



DIGITAL SIGNAGE SOLUTIONS



DSS

CHARLOTTETOWN MALL
ADVERTISING
INFORMATION



When it comes to the
future of messaging
all signs point to change.

In the case of
digital signage
the change is nothing short
of **revolutionary**.



SpectraMedia.ca

SMDSS is a division of the Spectra Media Communication Group Inc.
2nd Floor, 224 Queen Street, Charlottetown, PE, Canada, C1A 4B6

Ph: (902) 367-3571, Fax: (902) 367-3690, Email: info@spectramedia.ca



DIGITAL SIGNAGE SOLUTIONS

Spectra Media operates a unique marketing venue that utilizes our Digital Signage Network technology. This venue has been strategically placed in the hub of activity and traffic flow of the **Charlottetown Mall, Charlottetown, PEI**. On average **100,000 plus people every 4 weeks** visit and make use of the services located at **PEI'S LARGEST SHOPPING CENTRE**.

Your advertising can be displayed on the **FULL SCREEN**, not shared with any other advertiser, utilizing two 50" 16x9 flat panel TV screens. The screens are located within the Charlottetown Mall on the central clock tower with one screen facing the mall's main entrance and the other facing the Zellers checkouts.

Although our system runs 24/7, for the 4 week, 24 week and 52 week packages you are quoted on 600 ads which occur during regular business hours. So we don't even take into consideration the additional advertisements viewed during the Charlottetown Mall's seasonal Sunday shopping and after-hours walking traffic.

Our DSS advertising network allows your business to:

- Display TV ads (great for making additional use of production investments)
- Display animated or still graphic messages seamlessly
- Broadcast music, radio ads, and other audio
- Options to update your ad in real-time from any computer to broadcast up to the minute information on events, deals, meals, and more
- Track advertising with proof-of-play campaign reports (*upon request*)



CHARLOTTETOWN MALL
CLOCK TOWER LOCATION

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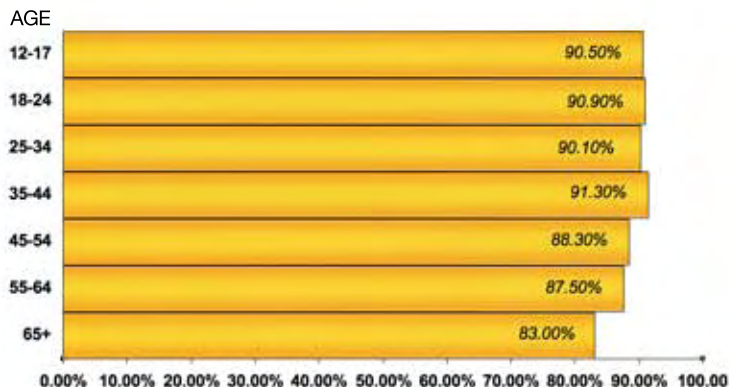
Choose Charlottetown Mall for your DIGITAL OUT OF HOME Advertising Location

Compared to other **digital out of home** advertising options, shopping center dwell times are generally higher with greater volumes and longer audiences skew times. These screens are centrally located within the mall just inside the main entrance, on the mall's clock tower.

Shopping Centers provide an ideal environment to reach families and youth with action oriented programs and messaging. Categories such as automotive, financial, food and beverage, gaming & entertainment are all great advertising opportunities.

90 % of the population
has visited a shopping mall in the past 4 weeks

% of population coverage by age breakdown



SOURCE: PMP 2008 12+ CANADA

Mall Statistics

Men 55%
Women 45%

Age 18-24 21%
Age 25-34 22%
Age 35-44 18%
Age 45-54 15%
Age 55-64 12%
Age 65+ 12%

Loop Length: 30 minutes
Ad Length: 30 sec
[ask about custom options]

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Charlottetown Mall Demographics

2006 CENSUS	0-10 minute drive	0-20 minute drive
Total Population	56,750	109,485
Average Age	39.6	39.7
Total Households	22,680	43,090
Average Household Size	2.5	2.5
Households with Children	13,939	26,146
Average Household Income	\$59,603	\$56,422
Disposable Income per Household	\$38,726	\$37,868

PROJECTIONS (2012)	0-10 minute drive	0-20 minute drive
Total Population	60,539	115,347
Average Age	39.6	39.8
Total Households	24,258	45,552
Average Household Size	2.5	2.5
Households with Children	15,632	29,309
Average Household Income	\$56,467	\$54,738
Disposable Income per Household	\$35,195	\$34,505

Malls Offer an Excellent Marketing Opportunity

- The most visited environment by the population after home and office.
- Consumers spend an average of 72.6 minutes per visit (ISCS 2006).
- All age groups are represented.
- Consumers with above-average household income.
- Consistently high traffic flow all year round.
- Consumers are looking for information and ready to buy.
- More than 90% of the Canadian population has visited a shopping centre within the last 4 weeks (PMB 2008).

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An Overview of the Charlottetown Mall

Charlottetown Mall in Brief

Number of visits per month: 100,000 (low season)
200,000 (high season)

Average household income : \$59,603

Average Age : 39.6

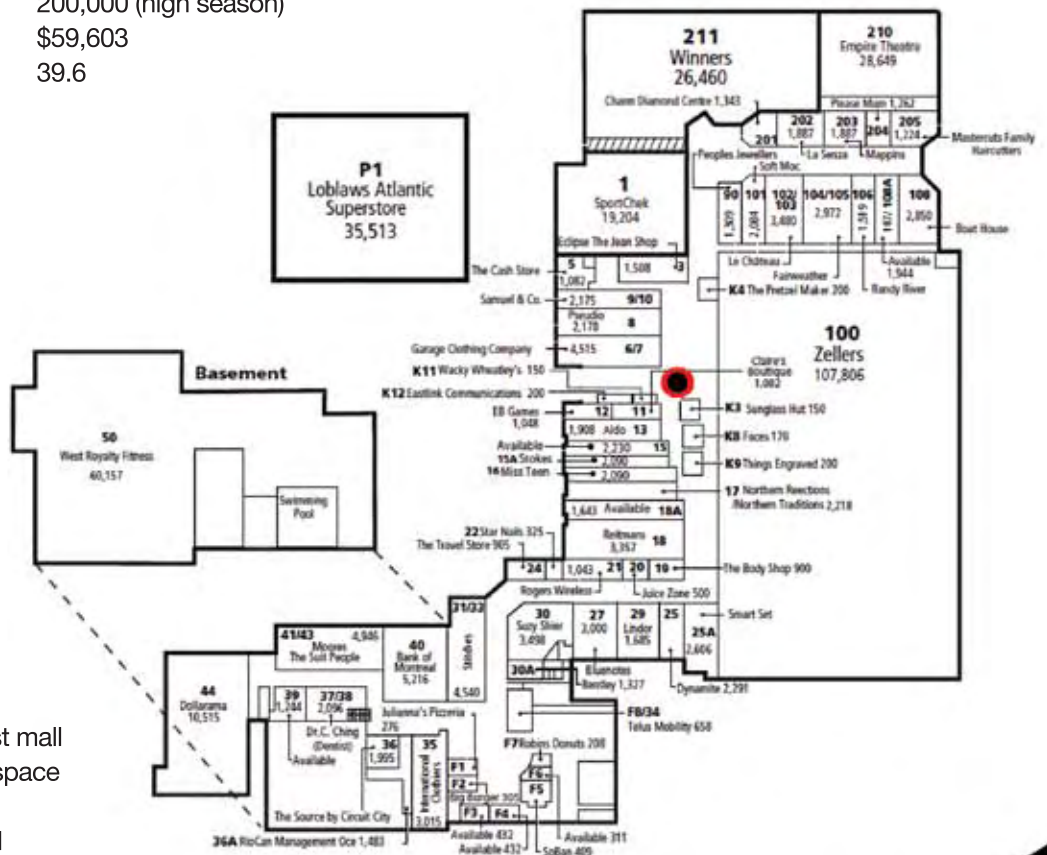
Major Tenants

Empire Theatre
Loblaws Atlantic Superstore
SportChek
West Royalty Fitness
Winners
Zellers

Other Features

- Excellent mix of national retailers
- Prince Edward Island's only regional mall
- Prince Edward Island's largest mall (with 389,600 square feet of space and 63 stores)
- Tourist traffic increases Island population to over one million people per year

Digital Signage System Highlighted in Red





Rates

FREE AD PRODUCTION
DETAILS on PAGE 7

RATES:

CHARLOTTETOWN MALL VENUE:

FULL SCREEN \$139.00

PRIMARY WINDOW \$ 99.00

TEXT WINDOW \$ 45.00

appx. 40 to 50 words

EQUAL SHARE OF UNUSED ADVERTISING SPACE \$ 49.00*

* Only in conjunction with the purchase of Full Screen or Primary Window options.

TOTAL PACKAGE BUNDLE \$239.00

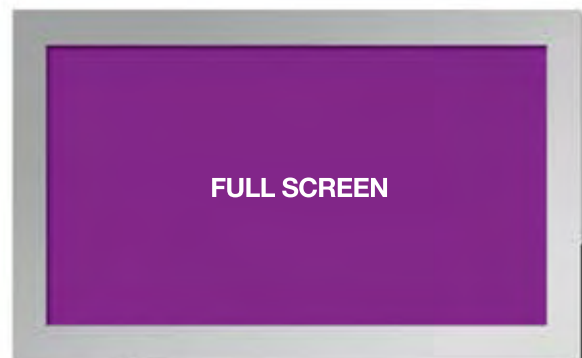
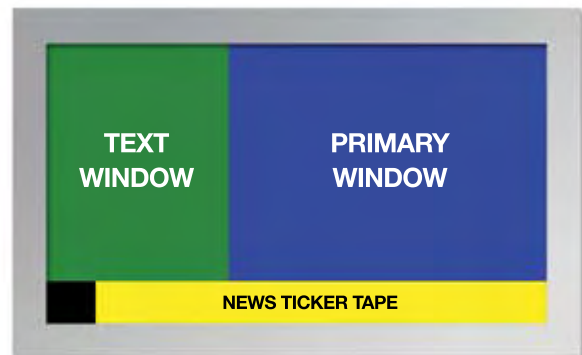
All four options combined above (save \$93)

- 5% DISCOUNT FOR 12 WEEK CONTRACT**
- 10% DISCOUNT FOR 24 WEEK CONTRACT**
- 20% DISCOUNT FOR A ONE-YEAR CONTRACT**

Notes:

- Primary Window and Full Screen ads are displayed on rotation of 30 minutes. This provides a minimum of 600 ads per 4 weeks.
- Text window is based on a maximum of 30 messages in a on going rotation.

[please note: all prices are plus applicable taxes]



Special Offers



DIGITAL SIGNAGE SOLUTIONS

INTRODUCTORY OFFER

- First time advertisers save 15%; no strings attached, no limits on your purchase.

CONTRA DEAL OFFER

- Contribute up to 20% in product give-aways towards your total advertising purchase.
- Your products and/or services will be used in conjunction with on-screen and online promotions.

www.ISLANDMALL.ca

(COMING SOON - December 2011)

- Our newest promotional tool to add even more value to your marketing efforts.
- This is our official website to help customers find out about great products, special offers, and promotions connected to our advertisers from all over the Island and beyond.

LOYALTY PROGRAM

- Any clients who have worked with Spectra Media Communication Group in the past year will receive an additional 5% off the total purchase price.

AUTOMOTIVE DEALERS AND REALTORS

- **AUTO AND HOME SHOW**
Only \$29 per vehicle or property
- 600 five second advertisements spread over four weeks.
- **UNLIMITED - AUTO AND HOME SHOW**
Only \$49 per vehicle or property
- 600 five second advertisements per four weeks, **until it is sold.**



Sample Ad Only

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Ad Production

- **What's Free?**
- **Rates**
- **Options**

FREE PRODUCTION DETAILS:

- 30 second ad = 1 hour complementary ad development time
- Purchase over \$2,500 in advertising and have your ad produced **FREE***
** equal to the amount of your purchase*
** can be used as credit towards DSS or any other Spectra Media services you may require*

PRODUCTION CREDIT OPTIONS:

- Purchase between \$1,000 and \$2,500 to get a 40% production credit*.
** can be used as credit towards DSS or any other Spectra Media services you may require*

STANDARD PRODUCTION RATES:

- Graphic Design \$65 per hour
- Animation \$70 per hour
- Video Production \$80 per hour
- Online Development \$90 per hour