



DL011 and DL012

1673 Richmond St London, ON

Facing: North and South

Size: 10'H x 35'W Digital

Production Material: Digital Image

Illuminated: Yes

DL011 & DL012 are 10'x35' Digital billboards located at the south west corner of Richmond Street West and Fanshawe Park Road West, London ON.

Situated at the doorstep of London and facing prominent landmarks such as Masonville Mall, movie theatres, quick-service restaurants (QSRs), gas stations, grocery stores, prime shopping outlets, favorite restaurants, schools, and the bus station, this prime advertising space guarantees high visibility and engagement.



Location # DL011 Facing North
Visual impressions per day = 75,000
(factored vehicles & occupants)



Location # DL012 Facing South
Visual impressions per day = 75,000
(factored vehicles & occupants)

**Over 2.25 million visual impressions per month
(factored vehicles and occupants)**

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.

**Delivering to over
2.25 million viewers
per month and growing
COMMB verified**

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



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.

CONTENT REQUIREMENTS

Content resolution must be
W 990 pixels x H 270 pixels
Aspect Ratio: 3.67 : 1

Image types supported:

RGB Colour Profile (not CMYK)

- PNG
- JPEG





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