



RATE CARD

LED Outdoor Signs

Specifications

Four 16mm LED pixel pitch full colour XVS signs capable of displaying true NTSC colours and full video. External boards are located at each of the four corners of the Winnipeg Convention Centre.

Location (facing)	Screen Size	Matrix
York Avenue (Southwest corner of Edmonton)	8'3"h x 14'8"w	144 x 264
Edmonton Street (Northwest corner at St. Mary)	5'7"h x 9'5"w	96 x 168
St. Mary Avenue (Northeast corner at Carlton)	5'7"h x 9'5"w	96 x 168
Carlton Street (Southeast corner at York)	5'7"h x 9'5"w	96 x 168

- Broadcast on all four screens
- Rates based on 120 second loop
- Average daily occasions - 720
- Daily Traffic - 55,000*

Rates

Length of Display	Weekly Rate	Four Week Rate
5 seconds	\$425.00	\$1,700.00
10 seconds	\$625.00	\$2,500.00

(G.S.T. extra)

BONUS PROGRAM

Length of Booking	Bonus Showing	Total Showing
6 weeks	1 week	7 weeks
8 weeks	2 weeks	10 weeks
12 weeks	3 weeks	15 weeks
20 weeks	4 weeks	24 weeks

All booked and bonus weeks to be continuous
Advertising week is Monday to Sunday inclusive.

Material to be supplied in the following formats:

Static Images: .bmp, jpg, or gif format - RGB colour format

Video images: .avi format - RGB colour format

Files must be submitted seven (7) days prior to start date of advertising to Centre Media Advertising at centremediaadv@wcc.mb.ca.

Please contact us at 204 957 4550 for any inquiries regarding formatting.
website - www.wcc.mb.ca - click on link

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