



ScreenAds Media

Connecting Products To People

MEDIA KIT

ScreenAds Media is a city-wide indoor
Digital signage company providing
Community-based TV advertising that is
Collaborative , effective and affordable

THE STORY

Inspired by the belief that TV Advertising should be affordable to ALL, ScreenAds Media created A community-based advertising Network in Calgary. Since our launch We have been expanding our network of screens to high profile High traffic consumer locations around the Greater Calgary area. Together, these locations provide A powerful medium to target a message to a growing ScreenAds Media Network audience.



THE CONTENT

ScreenAds Media displays high-impact 15 second audio-free TV commercials for:

LOCAL BUSINESSES

NON-PROFIT ORGANIZATIONS

GOVERNMENT AGENCIES

COMMUNITY EVENTS

THE INDUSTRY

People are 5 to 10 times more likely to pay attention To dynamic rich-media content in contrast to the traditional static signs.

72 percent of adults aged 18 plus have seen digital Screen ads in past month, indoor advertising in place based venues had the highest recall rate at 63 percent according to Out-of-Home Marketing Association of Canada.

One Half of Canadian adults claim to take action after seeing digital out-of-Home advertising, with 66% of young adults aged 18-24 responding.

78% of Canadians call it “attention-grabbing” and 71% consider it “interesting to look at”. Almost 1/3 say they would text in response to a digital out-of-Home ad for special events, promotional offers or coupons.



THE PITCH

*Why Advertise on
ScreenAds Media?*

EFFECTIVENESS: dynamic platform for TV advertising that reaches a captive audience

REACH: ability to target large audiences for the best ROI

FREQUENCY: Ideal advertising medium for brand reinforcement and recall

FLEXIBILITY: Immediate and timely campaigns executed to meet market demands

AFFORDABILITY: TV advertising at a cost that fits every budget

THE AUDIENCE

Home to over 1.1 million people, the Calgary Metropolitan area is the 4th largest metropolitan Statistical area (MSA) in Canada. It is also the hub of Canada's energy industry. The central downtown area of Calgary is host to many attractions, a thriving nightlife, and emerging arts scene.

ScreenAds Media locations are strategically identified to reach the thousands of people who live, eat, work, shop, and play in Calgary. Your company's message reaches a growing audience of approximately 350,000 people each month.

THE LOCATIONS

With the support from local businesses, the number of ScreenAds Media locations is growing at a rapid pace. ScreenAds Media screen displays can be seen in popular venues in these categories:

HIGH PROFILE BARS / PUBS

RETAIL

HOTELS


HEALTH & FITNESS

CALGARY DOWNTOWN +15



THE STATS

7,500	Number of times ads shown per advertiser each month (approximate)
350,000	Number of potential clients reached per month (our audience)
30	Number of targeted ScreenAds Media locations
95%	Advertiser renewal rate since launch
10%	Percentage of airtime donated to charity events and organizations
100%	Percentage of network content that is community-supported
5 MINUTES	Average visit duration on www.adlinks.ca
ADLINKS	Our cross marketing call to action coupon website



Digital signage advertising is effective because screens are located where you have captivated audiences and the content displayed is delivered through the internet, making it engaging, timely, helpful and up-to-date.

Choose multiple locations and display the same ad everywhere or show a slightly different version which speaks to each location's unique captivated audience, while still maintaining your overall brand. The possibilities may be endless, but one thing is certain: Your message will stay fresh in the minds of your customers.

"Digital Signage Advertising continues to capture a larger share of the out-of-home market, accounting for 34 percent in 2009, up 13.9 percentage points from 2004. Digital Signage Advertising is forecast to gain another 7.5 points by 2014, expanding to 41.5 percent of the Out Of Home market." - Katy Bachman (Adweek)

Digital Signage Statistics

A research study conducted by OTX, a global consumer research and consulting firm identified several compelling statistical facts that support digital signage as a viable advertising medium.

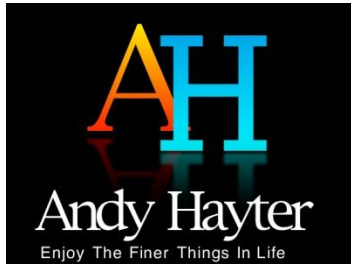
- *63% of adults find that advertising on digital signage "catches their attention."*
- *Consumers consider advertising in this media to be more unique and entertaining.*
- *62% of adults remember seeing digital signage in the past 12 months*
- *On average, people notice digital signage in six different locations during their week thus intercepting attention at various locations.*
- *58% of people find digital signage more unique than traditional advertising.*
- *48% find digital signage entertaining.*
- *44% of people pay attention to digital signage which places them ahead of traditional billboards, Internet, mobile phones, magazines, radio and newspapers.*

Our Digital Signage Network reaches the consumer market in a fresh new way. Your advertising efforts will connect you with people who are on the move and hard to reach otherwise, in venues such as gyms, event centres, restaurants, bars, nightclubs and lounges.

Our Digital Signage Network can target your potential customers, maximize advertising impact, enhance brand value, and build enduring customer relationships.

Cost/efficiency – It's targeted, versatile and effective. Digital Signage has long-lasting impressions and repetition, along with thousands of viewers daily.

THE CLIENTS



Basic Screen Rates

15 second commercial rotated a minimum of six times per hour. Screens operate a minimum of 12 hours per day.

Zone 1	\$149 /Mth	Per Screen
Zone 2	\$79 /Mth	Per Screen
Zone 3	\$79 /Mth	Per Screen

Small Business Advertising Bundle:

15 second commercial rotated a minimum of six times per hour on all ScreenAds Media locations. Approximately 7,500 broadcasts / spots per month and growing. Includes one ad change per month.

Zones	3 Months	6 Months	12 Months
Zone 1	\$1207	\$2146	\$3755
Zone 2/3	\$639	\$1137	\$1990

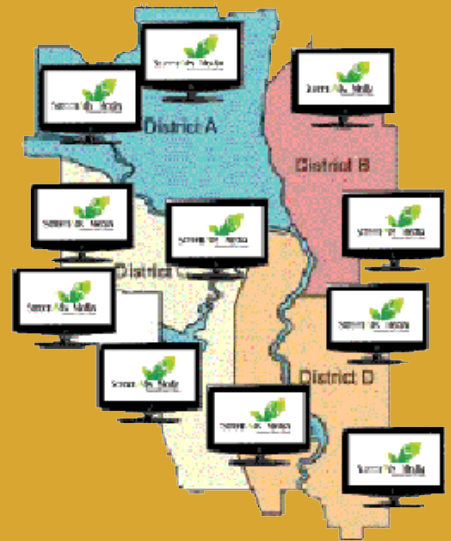
Creative Design Services:

Available on request. Static ads as low as \$49.00 and Full Motion Animation/Video ads as low as \$199.00.

THE RATES

Screen Locations

ScreenAds Media is expanding its screen locations every month. There will be 30 locations completed by 2013 in all quadrants of Calgary as well as Airdrie and Okotoks. Our current viewer audience is 350,000 per month and growing due to our high traffic locations.



AGENCIES

All rates commissionable at 20% to recognized agencies of record.

ADVERTISING SPECS

15 seconds

Zone 1 680 X 768 pixels (720p)

Zone 2&3 680 X 384 pixels (720p)

Video/Motion File Type .wmv



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AD LINKS

Completing the marketing circle

www.screenadsmedia.com