



**WINGSPAN**

INTEGRATED MARKETING

# DIGITAL SCREEN PROGRAM





# JEFFERSON CO GVMT MOTOR VEHICLE FACILITIES INFO

A unique Digital Monitor  
program targeting  
**OVER 1,000,000** in  
**8 Motor Vehicle Facilities**  
throughout Louisville, KY.



Our 40"- 42" HD monitors display dynamic advertising at nearly **15,000 impressions/month**, reaching nearly **100,000 consumers monthly** at these motor vehicle offices:

*Dixie, Downtown, East (Middletown), Fairdale, Highview, Jeffersontown, West (Broadway) & Westport*



## JEFFERSON COUNTY CLERK & DMV OFFICES ON-SITE SURVEY

New On-Site Survey conducted in **ALL** Jefferson County Clerk's and Department of Motor Vehicles Offices reveal strong numbers for Wingspan's Digital Signage Network!

**99%**

**FOUND** the digital content easy to read and understand.

**93%**

**AGREED** that the digital signage captured their attention as soon as they entered the facility.

**86%**

**AGREED** the ads they saw would influence their everyday shopping.

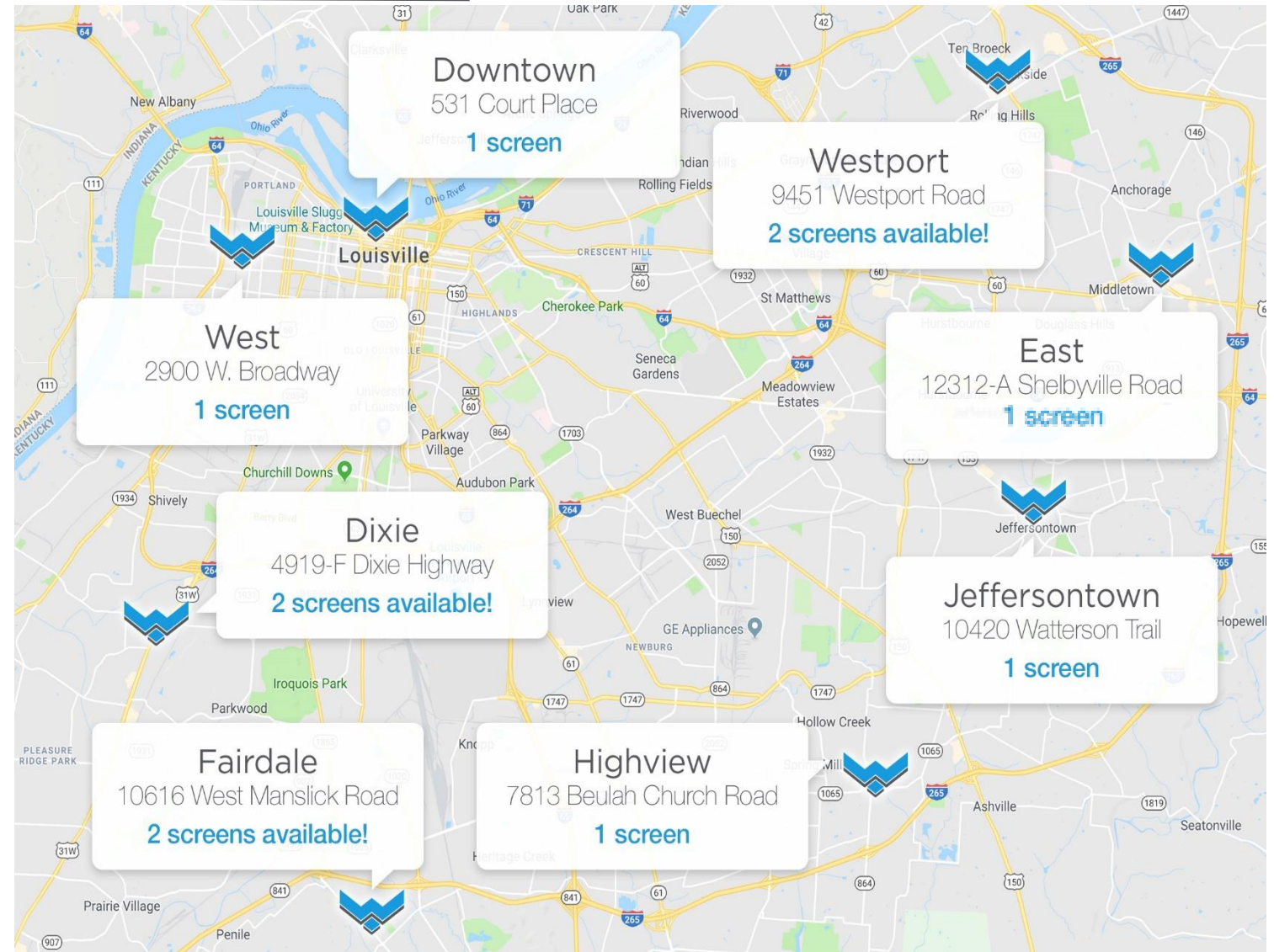


# JEFFERSON CO GVMT MOTOR VEHICLE FACILITIES MAP

## Monthly Traffic Counts For 2017

Jan	Feb	Mar
80,734	115,220	125,947
Apr	May	Jun
102,826	93,526	98,767
Jul	Aug	Sep
101,010	94,463	95,642
Oct	Nov	Dec
92,640	86,655	98,425

**YEARLY AVERAGE TOTAL: 1,185,855**





# JEFFERSON CO GVMT MOTOR VEHICLE FACILITIES AD PACKAGES

Advertising Packages can be customized to meet your needs. Visit our website for more information on pricing and how Wingspan can help!

***INCREASE YOUR REACH.***

[Wingspanreach.com](http://Wingspanreach.com)

## Full Screen

This area is where your :30 second ad is played.  
Each ad is played 1-4 times per hour

# DIGITAL MARKETING PACKAGES

## GLIDER

\$99/mo

- 1 location
- 1-4 views per hour

## FIGHTER

\$249/mo

- 3 locations
- 3-12 views per hour

## BOMBER

\$499/mo

- 8 locations
- 8-32 views per hour

Want to know if its working? We can track calls or create a text campaign for you!

# TAKE OFF IN 3 STEPS!



## 1. Choose your Package

- Choose from: Glider / Fighter / Bomber package options
- Select location(s): Dixie, Downtown, East (Middletown), Fairdale, Highview, Jeffersontown, West (Broadway) & Westport



## 2. Create your ad

- Send Wingspan a 1920 x 1080 jpg at 72 dpi of the ad you want to use  
OR
- No ad? For a charge, we can create an ad for you! Just send us: Your logo, business name, image, promotion details/copy to include



## 3. Review & Approve

- You will receive a draft of your ad within 3-5 business days. Review it and let us know if you approve!
- Once Approved, you are ON THE SCREENS!!





Advertising Agreement

Contact: \_\_\_\_\_ Billing Contact: \_\_\_\_\_  
Advertiser: \_\_\_\_\_ Billing Address: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
E-mail: \_\_\_\_\_ E-mail: \_\_\_\_\_

Choose Your Package:

Glider: \$99/mo\*  
\*3-month min.

Fighter: \$249/mo\*  
\*3-month min.

Bomber: \$499/mo\*  
\*3-month min.

Select 1 location from below:

Select 3 locations from below:

All 8 locations from below included

- Dixie  Downtown  East (Shelbyville)  Fairdale
- Highview  Jeffersontown  West (Broadway)  Westport

Would you like Wingspan to create your ad for you?

\_\_\_\_\_ NO. I will provide Wingspan a 1920 x 1080 jpg at 72 dpi of the art to be used.

\_\_\_\_\_ YES! Please create my ad. I will provide my logo, business name, image, promotion details and copy to include. I understand there is an additional charge associated with this.

**PAYMENT INFORMATION**  
Credit Card Number: \_\_\_\_\_  
Name on Credit Card: \_\_\_\_\_  
Address: \_\_\_\_\_  
Exp. Date: \_\_\_\_\_ CVV Number: \_\_\_\_\_  
Authorized Signature: **X** \_\_\_\_\_  
(I hereby authorize Wingspan to charge the above account every first of the month)

The parties hereto, in the performance of this agreement, shall not act as employees, partners, joint venturers, or associates of one another. It is expressly acknowledged by the parties hereto that such parties are independent contracting entities and that nothing in this agreement shall be construed to create an employer/employee relationship or to allow either to exercise control or direction over the manner or method by which the other transacts its business affairs or provides its usual services. The employees or agents of one party shall not be deemed or construed to be the employees or agents of the other party for any purpose whatsoever. Revenewtree DBA Wingspan may terminate this agreement without cause for any reason, and such termination shall not be deemed a breach of contract by Revenewtree DBA Wingspan. If the Buyer fails to properly perform or fulfill its obligations under this agreement in a timely or proper manner or violates any terms of this agreement, Revenewtree DBA Wingspan shall have the right to immediately terminate the agreement, and the Buyer shall compensate Revenewtree DBA Wingspan for all completed services and advertising. Revenewtree DBA Wingspan shall have no obligation or liability except as specifically provided in this agreement. This agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky and subject to the exclusive jurisdiction of the courts of the Commonwealth of Kentucky. This agreement is complete and contains the entire understanding between the parties relating to the subject matter contained herein, including all the terms and conditions of the parties' agreement. This agreement supersedes any and all prior understandings, representations, negotiations, and agreements between the parties relating hereto, whether written or oral. Revenewtree DBA Wingspan guarantees 95% play time. Terms of Payment: Buyer agrees to pay in full within 30 days of invoice date. If not paid within 30 days, Buyer will be charged a 5% late fee per month until paid. If Buyer chooses to cancel contract at any point, Buyer is liable for 50% of the charges in remaining contract. Buyers who fail to produce ad content by start date as indicated on the contract shall be billed as the contract states.

WINGSPAN

ADVERTISER

Name (Print): \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_

Name (Print): \_\_\_\_\_  
Authorized Signature: \_\_\_\_\_