

*moving*media Digital Indoor & Outdoor Advertising

# Indoor/Outdoor Coverage



## Advertise Inside 9 Municipal Venues With One Ad Buy!

Display Sizes: 48", 55", & 65" Inches  
16 Dual Display Arrays in Total  
Ad loop: 240-second (4-min)  
Total daily ad frequency: More than 1,800 10-second  
Digital Ads

**PLUS**  
One Outdoor  
Location!

Digital Out-of-Home advertising is proven to be effective and is one of the fastest growing sectors of marketing today!

Movingmedia is proud to operate Peterborough's 1st Indoor Digital Signage Network.

Each of the nine facilities included in this advertising network will have "Side-by-Side" digital display units placed in high traffic areas.

In each of these units the digital screen on the right displays facility specific information relevant to that location, and the screen on the left will display Movingmedia ad messaging that promotes and supports the local business community.



# INDOOR/OUTDOOR DIGITAL ADVERTISING



**MEMORIAL CENTRE**  
2 x's 55" Inch  
Dual Array Units  
Annual Foot Traffic:  
400,000+



**PTBO AIRPORT**  
2 x's 65" Inch  
Dual Array Units  
Annual Foot Traffic:  
100,000+



**KINSMEN CIVIC CENTRE**  
2 x's 55" Inch  
Dual Array Units  
Annual Foot Traffic:  
180,000+



**SHOWPLACE**  
1 x's 55" Inch  
Dual Array Units  
Annual Foot Traffic:  
100,000+



**PTBO SPORT & WELLNESS CENTRE**  
4 x's 65" Inch  
Dual Array Units  
Annual Foot Traffic:  
218,000+



**PTBO TRANSIT**  
1 x's 55" Inch  
Dual Array Units  
Annual Foot Traffic:  
3,160,000+



**CITY HALL**  
1 x's 55" Inch  
Dual Array Units  
Annual Foot Traffic:  
100,000+



**PTBO PUBLIC LIBRARY**  
1 x's 55" Inch  
Dual Array Units  
Annual Foot Traffic:  
120,000+



**EVINRUDE CENTRE - INDOOR**  
2 x's 55" Inch  
Dual Array Units  
Annual Foot Traffic:  
250,000+



**EVINRUDE CENTRE - OUTDOOR**  
911 Monaghan Rd.,  
Peterborough  
Daily Vehicle Traffic:  
18,055

## SPECIAL COMBO RATE

**Campaign Duration: Aug 1 to Oct 31**

**Daily 10-Second Ad Frequency:**

**INDOOR:** 1800+ (Across all screens)

**OUTDOOR:** 700+

**Digital Ad Loop Length:**

**INDOOR:** 240-seconds  
(4 Minutes on all screens within the network)

**OUTDOOR:** up to 240 seconds

**Total Campaign Investment: \$2250**

(equal monthly billing)

### ASK ABOUT OUR OTHER OUTDOOR LOCATIONS:

Lansdowne & Monaghan, Brealey Drive,  
Kawartha TV & Stereo, Ptbo. Memorial Centre,  
Heritage Plaza., Kawartha Heights, Chemong Rd.,  
The Parkway, Downtown Lakefield,  
and Lindsay.

*moving*media  
**DIGITAL Outdoor**

Join the Digital Age! [www.movingmedia.ca](http://www.movingmedia.ca)

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