

# MJHL DIGITAL SIGN NETWORK



The Manitoba Junior Hockey League boasts dynamic, digital LED in-arena advertising in 12 of the league's team arenas. Digital signs are in use for Arena Public Events and Activities (some restrictions apply) and deliver high audience reach, frequency, impact, and message retention. Digital LED signs provide branding/messaging flexibility and allow for time-sensitive advertising.

## DIGITAL AD SPECS

- Size: 528 X 96 pixels (Width x Height)
- Preferred file format: .wmv
- Length: 10 seconds (maximum)
- Frame Rate: 30 fps
- 10mm Surface mount diode
- 18'w X 3.31'h

Digital ads rotate a minimum of once every 5 minutes, 12 times per hour, 30 times per hockey game and 192 times per day in 12 arenas/communities.

PROVINCIAL REACH - DYNAMIC ADVERTISING - MESSAGE FREQUENCY



I NEARLY 2000 AD IMPRESSIONS PROVIDED EVERY DAY  
I VIDEO AND ANIMATION CAPABILITIES, QUICK TURNAROUND  
I YEARLY FOOT TRAFFIC OF OVER 2.1 MILLION ARENA VISITORS



# ADVERTISING RATES

FULL SHOWING - 12 Digital signs - 12 Communities - 12 Arenas

*4-12 WEEKS: \$45 13-32 WEEKS: \$40 33-52 WEEKS: \$35*

52 week contract special: \$18,720 (\$30 per week per location)

26-week rate: \$12,480      4-week minimum showing

## INDIVIDUAL TEAM/ARENA PLACEMENT

*4-12 WEEKS: \$70 13-32 WEEKS: \$60 33-52 WEEKS: \$50*

Placement rates - 1 ARENA: Rates are per location per week.

Contact your local MJHL Team.

PROFESSIONAL DIGITAL AD DESIGN IS AVAILABLE FROM THE MJHL @ \$250 PER AD.

DIGITAL ADS CAN BE CHANGED AS REQUIRED - SOME RESTRICTIONS MAY APPLY.

## CONTACT

MJHL DIRECTOR, MARKETING & PARTNERSHIPS

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