

# Why DIGITAL BILLBOARD ADVERTISING?

It's a boldly dramatic way & visually powerful messaging tool that will effectively reach your market audience!

Research shows that the human brain is programmed to notice things that move - like a digital sign.

This means that your ad gets seen, communicated AND remembered more on a digital billboard rather than a static sign.



*This could be YOUR business!*

## Benefits

### WIDE REACH & CONSTANT EXPOSURE

- ✓ Strategically located at the highest traffic intersection in Huron County - with an average of 1,584 cars per hour during peak hours.

### HIGH REACH & FREQUENCY

- ✓ Ads run 24 hours per day, 7 days per week. Client receives a MINIMUM of 3 ads per hour (for each 20 second ad)
  - ✓ One year = 26,208+ times shown per term [\$0.05 per time shown; less than \$3.70 per day]
  - ✓ Six months = 13,104+ times shown per term [\$0.06 per time shown; less than \$4.40 per day]
  - ✓ Three months = 6,552+ times shown per term (\$0.08 per time shown; less than \$5.50 per day)

### ULTIMATE FLEXIBILITY

- ✓ Change your ad once each month (either the 2nd or the 15th of each month) - this means our clients have the ability to advertise what is most important to them at that specific time.

## Advertising Deadlines

- ✓ Changes must be submitted 5-10 days prior to the desired display date to allow proper design timelines.

### AD & PAYMENT TIMELINES

- ✓ Ad content is subject to prior approval by the Exeter BIA. Installation & updates are included. A signed order form & the initial payment are required in advance. Please make cheques payable to the Exeter BIA.

*Ad specifications: 2.75" (h) x 6" (w), full colour, CMYK, 300dpi, in jpeg format.*

## Advertisers with US!

- ✓ Eddington's of Exeter
- ✓ McDonald's
- ✓ Coldwell Banker
- ✓ Fanshawe College
- ✓ Hayter's Turkey Products
- ✓ Godbolt-Ciufo
- ✓ Huron Motor Products
- ✓ Seasonals Garden Decor

# ATTENTION-GRABBING, BRAND-BUILDING DIGITAL ADVERTISEMENTS = GREAT VALUE!

## Ad Rotation Styles

- ✓ Use up to 4 different ads playing for a minimum of 5 seconds each for a total of 20 seconds playing back-to-back.
- ✓ Use up to 4 different ads playing for a minimum of 5 seconds each placed at different spots in the ad sequence for a total of 20 seconds.

**PUT YOUR ADVERTISING  
PLANS IN Motion!**

**Don't have anything to advertise?**

*Sponsor an ad for a local charity or community group!*



## 2015 DIGITAL BILLBOARD ADVERTISING RATES - PAYMENT OPTIONS

1 YEAR	total amount owed	half	quarterly	bi-monthly	monthly
BIA	\$1,350.00	\$678.00 each (x2)	\$340.50 each (x4)	\$228.00 each (x6)	\$115.50 each (x12)
Non-BIA	\$1,500.00	\$753.00 each (x2)	\$378.00 each (x4)	\$253.00 each (x6)	\$128.00 each (x12)
6 MONTHS	total amount owed	half	bi-monthly	monthly	
BIA	\$800.00	\$405.00 each (x2)	\$270.00 each (x3)	\$135.00 each (x6)	
Non-BIA	\$900.00	\$453.00 each (x2)	\$303.00 each (x3)	\$153.00 each (x6)	
3 MONTHS	total amount owed	half	monthly	<b>SIGN UP TODAY!</b> Contact Brittany: 226-423-3028 or brittany@exeterbia.com	
BIA	\$500.00	\$253.00 each (x2)	\$170.00 each (x3)		
Non-BIA	\$575.00	\$290.50 each (x2)	\$195.00 each (x3)		

**Please Note:**

- Payments must be paid in advance via post-dated cheques. If a contract is cancelled, the client is required to pay the difference owing to reach the package prices above.
- There is a small administration fee charged to each payment if not paid in full.

**Exeter Business Improvement Area (BIA)**

483 Main Street South, Exeter, ON p: 226-423-3028 e: brittany@exeterbia.com