



Digital Signage Venue

Digital Signage Solution Information Package

Charlottetown Mall

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Presented by

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Digital Signage Solution Information Package

DIGITAL SIGNAGE VENUE LOCATION: CHARLOTTETOWN MALL

When it comes to the future of messaging, all signs point to change. In the case of digital signage, the change is nothing short of revolutionary.

SpectraMedia operates a unique marketing venue that utilizes our Digital Signage Network technology. Located in the Charlottetown Mall, Charlottetown, PEI this venue has been strategically placed in the hub of activity and traffic flow. On average 100,000 plus people every 4 weeks visit and make use of the services located at PEI's largest shopping centre.

Your advertising will be displayed on the FULL SCREEN, not shared with any other advertiser, utilizing Two 50" 16x9 flat panel TV screens. The screens are located within the Charlottetown Mall on the central clock tower with one screen facing the mall's main entrance and the other facing the Zellers checkouts.

Although our system runs 24/7, for the 4 week, 24 week and 52 week packages you are quoted on 960 ads which occur during regular business hours. So we don't even take into consideration the additional advertisements viewed during the Charlottetown Mall's seasonal Sunday shopping and after hours walking traffic.

Our DSS advertising network allows your business to:

- Display TV ads (great for making additional use of production investments)
- Post a live website feed.
- Display animated or still graphic messages seamlessly.
- Broadcast music, radio ads, and other audio.
- Update your ad live from any computer to broadcast up to the minute information on events, deals, meals, and more.



Choose Charlottetown Mall as Your DOOH Location

Compared to other digital out of home advertising options, shopping center dwell times are generally higher with greater volumes and audiences can skew longer. These screens are centrally located within the mall just inside the main entrance, on the mall's directory board.

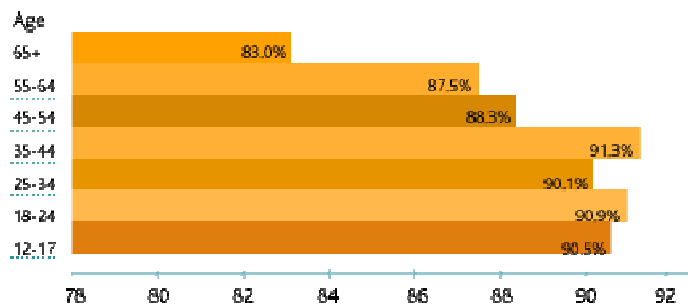
Shopping Centers provide an ideal environment to reach families and youth with action oriented programs and messaging. Categories such as *automotive, financial, food and beverage, gaming & entertainment* are all great advertising opportunities.

General Mall Statistics

Men	55%
Women	45%
Age 18-24	21%
Age 25-34	22%
Age 35-44	18%
Age 45-54	15%
Age 55-64	12%
Age 65+	12%
Loop Length	20 minutes
Slot Length	15,30,60 sec

90% of the population
has visited a shopping mall in the past 4 weeks

% of population coverage by age breakdown



Source: PMB 2008-12+ Canada

Charlottetown Mall Demographics

2006 CENSUS	0-10 minute drive	0-20 minute drive
Total Population	56,750	109,485
Average Age	39.6	39.7
Total Households	22,680	43,090
Average Household Size	2.5	2.5
Households with Children	13,939	26,146
Average Household Income	\$59,603	\$56,422
Disposable Income per Household	\$38,726	\$37,868

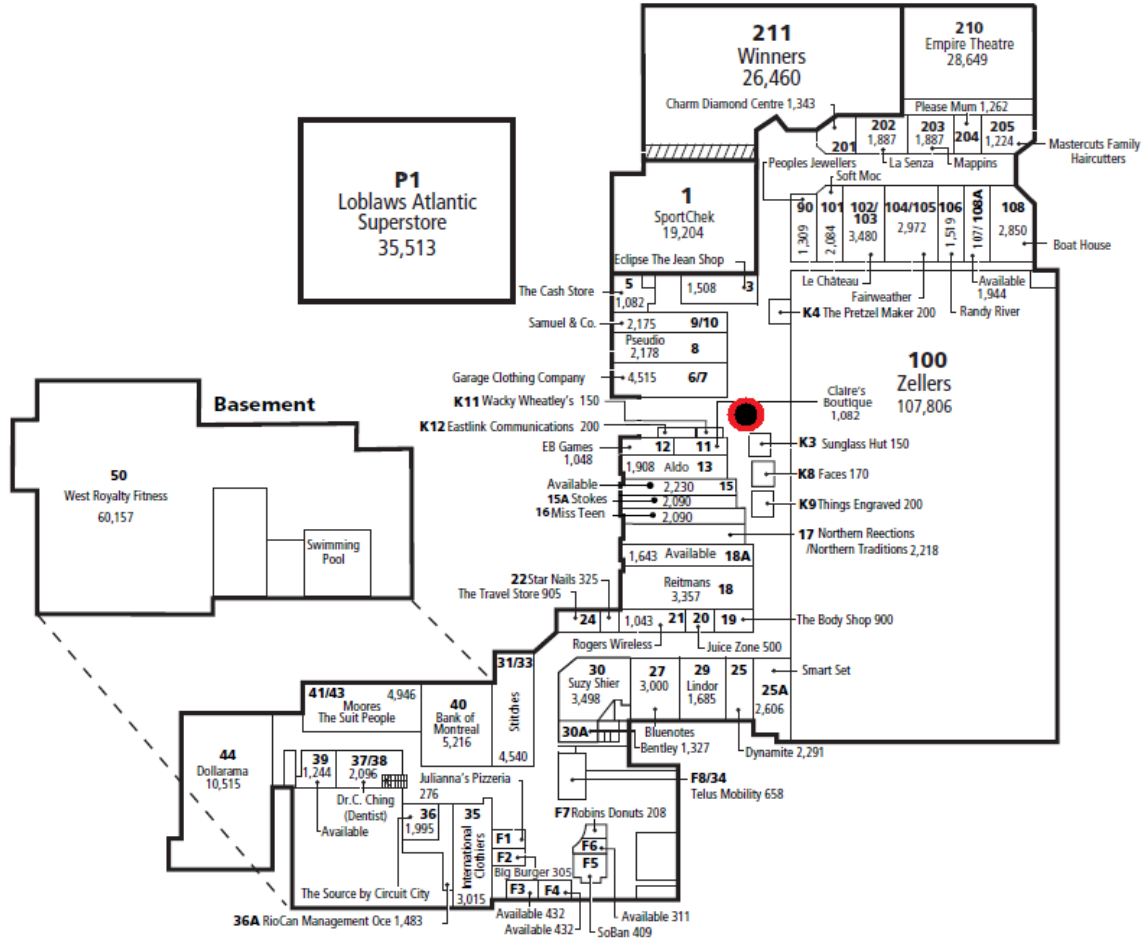
PROJECTIONS (2012)	0-10 minute drive	0-20 minute drive
Total Population	60,539	115,347
Average Age	39.6	39.8
Total Households	24,258	45,552
Average Household Size	2.5	2.5
Households with Children	15,632	29,309
Average Household Income	\$56,467	\$54,738
Disposable Income per Household	\$35,195	\$34,505

Malls Offer an Excellent Marketing Opportunity

- The most visited environment by the population after home and office.
- Consumers spend an average of 72.6 minutes per visit (ISCS 2006).
- All age groups are represented.
- Consumers with above-average household income.
- Consistently high traffic flow all year round.
- Consumers looking for information and are ready to buy.
- More than 90% of the Canadian population has visited a shopping centre within the last 4 weeks (PMB 2008).

An Overview of the Charlottetown Mall

Digital Signage System Highlighted in Red



CHARLOTTETOWN MALL IN BRIEF

Number of visits per month: 100,000 (low season)
300,000 (high season)

Average household income : \$59,603

Average Age : 39.6

OTHER FEATURES:

- Excellent mix of national retailers
- Prince Edward Island's only regional mall
- Prince Edward Island's largest mall (with 389,600 ft² of space and 63 stores)
- Tourist traffic increases Island population to over one million people per year

MAJOR TENANTS

Empire Theatre
Loblaws Atlantic Superstore
SportChek
West Royalty Fitness
Winners
Zellers

Digital Signage System Rates

Contract Options

Per Ad:

- \$25 Admin fee + 33¢ per 15 sec. ad
- \$25 Admin fee + 62¢ per 30 sec. ad

EXTENDED CONTRACT OPTIONS

4 Week Packages

- \$249 per four weeks – 15 sec. ad x 960 times
- \$475 per four weeks – 30 sec. ad x 960 times
- \$895 per four weeks – 60 sec. ad x 960 times

24 Week Packages (16% savings)

- \$209 per four weeks – 15 sec. ad x 960 times
- \$399 per four weeks – 30 sec. ad x 960 times
- \$751 per four weeks – 60 sec. ad x 960 times

52 Week Packages (25% savings)

- \$186 per four weeks – 15 sec. ad x 960 times
- \$356 per four weeks – 30 sec. ad x 960 times
- \$671 per four weeks – 60 sec. ad x 960 times

Advertising Rates include the following:

- 15 second ad = 30 minute complementary ad development time
- 30 second ad = 1 hour complementary ad development time
- 60 second ad = 2 hour complementary ad development time



Digital Signage System Rates

FULL YEAR SPONSORSHIP ADVERTISING PACKAGES

GOLD (50% savings) [25% of total airtime]

- \$2,375 per four weeks – 10 x 30 sec. ads x 960 times.
- Display time exclusivity – top THREE competitors will not be able to advertise)
- Plus equal share of any unutilized air time

SILVER (40% savings) [12.5% of total airtime]

- \$1,425 per four weeks – 5 x 30 sec. ads x 960 times.
- Display time exclusivity – top TWO competitors will not be able to advertise).
- Plus equal share of any unutilized air time.

BRONZE (30% savings) [5% of total airtime]

- \$665 per four weeks – 2 x 30 sec. ads x 960 times.
- Display time exclusivity – top ONE competitor will not be able to advertise).
- Plus equal share of any unutilized air time.

PRODUCTION CREDIT OPTIONS:

- Purchase between \$1,500 and \$3,500 get a 25% *production credit**.
 - Purchase over \$3,500 get a 40% *production credit**.
- * *May be used as credit towards any SpectraMedia provided services.*

PRODUCTION RATES:

- Graphic Design \$60 per hour
- Online website integration \$70 per hour
- Animation \$70 per hour
- Video Production \$80 per hour

Advertising Rates include the following:

- 15 second ad = 30 minute complementary ad development time
- 30 second ad = 1 hour complementary ad development time
- 60 second ad = 2 hour complementary ad development time



For more information, call Chad at 367-3687 or visit www.spectramedia.ca

multi, **as** media gets

