



DV001 and DV002

# 365 North Front Street, Belleville Ontario

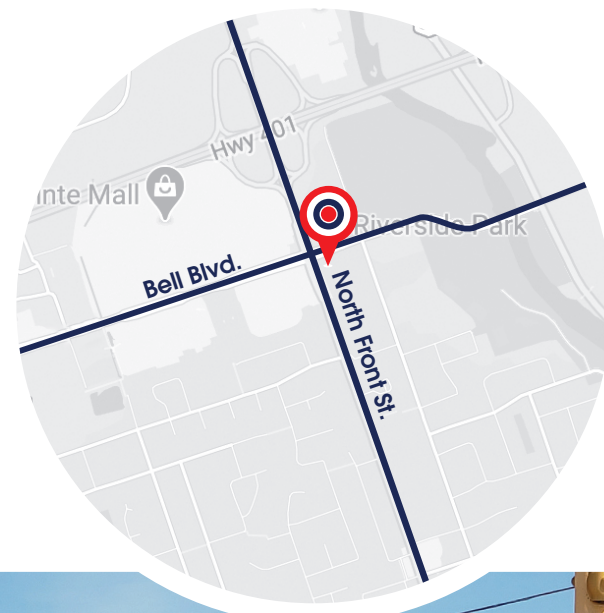
Latitude: 44° 11' 17.22"N Longitude: 77° 23' 45.70"W

Facing: North and South

Size: 10'H x 20'W Digital

Production Material: Digital Image

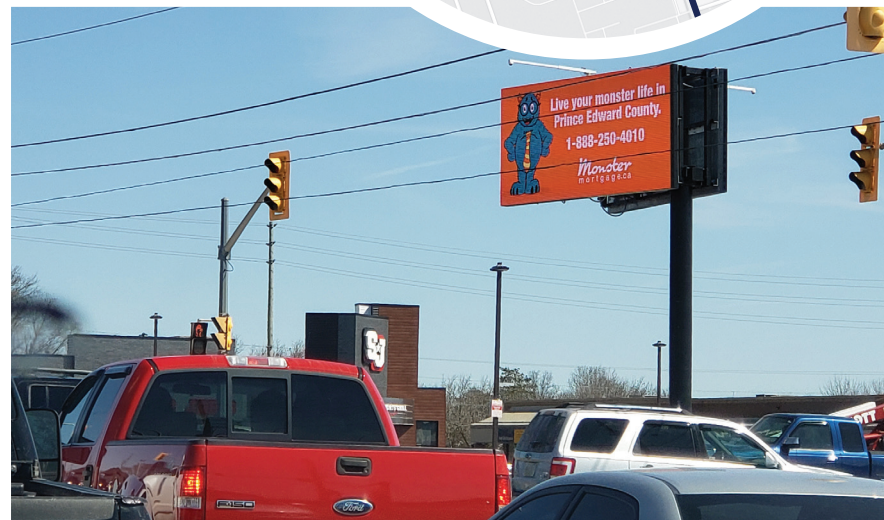
Illuminated: Yes



DB001 & DB002 are 10'x20 Digital Posters located at the southeast corner on North Front & Bell Boulevard in Belleville Ontario. This is Bellevilles busiest corner and en route to the Quinte Mall, Shorelines Casino, Canadian Tire and many more major shopping, banking and restaurant locations.



Location # DB001 Facing North  
Visual impressions per day = 37,000  
(factored vehicles & occupants)



Location # DB002 Facing South  
Visual impressions per day 17,000  
(factored vehicles & occupants)

**Over 1.5 million visual impressions per month (factored vehicles and occupants)**



## INCLUDED

- ONE DIGITAL CREATIVE COPY CHANGE BI-WEEKLY
- BENEFIT OF APPEARING IN BOTH DIRECTIONS, ADVERTISING MESSAGE DISPLAYED 10 SECONDS EVERY MINUTE.

## DEADLINES

### 1 MONTH

#### Booking Deadline

7-days prior to first of the month.

#### Creative Sign Off

48hrs. prior to the first of the month.

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**Delivering to  
over 1,500,000  
viewers per month  
and growing  
COMMB verified.**

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### Operation of sign shall be as follows:

- Maximum of 12 advertisers combined on the 2 sides of this sign per month
- 6 advertisers shall have 10 seconds each on the North Face for 1 minute
- 6 different advertisers shall have 10 seconds each on the South Face for 1 minute
- Upon completion of the 1 minute, the 6 North Face advertisers shall be transferred to the South Face and Vice Versa

## CONTENT REQUIREMENTS

Content resolution must be

W 600 pixels x H 280 pixels

Aspect Ratio: 2.14 : 1

### Image types supported:

RGB Colour Profile (not CMYK)

- PNG
- JPEG





# DIGITAL OUTDOOR

Strategically placed in high-traffic areas, providing excellent visibility with rich, high-resolution images, Digital Billboards are an effective way to reach pedestrians and drivers alike.



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## **CONTACT US**

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