

2020 MEDIA BUYERS GUIDE

Featuring:
CAPTURE TV

(780) 426 - 2554
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captiveoutdoor.com

DIGITAL SIGNAGE IS GROWING AND IT'S GROWING FOR A REASON, BECAUSE IT'S ABSOLUTELY EFFECTIVE!

70% of residents aged 12 or older have seen digital signage in the last month

52% recall seeing one or more locations displaying digital signage in the past week

50% of business owners surveyed planned to increase digital signage budgets

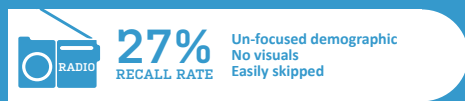
22% of business reporting not using digital signage down from 35%

47% of those who have seen digital signage in the past 30 days specifically recall the ad



1 in 5 who have seen digital signage have made an unplanned purchase after seeing the featured item

DIGITAL SIGNAGE VS TRADITIONAL MEDIA



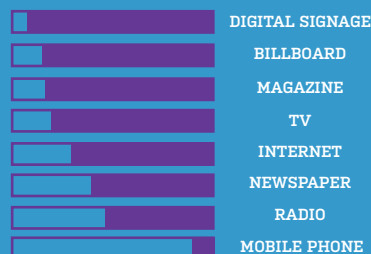
DIGITAL SIGNAGE

VS **52%** RECALL RATE

Focused demographic
Visually captivating
Long exposure time
Inexpensive
Easily updatable
Customisable
Full Colour

Percentage of people who report that advertising on the media

DRAWS ATTENTION



IS UNIQUE



47.7% of people find digital signage effective for brand awareness

29.5% of people find it influential for purchase of a product

32.8% of people find it influential for repeat purchases

JOIN OUR DIGITAL SIGNAGE NETWORK

8 MINUTE LOOPS

18+ HOURS PER/MONTH

\$225-\$333

PER/MONTH PER LOCATION

INDUSTRY SEPCIFIC EXCLUSIVITY AVAILABLE

30 SECOND VIDEO ADS

10 PLAYS PER/HOUR

90,000 - 110,000 PEOPLE WATCHING YOUR ADVERTISEMENT WHILE WAITING IN LINE

**GET STARTED IN THE DIGITAL MARKET PLACE TODAY
CALL 780.426.2554**

captiveoutdoor.com

METHOD REACH

Although our locations are not COMB audited, they are highly trafficked and easy to measure CPM. Based on the fact that these public offices are granted only when populations are enough to support them, we have established the following location traffic numbers to help with the circulation analysis on your end.

Generally every person will bring another .5 people (in tow) so it is determined we have a reach of at least 150,000 connected viewers per year inside any of our locations.

Our method (approach) is more valuable and our reach is more valuable and timely with the audiences more so than other modes of outdoor exposure methods like billboards, or radio. Our digital displays are directly in front of the patrons of these facilities during all working hours of the year. *All Albertans use Alberta Registry Offices.*

EDMONTON LOCATIONS

Northtown Registry
15359 - 97 Street NW

Millwoods Registry
100-6203 28 Avenue NW

West-End Registry
10011 - 170 Street NW

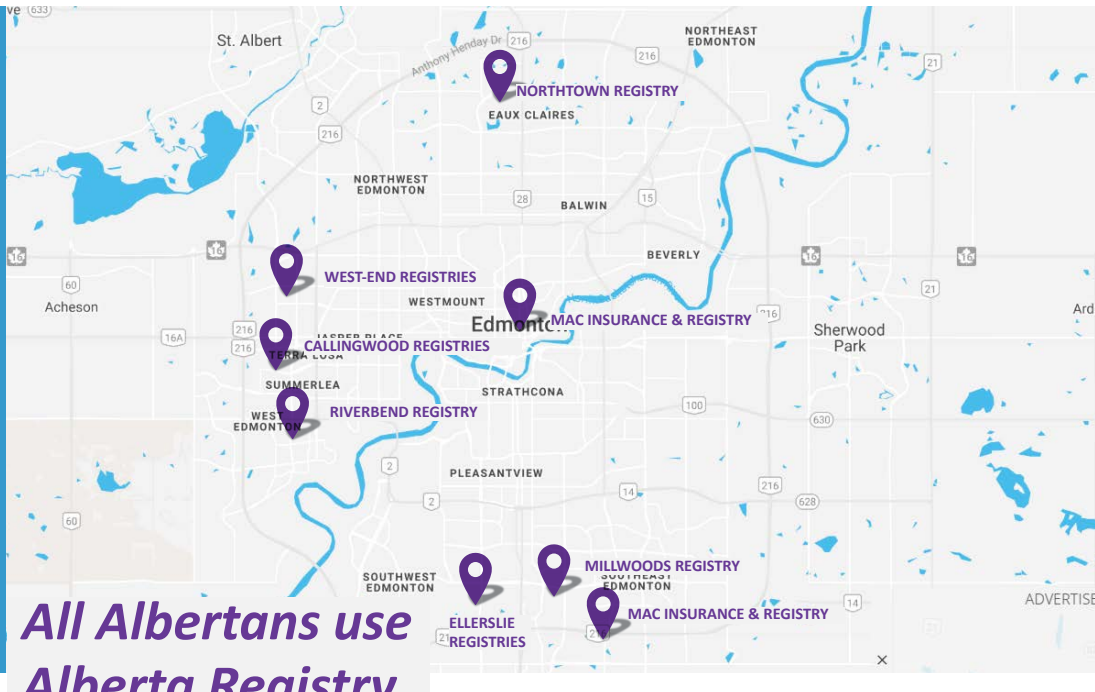
Callingwood Registry
230, 6655 - 178 Street NW

Riverbend Registry
201-596 Riverbend Sq NW

Ellerslie Registries
971 James Mowatt Trail SW

MAC Insurance & Registry – Downtown
10219 106 St NW

MAC Insurance & Registry – Stony Plain
5053 Ellerslie Rd SW



*All Albertans use
Alberta Registry
Offices*

CALGARY LOCATIONS

Beddington Registry Services
8290 Centre St NE

Calgary Registry Services
5149 Country Hills Blvd NW

New Urban Registry
1138 10 Ave SW

Macleod Trail Registry
4660 Macleod Trail SW

Northwest Registry
12030 Symons Valley Rd, NW

The Registry Depot
4-, 3012 17 Ave SE

Provincial Registry Service Centre
2333 18 Ave NE Bay 4

Marda Loop Registry
2106 33 Ave SW

Chinook Registry
4660 Macleod Trail SW

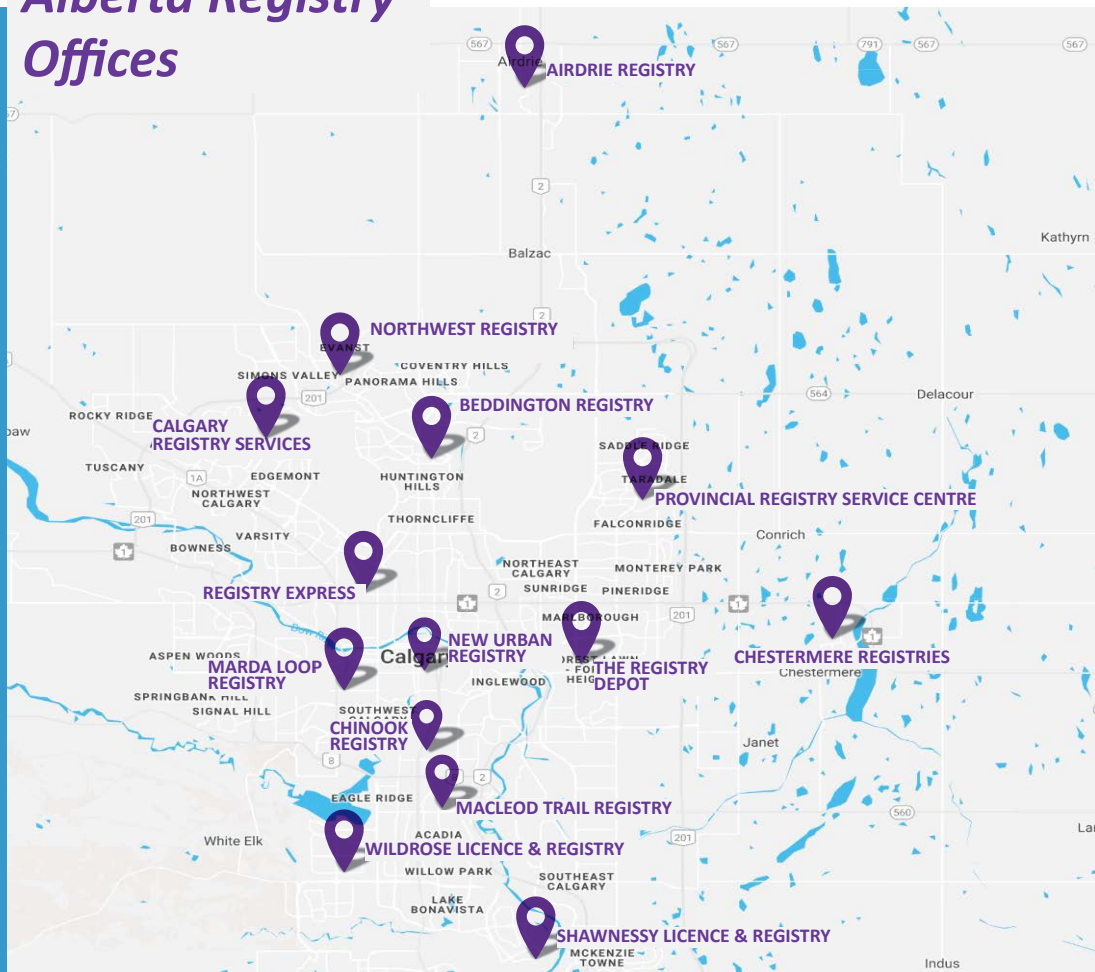
Wild Rose Licence & Registry
27-2580 Southland Dr SW

Shawnessy Licence & Registry
250 Shawville Blvd SE

Registry Express
1632 14 Ave NW

Chestermere Registry
100 Marina Dr #402

Airdrie Registry
128 Edmonton Trail NE



HOW OUR PRICING WORKS:

ONE 8 MINUTE LOOP PER LOCATION

30 SECOND SPOTS

ONLY 16 AD SPOTS AVAILABLE PER LOOP!

CHOOSE YOUR AD DETAILS BELOW



1.

Choose the term length that suits your Ad campaign.
3 month, 6 month, 12 month.

CAMPAIGN TERM

3 MONTH

\$999

6 MONTH

\$1,699

12 MONTH

\$2,699

We recommend at least a one year term to give your advertising a fair test.

+



2.

Select one, or multiple locations, where you want your Ad to play across Edmonton and/or Calgary, AB.

LOCATIONS

EDMONTON

8 Locations & GROWING!

CALGARY

14 Locations & GROWING!

+



3.

Choose either a billboard or video Ad. *Let us help you stand out, get noticed, grow your business and find new customers.*

PRODUCTION

BILLBOARD

\$299 ^{+ Tax}

1 original design

1 revisions

VIDEO

\$699 ^{+Tax}

1 original design

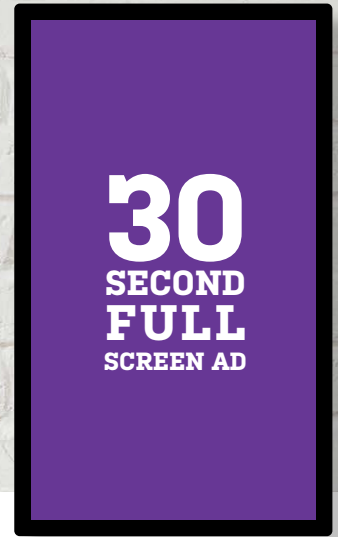
3 transitions

1 revisions



50% OFF One year terms for NEW ad subscribers!

Book more than **6 locations** on any one campaign and receive **15% off** your air-time!



For content created by Captive Media

On average, 2 weeks are required to approve, create and distribute a spot. Please ensure that all deadlines and production specs are met.

Create Your Own - Video Layout

The High Definition format that our system target is, 29.97 FPS in the following formats:

Portrait (FULL SCREEN) 720x1280, 9:16 Aspect Ratio

Portrait (HALF SCREEN) 768x340, 2.26:1 Aspect Ratio

Some locations offer:

Landscape (FULL SCREEN) 1280x720, 16:9 Aspect Ratio

In order to make sure that all text is displayed on the screen, please remember that all video displays have some over scan, and that the text and all relevant graphics should be placed within the “viewable safe area”, approximately 90% of the width and height of the frame. If content is outside of this area, it may not be seen when displayed. Therefore, all graphics and text that must be displayed should not be placed outside the safe area.

Up Conversion / Aspect ratio conversion from SD

An up-conersion service is available, however spots submitted for up conversion must be of very high quality and will be subject to quality inspection. Despite all possible care being taken, the reformatting process will soften the image somewhat.

ASPECT RATIO Files submitted with aspect ratios other than 16x9 format for the lobby show, (Example: 1.33:1 or 1.85.1 aspect ratio) will be pillarboxed for presentation on screen.

To avoid pillarboxing, please provide artwork to fit our specs, listed below by creative deadline.

For production spec questions, contact Captive Outdoor Media: info@captiveoutdoor.com

Audio

No audio is available on the Captive Network

Video Layout Specifications

PORTRAIT FULL SCREEN AD

9:16 Aspect Ratio
768x1360px

You may also submit:
720x1280px or
1080x1920px

 Creative Safe Margin
Approx 60-80px



PORTRAIT HALF SCREEN AD


2.26:1 Aspect Ratio
768x340px

 Creative Safe Margin
Approx 60px



LANDSCAPE FULL SCREEN AD

16:9 Aspect Ratio
1360x768px

 Creative Safe Margin
Approx 60-80px

For Electronic Submission and Hard Submissions, please contact Captive Outdoor Media at info@captiveoutdoor.com

Advertising Sales Agreement w/ _____ on _____, 20____
Client or Agency

Terms of Service

_____ has purchased advertising space at one or more of the available Captive Outdoor Media Screen locations.

Services shall commence on _____, 20____ and shall continue through to business close of _____, 20____

These agreement prices will not fluctuate during the course of your term. All payments are non-refundable and made in advance of work commencement or commercial play.

The Ad Service will not permit any offensive materials or unprofessional advertising to be placed on our screens. This is to protect and ensure the success and quality of the advertising we present and to protect the reputations of our Host locations.

Any unforeseen service interruptions during term commitment will extend the service commitment by the length of the outage reported.

Client permits Ad Service to allow use of ad material for portfolio or promotional purposes.

Video Ad Production

The Client must confirm that their ad imagery and content is correct and acceptable prior to providing files for production and/or prior to advertising service commencement.

- **Copy:** All copy that will be used in the initial drafts for production services must be provided in a digital format (e-mail or text document). FINAL copy, spelling and grammar are entirely the responsibility/duty of the client.
- **Images:** All materials that will be used in the advertisement must be the copyright of the client. Rendered advertisement video file will become the property of the client upon full payment being received. We **will not accept** any images provided by the client that are not the legal right of the client to use.

All video materials must be provided for production at least 10 business days prior to Ad Service commencement.

The Client can make changes to their advertisement at any time after the service commencement for a fee of \$125/hr, with a minimum 1 hour charge.

Service Completion

Captive Outdoor Media shall have fulfilled its obligations when any one of the following first occurs:

- Captive Outdoor Media accomplishes the Ad Service activities described within this service agreement.
- Client accepts such activities as complete once this term has elapsed and makes no unreasonable objections re: these services.
- Client advertising is posted on display in prescribed Screens for the term and full payment has been received.

IN WITNESS WHEREOF, the parties hereto have caused this service agreement to be effective as of the day, month and year first written above.

By: _____ By: Captive Outdoor Media

Signed: _____ Signed: _____

Pricing

90,000 – 110,000 visitors per year	Rate 3 Month - \$999 (\$11.90 Per Day)	Rate 6 Month - \$1,699 (\$9.45 Per Day)	Rate 1 Year - \$2,699 (\$7.40 Per Day)
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Ad Type	Design Level:	Ad Production Details:	Starting From:
Billboard	Simple	<ul style="list-style-type: none"> static image, no video content to include: contact details, logo, supporting graphics/images. logo to be provided by client 	\$299*
Video	Premium	<ul style="list-style-type: none"> heavier animation, eye grabbing variable screens of text (200 characters max for ad) 1 screen of logo / phone number logo to be provided by client 	\$699*

***Payment is made up front prior to ad commencement or production services as required.** Any additional balance incurred that is unpaid 30 days after the date of invoicing will be subject to a late payment charge of 2% per month compounded monthly until paid in full. Overdue accounts are subject to cancellation of service. An administration fee of \$55 will be levied if your cheque is returned.

Location Selection

	Location	Term Length (months)	Total Cost	Initial
EDMONTON	Millwoods Registry			
	Northtown Registry			
	West-End Registry			
	Callingwood Registry			
	Ellerslie Registry			
	Riverbend Registry			
	MAC Insurance & Registry – Downtown			
	MAC Insurance & Registry – Stony Plain			
CALGARY	Beddington Registry Services			
	Calgary Registry Services			
	New Urban Registry			
	Macleod Trail Registry			
	Northwest Registry			
	The Registry Depot			
	Provincial Registry Service Centre			
	Marda Loop Registry			
	Chinook Registry			
	Wild Rose Licence & Registry			
	Shawnessy Licence & Registry			
	Registry Express			
	Chestermere Registry			
	Airdrie Registry			

Notes:

Payment Method

Payment Method:	Mailing Address / Email:
<input type="checkbox"/> Cash / Money Order <input type="checkbox"/> Cheque	

Client Check List

Client must provide materials to produce client advertising. Please review these items and check once completed:

- Have you sent us your Logo? (Any of these formats will be fine; vector, .png, .ai, .eps.)
- Have you sent us your draft copy and ad messaging? (Word or email text format is preferred)
- Have you sent us your supporting graphics (EPS, AI) or HQ images (JPEG, TIFF, PNG: >300DPI)?
- Have you sent us your services payment? (We accept, cheque, money order, visa and master card)