

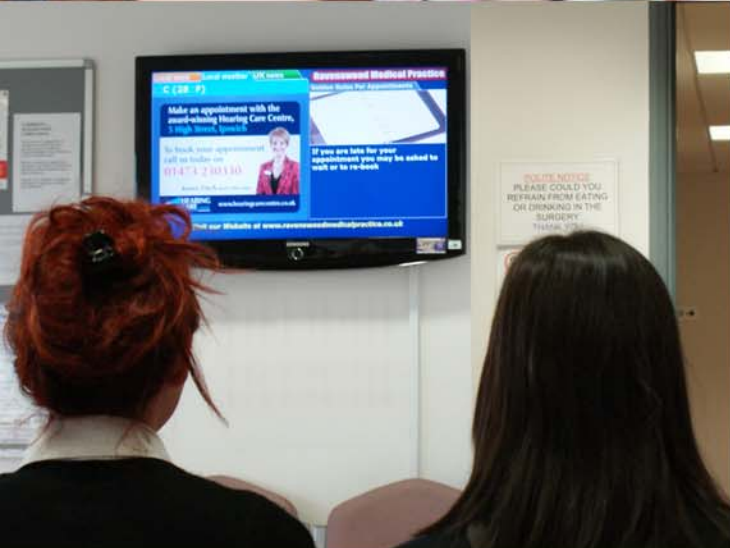


# NOTICEBOARDTV MEDIA PACK

We provide waiting room information screens across the UK to GP practices, dentists and hospital departments and clinics. Our screens deliver real-time information to patients as they wait for appointments to keep them informed about waiting times, promote health campaigns and assist practices in improving the patient experience.

Screen space is split into three areas. The left side plays a 50/50 mix of advertising and health promotion content. The right side and a bottom ticker bar play real-time messages to patients and these areas are controlled directly by the location management via a password protected interface.

By integrating advertising into the main body of the screen, rather than playing it in conventional ad breaks between information content, we feel that our screens offer a unique opportunity to place your campaign in a context which will command more attention.



We have a very close working relationship with each location and provide on going support to management in the running of their screens. This includes tailor-made content production.

Our aim is to make the screen an integral part of the practice's communication with patients so that local staff are fully committed to using the screen and ensuring that it runs continuously during opening times.



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## Content distribution

Screen content is delivered live over a dedicated broadband connection to each screen so campaign management is controlled centrally. We can distribute your campaign across all or part of our network and can offer short or long-term contracts on specific targeted location types or geographical areas.

## Metrics

Standard advert loop time is 20 minutes with a guaranteed minimum of 24 plays per day. We can also create bespoke packages with more frequent loop times.

We provide online access to real time play stats for each screen and can also produce weekly summaries if required.

## Creatives

We can accept screen ready artwork within our specification or we can adapt existing campaign material to fit our format. Content can include motion graphics and video as well as flat artwork.

We also have our own design department who can produce motion graphics and flat artwork from scratch.

## Format

All files need to be in Flash Video (FLV) format with a bit rate of 700 kps. We need a two second freeze pane at the end of the video. Standard length is in 15 second units so a 15 second advert would need to be 17 seconds long with a 2 second frozen pane at the end; a 30 second advert would be 32 seconds with a 2 second frozen pane.

## Standard advertisement

These advertisements play on the left-hand pane of the split screen alongside location messages and general health promotion content.

Format is FLV file at standard PAL DV size - 720x576 pixels.

## Full screen advertisement

We have a limited number of spaces for single full-screen advertisements on each screen. These are usually available on long-term contracts in the form of screen sponsorships.

Format is FLV file at 1280x768 pixels.



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## Rate card

### 15 second standard advertisement

13 week run - £55  
26 week run - £95  
52 week run - £175

### 30 second standard advertisement

13 week run - £115  
26 week run - £190  
52 week run - £350

### 45 second standard advertisement

13 week run - £160  
26 week run - £280  
52 week run - £525

### Full screen advertisement

30 seconds  
52 week run - £800

60 seconds  
52 week run - £1200

These rates apply to bookings on 10 to 20 screens. Please use these prices as a guide. We are happy to tailor a package to suit the requirements of your campaign and will negotiate discounts on bookings for more than 20 screens.

All prices are subject to VAT at the current standard rate.

## Artwork costs

We make no charge for assisting clients in creating screen artwork including designing from scratch or adapting existing content to fit our format. For campaigns runs of 26 weeks or more, we are usually able to change or upload new content at no cost but we reserve the right to make a charge if change requests exceed a reasonable level. We can provide "space only" bookings subject to negotiation.

## Terms

All screen advertising is sold subject to our full terms and conditions available from our website and these will be attached to all order forms.

Normal payment terms are in advance but we can extend credit subject to the usual checks.

## Contact information

Please contact David Rees as below for all initial enquiries regarding network advertising.

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www.noticeboardtv.com

