

# SVCC Digital Sign Board Sponsorship Opportunities

August 20, 2014

The digital sign board located at the SVCC Visitors Center is operated under the guidelines set forth in a companion document. Your business or organization can get in on the ground floor by taking advantage of one of the following sponsorship opportunities that will reserve advertising slides for you at an affordable rate. This program *guarantees your slides* as we begin working toward our weekly maximum of 30 slides per rotation. Our sponsors are granted right of first refusal at renewal time. However, the renewal rate may increase over time.

## \$5000 Sponsor

This level guarantees you **2 slides of exposure in every rotation for 78 consecutive 2-week cycles**. This 3-year advertising plan has a value of \$5850 if bought under the normal SVCC rates. Sponsors at this level may expect their total impressions (views from vehicles) for this time period to range from 8,270,184 impressions when we are at our maximum to 20,675,304 impressions when we are at our expected number. Impression count may go higher if SVCC should have some weeks when the slide count goes below 12 slides per rotation.

## \$1000 Sponsor

This level offers you 2 advertising options:

- **Option 1: 2 slides of exposure in every rotation for 15 consecutive 2-week cycles OR**
- **Option 2: 1 slide in every rotation for 30 consecutive 2-week cycles.**

Option 1 has a value of \$1150 if bought under the normal SVCC rates; option 2 has a normal value of \$1125. Sponsors at this level may expect their total impressions (views from vehicles) for either option to range from 1,590,420 impressions when we are at our maximum to 3,976,020 impressions when we are at our expected number. Impression count may go higher if SVCC should have some weeks when our slide count goes below 12 slides per rotation.

## \$500 Sponsor

This level guarantees you **1 slide in every rotation for 15 consecutive 2-week cycles**. This advertising plan has a value of \$575 if bought under the normal SVCC rates. Sponsors at this level may expect their total impressions (views from vehicles) for this time period to range from 75,210 impressions when we are at our maximum to 1,988,010 impressions when we are at our expected number. Impression count may go higher if SVCC should have some weeks when our slide count goes below 12 slides per rotation.

Impression count is extrapolated from PennDot data