



Coho Ferry and Black Ball Terminal (Victoria)

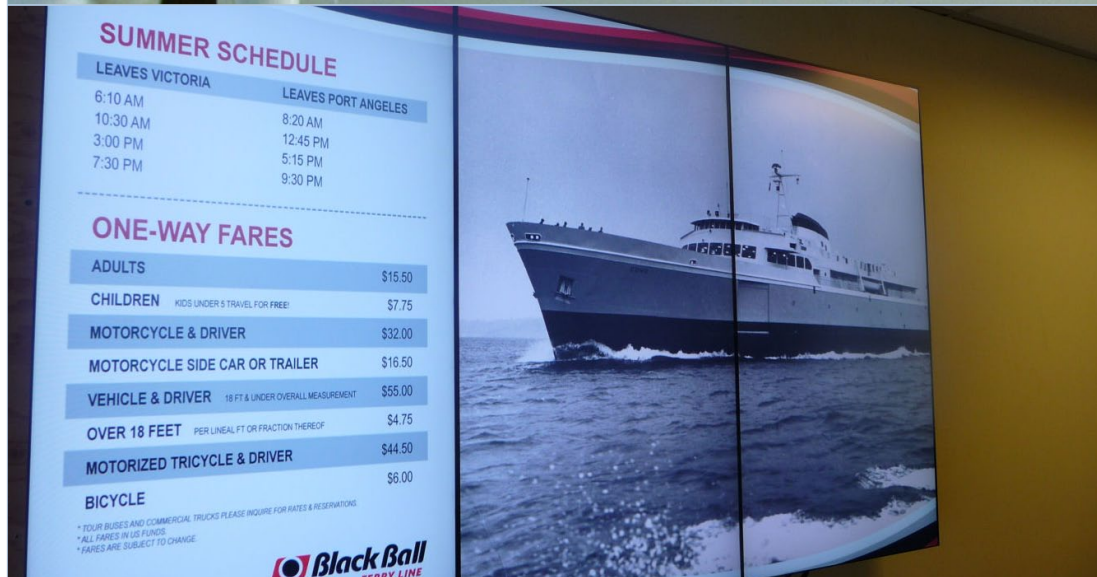


A rich image & media platform

50" Plasma screen, Main Lounge, Coho Ferry



Immediate Images Inc. is pleased to present a unique advertising and marketing opportunity. Immediate Images has a Digital Signage Network in Western Canada, including a 50" Plasma screen onboard the Coho Ferry in the main seating area, and the first Video Wall on Vancouver Island, a 1x3 46" LCD wall in the Coho Terminal...providing a rich image, **dynamic media platform** for digital advertising and marketing messages to tourists in a very visual and influential way.



3 x 46" LCD screen Video wall, Coho Terminal, Victoria

What we offer and how it works

Media format

State of the art digital display technology now enables you to present full digital content on large size flat panel screens that will showcase your advertisements with incredible image quality...

The stuff that naturally attracts attention.

Digital friendly multimedia capability provides the freedom to generate graphic content using a wide variety of your own software application tools. Virtually anything you can create on your desktop can be placed on this spectacular media format.

Exposure

Your ad on the Coho Ferry will run 1700 times per month (averaged over the year) on our 50" Plasma screen, located near the Duty Free store in the Main seating area.

Your ad in the Coho Terminal will run 4500 times per month on our large 1 x 3 46" LCD screen Video Wall,

- 425,000 passengers per year sail on the Coho Ferry
- 162,500 passengers per year go into the Coho Ferry Terminal. Many visitors use the facilities in the Terminal as well
- Ad slots on the Coho run no less than 6 times per hour
- Ad slots in the Coho Terminal run no less than 7.5 times per hour
- A shorter loop increases the frequency ads will run
- Passengers are on board for an average of 110 minutes per sailing
- Passengers are often in the terminal for 20 minutes or more
- Ads on the Video wall will span all three screens

Slot availability

- Ferry: 400 seconds of time available for advertising in a 10 minute loop
- Terminal: 120 seconds of time available for advertising in an 8 minute loop
- Ads can be purchased in any combination of 10, 15, 20 or 30 second increments
- Once the loop is full, ad sales halt until a slot becomes available

Content management

Privately Controlled Real Time Advertising

This unique and revolutionary advancement in Display Media, provides advertisers with the power to directly deliver and manage their advertisements whenever they require...and as frequently as they want. Via the internet, content is delivered to the Display Screen(s) directly by the advertiser. Each advertiser is provided access to their individually assigned slot, where they can privately and directly control and manage content.



Whenever business needs change, advertisements or message content can also be changed...pre-scheduled in advance, or in "real time"...from a single computer located virtually anywhere in the world. Unlimited use of the IDDS Content and Management System is included FREE with your paid advertising account.

What you need to know to get started

Advertiser conditions

- All advertising content is subject to the Coho Ferry approval
- Advertisement Slots are booked and processed on a first come first serve basis
- All special Programming and Placement requests are subject to availability (processed on a first come first serve basis)
- Prices shown are in Canadian currency
- Prices shown do not include applicable taxes
- Advertised prices are subject to change without notice
- Prices are for advertising space only
- IDSS Content Delivery and Management System included free for contract term only

| Pricing | Coho Ferry | | | |
|-------------------|-----------------|------|------|------|
| | 1 mon | 1 yr | 3 yr | 5 yr |
| 10 seconds | 180 | 180 | 165 | 145 |
| 15 seconds | 255 | 255 | 230 | 205 |
| 20 seconds | 325 | 325 | 295 | 260 |
| 30 seconds | 435 | 435 | 391 | 350 |
| | Coho Terminal | | | |
| 10 seconds | 175 | 125 | 115 | 100 |
| 15 seconds | 250 | 180 | 160 | 145 |
| 20 seconds | 315 | 225 | 200 | 180 |
| 30 seconds | 420 | 300 | 270 | 240 |
| | Coho & Terminal | | | |
| 10 seconds | 265 | 230 | 210 | 185 |
| 15 seconds | 380 | 325 | 295 | 260 |
| 20 seconds | 480 | 415 | 370 | 330 |
| 30 seconds | 640 | 550 | 495 | 440 |

- 425,000 passengers
- 90 min sailing time
- one 50" Plasma in the main seating area
- 10 min loop max
- passengers onboard 110 min
- 6 exp/hour
- 1858 sailings per year

- 162,500 passengers
- plus, many visitors to facilities
- 3 screen video wall
- 8 min loop max
- 7.5 exp/hour

- Get both the Ship and the Video Wall in the Terminal and get 25% off

What you need to know to get started

Graphic Requirements

Video

| | Coho Ferry Screen | Coho Terminal 3 Screen Video Wall |
|------------------------------|--------------------------------------|---|
| Dimensions (pixels) | 848 x 480 | 2304 x 1360 or 1920 x 1080 |
| File Type | AVI with DIVX, MPG 2, MOV with H.264 | AVI with DivX or Xvid, Mpeg2, WMV, and .SWF |
| Codec | DIVX 4/5/6 or H.264 | DIVX 4/5/6 |
| Max Frame Rate | 30FPS | 30FPS |
| Let us design your ad | \$300 - up to 20 seconds | \$350 - up to 20 seconds |

Still Image

| | Coho Ferry Screen | Coho Terminal 3 Screen Video Wall |
|------------------------------|-------------------|-----------------------------------|
| Dimensions (pixels) | 848 x 480 | 2304 x 1360 |
| File Type | JPEG, PNG | JPEG, PNG |
| Colour Space | RGB | RGB |
| Let us design your ad | \$150 | \$150 |

For more information

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