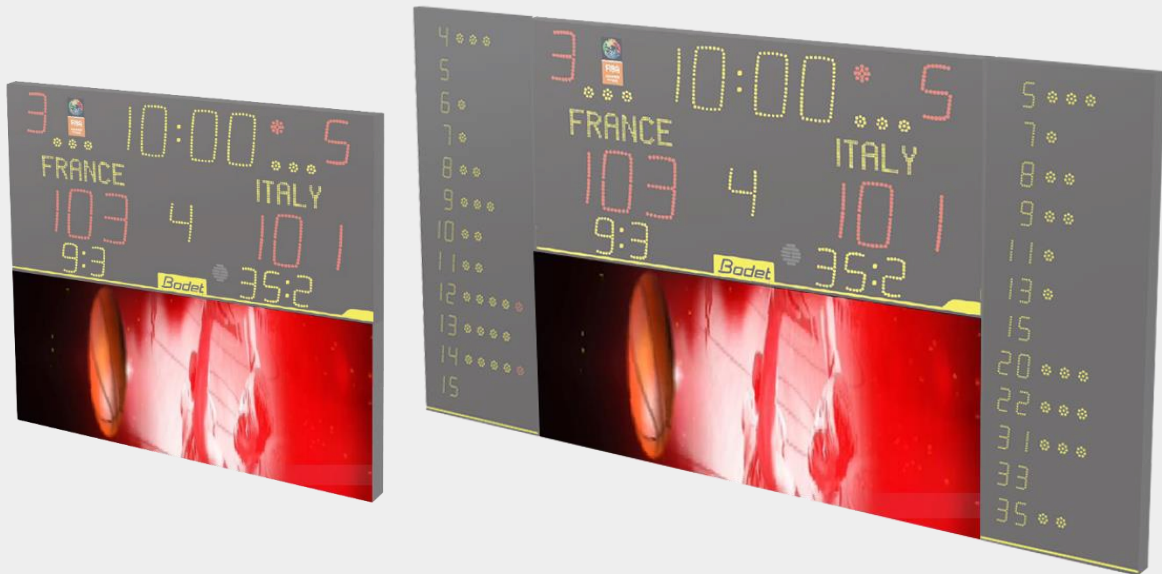


Scoreboard Video Expansion Module

Reinvent the way you display advertising in your venue.



- + Can integrate into scoreboard to create focal point.
- + Creates a modern feel to the venue.
- + Create a revenue stream for the facility.
- + Change advertising from year to year without signwriting costs.
- + Create movement and interest with animated advertising.
- + Have long term advertising partners, and short-term promotions.
- + Supplied complete with software to create playlist of advertisements.
- + Load onto a USB and play!



VIDEO ADVERTISING

Return on Investment

- 30 sponsors running a \$500 advertisement for a year.
- Each ad lasts 10 seconds on screen, giving 6 ads per minute = 360 x 10 second ads an hour.
- For the sponsor, this is 12 x 10 second spots every hour, and mounted directly under the scoreboard where people look as opposed to a randomly positioned static sign.
- If you were open from 9 am to 9 pm, each sponsor would pop up 144 times per day.
- For the venue, 30 sponsors x \$500 is \$15,000 in advertising revenue per board, per year. This pays the cost of the module off in less than a year, and creates a future revenue stream.

Create the flexibility to run short term promotions. For example:

- A local real estate company is doing a pre-auction campaign for a month.
- Promote an upcoming school open day for a few weeks
- Promote an end of year sale for a car dealer
- Show a McDonalds campaign for a month on a special product or deal.
- Promote a local council activity. Ie: NYE celebration



VIDEO ADVERTISING