

MEDIAKIT

Region's Harbert Plaza Digital Advertising Fact Guide





Tap into the power of point of sale marketing.

Digital signage can be another great tool in your marketing arsenal. Digital signage can be used as an immediate way to drive traffic to your business. No one can deny the instantaneous and powerful message that digital signage can deliver. Best of all, that message is close to your retail environment. Ads can even be submitted in animation formats, allowing you to bring even more life to your message. You can also easily tailor your message to specific times of day based on your business and the daily traffic pattern near the network. Take a look at our available DIGITALSIGNAGE³ rate structures. And, contact us so we can share costs and strategies for effective use of digital signage.

Visit us at www.digitalsignage3.com for more information.

DIGITAL ADVERTISING

Region's Harbert Plaza Advertising Fact Guide

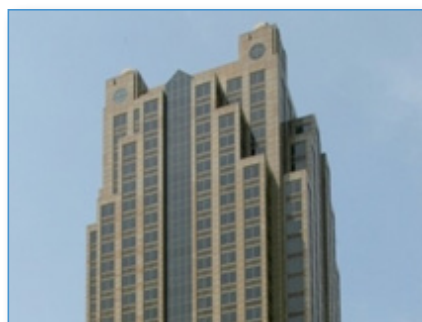


NEED MORE INFO?

mgiardina@digitalsignage3.com
www.digitalsignage3.com
205.999.8781

NETWORK LOCATION

Region's Harbert Plaza
1901 6th Avenue North
Birmingham, AL 35243



ADVERTISING VENUE

2 – 46” LCD high definition displays on 1st Floor Main Lobby
4 – 46” LCD high definition displays on 2nd Floor Food Court

- Region's Harbert Plaza is the tallest building in downtown Birmingham.
- Region's Harbert Plaza has approximately 40,000 people working and living in the central business district.
- Foot traffic on the 1st floor of the Plaza has highly educated professionals and executives in specialty areas such as accounting, banking, law and commercial real estate.
- Viewers on the 2nd floor will be passing and seated in the Food Court and have long-term exposure to your advertisement.



MARKETING DEMOGRAPHICS

Total Population:	528,000+ visitors per year	
Daily Viewers:	2,000+	44,000+ monthly viewers
Ad Duration:	8 sec.	

PRICING

LEVEL	1		2		3	
	Per LCD	Total Network	Per LCD	Total Network	Per LCD	Total Network
# of Impressions per Day*	180	1080	120	720	60	360
# of Impressions per Month*	3,960	23,760	2,640	15,840	1,320	7,920
Price per Month:	\$600		\$400		\$200	

*Based on 30 advertisers

FILE SPECIFICATIONS

Supported File Formats for Region's Harbert Plaza



QUESTIONS?

mgiardina@digitalsignage3.com
www.digitalsignage3.com
205.999.8781

The acceptable content and associated file types that can be uploaded to the Media Library for use in Play Lists include:

IMAGE FILES

.jpg .jpeg .bmp .gif .png

We recommend jpeg images because they have the best compression, are typically the easiest and quickest to open, and look great.

ADOBE FLASH FILES

.swf

Adobe Flash .swf files can bring dramatic movement to your ad with animation. In some cases, we can adapt your still image file to a flash animation.

MEDIA FILES

.mp3 .wmv .avi .mpg .mpeg

When it comes to video, we prefer .avi files encoded with Divx. To learn more about encoding with divx, go to their website: www.divx.com

FILE SIZE

615 X 975 pixels

Digital imagery is sized in pixels. All files must be formatted for vertical presentation.

