

digitalfoyer network - digilites

Val Morgan's digital foyer network provides a highly impactful and flexible foyer advertising opportunity, making it a perfect compliment to broaden the reach of an on-screen campaign.

The unique sequence of advertising interspersed with movie related information delivers a highly engaging, clutter free, visually appealing presentation format.



Playlist format:

- Advertising spots available in 15 second units.
- Playlist alternates between advertising and movie related content.
- Maximum three minute looped playlist.

Network:

- Over 300 plasma displays installed in over 100 key metro cinema locations.
- 50 inch HD screens provide exceptional image quality.
- Screens positioned vertically in high visibility positions within each venue delivering visual content, without audio.
- On average 3 to 4 screens installed at each location, dependent on cinema layout and typical foot traffic.

Content:

- Digital content delivery enables highly flexible scheduling.
- Precise geographic targeting by location.
- Supports multiple media formats, from still images to animation and full motion video.

Investment options:

- Advertising available on a site-by-site basis, with exclusivity of category assured at all sites booked.
- **Site-by-site**
Weekly rate per panel \$250.
- **Network buy**
Weekly rate per panel \$125 - provisional on a continuously flighted campaign with a minimum expenditure of \$250,000.

Production:

- Digital artwork can be cost-effectively created from existing poster or print artwork.
- Production costs start from \$600 for a simple treatment and are dependant on the complexity required. Please allow 3 days for production.
- Files are required as 300 dpi print resolution layered Photoshop or Illustrator files, please provide a JPEG or PDF of the final layout required.
- For advertisers supplying digital files: artwork is required as a 15 second WMV file, pixel dimensions 768w x 1360h, at 72 dpi, 10mbps bit rate. Files produced should fade in from and out to black.

FOR MORE INFORMATION CONTACT YOUR VAL MORGAN REPRESENTATIVE