



DISPLAY ADVERTISING RATE CARD
VANCOUVER SECTOR 1
SURREY SECTOR 1

Zone 1 Banner	Corporate Sponsor
HD-TV Zone	Zone 2 Tower

ZONE DIMENSIONS			
ZONE 1 / BANNER	32" w x 4.5" h	144 sq. inches	
ZONE 2 / TOWER	8" w x 18" h	144 sq. inches	
ZONE 3 / CORPORATE	8" w x 4.5" h	36 sq. inches	

MONTHLY RATES

Any Vancouver or Surrey location	\$79.95/month/location
Any single location	\$59.95/month/location
Any four or more locations	

MEDIA COSTS

Create 'still' advertisement	\$95.00
Modify client artwork	\$75.00
RealDeals Digital Coupon	\$55/month
includes keyword and artwork - three month minimum	
Flash and Video development/editing	quoted separately

- LOCATIONS**
- | | |
|------------------------------|-----------------------------|
| VANCOUVER - Sector 1 | SURREY- Sector 1 |
| Denny's - West Broadway | Boston Pizza - Guildford |
| Denny's - Davie Street | Boston Pizza - Central City |
| Displace Hashery - West 4th. | Boston Pizza - Newton |
| Purple Olive - Thurlow | Boston Pizza - Nordel |
| Boston Pizza - West Broadway | ABC - Newton |
| Malones - Pender | Planet India - 72nd |
| The Cambie - Cambie | Brewsters - King George |
| | Desi Junction - 120th |

We are continually adding new locations and Franchise areas

- * Ads in Banner and Tower Zones run 10 seconds per rotation
- ** Ads in Corporate Zone run 40 seconds per rotation



INTRODUCING
SCAN
Solara360
Captive
Audience
Network

scan

verb \skan\

- : to look at (something) carefully
- : to look over or read (something) quickly

noun \skan\

: Solara360 Captive Audience Network

WE TAKE YOUR ADVERTISING TO YOUR POTENTIAL CUSTOMERS AND PLACE IT WHERE THEY CANNOT MISS IT.

YOUR ADVERTISEMENT WILL APPEAR AN AVERAGE OF 6,700 TIMES PER MONTH ON ALL HIGH-DEFINITION SOLARA360 SCREENS IN ALL THE LOCATIONS YOU CHOOSE!

SERIOUSLY POWERFUL ADVERTISING!

AUDIENCE METRICS

- Average Patron Dwell Time - 60-90 minutes
- Aggregate Viewership - 150,000 'Captive Audience'
- Patron Profile - *Age 18-54, above average education dual income, mobile, more likely to buy 'new' products.

*Nielsen

MARKET ANALYSIS

- Digital Signage has a 47% effectiveness on brand awareness, increasing the average purchase amount by 29.9%.
- Recall rate of Digital Signage is double that of television.
- 89% of patrons say they viewed the screens in locations.

*Nielsen