

Two-Week POWER PLAY

Having a **SALE** or **SPECIAL EVENT** that you'd like to promote?
The **TWO-WEEK POWER PLAY** is for YOU!

The Two-Week Power Play allows you to **MAXIMIZE YOUR IMPACT** with double the airtime!

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 6 ads per hour (for each 20 second ad).

During the 2-week term, each 20 second ad will play:

**6 x PER HOUR;
144 x PER DAY
= over 2,000 x
in 14 DAYS**

\$200
BIA MEMBERS

\$220
NON-MEMBERS



Advertising Deadlines

- ✓ Rates include the design of up to 4 different ads per 20 second ad sequence.
- ✓ Content must be submitted 5-10 days prior to the desired display date to allow proper design timelines.
- ✓ Ad content is subject to prior approval by the Exeter BIA. Installation & updates are included.
- ✓ Please make cheques payable to the Exeter BIA.

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.
- ✓ OR 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.

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

PUT YOUR ADVERTISING PLANS IN Motion!

Exeter Business Improvement Area (BIA)

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