



ViableTv 2007 Media Kit

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MEDIA KIT 2007

The Target

Ideal locations

ViableTv is displayed alongside normal television programming. The primary target venues have a large number of televisions and a clientele with an inclination of viewing those televisions. As such, restaurants, pubs and bars are the optimal establishments and are our primary focus. These venues draw a clientele that can be a highly attractive target audience for advertisers. If the venues in our existing network are not suitable for your product, please advise us of a specific venue you are interested in and we will work to add it to our network. We are targeting the Calgary market for 2007.

Target Audience

The primary target audience of ViableTv is the resto-bar crowd of 18-40 year-old males and females. This is the main demographic that is frequenting restaurants, bars and pubs. They are a highly dynamic and socially active group with the desire and ability to spend and consume. ViableTv gets your advertising on the televisions, which is the one place in every bar that gets this group's attention.

Frequency of Advertisement Display

Each venue is limited in advertising spots on an hourly basis. This means each ad is displayed **at least** once every hour and can quite often appear more than once. By being displayed every hour, this means the advertisements are displayed during the big sporting events when the venues are packed full of patrons and the majority of them are there specifically for television viewing.

DO YOU REPRESENT...

LIQUOR PRODUCTS ? **Advertise your product but introduce the patrons to a new shot or highball featuring your product to get new sales started immediately!**

A TAXI SERVICE ? **Build brand recognition and phone number recall by using animated corner adverts to hammer home the message**

A LATE NIGHT FOOD-SERVICE ? **Attract the late night food seekers with a menu offering and directions to your establishment!**

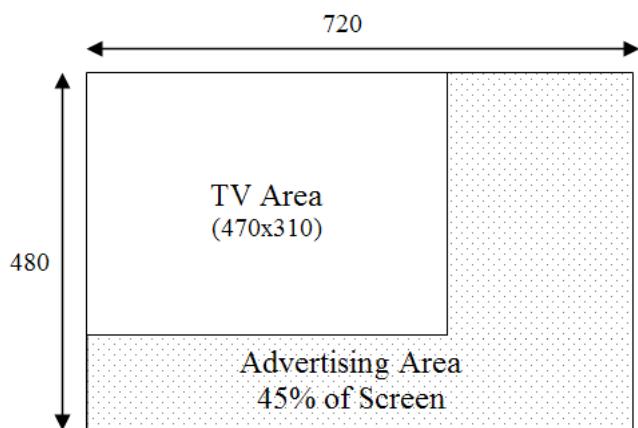
A LOCAL BUSINESS ? **Take advantage of the extremely low rates to reach out and deliver your message to a highly targeted audience in one or more communities!**

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Media System Advertising Rates

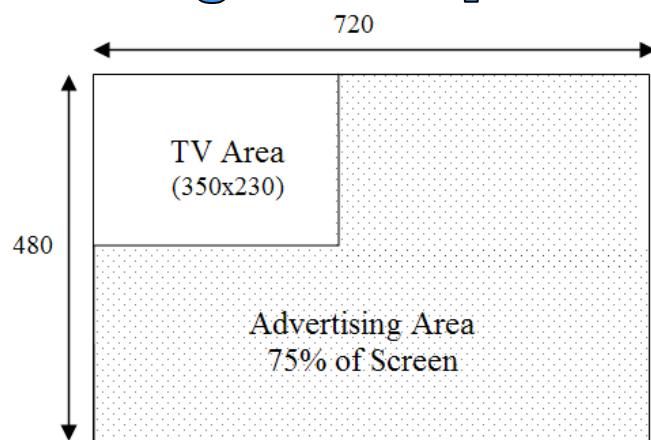
Static Banners

Static banners are displayed for the durations requested along side the normal television/commercial advertising which continues in the upper left portion of the screen. They are part of a line-up that will cycle during the allotted time. You have a choice for the size and duration of your advertisement.



High Impact!

Higher Impact!

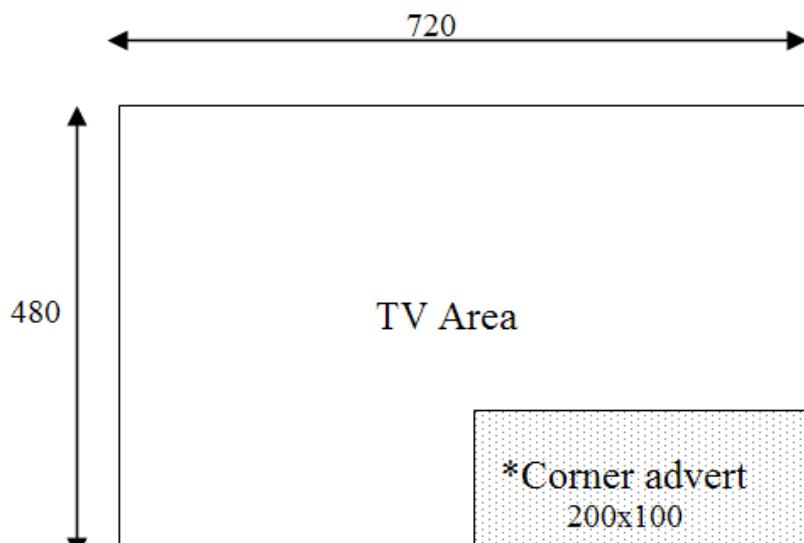


	55%	75%
15 sec/hour	\$CALL/wk	\$CALL/wk
Per venue pricing. Minimum 4 wk buy. Prices reflect 5 screens per venue, price increases per 5 screens. 10% discount for:		
<ul style="list-style-type: none"> • More than one timeslot (e.g. 30, 45 or 60 seconds per hour) • Orders for >4 wks (multiple of 4). • Multiple venues 		

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Translucent (animated) Corner adverts

Corner adverts give you the most visually appealing and attention grabbing form of advertising in a resto-bar environment! These corner adverts are very similar to station logos found on most current television networks but provide you with an opportunity to catch the attention of the audience during the programming. With animation and varying levels of translucency we provide you with an avenue to make your impressions!



* Only one corner active at a time. Also a fixed position mode is available to place logo anywhere on screen

	Logo
15 sec twice an hour	\$CALL/wk
Per venue pricing. Minimum 4 wk buy. Prices reflect 5 screens per venue, price increases per 5 screens. 10% discount for: <ul style="list-style-type: none"> • More than one timeslot (e.g. 30, 45 or 60 seconds per hour) • Orders for >4 wks (multiple of 4). • Multiple venues 	

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Content Creation

Options

There are two options for content creation. You may supply your own pre-formatted and approved advertisements or you can supply us with source material and one of our professional graphic artists will construct your ad for a cost-recovery fee.

Content Costs

Ad created by you (Approved by us)	Free for initial buy
	\$CALL per ad change
Ad created by Viable (Approved by you)	\$CALL per image/ad

Ad Format Guidelines

Size	55%	720x480 minus top left (480x320) Template available in PSD and XCF formats.
	75%	720x480 minus top left (360x240) Template available in PSD and XCF formats.
		Due to overscan differences between televisions there are some zones around the edges that may not be displayed on all televisions. To ensure that your advert is properly displayed it is advised that you keep all important content a minimum distance from the edges as follows: 25px left, 10px top, 50px right, 25px bottom The templates have guides that highlight these border regions.
Format	Corner Advert	200 x 100
Multiple frame support	PNG image format	Alpha Channel for Logo (Background transparency)
Duration	10,15,30 or 60	seconds
Audio support	No	
Min Font size	22px	recommended