

# DIGITAL OFFICE NETWORK *at a glance*



## Reach an influential audience in Canada's top markets

- The largest elevator screen available in the country: a wide-screen 15-inch format
- Advertising content displayed full screen
- Ads alternate with news, information and entertainment
- Content updated throughout the day to maintain audience interest

PATTISON Outdoor Advertising's Digital Office Network is located in the elevator cabs of office towers in Vancouver, Calgary, Edmonton, Toronto, Montreal and Ottawa. Our Digital Office Network reaches **Managers, Owners, Professionals** and **Executives**, delivering advertising during the traditional media "blackout" period from 7 am to 7 pm, Monday to Friday.

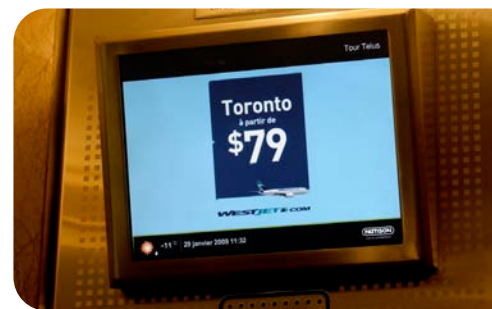
Advertising is shown within a 6 minute loop of high quality, relevant news and information that captures and maintains audience interest. Surveys report 94% of elevator riders are watching the screens, 87% prefer the full screen format over split screens, and 68% consider the content to be interesting.\*

Reach an affluent, influential market during their day with PATTISON's Digital Office Network. Call your PATTISON Account Executive.



## DIGITAL OFFICE NETWORK DEMOGRAPHICS\*

- 47% :: Male
- 87% :: Age 25 to 54
- 43% :: MOPEs
- 64% :: University / Post-Grad Education
- 41% :: Earn \$75,000+ annually



\* Digital Office Network Survey, August 2008

➔ [www.pattisonoutdoor.com](http://www.pattisonoutdoor.com)

**PATTISON**

# DIGITAL OFFICE NETWORK *FAQ*

## WHAT SIZE ARE THE SCREENS?

Our standard screen size is 15" on the diagonal. All ads will air at a 16:9 aspect ratio, the same found on today's plasma and LCD televisions.

## WHERE ARE THE SCREENS SITUATED?

Our Digital Office Network is found in downtown office tower elevators in major markets throughout Canada. Screens are installed inside the elevator cab, typically centered above the doors.

## HOW LONG ARE THE ADS?

Each ad segment is 15 seconds, however other lengths can be accommodated.

## WILL MY AD RUN ADJACENT TO ANOTHER ADVERTISER?

No. Our screens display each ad independent of others, and ads alternate with news and information content, so that advertisements do not run back to back. There are no shared or split screens.

## ARE THEY FULL MOTION ADS?

Yes, ads can be full motion video. Static images and animations are acceptable as well.

## HOW MANY TIMES WILL MY AD AIR?

Our loop size will not exceed 6 minutes. This means that your ad will air a minimum of 10 times per hour between 7a.m. and 7p.m. Monday to Friday. That adds up to 600 times per week in each elevator.

## WILL MY AD SHARE THE SCREEN WITH OTHER ADS OR NEWS CONTENT?

No. Our system is designed so that your ad does not have to compete with news and information. With the exception of date, time and building location bands at the top and bottom, the full 16:9 screen is dedicated to your ad while it is playing.

## I DON'T HAVE A DIGITAL AD. CAN YOU HELP ME?

Yes. We have a specialized team that will work with you to adapt your existing creative or design something from start to finish to suit your marketing goals. Cost for this work will vary from \$500 to \$1,500.

## HOW LONG DOES IT TAKE FOR MY AD TO GET 'ON AIR'?

An ad that is finalized can be 'on air' within 24 hours.

## CAN I JUST ADVERTISE IN A SELECTED CITY?

Yes. Our system is flexible enough to allow for advertisers to advertise across the network, in a selected market, or even a specific building.

## CAN I SPONSOR A CONTENT PAGE?

Yes. Existing pages can be sponsored or we can develop a content page specially designed for you.

Call your **PATTISON** Account Executive to put the power of the Digital Office Network to work for you.

