



## Exclusive Member Digital Display Advertising in Tourism Vancouver's Visitor Centre

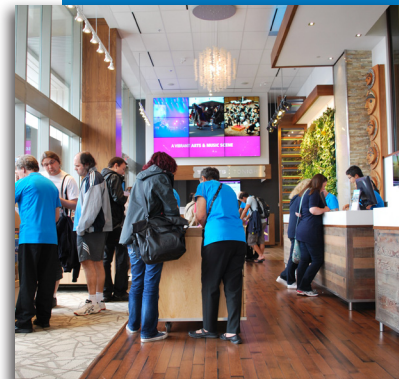
### Reach visitors before they plan their day.

Tourism Vancouver's Visitor Centre welcomes over 300,000 visitors annually, and the venue's dynamic advertising displays are available to members for advertising. The new "Linear Wall" is displayed prominently to visitors while they browse brochures, speak with staff or purchase tickets.

The digital display consists of six 46" panels offering a 1920 x 1080 high definition resolution with options for still and video content. Note that this advertising replaces the wall and window display panels previously available.

#### LINEAR WALL ADVERTISING

- priced per screen
- can be purchased in single, triple, or full wall values
- 15s in duration on a 15-minute playlist rotation
- guaranteed minimum of 12 ad-views per hour daily, between 8am and 8pm; (guarantee of three repeats on a 15 minute playlist rotation)
- maximum number of members profiled is limited depending on number and combination of screen buys submitted
- ad-rate guarantee minimizes the number of members we are able to profile
- rates are for a period of six months and divided into high and low season
- one year buy available by combining two seasons
- prorated options available



**LINEAR SCREEN**


**SEASONAL OPTION:** **INVENTORY** **SEASONAL OPTION:**  
**HIGH SEASON: May 1 to October 31** **LOW SEASON: November 1 – April 30**


Linear Screens	Price/Period	Members	Linear Screens	Price / Period
1 x 46"	\$2,130.00	17-30 Members	1 x 46"	\$1,650.00
3 x 46"	\$5,857.50	7-10 Members	3 x 46"	\$4,537.50
6 x 46"	\$11,182.50	7 Members	6 x 46"	\$8,662.50

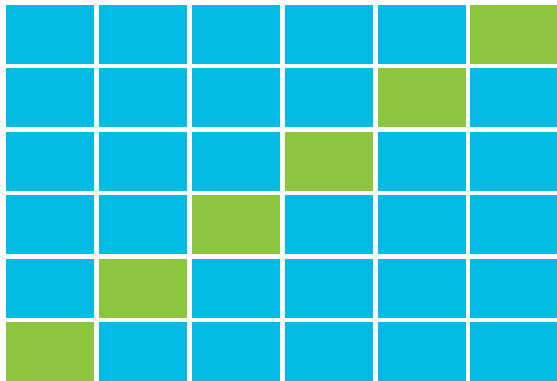
**EVENT OPTION:** **EVENT OPTION:**  
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Linear Screens	Weekly Rate	Linear Screens	Weekly Rate
1 x 46"	\$246.00	1 x 46"	\$190.00
3 x 46"	\$563.00	3 x 46"	\$436.00
6 x 46"	\$860.00	6 x 46"	\$666.00

**VIDEO SCREEN KEY**

 Tourism Vancouver Brand, non paid media and other paid media spots

 **Media Package:**  
1, 3 or 6 screen option, 15 second spot



**Linear 1 Screen Package:**  
 15 Second Sport (Screens 1 through 6)  
 \*Other paid media and non paid media will play on other screens



**3 Screen Package:**  
 15 second spot (screens 1, 2, 3 or 4, 5, 6)  
 \*Other paid media spots and non paid media will play on other screens



**6 Screen Buyout:**  
 15 Second Spot  
 \*Total 15 second buyout

**MEDIA REQUIREMENTS**

Video Compression: H.264, WMV, MPEG2

Pixel Resolution: 1920W x 1080H

Single screen: 1920W x 1080H

Three Screen: 5760W x 1080H  
 (broken into 3 time synchronized 1920X1080 video files)

Six Screen: 11,520W x 1080H  
 (broken into 6 time synchronized 1920X1080 video files)

Pixel Aspect: 1.00 (square)

Frame Rate: 29.97 fps

Bitrate: 15mbps or better

Duration: 15s

No Audio

Paid Media ready ads will be uploaded to play list within 24h of receipt of files

Review of ad in playlist: required within 1 week of upload, in Visitor Centre

Payment may be made by cheque or credit card for the full ad cycle

Troubleshooting: within 24h of receipt of files, our team will contact you.

Ad production services are available at additional charge. Please enquire.

Please note that the "Feature Wall" is also available for customized and special event advertising. Contact us for rates.

**ADVERTISING CONTACTS**

**Karyn Holyk**  
 Digital Paid Media Member Liaison  
 kholyk@tourismvancouver.com  
 604.817.6865

**Dan Hagen**  
 Digital Paid Media Manager  
 dhagen@tourismvancouver.com  
 604.369.8764

Submit artwork files to:  
 ftp.10net.net  
 Account: Upload  
 Password: tvangoldmembers

**CONDITIONS**

- \* Advertisement Slots are booked and processed on a first come first serve basis
- \* Rates are for a 6 month season purchase (either high or low) or event purchase, based on a weekly rate to a maximum of 6 weeks (high or low season)
- \* Advertisers are guaranteed a minimum 12 ad views per hour for 15s ads
- \* Prices are for advertising space only and based on display ready assets
- \* Production services are available at additional cost. Please enquire
- \* Rates do not include applicable taxes
- \* Tourism Vancouver reserves the right to change the content/playlist for special occasions, or emergencies, as appropriate or necessary
- \* All displays will play a minimum of 8am to 8pm daily