



DB003 and DB004

# 195 Henry St Brantford, ON N3S 5C9

Latitude: 43° 9' 19.11" N Longitude: 80° 14' 24.58" W

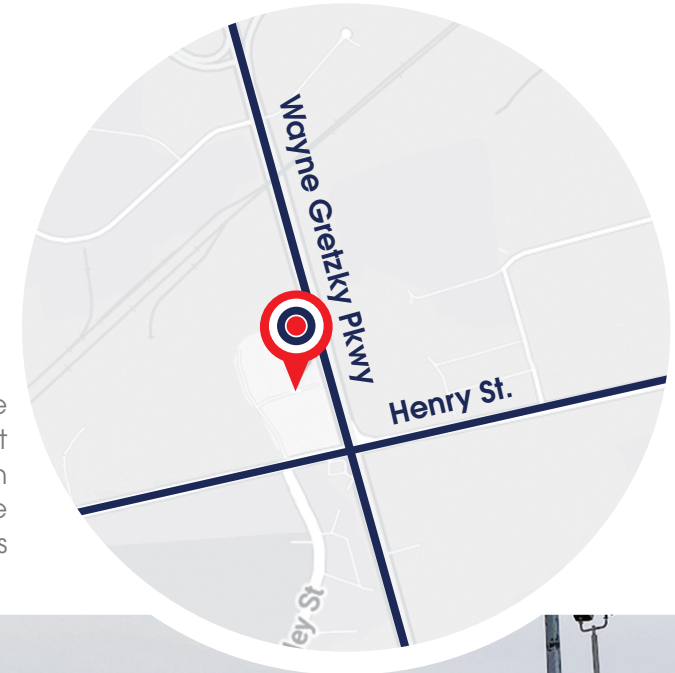
Facing: North and South

Size: 10'H x 35'W Digital

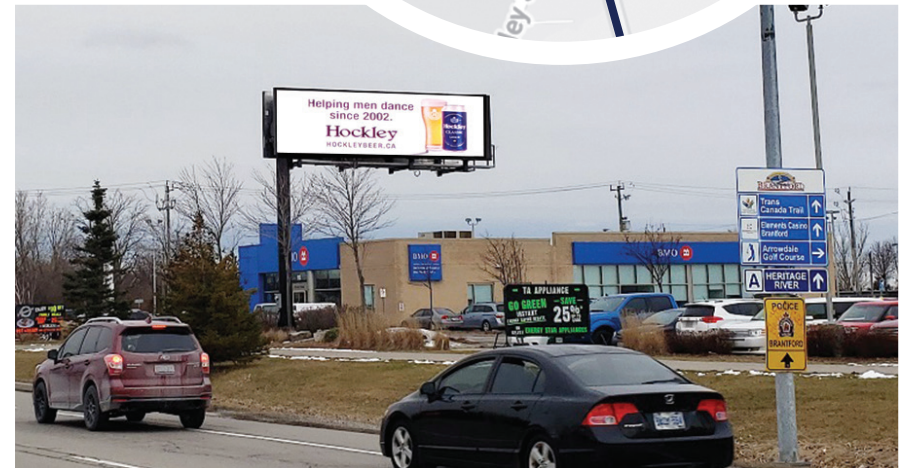
Production Material: Digital Image

Illuminated: Yes

10' x 35' Digital LED Billboards located at 195 Henry Street with the signs fronting on the famous Wayne Gretzky Parkway. Located right off Highway 403, the billboard is situated at Brantford's busiest intersection, attracting attention from traffic en-route to the downtown core. The sign will have a maximum of 12 advertisers on the sign. Each advertiser will be rotated between either the North face for 10 seconds or the South face for 10 seconds each minute. In total, there is an average monthly impression rate of over 1.4 million.



Location #DB003 Facing North  
COMMB Average Daily Circulation 25,500  
(factored vehicles & occupants)



Location # DB004 Facing South  
COMMB Average Daily Circulation 35,000  
(factored vehicles & occupants)

**Over 1.4 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 1,400,000  
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 1056 pixels x H 288 pixels

Aspect Ratio: 3.67 : 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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1,400,000 viewers  
per month and growing  
COMMB Verified.**

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## **CONTACT US**

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