

...for **BUSINESS**

...for **INFORMATION**

...for **ENTERTAINMENT**

Give your Campaign *Maximum Impact* with the *New Revolutionary Technology* in Advertising Communication via the LARGEST Active Electronic Outdoor **Full Colour LED** Display in Cyprus, of **20sq.m.** (5mx4m; 4:3 ratio)



Copyright © 2008 SmartBoard TV Ltd.

Our Display of **23mm** pixel pitch with Colour Processing of **4.4 trillion** colours



ADVERTISING Rates

- Advertise Effectively at Low Costs -

Method of Purchase

The Company offers *FOUR* Schemes*:

- **DAILY**
- **WEEKLY**
- **14-DAYS**
- **MONTHLY**

Each **Scheme** is divided into *TWO* subdivisions based on:

- **20-sec** Ad-duration on random Airtime intervals
- **EXCLUSIVE AIRTIME** (i.e. continuous non-stop 17-hour screening)

We also offer:

- **Sponsorship** of the *hourly* 'Public Service Announcements &/or News Updates';
 - Rates from only €1.00 per spot,
 - for **17** spots per day,
 - for a **1-min** ad-duration.
 - All aforementioned *period* Schemes also apply for the Sponsorship plan, excluding the DAILY scheme (i.e. minimum purchase period is 7-days)



20-sec Ad-duration on random Airtime intervals

SCHEMES	Airtime frequency	Rate / Day	Total / Scheme
	20-sec Ad-duration	Euro (€)	Euro (€)
MONTHLY	15,300 total spots (510 spots/day) 06:00am - 23:00	€ 30.00	€ 900.00
14-DAYS	7,140 total spots (510 spots/day) 06:00am - 23:00	€ 35.00	€ 490.00
WEEKLY	3,570 total spots (510 spots/day) 06:00am - 23:00	€ 40.00	€ 280.00
DAILY	510 total spots 06:00am - 23:00	€ 45.00	€ 45.00

All prices are in Euros and exclusive of VAT

*The Schemes are sorted by the **LOWEST € Rate/Day**

EXCLUSIVE AIRTIME (i.e. continuous non-stop 17-hour screening)

SCHEMES	Airtime frequency	Rate / Day	Total / Scheme
	EXCLUSIVE TIME	Euro (€)	Euro (€)
MONTHLY	17 -hours continuous screening 06:00am - 23:00	€ 180.00	€ 5,400.00
14-DAYS	17 -hours continuous screening 06:00am - 23:00	€ 200.00	€ 2,800.00
WEEKLY	17 -hours continuous screening 06:00am - 23:00	€ 220.00	€ 1,540.00
DAILY	17 -hours continuous screening 06:00am - 23:00	€ 240.00	€ 240.00

All prices are in Euros and exclusive of VAT

*The Schemes are sorted by the **LOWEST € Rate/Day**

IMPORTANT:

- The proposed Schemes are designed primarily to satisfy short term campaigns (30 days or less), however, longer periods of purchase are also available upon negotiation and subject to availability
- All rates are inclusive of daily inspection of display condition. We shall soon be offering a 24hr access via the internet for our clients to be able to witness the operation of the display and consequently to verify that Airtime-frequencies comply with the contract agreements.
- Animations &/or full scale Videos are certainly preferred. Unless your campaign is based on 15sec Ad duration per spot, any video/animation/image length is acceptable for the Exclusive Time packages.
- Unless SmartBoard TV Ltd is assigned by the Customer to perform Production services, all advertising material needs to be provided by the customer in Electronic format; i.e. for an image in tif, gif, bmp or jpeg [max resolution 100dpi] and for video/animation on uncompressed AVI format as closest to the size 160x240 as possible. A commission/service fee of 2% on the agreed contract applies if content needs to be modified from other than the specified formats.
- It is strongly suggested that you always provide a physical copy (hardcopy) of the advertising material for colour matching
- Keep your advertising campaign simple, particularly if using static images. Your message needs to communicate simply & effectively within 15seconds. On an average that's how long your viewer will see your ad, unless he hits a red traffic light.
- Our display is viewed from a distance of 1000 meters; still, your message needs to be brief, simple and clear.
- Choose colours with high contrast in both hue and value. Contrasting colours work best when viewed from a distance. Colours without contrast will blend together and obscure the message.
- Text should generally be kept to seven words or less and should be concise to register quickly in the mind of a moving audience. A strong illustration is worth 1,000 words.



- Font type and lettering should be large, simple, and preferably in bold letters. Be careful with spacing between letters and between words. Letters with too little spacing tend to merge when viewed from a distance.



Copyright © 2008 SmartBoard TV Ltd.



EASIER

CHEAPER

FASTER

BETTER

... we will prove it to You !!!

our Promotional Deal !

With your first purchase of a **MONTHLY** scheme, we offer your campaign a Promotional **free 20-sec-ad-** duration (of **3,570** total spots) under our **WEEKLY** Scheme (i.e. for a total of 7-days), to be broadcasted at any time within a period of two months from the contract's expiration date.

(This offer is not valid for the other schemes)

