



DIGITAL
sign network

2015 Media Kit

ABOUT US

Digital Sign Network manages Digital Billboards within the Central Valley of California. This element of digital advertising provides media buyers the ability to increase reach, engagement and indexing goals for their clients and brands. The ongoing explosive growth of the digital out-of-home and screen media sector through messaging to shoppers, patrons, travelers, staff and students for commercial and brand benefits, is part of the overall context of visual experience and interaction.

WHY DIGITAL SIGN NETWORK?

Company founders, Andy Soares and Charlie Gay have a combined experience of over sixty years helping organizations maximize their advertising potential through compelling signage. Digital Sign Network can take your business or organization from conceptualization all the way through to development and implementation.

OUR MISSION

- Create a network of Digital Billboards at an affordable cost for small and medium size businesses.
- Provide quality services with integrity to local businesses where we live and raise our families .
- Give back to the community.



WHY DIGITAL BILLBOARDS?



FREQUENCY

Frequency translates to reaching a higher percentage of your target audience and a greater number of exposures.



TIME-SENSITIVITY

Celebrate special days with the ones you love: birthdays, anniversaries, employee appreciations, proposals, just to mention a few. Create a sense of urgency.



COST EFFICIENCY

Lowest cost per thousand than any other type of advertising. Outdoor ads cost 80% less than TV commercials, 60% less than newspaper ads, and 50% less than radio ads.



CREATIVITY

Create only positive attention to your product or brand by communicating your message in bright, bold colors, memorable images and creative graphics.



ADAPTABILITY

Change the timing and frequency of messages depending on customer demographics and other analytical information. Change your message weekly, daily, hourly or in real time.



ACTIONABILITY

Display clear, actionable information in real time (weather, traffic conditions, Amber Alerts, news headlines and sales specials).



FLEXIBILITY

Extremely easy to target a specific market.



FAMILIARITY

Billboards increase product awareness and product knowledge, both which translate to increased sales and profits. They can be an effective way to get your message out.

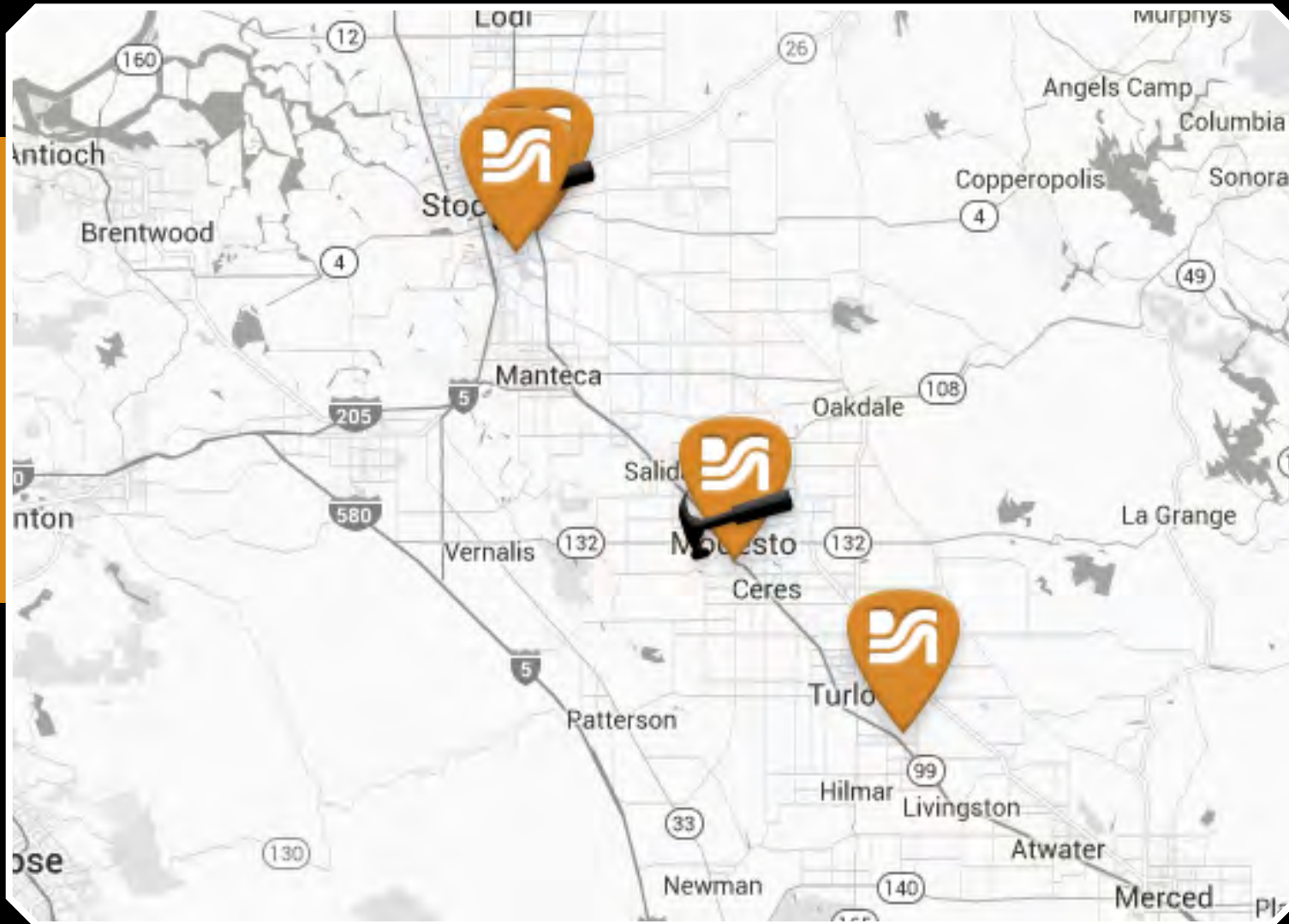


COMMUNITY

Display items of community interest (Hometown Hero, Welcome Home Troops, community news & events.)

LOCATIONS

Digital Sign Network has locations in development across the Central Valley of California. The map below shows current and future locations.



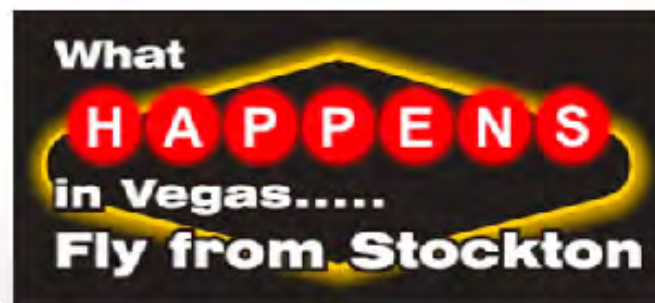
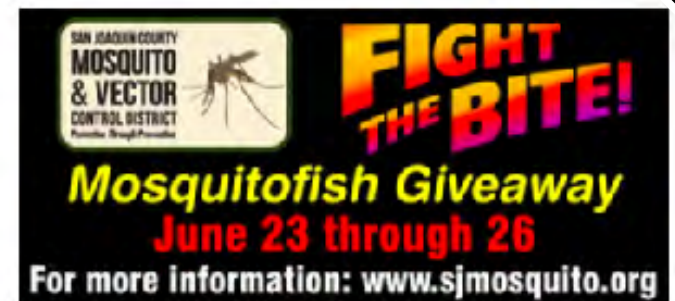
←-----
**Click anywhere on
map to open as an
interactive map**
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CREATIVE GUIDELINES/EXAMPLES

- Less copy is best with billboard artwork, 6 words or less
- Avoid white backgrounds
- Dark backgrounds used with contrasting light colored copy works best
- Take advantage of flexibility and change messages weekly, daily or even hourly

Artwork Specs

- JPEG files
- 72 dpi
- 1280 pixels wide x 560 pixels high



CONTACT INFO



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