

Digital out-of-home

INTRODUCING

TIMESVISION

In-store video advertising - featuring Verified Engagement!

Harness the benefits of cable TV and outdoor advertising, add trusted news from the *Tampa Bay Times* and you have TimesVision! Strategically placed inside high-traffic stores, TimesVision monitors are attached to *Tampa Bay Times* newsracks where your advertisement will be shown approximately 100 times in a 12-hour period. Your advertisement will air during a 7-minute loop featuring short video news reports from the *Tampa Bay Times*.

Reach active consumers while they're out in the marketplace – not on the sofa.

Many locations available
in high traffic areas

TIMESVISION AD RATES

FREQUENCY	3 MONTHS	6 MONTHS	12 MONTHS
# OF SCREENS			
12	\$960	\$900	\$840
25	\$1,875	\$1,750	\$1,625
50	\$3,500	\$3,250	\$3,000
75	\$4,875	\$4,500	\$4,125

*Rates are per month for :15 second spots. Video production is available for an extra charge.

What is Verified Engagement?

Each TimesVision display has a small optical sensor that captures the number of times your commercial has been viewed. You'll also learn the gender and age range of those viewers. This is not a camera. Customers are not recorded. Demographics are determined by face shape and other proprietary methods.

To Advertise

Contact your account executive or **Larry West** at lwest@tampabay.com

For a TimesVision display in your store

Contact **James Collins** at jacollins@tampabay.com



Just the Facts:

- 24" – 40" high-definition video monitors
- TimesVision runs continuously and does not include sound
- Video production services available
- Select your target zone areas and local stores
- Distribution partners include select Kahwa coffee shops, Rally food marts and numerous convenient stores throughout the market

The TimesVision Ad-vantage.

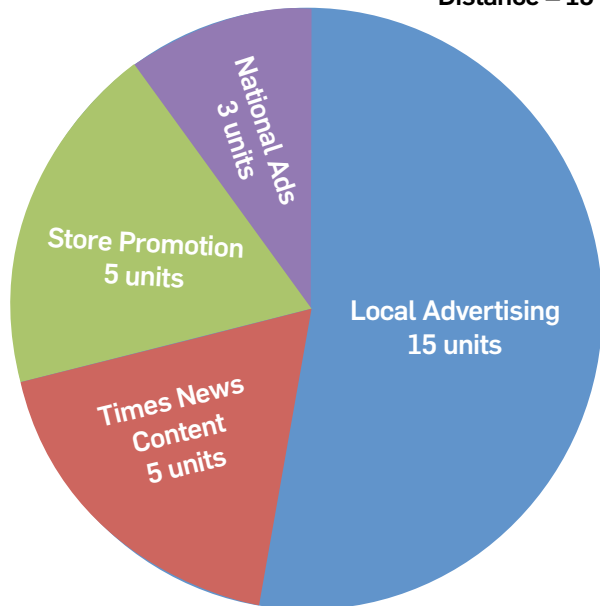
Demographic Detection

Using our proprietary dynamic technology we can provide data on the number of people viewing your message so your marketing can be strategically targeted.



Angle = 70°

Effective Distance = 15'



INFORMATION AVAILABLE
 Gender: Male or Female
 Estimated Age:
 Young <20
 Young Adult 21-30
 Adult 31-44
 Mature Adult 45+



Advertising Frequency
 Take advantage of massive ad frequency. Each network only has **15** advertisers which means your video would play once every **7** minutes.

Monthly Reports
 Receive detailed verified engagement reports of who viewed your spots. Monitor your advertising and choose where you want your messages to be seen.

VIDEO REQUIREMENTS:

- Length:** 15 or 30 seconds
- Video format:** mpeg4
- Video Codec:** h.264
- Video bit rate:** 5500kb/s
- fps:** 29.97
- Resolution:** 1920 x 1080