

## Digital out-of-home

# 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.

MONTHLY ADVERTISER IMPRESSIONS	3-Month Investment	6-Month Investment	12-Month Investment
	MONTHLY	MONTHLY	MONTHLY
750,000	\$9,750	\$9,375	\$9,000
700,000	\$9,100	\$8,750	\$8,400
650,000	\$8,450	\$8,125	\$7,800
600,000	\$7,800	\$7,500	\$7,200
550,000	\$7,150	\$6,875	\$6,600
500,000	\$6,500	\$6,250	\$6,000
450,000	\$5,850	\$5,625	\$5,400
400,000	\$5,200	\$5,000	\$4,800
350,000	\$4,550	\$4,375	\$4,200
300,000	\$3,900	\$3,750	\$3,600
250,000	\$3,250	\$3,125	\$3,000
200,000	\$2,600	\$2,500	\$2,400
150,000	\$1,950	\$1,875	\$1,800
100,000	\$1,300	\$1,250	\$1,200

#### Hot Deals!

- 10% off total ad buy with purchase of two ads
- 15% off total ad buy with purchase of three ads
- 25% off total ad buy with purchase of four ads

**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.



**Just the Facts:**

- 24"– 40" high-definition video monitors
- TimesVision runs continuously and does not include sound
- Video production services available
- Distribution partners include Speedway, Rally food marts and numerous convenient stores throughout the market

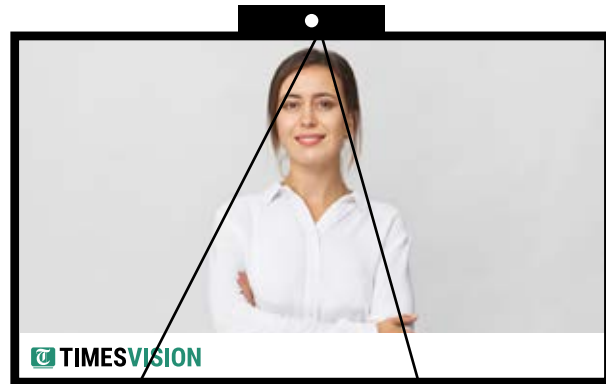
**To Advertise** | Contact your account exec or **Larry West** at [lwest@tampabay.com](mailto:lwest@tampabay.com)

**Need a display?** | Contact **James Collins** at [jacollins@tampabay.com](mailto:jacollins@tampabay.com)

# 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 targeting the right audience.



**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 providing demographic data of the audience we deliver.

**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