

Digilites

Val Morgan's digital foyer network provides a highly impactful & flexible advertising opportunity. Digilites unique sequence of advertising delivers a highly engaging, visually appealing communication vehicle in a clutter free environment. The perfect compliment to broaden the reach of any onscreen campaign.

PLAYLIST FORMAT

ADVERTISING SPOTS	Available in 15 second units Maximum 3 minute looped playlist
-------------------	--

NETWORK

SCREENS	270 plasma screens installed, over 100 key metro cinema locations Screens positioned vertically in high visibility areas Average 3 to 4 screens installed at each cinema
SIZE AND IMAGE QUALITY	50 inch HD screens provide exceptional image quality
NOTE	No audio

CONTENT

DIGITAL DELIVERY	Enables highly flexible scheduling Geographic targeting by location
------------------	--

IMAGE SUPPLIED

IMAGE FORMAT	For advertisers supplying finished digilites, artwork is required as per the below (in order or preference): Size (pixels): 1080 x 1920 Format: MP4 or WMV for video, JPG for static images Codecs: MP4 (MPEG4 or H264), WMV (WMV3 preferred) Sound: No Sound available Bit Rate (video only): 8mb per second (approx) Approx. File Sizes: MP4/WMV 10mb to 20mb, JPG 500kb to 1mb
--------------	---

PRODUCTION REQUIRED

MATERIALS	Files are required as 300dpi print resolution layered Photoshop or Illustrator files, cut down versions of TVC material can be supplied as Pro Res or Uncompressed Quicktimes. Please ensure any legals, trademarks and copyright symbols required are included and provide a JPG or PDF of the final layout required
PRODUCTION COST	If you do not have a suitable digital ad, digital artwork can be cost-effectively created from existing poster or print artwork. Production starts from \$1000 for a simple treatment and are dependant on the complexity required. Please allow 3 days for production.

FILE DELIVERY

FINISHED ARTWORK	Please send finished digital files to help@valmorgan.com.au
DEADLINE	FINISHED DIGITAL ARTWORK IS DUE COB MONDAY PRIOR TO CAMPAIGN COMMENCEMENT. If Val Morgan are creating artwork, material is due COB Wednesday week prior to campaign commencement.

INVESTMENT OPTIONS

SITE BY SITE	Weekly rate per panel \$250
NETWORK BUY	Weekly rate per panel from \$125