



Who we are



Van Horne Outdoor (VHO) is a joint-venture partnership between Allvision and Canadian Pacific Kansas City (CPKC) giving Allvision exclusive rights to develop digital signs on CPKC's federally regulated land.

[Allvision](#) (AV) is a digital out-of-home media company. The foundation of our business has been built by partnering with public agencies, municipalities, and private entities with large land holdings making us the preeminent developer / operator of digital signs in Canada.



Our Partners



- Partnership with CPKC obtained through competitive RFP involving Pattison, OUTFRONT, etc.
- Only company with digital billboards on the 400 Series Highways in Ontario via our Metrolinx partnership.
- No cost to municipalities: we pay for all associated costs, including construction, engineering, implementation, operations, and maintenance of digital displays.
- Municipalities share in community benefits (free branding, advertising time, etc.).
- Government is as much our customer as advertisers.



CP Bridge Enhancement & Digital Sign Program



Vaughan and VHO entered into a Master Outdoor Advertising Agreement on June 16, 2020.

Van Horne Outdoor (VHO) is responsible for paying for all the upfront and ongoing cost to install and maintain the signs.

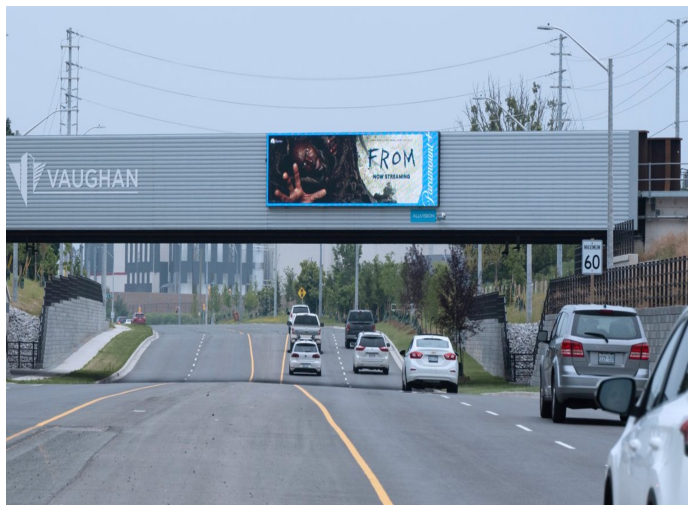
No cost to the City.

Existing Bridge overpass locations:

- Highway 7, west of Islington Avenue – 2 faces
(43°46'47.43"N, 79°35'34.63"W)
- York 27, south of Royalpark Way – 2 faces
(43°48'15.22"N, 79°37'44.19"W)

An existing ground sign also exists at the following location:

- Highway 407, east of Keele Street – 2 faces
(43°47'46.61"N, 79°29'13.33"W)



CP Bridge Enhancement & Digital Sign Program



- Use of a minimum of 10% of total aggregate annual advertising time on signs, plus additional 5% during the two & four week periods to promote City events/festivals
 - Public service announcements
 - Amber/Silver alerts
 - Information on City services & programs
- Display time for emergency transit updates or other emergency messaging.
- Bridge overpass improvement and municipal corporate logo branding.
- Preferred advertising rates for local business.
- Dedicated display time for community groups/events

Community Messaging (Summer 2023)



Summer recreation
programs & swim lessons

**Starting
July 4**

vaughan.ca/recreation



**Woodbridge Avenue
improvements**

Open House | June 8

vaughan.ca/WoodbridgeAve



**YOUTH
WEEK**
MAY 1 - 7

FREE

daily activities for Vaughan
youth ages 10 - 17

vaughan.ca/recreation



2023 Estimates of Free Space
Provided to City of Vaughan

Advertising Value: \$186,326.97
Impressions: 31,054,494.98

**2023 Order of Vaughan
Nominations are OPEN!**

vaughan.ca/OrderOfVaughan



Proposed New Digital Signage



VHO – 2 locations

Ward 2

1. Highway 407 approx. 180m west of Islington – 2 faces (43.76956, -79.58127)
2. Highway 427 approx. 50m north of McGillivray Rd. – 2 faces (43.820763, -79.656713)

Allvision – 2 locations

Ward 4

1. Highway 7 east of Keele St. W. – 1 bridge sign (43.80278333, -79.48827222)
2. Highway 7 east of Keele St. E. – 1 bridge sign (43.80278333, -79.48827222)

Thank you



Chris Schafer

VP, Government Affairs

Allvision / Van Horne Outdoor

(647) 389-8052

cschafer@vanhorneoutdoor.com