

[OF-026]

Service Offerings

The Big Picture					
Item	Location	Display Loop	Ad Duration	Ad Unit Price Per Day	Ad Unit Price Per Week
Full Screen	Level 1	10 minutes	10 seconds	\$3,250	\$8,600
Full Screen			15 seconds	\$4,875	\$10,800
Full Screen			30 seconds	\$9,750	\$16,500
Centre Screen plus Wings			10 seconds	\$3,000	\$7,600
Centre Screen plus Wings			15 seconds	\$4,500	\$9,600
Centre Screen plus Wings			30 seconds	\$9,000	\$14,700
Centre Screen			10 seconds	\$2,700	\$7,300
Centre Screen			15 seconds	\$4,050	\$9,200
Centre Screen			30 seconds	\$8,100	\$12,900
Top Banners			10 seconds	\$1,500	\$5,500
Top Banners			15 seconds	\$2,250	\$6,600
Top Banners			30 seconds	\$4,500	\$11,000

Nicoll Corner Screen					
Item	Location	Display Loop	Ad Duration	Ad Unit Price Per Day	Ad Unit Price Per Week
Centre Screen	Nicoll Corner	10 minutes	10 seconds	\$1,500	\$5,500
Centre Screen			15 seconds	\$2,250	\$6,600
Centre Screen			30 seconds	\$4,500	\$11,000

Touchpoints [In-Centre Digital Screen Network]					
Item	Location	Display Loop	Ad Duration	Ad Unit Price Per Day	Ad Unit Price Per Week
Full Screen and/or Banner Ad [10 seconds]	B1, B2, Levels 1, 3, 4, 6	2 minutes	10 seconds	\$1,300	\$3,700

Touchpoints [Dedicated]				
Item	Location	Display Loop	Unit of Measurement	Price
Touch Points [Dedicated]	At Event Location	Dedicated	Per unit, per day	\$150

Design Services [^]				
Item	Location	Unit of Measurement	Price	
Full Screen	The Big Picture	Per ad creative	\$3,000	
Centre Screen plus Wings			\$3,000	
Centre Screen			\$3,000	
Top Banners			\$2,000	
Nicoll Corner Screen			Nicoll Corner	\$3,000
In-Centre Digital Network Screen			B1, B2, Levels 1, 3, 4, 6	\$2,000

[^] See Technical Guide [Digital Media] for more information on inclusions.