

## L.E.D SIGN - PRICE LIST

Westwood Square is pleased to provide clients with the opportunity to advertise on the newly-installed LED sign located at the entrance to Westwood Square. The one-of-a-kind sign in Malton will be updated on a monthly basis, and will reach thousands given its high-traffic location and high-quality graphics.

Interested parties can choose price points based on required advertisement elements – including graphic design, photography, videography and animation – and desired running time. All advertisements will be capped at 10 seconds.

**Ads can run for maximum of 3 months.**

### Graphic Layout Production Packages

#### Bronze

Number of Slides: 1  
Screen Time: 5 sec

SOURCED PHOTO  
NO PHOTO  
ANIMATION  
LIMITED

1<sup>st</sup> MONTH

**\$1000** + HST

2<sup>nd</sup> and 3<sup>rd</sup> MONTH EACH

**\$700** + HST

#### Silver

Number of Slides: 1  
Screen Time: 8 sec

SOURCED PHOTO  
ONE PHOTO  
ANIMATION  
1 TRANSITION

1<sup>st</sup> MONTH

**\$1500** + HST

2<sup>nd</sup> and 3<sup>rd</sup> MONTH EACH

**\$1050** + HST

#### Gold

Number of Slides: 1  
Screen Time: 10 sec

SOURCED PHOTO  
1-2 PHOTOS  
ANIMATION  
UP TO 2  
TRANSITIONS

1<sup>st</sup> MONTH

**\$2000** + HST

2<sup>nd</sup> and 3<sup>rd</sup> MONTH EACH

**\$1450** + HST

### Contact Information

email: [advertise@westwoodsquare.ca](mailto:advertise@westwoodsquare.ca)

Phone: 905-677-5441

web: [www.westwoodsquare.ca/advertise](http://www.westwoodsquare.ca/advertise)

**All files must be recieved by the 3<sup>rd</sup> Friday of the month.**

### Payment Information

**50% upfront and 50% before ad is displayed.**

# L.E.D SIGN DESIGN SPECIFICATIONS

- All required designs and advertisements will be created professionally by an external creative agency. If an interested party has a pre-existing design, or is able to design an advertisement on their own, it will still require final inspection by the agency itself.
- All designs need to have the proper aspect ratio to fit the dimensions of the sign accurately and all designs and photos need to be high resolution to make sure only the highest quality advertisements are being displayed.
- If designs handed in by vendors do not meet the minimum standards listed below, then the advertisements will not be displayed until the required adjustments are completed.
- All prices include design of required assets.
- All information displayed in the advertisements will be reviewed (ie. websites, phone numbers etc.)

**3000 PX WIDE**

**2656 PX HIGH**



**For Designers**

17:15 equivalent

Pixels: 3000px X 2656px

Art work looks best in 200dpi (Photos Included)

NOTE: If the chosen photo is not high resolution it will not be used. Fonts need to be legible from a distance of **30 metres** by people passing by on foot, on bicycles, in cars and in busses. Large, legible fonts need to be used and **no more than 15 words can be used throughout the entire design**. Paragraphs are to be limited to 6 - 10 words. Each slide will be displayed for 5 - 10 seconds depending on the chosen plan.

**File types:** For images: JPEGs or PDFs. For video: AVI.

**Email addresses and contact**

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