

RUE CHAMPLAIN STREET **DIEPPE, NB**

MARKS | **MEDIA**
GROUP



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BUILD BRAND AWARENESS

Marks Media gets you noticed! Whether you are looking to promote your call-to-action event, or increase your brand presence, our state of the art digital billboards are located in strategic, heavy traffic zones, guaranteeing eyes on your message. Take advantage of the flexibility and **POP** that our high definition digital boards offer and set yourself apart from the competition.

- Targeting the traffic of the heavily traveled Champlain Street location in Dieppe
- LED Viewing Area: 9' 5.4"H x 19' 11.4"W
- Pixel pitch: 10.67mm SMD with high contrast packaging for better color reproduction
- LED Display Matrix: 270 pixels H x 570 pixels W
Total pixels: 153,900
- Smart screen technology : Screens automatically adjust brightness to ambient light

OUT OF SIGHT, OUT OF MIND...

"Good marketing makes the company look smart.
Great marketing makes the customer feel smart."

— **Joe Chernov**



10' x 20' HD DIGITAL BOARD **2023 PREMIUM PACKAGE RATES**

- One 8 second ad every rotation***
(static or animation)
- Your ad will rotate **1080** times per day,
7560 times per week
- 1-2 cycles / \$995 per cycle
- 3-6 cycles / \$875 per cycle
- 13 cycles (full year) / \$675 per cycle

*1 cycle = 4 weeks. Cycles are from Monday to Sunday (24/7). Rates are based on artwork provided by customer. Design/formatting charges additional if needed. Taxes not included. *** 1 rotation = 80 seconds.



10' x 20' HD DIGITAL BOARD

- One 8 second ad every 2nd rotation***
(static or animation)
- Your ad will rotate **540** times per day,
3780 times per week

2023 SHARED PACKAGE RATES

- 1-2 cycles / \$695 per cycle
- 3-6 cycles / \$595 per cycle
- 13 cycles (full year) / \$450 per cycle



10' x 20' HD DIGITAL BOARD 2023 PREMIUM PACKAGE RATES

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- 3-6 cycles / \$875 per cycle
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SHARED PACKAGE – CHAMPLAIN FACING WEST



10' x 20' HD DIGITAL BOARD

- One 8 second ad every 2nd rotation***
(static or animation)
- Your ad will rotate **540** times per day,
3780 times per week

2023 SHARED PACKAGE RATES

- 1-2 cycles / \$695 per cycle
- 3-6 cycles / \$595 per cycle
- 13 cycles (full year) / \$450 per cycle

*1 cycle = 4 weeks. Cycles are from Monday to Sunday (24/7). Rates are based on artwork provided by customer. Design/formatting charges additional if needed. Taxes not included. *** 2 rotation = 160 seconds.

PREMIUM PACKAGE – EAST & WEST BUNDLE



10' x 20' HD DIGITAL BOARDS

- One 8 second ad every rotation, on both sides. Two ads total *** (static or animation)
- Each ad will rotate **1080** times per day, **7560** times per week

2023 PREMIUM PACKAGE BUNDLE RATES

- 1-2 cycles / \$1700 per cycle
- 3-6 cycles / \$1550 per cycle
- 13 cycles (full year) / \$1300 per cycle

*1 cycle = 4 weeks. Cycles are from Monday to Sunday (24/7). Rates are based on artwork provided by customer. Design/formatting charges additional if needed. Taxes not included. *** 1 rotation = 80 seconds.

SHARED PACKAGE – EAST & WEST BUNDLE



10' x 20' HD DIGITAL BOARDS

- One 8 second ad every 2nd rotation, on both sides. Two ads total*** (static or animation)
- Each ad will rotate **540** times per day, **3780** times per week

2023 SHARED PACKAGE BUNDLE RATES

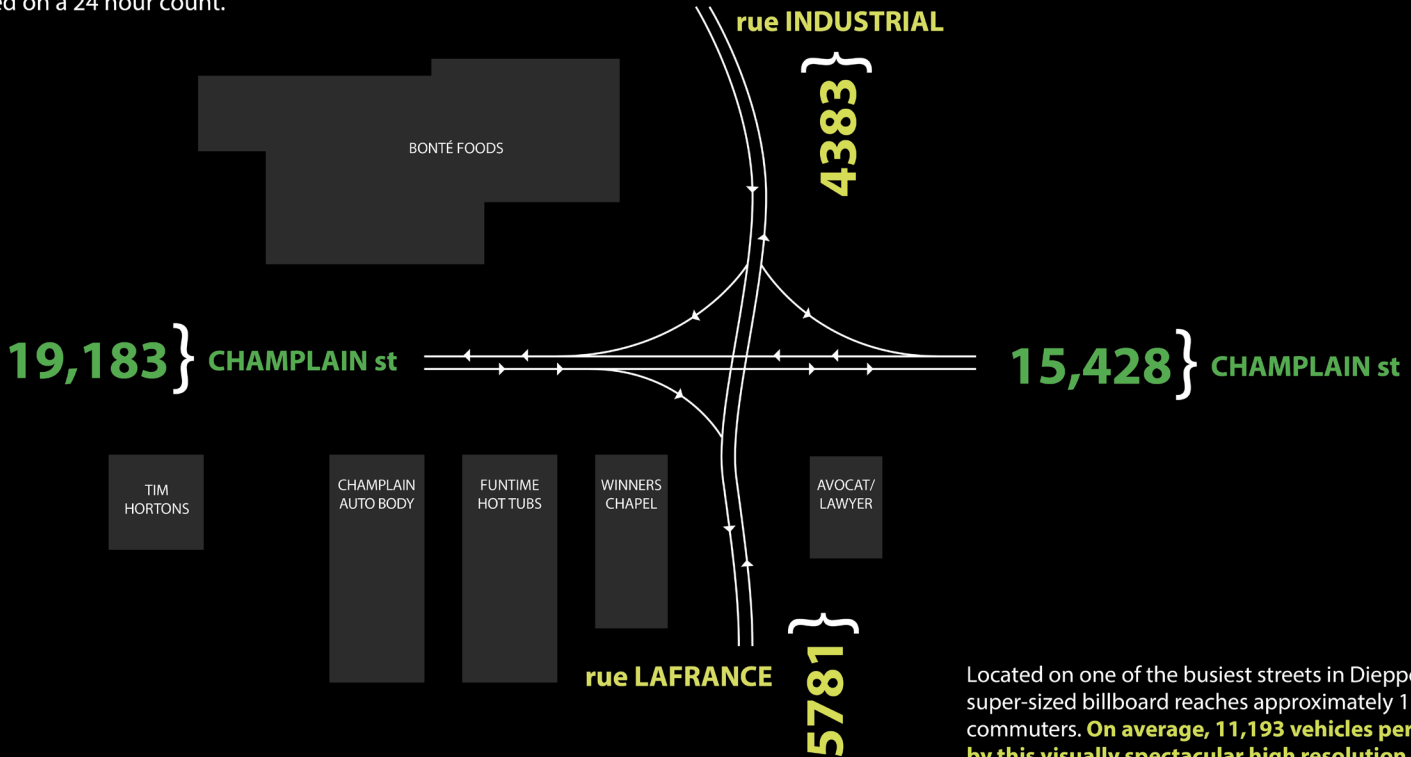
- 1-2 cycles / \$1200 per cycle
- 3-6 cycles / \$1000 per cycle
- 13 cycles (full year) / \$900 per cycle

*1 cycle = 4 weeks. Cycles are from Monday to Sunday (24/7). Rates are based on artwork provided by customer. Design/formatting charges additional if needed. Taxes not included. *** 2 rotation = 160 seconds.

DIRECTIONAL TRAFFIC FLOW DIAGRAM

CHAMPLAIN STREET - DIEPPE, NB

Observation Date: 02/06/2021
Based on a 24 hour count.



LAT / LONG
(46.0997337, -64.7283236)

Located on one of the busiest streets in Dieppe, this super-sized billboard reaches approximately 175,000 commuters. **On average, 11,193 vehicles per day drive by this visually spectacular high resolution billboard.**