



SAANICH COMMONWEALTH PLACE

Discover the Power of Real-Time Digital Advertising.

FAST FACTS:

Digital Displays:

main lobby: 50" plasma
weight room: 42" plasma
pool: 19' W x 9' H" LED

Facility Features:

competition pool
waterslide
wave pool
dive tank
full-size gymnasium
weight room
dance studio
steam and sauna
pro shop
cafe

Hours of Operation:

Mon - Fri: 5:30am - 10:00pm
Sat: 8:00am - 8:30pm
Sun: 8:00am - 8:30pm

Number of Visitors Annually:

Total 1,000,000

Pool: 700,000

(average stay in pool:
1.5 hours)

Weight Room: 215,000

Event Days: 66

(average no. of visitors on
event days: 3,000, total
198,000 annually)

Saanich Commonwealth Place is Vancouver Island's premier multi-use recreational facility. Each year, more than 1,000,000 visitors swim, work out, dance, train and enjoy the highest levels of water-sport competition.

Immediate Images now offers advertisers an unmatched opportunity to reach this affluent,

The Immediate Digital Display System accepts both still image and video ads (see over for technical specifications.)

Advertisers have unlimited use of the content management system - there is no software to buy and no additional charge for changes.



upscale and active audience through the revolutionary medium of real-time digital display. From any computer, anywhere in the world, an advertiser now has the ability to change, update or customize its message. Ads can be scheduled by day of the week or time of day - and custom digital messages can be tailored to specific audiences.

Outstanding image quality, state of the art display technology, the ability to update or change messages in real time - all part of the advertising arsenal available to you now. The patrons of Saanich Commonwealth Place are waiting to hear from you.

The future of advertising has arrived.

Contact: Lee Taal
(250) 818-8225
lee@immediateimages.com

RATES

:10-second ad, Plasma screens: \$200/mo - 6:00-min loop

:10-second ad, Pool Screen: \$250/mo - 18:00-min loop

:10-second ad, Pool Screen: \$500/mo - 9:00-min loop

For slots over :10-seconds, contact Lee Taal for rates.



Technical Specifications: Saanich Commonwealth Place

Digital Displays: Main Lobby: 50" Plasma, Weight Room: 42" Plasma, Pool: 19' W x 9' H LED

Resolution Size: Plasmas: 848 pixels x 480 pixels; Pool LED: 576 x 288 pixels
(still image or video) note: plasma displays have a 16:9 aspect ratio (wide screen)

Still Image Format: JPEG (.jpg file extension)
Colorspace: RGB

Video/Motion Format: AVI (.avi file extension - with DivX compression - see below)
Progressive Scan
1.000 pixel aspect ratio

Production: when creating a video ad (using video or flash animation etc.), ensure that you note the exact time of your slot (:10-second slot is exactly 10.00 seconds). Typically, video ads are produced at 30fps...consequently, a 10.00 sec ad would consist of 300 frames

Mandatory Video Compression: DivX

To reduce the overall size of your video file, we recommend it is compressed with the DivX Codec. Also, your computer will need to have the Divx Codec installed to view AVI videos from our system.

Here is the free download for DivX Windows 2k and XP versions (Mac is also available on the same site):
<http://www.divx.com/divx/play/download/>

- Remove check mark on item 1 (email address)
- Select DivX Play bundle "only" (Windows 2K/XP)
- Click the download button
- Select Save in the download Pop Up window (save to your desktop)
- After download is complete, close the Divx Web site after download is complete)
- Double Click on the DivXPlay icon (now showing on your desktop)
- Select Run

- Follow install wizard

- deselect DivX Player option at component page
- deselect install free Google Toolbar option when it appears
- deselect Install Google Desktop (select don't install)
- After installation is complete...re-start your computer

- Put the DivX install icon in the trash

After you have DivX codec installed on your computer:

- Compress your file using DivX (on your software program, select video compression and choose DivX as the compression type)
- When DivX comes up, click on the DivX configuration menu:
- Select "Unconstrained" in the "Certification Profile" drop down menu

Some suggested settings:

- Select "1-pass quality-based" from the drop-down menu
- Enter "3" in the box next to the "Quantizer" slider
- Click "OK" and "render" or "save as"...the video
- Check the quality of the video. If you think it is too low, try again with a Quantizer setting of "2" instead of "3" (tip: there's no point in going as high as a setting of "1" as there is no noticeable quality change, but does produce a large file size increase).