

# Digital Screen Advertising



REACH OVER **1,000,000** PEOPLE EVERY MONTH



## [MEDIA KIT – ATADS NATIONAL DIGITAL SCREEN NETWORK]

Retailers are gradually getting used to the idea that, through in-store media, they now own the largest mass media outlets, the advertising real estate that is growing even faster than the Internet. Digital signage networks, in turn, are the fastest growing segment of retail media - worldwide.

## atads - digital screen network

### where...

commercial, retail,  
corporate or industry -  
located for specific  
demographic exposure.

### what...

an advertising network  
showcasing promotional  
and informative content  
through digital signage.

### how...

atads manages all content  
online, in real time.

### it's simple

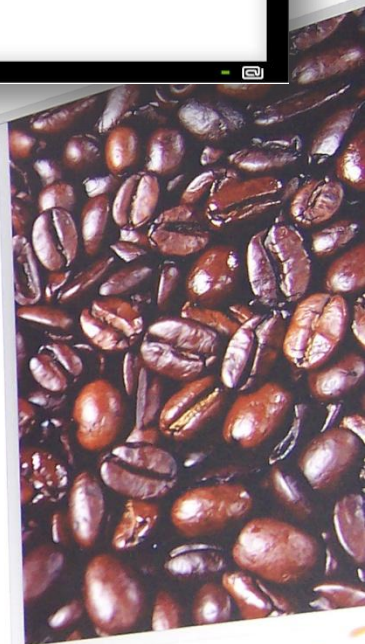
atads controls a network of digital signage screens  
in a variety of high profile, high volume venues  
across Adelaide.

The network reaches a potential audience of over  
**1,000,000 people every month!**

A highly cost effective and innovative medium that  
gives you the options – full coverage or target  
specific. **atads** - where it's at.

### why...

the latest innovation to  
promote your message to  
a captive target audience.



## the specifications

### screens

<b>Type</b>	Large format plasma and LCD screens located in high profile, high volume venues that display in-house content and third party advertising. News, sport, weather and entertainment segments also appear.
<b>Reach</b>	The <b>atads</b> digital screen network is growing weekly. As of June 2009, the network had a monthly viewer base exceeding one million people.
<b>Mix</b>	Advertisers can access screens on any number of criteria, including – <ul style="list-style-type: none"> <li>▪ Individual screens</li> <li>▪ The entire network</li> <li>▪ Geographic (eg Eastern suburbs or 'northern area')</li> <li>▪ Demographic (eg predominantly female or a particular age group)</li> </ul>
<b>Profiles</b>	<b>atads</b> has compiled a detailed venue profile for each screen location. These are available on request.

### content

<b>Rates</b>	Please contact <b>atads</b> direct on 1300 37 71 72 to discuss your campaign requirements.
<b>Type</b>	Static 1320 x 768 JPEG Motion Std HD Mpeg2 DVD quality
<b>Production</b>	<b>atads</b> will work with your graphics house in coordinating production and uploading content to the system. Alternatively, <b>atads</b> can produce your content at competitive commercial rates.
<b>Loop Time</b>	Varies from venue to venue depending on factors such as dwell time (ie how long, on average, a customer spends within sight of the screen). Minimum loop time is five minutes.
<b>Frequency</b>	Using a loop time of 10 minutes, each advert will appear (on average) <b>2,000</b> times per screen per month.
<b>Day-Parting</b>	Adverts can be scheduled to appear across the day or, as appropriate, can be targeted to specific periods of time (eg lunch times or evenings).
<b>Reports</b>	<b>atads</b> can supply detailed reports to venues and advertisers - including critical "Proof of Play".
<b>Agency</b>	All content booked via an agency is commissionable.

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With more interesting and relevant content, the customer is more engaged, which gives the advertiser a unique opportunity to develop loyalty surrounding their brand. Ultimately, that means more sales!

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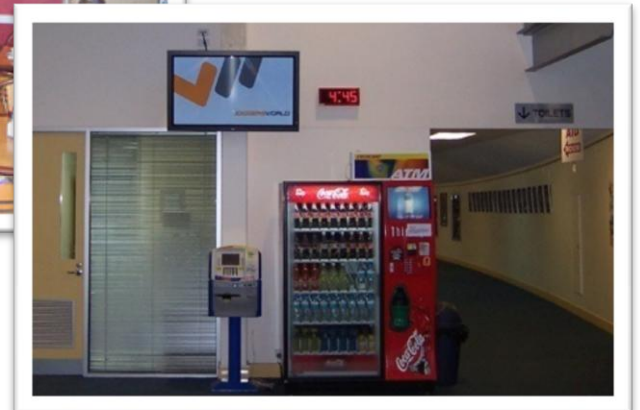
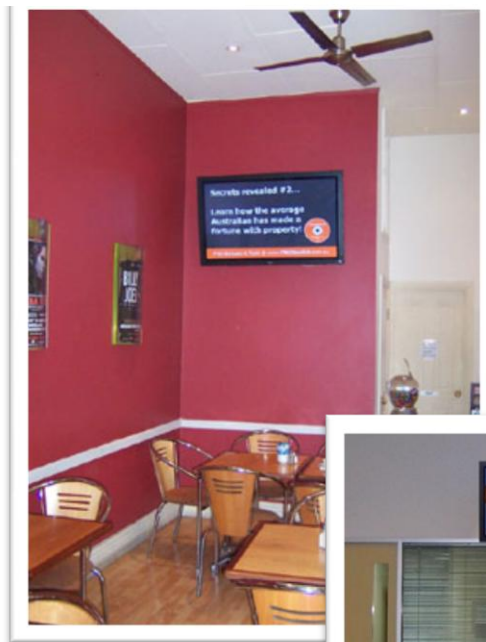
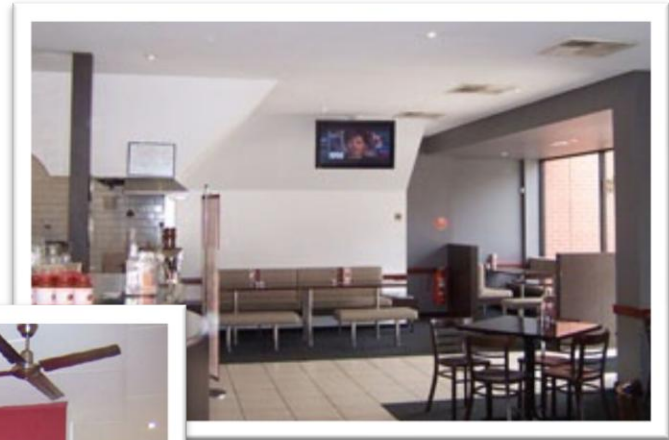
## Adelaide Screen Locations

The following is a list of screen locations, either operating currently or due to come on line in the next few weeks. Additional high profile, high volume venues are being added to the list on a regular basis (including major retail / service outlets and shopping centres).

Region	Suburb	Screen Location	Weekly Traffic
CBD & Inner Suburbs	Adelaide	Central Market (Aces Bistro)	Internal 4,000 Passing 60,000
	Adelaide	Palace Nova (East End Cinemas)	10,000
	Adelaide	Café Boulevard (Hindley Street – just off King William St)	2,500
	Adelaide	Fasta Pasta (South Terrace)	2,500
	Adelaide	Fernwood Ladies Gym 2 SCREENS	1,000
	Adelaide	Bocelli	5,000
	Hyde Park	Kibbi's Cafe	3,000
	Unley	Barzaar (Bar and Bistro)	2,500
	Rundle Mall	City Cross Super Screen – special rates apply	Rundle Mall
Eastern	Burnside	Fasta Pasta	3,000
	Campbelltown	Café Va Bene 2 SCREENS	4,000
	Linden Park	Beaumont Family Medical Centre	300
	Norwood	Café Primo 2 SCREENS	7,000
Northern	Elizabeth	Grand Central (Central District Football Club venue) 2 SCREENS	4,000
	Gawler	Fasta Pasta	3,000
	Golden Grove	Fasta Pasta	3,000
	Mawson Lakes	Boatdeck Cafe	2,500
	Modbury	Caffe Buongiorno 2 SCREENS	4,000
	Port Adelaide	Fasta Pasta	3,000
	Sefton Park	Fasta Pasta	3,000
Southern	Christies Beach	Fasta Pasta	2,500
	Edwardstown	Castle Tavern (Castle Plaza)	3,500
	Noarlunga	Jimmy Deane's (South Adelaide Football Club venue) 2 SCREENS	5,000
	O'Halloran Hill	Caffe Buongiorno	4,000
Western	Brighton	Fasta Pasta	3,000
	Glenelg	The Glenelg Surf Life Saving Club	1,000
	Mile End	Fasta Pasta	3,000
	Plympton	Caffe Primo	2,500
	Richmond	West Adelaide Football Club (Club venue)	4,000

# Bringing Business To Life

Ph: 1300 37 71 72  
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