

The Well

Toronto, ON

brandedcities

THE WELL

OVERVIEW



The Well is at the crossroads of downtown Toronto. Over the past few years, with massive residential development on the west side of downtown (South Core, City Place, King West Village, Fort York, Liberty Village and West Queen West), the intersection of Front and Spadina has become one of the most important hubs in Toronto. The vibrancy of this community is further reinforced by the most robust restaurant scene in the city.

The opening of The Well further enhances the draw of the area, perfectly located at the epicentre of Downtown West. The Well is a highly appealing asset, requiring a single-minded focus to promote the unique power of this location. It should be sold as the “Jewel-in-the-Crown” of any ad campaign targeting Toronto’s core.





THE WELL: CURVE SPECTACULAR

TORONTO, ON

ASSET	# OF FACES	RATE (4 WEEKS)	SIZE	LOOP LENGTH	IMPRESSIONS (4 WEEKS)
Large Curved Corner Digital Display (at the corner of Spadina Avenue and Front Street W)	1	\$37,000	90' W x 12'H	10 sec / 3 min	3,379,600

ACTIVATE YOUR CAMPAIGN



Terms & Conditions

Ad content requires landlord approval. 4-week impressions are based on Branded Cities estimates.



THE WELL: FRONT BLADE

TORONTO, ON

ASSET	# OF FACES	RATE (4 WEEKS)	SIZE	LOOP LENGTH	IMPRESSIONS (4 WEEKS)
Front Street West Large Digital Double-Sided Blade Sign	2	\$16,000	9.6' W x 14.6' H	10 sec / 3 min	5,801,600

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THE WELL: SPADINA SPECTACULAR

TORONTO, ON

ASSET	# OF FACES	RATE (4 WEEKS)	SIZE	LOOP LENGTH	IMPRESSIONS (4 WEEKS)
Large Digital Display facing Spadina Avenue	1	\$17,000	45.6' W x 12' H	10 sec / 3 min	2,970,800

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INTERIOR NETWORK

The Well

The Well Interior Digital Network

THE WELL - TORONTO, ON

LAUNCHING Q3

ASSET	SIGN CODE	QUANTITY	FACES	SIZE
Digital Ground Sign Double-Sided	GS	2	4	86"
Digital Directory Double-Sided	BP	6	12	75"
Digital Directory Double-Sided	DD	8	8	55"
Digital Directory Double-Sided	DD-6	1	1	75"
Retail Corridor Portrait Display Single-Sided	RD	10	10	55"



THE WELL: GROUND SIGN

TORONTO, ON

LAUNCHING Q3

ASSET	# OF FACES	RATE (4 WEEKS)	SIZE	LOOP LENGTH	IMPRESSIONS (4 WEEKS)
The Well Entrance Ground Sign, Double Sided	4	\$25,000 (combined with Interior Digital Network)	86"	10 sec / 3 min	5,583,200

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55" Digital Directory

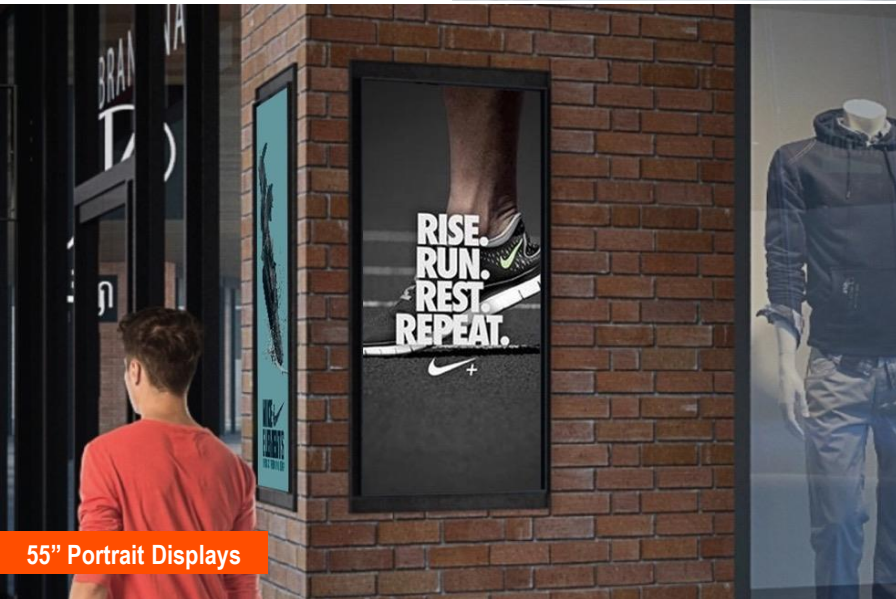
75" Digital Directory

THE WELL: INTERIOR DIGITAL NETWORK

TORONTO, ON

LAUNCHING Q3

ASSET	# OF FACES	RATE (4 WEEKS)	SIZE	LOOP LENGTH	IMPRESSIONS (4 WEEKS)
Portrait Format Displays	13	\$25,000 (combined with Ground Signs)	75"	10 Sec / 3 Min	5,583,200
Portrait Format Displays	18		55"	10 Sec / 3 Min	



55" Portrait Displays

ACTIVATE YOUR CAMPAIGN

DOMINATION

SEQUENTIAL DOMINATION

TRIGGERED CONTENT

MOBILE EXTENSION

EVOLVING CREATIVE

SOCIAL MEDIA INTEGRATION

GAMING & INTERACTIVE

DREAMROOM 3D

LIVE CAST

LIVE DATA INTEGRATION

LIVE FEED

DAY PARTING

COUNTDOWN

3D & 3D EXTENSIONS

DYNAMIC EXTENSION

AUGMENTED REALITY

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The Well Interior Digital Network

UPPER LEVEL



The Well Interior Digital Network

GROUND FLOOR



LOWER LEVEL



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