

Grow your Brand at the Point of Purchase



A rich image & media platform



#571, Confederation Drive

Immediate Images Inc. is pleased to present a unique advertising and marketing opportunity. Immediate Images has a network of Digital Display Screens in six liquor stores owned and operated by the Saskatchewan Liquor and Gaming Authority...providing a **rich image, dynamic media platform** for digital advertising and marketing messages at **Point-of-Decision**.



#505, 8th Street E

Participating Outlets

Saskatoon: #505	Saskatoon: #571	Regina: #557
Regina: #580	North Battleford: #509	Yorkton: #508

What we offer and how it works

Media format

State of the art digital display technology now enables you to present full digital content and audio 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 will run 3500 times per month on each of our 28 x 50" and 6 x 42" Plasma screens, right at the Point-of-Decision!

- 2.5 Million transactions occur per year at the 6 Participating Stores
- Ad slots run no less than 10 times per hour. A shorter loop increases the frequency your ad runs
- Stores open on average 11.5 hours per day
- Minimum exposure is 115 times per day
- Approx 3500 times per month, per screen
- Audio plus Video capability increases exposure effect

Slot availability

- 250 seconds of time available for advertising in a 6 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 up to a year 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.

NOTE: All content activated on the SLGA screen footprint, must be pre-approved by SLGA

What you need to know to get started

Pricing	Profile				Slot Times / Price Per Month				Site Traffic		
	Screens	Type	Size	Layout	10sec	15sec	20sec	30sec	Annual Traffic	View Factor	Effective_Views
SLGA Retail Stores	34	Plasma	42" / 50"	Full Screen	\$600	\$810	\$1080	\$1440	2.5 Million	1.50	3.75 Million

Longer Term Packages (per month)

6 Months	34	Plasma	42" / 50"	Full Screen	\$575	\$785	\$1055	\$1415
12 Months	34	Plasma	42" / 50"	Full Screen	\$550	\$760	\$1030	\$1390

Advertiser conditions

- All advertising content is subject to the rules and regulations outlined in the SLGA Media Advertising Policy
- 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)
- Contract Terms (with Price Protection) 1 - 3 Years
- 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
- IDDS Content Delivery and Management System included free for contract term only

Graphic Requirements

Video

- Dimensions – 848 x 480 pixels
- File Type – AVI with DivX or Xvid, Mpeg2 and Quicktime H.264
- Video Compression Codec – DivX version 4, 5 or 6
 - Max. frame rate – 30fps

Audio (if any)

- Compression - MP3 - Suggested settings:
 - 44.1kHz - 128kbit/s or higher

Still Image

- Dimensions – 848 x 480 pixels
- File Type – JPEG
- Colourspace - RGB

For more information

Lori Giroux

Retail Marketing Coordinator,
Saskatchewan Liquor and Gaming Authority
Phone: 306-787-7794
Email: lgiroux@slga.gov.sk.ca

Lee Taal

Director of Operations,
Immediate Images Inc.
Phone: 250-818-8225
Email: lee@immediateimages.com