

# Downtown London Outdoor Marquee

Location: Corner of Talbot/King

**COMPLETE MARQUEE PARTNERSHIP PACKAGE INCLUDES:**

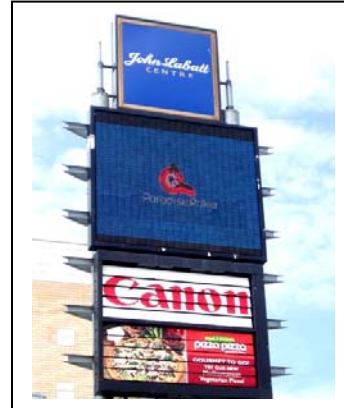
LED Video Board messaging (one-sided) – video size 6’ 8” high x 8’ wide based on 19 hours per day- 6am-1am.

- Total of 324 – 10 second commercial spots per day (54 minutes per day)

**AND...**

- Tri-Vision Display – visual area 1’ 11.¾” high x 7’ 1” wide (two tri-vision panels directly underneath the video board)
- 1,520 flips per day (15 second flips)
- 6+ hours of static signage per day

**1 Year Term: \$10,000 Net + GST/year**



**LED VIDEO BOARD ONLY PACKAGE OPTION:**

LED Video Board messaging (one-sided) – video size 6’ 8” high x 8’ wide based on 19 hours per day- 6am-1am.

- Total of 324 – 10 second commercial spots per day (54 minutes per day)

**1 Year Term: \$5,500.00 Net + GST/year**



**TRI-VISION DISPLAY ONLY PACKAGE OPTION:**

Tri-Vision Display – visual area 1’ 11.¾” high x 7’ 1” wide  
(Two tri-vision panels directly underneath the video board)

- 1,520 flips per day (15 second flips)
- 6+ hours of static signage per day

**1 Year Term: \$7,500.00 Net + GST/year**

**Location and Traffic Counts:**

The Outdoor Marquee is located on Talbot Street facing the corner of both Talbot and King Street. King Street runs one-way heading East and has an Average Annual Daily Traffic (AADT) of 10,000. Talbot Street North, which has a viewing perspective of the Marquee, has an AADT of 9,000. Combined, the total annual traffic count is 6,935,000.

**IMPRESSIONS FOR SIGNAGE:**

**LED Board (18) 10-second Messages per hour:**

Views Per Month: 35,874 viewable impressions per month

Views Per Year: 430,490 viewable impressions per year

Gross Rating Points (GRP): 10 GRP/month

**Tri-Vision Signage (80) 15- second Flips per hour:**

Views Per Month: 180,000 viewable impressions per month

Views Per Year: 2,160,000 viewable impressions per year

Gross Rating Points (GRP): 50 GRP/month

## Downtown London – Outdoor Marquee - Corner of Talbot/King

Media	Size: Visible Area	18+ Pop	GRP	Number of Panels/Daily Exposure Time	Total Net Rate	Flight	Average DEC/Panel	CPM
LED Video	6'8"High x 8' Wide	372,369	10	1- 54 min of run time/ day	\$5,500	12 Months	1,900	\$6.38
Tri-Vision	1' 11.75" High x 7'1" Wide	372,369	50	1- 6+ hours of static signage per day	\$7,500	12 Months	6,250	\$5.80
LED Video &Tri-Vision Package	Same Sizes As Above	372,369	60	2- 54 min of run time/ day & 6+ hours of static signage per day	\$10,000	12 Months	8,150	\$4.36
LED Video	6'8"High x 8' Wide	372,369	10	1- 54 min of run time/ day)	\$800	1 Month	1,900	\$11.15
LED Video	6'8"High x 8' Wide	372,369	10	1- 54 min of run time/ day)	\$1,750	3 Months	1,900	\$8.13
LED Video	6'8"High x 8' Wide	372,369	10	1 - 54 min of run time/ day)	\$3,000	6 Months	1,900	\$6.96

\*The LED Video Board spots are all 10 seconds in length and require a minimum commitment of 1 month

\*The Tri-Vision flip signs rotate every 15 seconds and require a minimum commitment of 1 year

\*The Tri Vision production costs are roughly \$450 per sign plus all applicable taxes