

*moving*media Digital Indoor & Outdoor Advertising Indoor/Outdoor Coverage



Advertise Inside 7 Municipal Venues With One Ad Buy!

Display Sizes: 48", 55", & 65" Inches

14 Dual Display Arrays in Total

Ad loop: 240-second (4-min)

Total daily ad frequency: More than 1,800 10-second

Digital Ads



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 seven 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 will display facility specific information that is 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+



EVINRUDE CENTRE

2 x's 55" Inch
Dual Array Units
Annual Foot Traffic:
250,000+



KINSMEN ARENA

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



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+



EVINRUDE CENTRE

911 Monaghan Rd.,
Peterborough
Daily Vehicle Traffic:
18,055



PTBO AIRPORT

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



CITY HALL

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

SPECIAL COMBO RATE

Campaign Duration: April 15 to July 15

Daily 10-Second Ad Frequency:

INDOOR: 1800+ (Across all screens)

OUTDOOR: 900+

Digital Ad Loop Length:

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

OUTDOOR: up to 180 seconds

Total Campaign Investment: \$2650

(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

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