

Who We Are

Cieslok Media is a Canadian owned and operated, downtown Toronto-based company built on entrepreneurial spirit dating back to 1990. We now employ a young and diverse workforce of over 40 Torontonians and over 100 local subcontractors. We are a modern and creative out-of-home company with a young, vibrant, and innovative approach to the traditional medium. Over our 26 years of business we have acquired the best media assets in prime locations across major Canadian markets.

Cieslok Media is dedicated to the community and strives to be a good corporate citizen, engaging in partnerships through innovative technologies for public good. Cieslok is partnered with a diverse group of community driven organizations bringing individuals together in support of cultural celebrations, arts programs, health awareness, emergency alerts, and special events. Our core values and authentic partnerships build better and stronger communities across Canada. Over the past year, Cieslok has provided our community partners with a total in-kind advertising value of \$2,275,044.

Cieslok Media is Proud to Support:



Retrofit of Existing Sign at 2 Strachan

Replacement of outdated technology on the existing sign will improve the aesthetics of the area and reduce any impact on neighbouring properties.

East side: Existing



East side: Proposed



West side: Existing



West side: Proposed





Retrofit of Existing Sign at 2 Strachan

1. Proposed sign was unanimously approved to move forward with application process by Board of Governors Exhibition Place, Executive Committee, and City Council.
2. Improved sign will be **34%** smaller than existing, reducing the visual clutter of the existing outdated signage. New design will be in keeping with signage in the surrounding area.
3. East elevation currently allows full motion video; under the new proposal, only static digital images will be displayed.
4. Existing sign is allowed illumination **24 hours** per day; proposed sign will be turned off from **11pm** through **7am** operating only **16 hours** per day.
5. Evening brightness will be reduced by **40%** from **500 nits** to **300 nits**. The improved sign will reduce light output per evening by **50%** (West elevation) and **75%** (East elevation) as a result of **11pm** to **7am** shut off.
6. Updated sign technology implements downward angled lighting to minimize impact and is fully remotely controlled and monitored to assure reduced brightness levels.
7. Cieslok will continue to offer in-kind advertising to the Board of Governors Exhibition Place.
8. Cieslok boards use clean energy provided by Bullfrog Power. Proposed digital sign will reduce carbon footprint by eliminating inks and vast amounts of PVC (vinyl) currently going into landfills.



May 5, 2016

Cieslok Media,
204 King Street E. #102,
Toronto, On
M5A 1J7

Dear Cieslok Media,

As Executive Director of Pride Toronto, I am writing in support of your Out-of-Home board conversion initiative. Pride Toronto is a not for profit organization with a mission to bring people together to celebrate the history, courage and diversity of our community. Pride showcases the City of Toronto on the world stage for all to see and witness - diversity, inclusion, human rights activism and vibrant creativity.

As a not for profit organization – our in kind sponsorship from Cieslok Media provides Pride Toronto the unprecedented ability to visually showcase our festival highlights. Additionally, this showcase amplifies our commitment and the unwavering support of the city to entrench diversity, inclusion, human rights activism and vibrant creativity as daily activities to be practiced throughout the year. I cannot state strongly enough – none of this would be possible without the generous in kind sponsorship from Cieslok Media afforded to Pride Toronto. Simply stated, this type of campaign would be out of our reach.

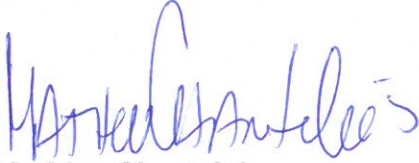
We are aligned with Cieslok Media not only through their in kind sponsorship, but also through their many other social and environmental initiatives throughout the community. As previously stated a current initiative, the conversion of their Out-of-Home board comes to mind. Following are just a few details of the proposed environmental conversion benefits:

- Carbon footprint will be reduced
- Reduced brightness by 40%
- Proposed sign will be turned off from 11 pm – 7 am operating only 16 hours per (versus 24 hours operation) eliminating any disruption to residents in close proximity to the sign
- All Cieslok Media digital locations are powered by clean sourced from Bullfrog Power
- Enhanced technology of downward angled lighting minimizes impact
- Converted sign will be 34% smaller
- East elevation currently allows full motion video; under the new proposal, only static images will be displayed.

These environmental factors are very significant to many of our community members and allies throughout the GTA. Pride Toronto strongly supports the Out-of-Home board conversion proposal and wishes you great success.

Thanking you in advance for your time and consideration.

Yours truly



Mathieu Chantelois

Executive Director, Pride Toronto

55 Berkeley Street, Toronto, ON, M5A 2W5

Office: [\(416\) 927-7433](tel:4169277433)

www.PrideToronto.com

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TANGLED ART GALLERY
S-122, 401 RICHMOND ST. W.
TORONTO, ON M5V 3A8
(647) 725-5064
INFO@TANGLEDARTS.ORG

Wednesday, May 4, 2016

Cieslok Media
204 King St. E. #102
Toronto, ON
M5A 1J7

Dear Cieslok Media,

I am writing on behalf of Tangled Art + Disability in support of Cieslok Media's proposed digital sign structure at 2 Strachan Avenue being submitted to the City of Toronto.

At its core, Tangled's artistic programming inspires curiosity, untaps creative potential, and transforms the expected into the unexpected. As we foster talent, expand audience exposure to disability arts, and develop new inclusive artistic experiences, Tangled is influencing the creation and presentation of art across Canada. After 13 years of successfully programming disability arts festivals and cultivating disability arts in Canada, we have come to an incredibly exciting moment in the organization's history: the launch of Tangled Art Gallery, Canada's first disability art gallery dedicated to advancing accessible curatorial practices. Tangled Art Gallery, or "TAG" as we affectionately refer to it, marks a significant move towards creating a more inclusive arts ecology for artists, audiences and curators with disabilities.

Cieslok Media has been an important sponsor of Tangled during this exciting period of growth. Their in-kind sponsorship has provided our organization with significant visibility through their digital signage network. In anticipation of our gallery opening, Tangled has had billboard coverage in four busy Toronto areas: Dundas Square, Yonge & Gerrard, Spadina & Dundas and Gardiner & Exhibition Place. Although we are Canada's leading disability arts organization, lack of knowledge and understanding around disability arts has made it very difficult for Tangled to garner proper media coverage. Cieslok Media's sponsorship has elevated our reputation and visibility, recognizing disability arts a key component of the Toronto arts scene.

We expect the converted Out-of-Home board to benefit the City of Toronto by replacing the vinyl board with a digital version, a more environmentally friendly option and one that allows Tangled to make use of our sponsorship with Cieslok without having to pay hard costs for billboard advertising. Tangled supports this proposal and wishes you all the best with this initiative.

Sincerely,

A handwritten signature in black ink, appearing to read "Katie McMillan".

Katie McMillan
Director of Operations
Tangled Art + Disability
katie@tangledarts.org

To Whom It May Concern:

It is my pleasure to write this letter in support of Cieslok Media's proposal to update their existing sign structure at 2 Strachan Avenue (Princes' Gates) to digital.

Cieslok Media has supported me, Jay Wong, entrepreneur and Host of The Inner Changemaker Podcast, rated #1 Self-Improvement And Marketing Podcast in iTunes, through pro-bono digital advertising space. With the support of Cieslok Media, I expect to extend my reach, helping my business, but most importantly, helping several individuals in the community who are seeking help on improving themselves, their personal brand, or elevating their entrepreneurship skills. Approving Cieslok Media's application to convert their current sign at 2 Strachan Avenue to full digital will allow entrepreneurs like myself, to leverage the reach and impact of this board to create awareness of services and initiatives.

In conclusion, I, Jay Wong, fully support the efforts of Cieslok Media as they seek permission to convert their existing boards at 2 Strachan Avenue to digital screens. Cieslok Media has a proven track record of supporting entrepreneurs and organizations by leveraging their digital signage network, therefore this addition would not only benefit me, but the community at large.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jay Wong', with a stylized flourish at the end.

Jay Wong
Entrepreneur and Host of The Inner Changemaker Podcast

Company hopes dimmer street signs will appease Liberty Village residents

Hilary Caton

Parkdale Villager | Apr 29, 2015

On a windy Monday night Trinity-Spadina Councillor Mike Layton and employees from Cieslok Media gathered in a parking lot at Exhibition Place for a demonstration of the new digital signs slated to go up at 2 Strachan Ave. in the coming months.

"We normally don't get the opportunity to do this," Layton told The Villager.

"It was something that I wanted to see, I wanted to know what the difference was and I wanted to give that opportunity to the community to see it as well."

Cieslok Media transported a 10-by-20-foot screen, one of three screens that will be installed, on a flatbed truck to show Liberty Village residents the difference between 500 nits, the City of Toronto's current permitted brightness under its sign bylaw, and the new proposed level of 300 nits. The amended bylaw will also require electronic signs in the area to shut off from 11 p.m. to 7 a.m.

The company is looking to transform its current billboards on the east and west facing side on Strachan Avenue to three completely digital LED signs from its current one digital ad and two triple-vision boards.

Layton orchestrated the demo to show residents, and to see for himself, the difference in illumination between the two levels.

"It's a noticeable difference," he said.

"We got to look at it (the sign) from all sides, and through the nit gun and it did show a decreased light intensity."

After an open house held two weeks ago in Liberty Village, Cieslok Media took residents' complaints into consideration and went back to the drawing board.

"We wanted to come back and show them what we're doing to appease their concerns and make it palatable for all of us," said Chris Bentler, the vice-president of operation and business development for Cieslok Media.

"So we're showcasing that we can operate it (the sign) at a much lower brightness than what we currently have."

Bentler also pointed out the transition from image to image is about a second and half and is no longer a quick flash, but a gradual fade similar to one used in a PowerPoint presentation.

"Right now the bylaw says you have to change it fast, but based on neighbours' complaints we're suggesting, why don't we just fade it because it's nicer for the residents," he said.

"If it comes in slower it's less dramatic and flashy."

One resident, Dipika Deol from 59 East Liberty St., was shown the fade but was still on the fence about how it will shine into her living room.

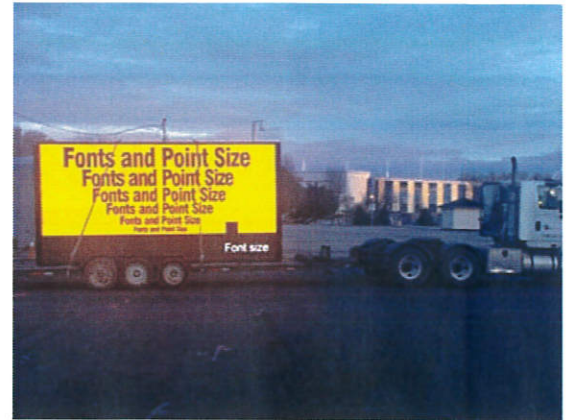
"For me it's not as long of a fade as it could be," Deol admitted.

"For me it's not a problem with these kinds of colours (oranges, blues and blacks) but if it was white, I think it'll still be a problem with a short fade."

But according to Cheng Qian, a senior engineering product manager, who facilitated the demo of the sign, the distance she has from the sign is an advantage.

"The farther away you are the less illumination effect it will have," said Qian.

"Distance is your main protection against illumination and lower nit levels have protection against glare too."



Cieslok Media conducted a sign demonstration at Exhibition Place to show Liberty Village residents the difference between 500 nits, the current light intensity level as established by the City Of Toronto, and 300 nits, the new proposed light intensity level. (April 27, 2015)



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The new signs will also have an optical down-angle LED, which will position the lights to shine towards the street rather than into the sky. The new technology allows for a better image without all the intensity, according to Qian.

"For traditional illuminated signs you have to put a lot of light on them in order to get readability because the contrast is so poor," he said.

"With digital you get much better contrast and much lower brightness levels. So ads actually appear clearer so you don't have to jack the illumination up."

By the end of the demonstration, both Layton and Deol had a better visual understanding of what a 300 nit level looks like, but the true test will be when the signs go up.

"The only reason I entertained these meetings is because I wanted people to get a better understanding of and I think I got a better understanding of it," Layton said.

"How it affects someone 150 meters away at 10:50 at night as they're trying to go to sleep is a different story."

Hilary Caton is a staff reporter with InsideToronto.com. She writes for the Parkdale-Liberty Villager. She can be reached at hcaton@insidetoronto.com . Follow the Parkdale Liberty on [Twitter](#) and [Facebook](#)

May 6, 2016

Jorg Cieslok
President and CEO, Cieslok Media
204 King Street East, #102
Toronto, ON M5A 4L4

Dear Jorg,

On behalf of the Toronto Arts Foundation, I want to thank Cieslok Media for its ongoing support as a Toronto Arts Foundation Media Partner.

Cieslok Media has been a Media Partner of the Toronto Arts Foundation since 2014. In that time, Cieslok Media has provided use of its digital billboards to promote awareness of the Foundation's role in building a Creative City: Block by Block, as well as highlighting the artist recipients of its awards. Thanks to our partnership with Cieslok Media, we have been able to exponentially increase the amount of exposure these artists have in Toronto. You have been responsive to the Foundation's needs and have assisted the Foundation in making the best use of their billboards through copy and design recommendations. Your generous pro bono support and is an immense contribution to our efforts to put a spotlight on artistic excellence in Toronto.

As our partnership has grown, Cieslok Media has become a true supporter of Toronto Arts Foundation, fully understanding its mandate to support artists. Your support of Toronto Arts Foundation expanded to our fundraising efforts by hosting a GivingTuesday event to support us in December 2015. This international day of giving generated \$10,000 in support of Toronto Arts Foundation. Artists also made presentations at this event, which gave Cieslok the opportunity to deepen its understanding of the kind of support it can offer artists. Through the connections made at this event, Cieslok committed to offering Toronto Arts Foundation even more advertising space by recommending the creation of an Artist of the Month feature. This amount of exposure has been a huge boost for the artists that we have featured. It offers them an unprecedented amount of exposure, a sense of validation, and an increased sense of pride in what they do. We have received many thank-you emails, photos and videos of these artists posing with their billboard.

One example of these artists is Mao Correa. Mao is a painter and a recipient of a Toronto Arts Foundation RBC Arts Access Fund. Originally from Colombia, Mao faced many challenges as a newcomer to Canada. This included learning how to talk about and promote his artwork in a new language and a new country. Mao was recently featured as our April Artist of the Month, with a billboard promoting his current exhibit running in Yonge-Dundas Square and at Spadina and Dundas for an entire month. Mao sent us a film of him with his billboard in the square, and sent us the following email:

"I would like to thank you immensely for the opportunity you gave me to be the Toronto Arts Foundation's Artist of the Month in April. The exposure of my artwork at the Dundas Square and Dundas and Spadina billboards have become a milestone in my career as a newcomer artist to Canada."

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In addition to the extensive amount of free ad space that Cieslok Media offers us, your team have been enthusiastic in volunteering for our events and that of our fellow arts organizations, including our upcoming Arts in the Parks initiative that is happening this summer.

Thank you again for all your incredible support. We look forward to continuing our partnership in the years to come.

With our best wishes,

A handwritten signature in black ink that reads "Jennifer Green". The signature is written in a cursive, flowing style.

Jennifer Green
Associate Director
Toronto Arts Foundation



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April 29, 2016

Mr. Jorg Cieslock
President & CEO
Cieslok Media
204 King Street, East
Suite 102
Toronto, Ontario
M5A 1J7

Dear Mr. Cieslock,

I am writing in support of Cieslok Media's proposed digital sign structure at 2 Strachan Avenue (Princes' Gates).

Immunodeficiency Canada is a national registered charity with its offices in Toronto and provides patient support, education and research for a cure for Primary Immunodeficiency. Primary Immunodeficiency occurs when an individual is born with an immune system that is broken or completely missing. This can lead to serious infections, disability and in some cases death. There are more than 250 genetic defects and disorder of the immune system that are recognized by the World Health Organization. On average one in every 1,200 individuals are affected by this disease and early diagnosis and treatment are vital to saving lives. Approximately 29,000 Canadians suffer from Primary Immunodeficiency. Over 70% are undiagnosed.

Cieslok Media plays a meaningful role in bringing the 10 Warning Signs every parent should know to life. Cieslok Media has created eye catching media spots focusing on each of the 10 warning signs and played them throughout World PI Week April 22-29, 2016 on Dundas Square. We received several telephone enquires on the diagnosis and treatment of Primary Immunodeficiency as a result. These individuals may now be getting diagnosed and receiving life saving treatments in thanks to your support.

Immunodeficiency Canada is sincerely appreciative of the role Cieslok Media has played. We are a small organization with a limited budget and Cieslok Media has provided an opportunity that was beyond our reach. We hope that your proposed conversion goes through so that we may reach even more individuals with this powerful message of the 10 Warning Signs through digital media.

Sincerely,

Richard Thompson, CFRE
Chief Executive Officer



Follow Immunodeficiency
Canada on social media!

