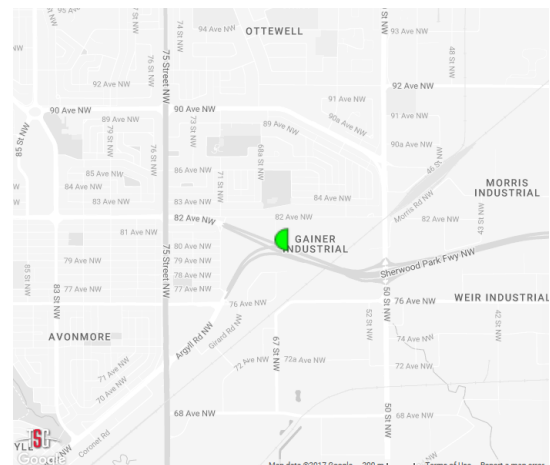
DE401 is a 10' x 20' digital poster situated on the Sherwood Park Freeway, a main arterial road into the Edmonton downtown. It captures traffic heading west into Edmonton from neighbouring hamlet Sherwood Park, a high income community to the east. Loop length 60 seconds, 6 second ads.

Facing: East

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.516606 . Longitude: -113.430061



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Yellowhead Highway (E)

442m e/o 82 St NW

Daily Volume: 100,200

② #DE402



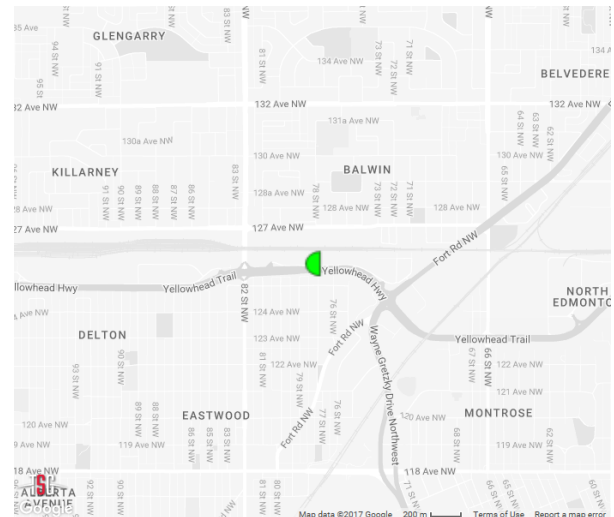
Location DE402 is a 10' x 20' digital poster located on Yellowhead Trail, one of the main east/west arteries in Edmonton. Yellowhead Trail connects to many other key roadways like St Albert Trail, feeding to the affluent neighbouring city of St Albert to the northwest. This location sees one of the highest traffic counts in the city of Edmonton. Loop length 60 seconds, 6 second ads.

Facing: East

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.582776 . Longitude: -113.460498



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Yellowhead Highway (W)

442m e/o 82 St NW

Daily Volume: 100,200

③ #DE403



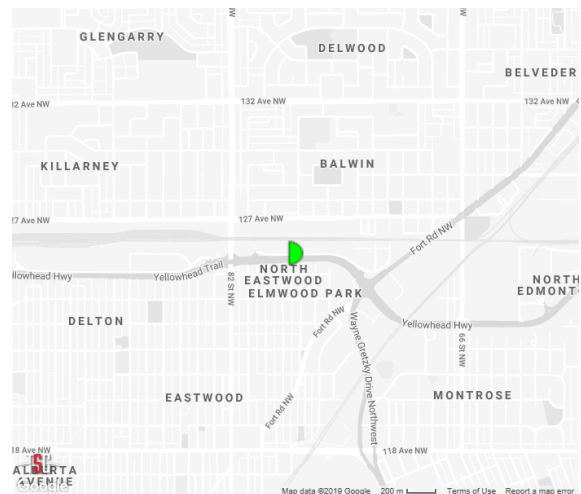
Location DE403 is a 10' x 20' digital poster located on Yellowhead Trail, one of the main east/west arteries in Edmonton. Yellowhead Trail connects to many other key roadways like St Albert Trail, feeding to the affluent neighbouring city of St Albert to the northwest. This location sees one of the highest traffic counts in the city of Edmonton. Loop length 60 seconds, 6 second ads.

Facing: West

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.582776 . Longitude: -113.460498



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137 Avenue

161m w/o 50 St NW

Daily Volume: 33,200

4 #DE404



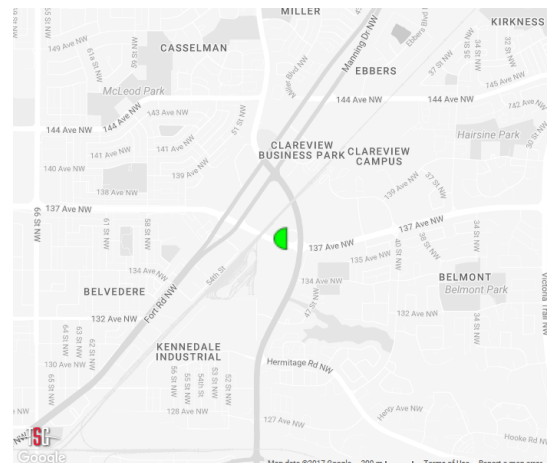
DE404 is a strategically placed 10' x 20' digital poster, capturing the largest and busiest intersection in the northeast of Edmonton. The surrounding area is a busy retail area, housing major retailers such as Costco, and a number of restaurants. Loop length: 60 seconds, 6 second ads.

Facing: East

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.597578 . Longitude: -113.415734



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170 Street

10m s/o Stony Plain Rd NW

Daily Volume: 87,200

5 #DE405



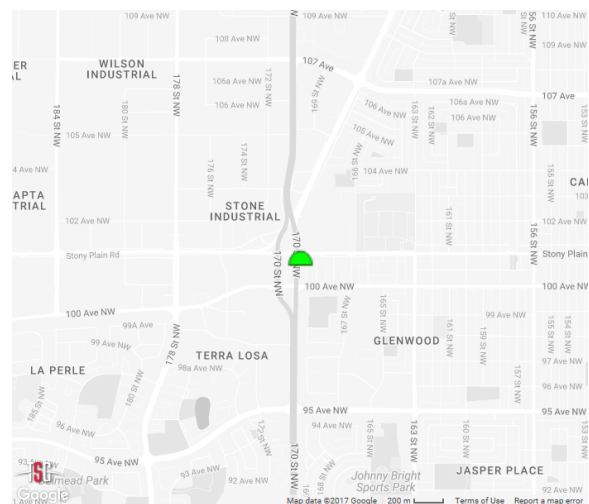
Location DE405 is a very well positioned 10' x 20' digital poster often sought after by advertisers due to its great location. In addition to its proximity to the largest concentration of retailers in the city (including West Edmonton Mall), it is also at the gateway to Stony Plain and Spruce Grove, neighbouring affluent cities to Edmonton. Loop length: 60 seconds, 6 second ads.

Facing: South

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.54103 . Longitude: -113.614556



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Stony Plain Rd

7m e/o 170 St NW

Daily Volume: 40,400

6 #DE406



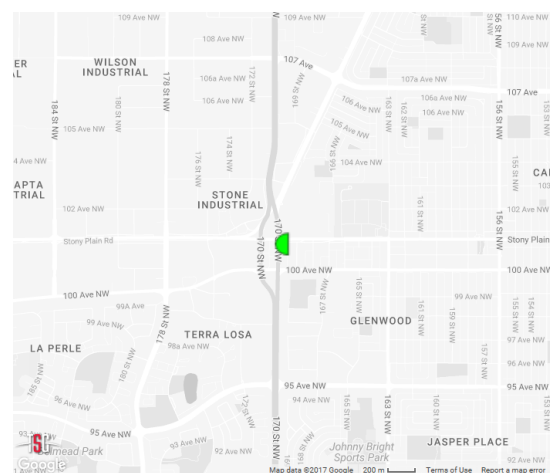
This 10' x 20' digital poster is located in a key location at the intersect of two major arteries; Stony Plain Road, which runs east to west, connecting Edmonton and neighbouring Stony Plain, and 170 Street, which runs north to south, as one of the main connector road of Hwy 2 and Yellowhead Trail. Its proximity to the largest concentration of retailers in the city (including West Edmonton Mall) also makes this a highly sought-after location for advertisers. Loop length 60 seconds, 6 second ads. Daily circulation of 60,900.

Facing: East

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.54103 . Longitude: -113.614556



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West Edmonton Mall (E)

90 Ave 263m w/o 170 St NW

Daily Volume: 27,400

#DE408



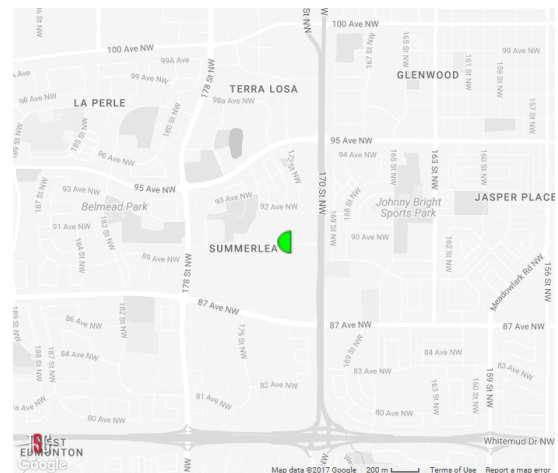
DE 408 is a 10' x 20' poster ideally located directly in front of the largest tourist and visitor attraction in Edmonton, the famous West Edmonton Mall. It is also the only digital outdoor face that is available in the adjacent areas of the mall. Further to mall traffic, this area is home to a number of hotels and restaurants. Loop length: 60 seconds, 6 second ads.

Facing: East

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.52498 . Longitude: -113.619436



Sales: (780) 994-6179

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West Edmonton Mall (W)

90 Ave 263m w/o 170 St NW

Daily Volume: 26,300

8 #DE409



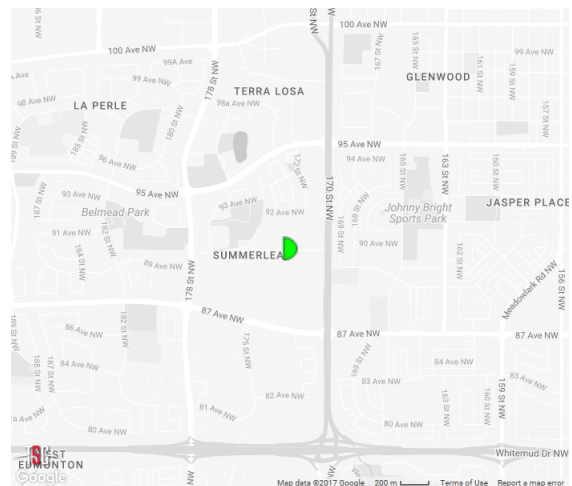
DE408 is a 10' x 20' poster in a prime location in Edmonton directly across from the famous West Edmonton Mall. West Edmonton Mall is the largest shopping centre in North America, and receives more than 32 million visits in a year! Additional to West Edmonton Mall, this area also houses many restaurants and hotels. Loop length: 60 seconds, 6 second ads.

Facing: West

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.52498 . Longitude: -113.619436



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91 Street

152m n/o 35 Ave NW

Daily Volume: 48,700

⑨ #DE410



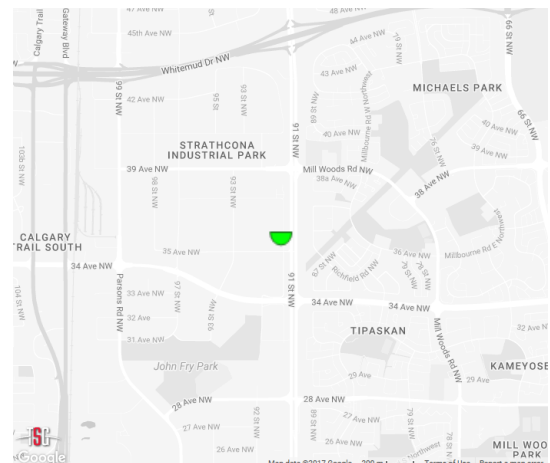
This 14' x 48' digital bulletin is situated on a major artery in Edmonton, connecting north and south Edmonton. It captures traffic en route to major retail stores such as Ikea, and the outlet mall at South Edmonton Common, and is immediately adjacent to a number of car dealerships. Loop length: 60 sec, 6 second spots.

Facing: North

Size: 14H x 48W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.469511 . Longitude: -113.46812



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Downtown

109 Street N/O 99 Avenue

Daily Volume: 21,600

10 #DE414



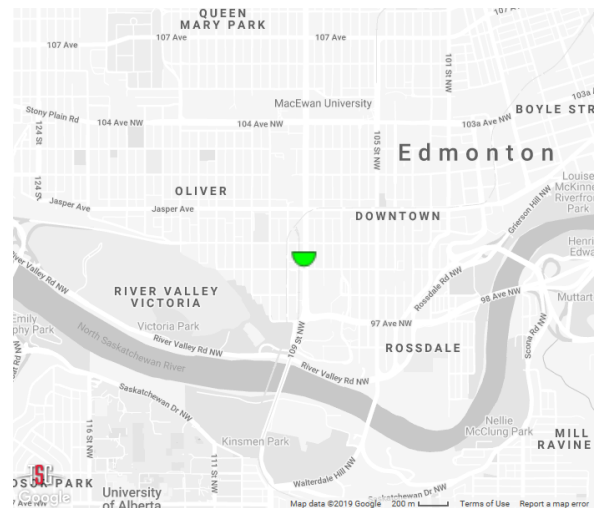
109 is the main artery out of downtown for southbound traffic. This location captures Southbound traffic leaving downtown, including commuters leaving Rogers Place, and the Shaw Conference Centre. This digital board also reaches commuters going to the Legislative Building. The speed limit is only 50km/hr with rush-hour traffic being consistently slow, giving commuters more time to view this great board. This board is a great option for those looking for high visibility and high traffic areas.

Facing: North

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.537932 . Longitude: -113.508717



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97 Street (N)

97 Street S/O Yellowhead Trail

Daily Volume: 36,800

11 #DE415



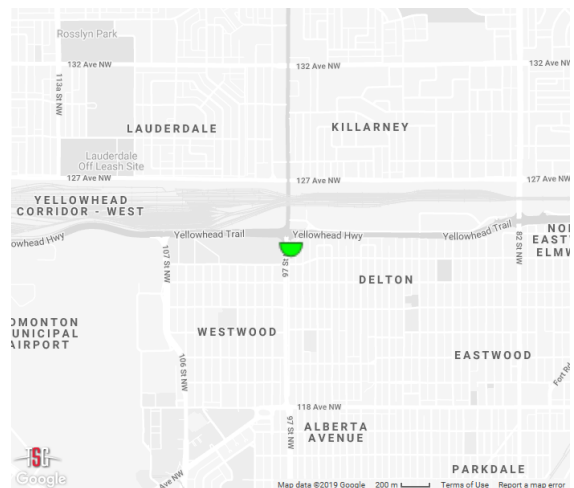
Location captures Southbound traffic on busy 97 Street which is 3 lanes in each direction. One of the most prominent North/South running roads in the City, and the most central access off of the Yellowhead Highway. The structure captures all traffic using 97th street exiting off of Yellowhead from either West or East. Targets traffic using 97th street as commuter road to/from NAIT, Kingsway Mall, and offices/shops/restaurants downtown.

Facing: North

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.58042 . Longitude: -113.491764



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97 Street (S)

90 Ave 263m w/o 170 St NW

Daily Volume: 36,800

12 #DE416



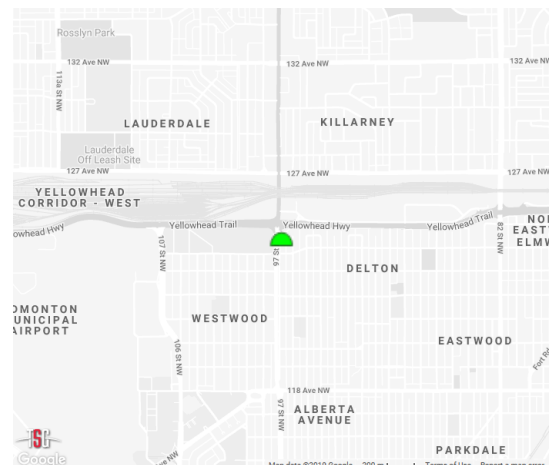
Location captures Northbound traffic on busy 97 Street which is 3 lanes in each direction. One of the most prominent North/South running roads in the City, and the most central access off of the Yellowhead Highway. The structure captures all traffic using 97th street exiting off of Yellowhead from either West or East. Targets traffic using 97th street as commuter road to/from NAIT, Kingsway Mall, and offices/shops/restaurants downtown.

Facing: South

Size: 10H x 20W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.58042 . Longitude: -113.491764



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Mark Messier Trail (N)

Hwy 2 s/o Anthony Henday Dr

Daily Volume: 44,400

13 #DE421



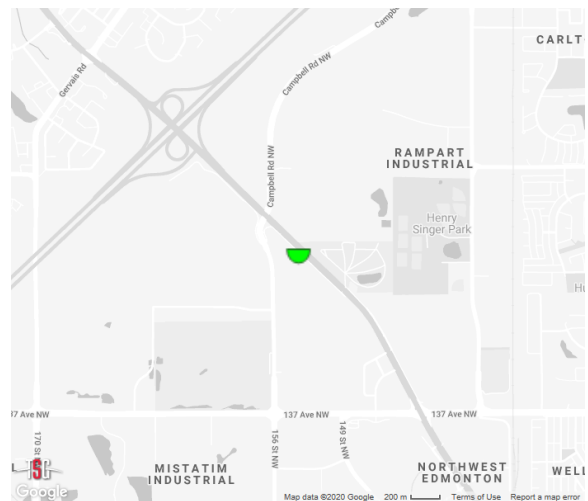
Traffic heading South on Mark Messier Trail (St. Albert Trail) will be entering Northwest Edmonton towards 137 Avenue. 137 Avenue is a destination for retail shoppers with the Skyview Centre, and Christy's Corner which is the home to a movie theatre and multiple restaurants. Reaching commuters heading towards 137 Avenue DE421 digital billboard will give your business the opportunity to capture the attention of destination shoppers, foodies, and movie go-oers.

Facing: North

Size: 10H x 36W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.609162 . Longitude: -113.587811



Sales: (780) 994-6179

Info@icwerx.com

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Mark Messier Trail (S)

Hwy 2 s/o Anthony Henday Dr

Daily Volume: 44,400

14 #DE422



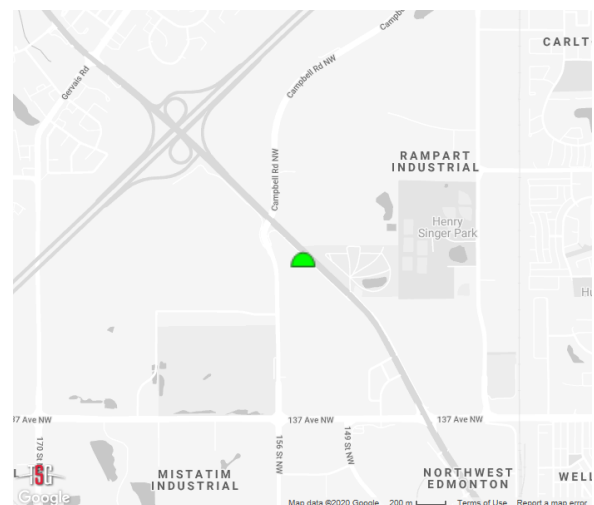
Mark Messier Trail is the main route through St. Albert, making this digital location an excellent medium to advertise your business. Traffic heading North boasts 15 million visitors annually. The community of St. Albert is the 6th largest city in Alberta, Due to DE422's strategically placed location, your business will get the attention it deserves while capturing the attention of commuting audiences heading into St. Albert.

Facing: South

Size: 10H x 36W Digital

Production Material: Digital Image

Illuminated: Yes



Latitude: 53.609162 . Longitude: -113.587811



Sales: (780) 994-6179

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