



DIGITAL SIGNAGE

A Brand New Visitor Out-Of-Home (VOOH) Marketing Channel

CTM Media Group is proud to offer a unique new VOOH product line integrating Digital Out-Of-Home marketing campaigns at select locations within our print distribution networks.

22" digital screens mounted on top of CTM brochure stands run an exciting, dynamic content loop featuring 15-second ad spots.

Simultaneously *show* the fun your business or service has to offer while visitors and travelers are self-selecting the brochures, rack cards, and guides of interest to them. Enjoy the halo effect of being featured with a limited number of top area attractions and activities.

Digital Header Campaigns Are Cost-Effective.

Your message only appears at hyper-targeted hospitality locations for an audience of visitors *currently on vacation*. The ease and speed of producing or changing digital campaign creative materials offer additional flexibility and savings.

Be sure to ask about expanded digital signage opportunities in your market on CTM's ExploreBoard touchscreen networks.

Digital Header Video Ad Specs:

- 15 seconds long and stripped of any sound/audio (silent)
- High quality .mp4, .mov or .avi files up to 100 MB
- 16:9 aspect ratio | Minimum 1920 pixels wide x 1080 pixels tall

Digital Header Static Ad Specs:

- 16:9 aspect ratio | Minimum 1920 pixels wide x 1080 pixels tall
- Acceptable files are .jpg, .png or .gif (without animation)

For more information and to reserve your space call 800-888-2974



visitorfun.com