

# DIGITAL SIGNAGE ADVERTISING MEDIA KIT

2023-2024



**LOVELL**  
TECHNOLOGIES

# DIGITAL SIGNAGE ADVERTISING



## Grab the attention of viewers and convert them into action-oriented customers using the power of digital signage!

Envisage your brand presented on a captivating medium of hybrid digital displays across Bermuda. Conceptualize high resolution content of your products and services illustrating the value offered to new potential customers. Experience new sales driven by high visibility advertisements reaching your ideal customers.

Motion graphics: content that moves on digital signage displays receive

**50% MORE ATTENTION**

compared to traditional advertising.

Our digital signage network is a proven sales driver and an effective way to build brand awareness and influence customer behavior.

**CALL (441) 400-5007**

to see your brand, products, and services shine in front of thousands daily.

# BENEFITS OF DIGITAL ADVERTISING



## TIME AND MONEY

You are no longer required to print and reprint your campaigns due to print errors;



## EFFICIENCY

Deploy messages more efficiently and effectively than traditional print advertising;



## ATTENTION

Research show that digital signage receives 50% more attention and engagement with motion graphics,



## ENGAGEMENT

Digital Signage displays are strategically positioned at a point-of-wait to engage your targeted audience to build brand awareness, influence customer behavior and gain new business.

## LOCATIONS

✔ KFC

✔ DEPARTMENT OF IMMIGRATION

✔ PARCEL POST OFFICE

✔ TCD

✔ DEPARTMENT OF SOCIAL INSURANCE

✔ LINDOS MARKET & PHARMACY

✔ MR. CHICKEN

✔ GENERAL POST OFFICE

✔ MORE...

# POPULATION

**61,939**

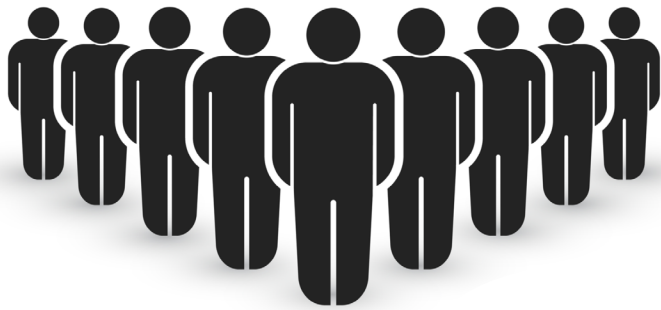
**BERMUDA POPULATION**  
as of 2022

# FOOT TRAFFIC

**LOVELL TECHNOLOGIES**  
**FOOT TRAFFIC**

**300,000+**

Pembroke, Devonshire,  
Paget / Foot Traffic



# PRICING & INFORMATION

Digital signage advertising gives you more plays

Ad Duration	Campaigns	1 Month	3 Months	6 Months	12 Months
10 seconds	1	\$250	\$750	\$1,500	\$3,000
20 seconds	2	\$400	\$1,200	\$2,400	\$4,800
30 seconds	3	\$450	\$1,350	\$2,700	\$5,400

## MEDIA COMPARISON

Number of Appearances per Quarter



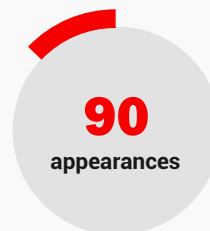
**DIGITAL SIGNAGE**  
5,940 times per quarter



**TELEVISION**  
270 times / quarter



**RADIO**  
270 times / quarter



**NEWSPAPER**  
90 times / quarter

# DIGITAL SIGNAGE ADVERTISING

The most affordable, effective and engaging network to advertise on.



## DIGITAL SIGNAGE

**\$1,350 Quarterly**

30-seconds | 5,940 Plays | Audio Visual Effect



## RADIO

**\$6,750 Quarterly**

30-seconds | 270 Airings | Audio Effect



## NEWSPAPER

**\$36,050 Quarterly**

Fixed Spots | 90 Appearances | Visual Effect



## TELEVISION

**\$72,900 Quarterly**

30-seconds | 270 Airings | Audio Visual Effect

# OUR PROCESS

1

## ASSESS

Assessment  
Objectives Placement



2

## VALIDATE

Submission Form  
Contract



3

## PLAN

Content Strategy  
Creative Design



4

## ACTIVATE

Deployment  
Monitor



# MULTIMEDIA SPECIFICATIONS

## WHICH FILE FORMATS DO WE SUPPORT?

Lovell Technologies supports all the Flash Media Formats which include:

<b>Video Formats:</b>	Flash Video FLV (H.263), MPEG-4 (H.264), MOV, M4A, MP4V, 3GP, 3G2, AAC (HE, LC) SWF
<b>Animation:</b>	SWF
<b>Images:</b>	JPG, PNG
<b>Sound:</b>	MP3

## STATIC ADS - DIMENSIONS IN PIXELS

LANDSCAPE MODE	PORTRAIT MODE
<ul style="list-style-type: none"><li>✓ Width: 1920</li><li>✓ Height: 1080</li><li>✓ Minimum Resolution: 72dpi</li><li>✓ File Type: Jpeg (.Jpeg) with no compression</li></ul>	<ul style="list-style-type: none"><li>✓ Width: 1080</li><li>✓ Height: 1920</li><li>✓ Minimum Resolution: 72dpi</li><li>✓ File Type: Jpeg (.Jpeg) with no compression</li></ul>

## ANIMATED ADS - DIMENSIONS IN PIXELS

LANDSCAPE MODE	PORTRAIT MODE
<ul style="list-style-type: none"><li>✓ Width: 1920</li><li>✓ Height: 1080</li><li>✓ Frame Rate: 24fps</li></ul>	<ul style="list-style-type: none"><li>✓ Width: 1080</li><li>✓ Height: 1920</li><li>✓ Frame Rate: 24fps</li></ul>

Note: Any files sent by email needs to be compressed before sending, using a self-extracting Zip utility (PKZip or WinZip). Send email to your Lovell Technologies sales representative.

However, you should note, due to the hundreds of different encoders available today, it is possible that some of your files may not run properly in your signage presentation.

That is why we highly recommend you use a Freeware utility like Super to convert your media files to standard format including FLV, PNG, or SWF. This will eliminate any encoder, decoder issues you may experience.



# OTHER SERVICES WE OFFER

## CREATIVE DESIGN



Logo Design  
Business Card Design  
Letterhead Design  
Envelop Design  
PowerPoint Design  
Corporate ID Design  
Brochure Design  
Signage Design  
Billboard Design  
Flyer Design  
Catalogue Design  
Magazine Design  
Menu Design  
Sticker Design  
Packaging Design  
More...

## WEB SOLUTIONS



Domain Name Registration  
Website Design  
Web Hosting  
Web Security  
Website Backups  
Wordpress Design  
UX and UI Design  
eCommerce Development  
Mobile App Development  
More...

## DIGITAL MARKETING



Market Research  
Market Strategy  
Social Media Marketing  
Search Engine Optimization  
(SEO)  
Local SEO  
SEM  
Email Marketing  
Mobile Marketing  
Pay Per Click (PPC)  
Mobile Marketing  
Citation Audit & Cleanup  
Citation Building  
More...



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