

SVCC Digital Sign Board Guidelines, Pricing and Exposure Information

August 20, 2014

The digital sign board located at the SVCC Visitors Center is a 24 hour a day advertising center. The sign, which measures 9' 5 3/8" wide by 5' 3" tall, stands 20' high. Messages are entered by SVCC staff and must adhere to the guidelines set below. SVCC staff will make every effort to reserve a minimum of 25% of the slides in a rotation for use by non-profit organizations. Ad weeks will begin on Mondays.

Guidelines for advertising on the digital sign

- Advertisements must be brief. A six word maximum is recommended. Graphics sell your message.
- Advertisements may NOT include product pricing information.
- Commercial entities:
 - May display logo
 - May display event information (eg. anniversary, open house, etc.)
 - May display brief description of product
- Non-profit organizations:
 - May promote events
 - May NOT promote items for sale
- SVCC may refuse to advertise if the content is deemed inappropriate or if it does not conform to the guidelines set above.
- Unless guaranteed through sponsorship, advertisements from one entity may be limited to allow fair use by other SVCC member organizations.
- SVCC retains the right to promote SVCC events and member businesses of the area at its discretion.
- SVCC retains the right to limit the total weekly exposure to a 30 slide maximum. Once the maximum for a particular week is reached, additional advertising space will not be available for that week.

Advertising rates

Advertisements must display for a 2-week minimum. It is anticipated that the majority of advertisements will be one slide. The following rates are per slide, with a 2-slide maximum per advertisement.

SVCC Members:

- Commercial entities: \$25 per week per slide; 4 weeks for \$75
- Non-profit organizations: 2 weeks for \$25 per slide

Non-members (Please note: preference is given to SVCC members when determining availability.):

- Commercial entities: \$100 per week per slide
- Non-profit organizations: \$50 per week per slide

Advertising exposure

Advertisements will be programmed in a manner similar to PowerPoint. As noted above, the majority of the ads will use one slide. Ads will be programmed together to create a rotation. The number of slides within one rotation will vary from week to week. SVCC will limit the number of slides in a rotation to 30; it is expected that the usual number of slides in a rotation will be 12. Each slide will appear for 8 seconds.

What kind of exposure does your business or event receive? Here are some numbers to consider.

If we have a rotation with 30 slides (our maximum)...

- Your slide will appear 360 times per day
- You will have a total of 48 minutes of exposure per day
- Your slide will be seen 15 times each hour
- You will receive 26,507 weekly impressions (views from vehicles)*

If we have a rotation with 12 slides (our expected usual)...

- Your slide will appear 900 times per day
- You will have a total of 2 hours (120 minutes) of exposure per day
- Your slide will be seen 75 times in every 2 hour period
- You will receive 66,267 weekly impressions (views from vehicles)*

* numbers extrapolated from PennDot data