INCREASE YOUR SALES by delivering sophisticated IN-STORE marketing messages based on who is in the store and at what time to increase product awareness and sales.

MAUI

EFFECTIVE JANUARY 2022
Using our proprietary dynamic face tracking technology we can see who is in the store and viewing your message so your marketing can be strategically targeted to those demographics.

**INFORMATION RECORDED:**

**Gender:**
- Male or Female

**Estimated Age:**
- Young <20
- Young Adult 21-30
- Adult 31-44
- Mature Adult 45+

**SITE VIEW**

Site View is a sophisticated solution that plays videos (Advertiser, newspaper and retailer content). As the video content is playing, the computer captures demographic data related to the viewers, such as age and gender.
## 2022 DIGITAL BILLBOARD NETWORK RATES

<table>
<thead>
<tr>
<th>Retailer Partner Networks</th>
<th>Open</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jamba Juice (2 screens)</td>
<td>$1,400</td>
<td>$1,100</td>
<td>$850</td>
<td>$250</td>
</tr>
<tr>
<td>Longs Drugs (3 screens)</td>
<td>$1,750</td>
<td>$1,300</td>
<td>$1,050</td>
<td>$300</td>
</tr>
<tr>
<td>7-Eleven (1 rack)</td>
<td>$600</td>
<td>$500</td>
<td>$400</td>
<td>$100</td>
</tr>
<tr>
<td>7-Eleven (1 screen)</td>
<td>$600</td>
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<td>$100</td>
</tr>
</tbody>
</table>

### Retailer Partner Networks

- **CVS Longs Drugs (3 racks)**
- **Jamba Juice (2 racks)**
- **7-Eleven (1 rack & 1 screen)**

### 7 Screens Across Maui and Growing!

### Advertising Frequency

Take advantage of massive ad frequency. Each network only has 15 advertisers which means your video would play once every 7 minutes.

### Standard Retailer Network Clock

- **7 MINUTES**
- 420-SECOND CLOCK / 15-SECOND UNITS

### Advertising / 15 Units

- OPI Content / 5 Units
- Retailer Ads / 5 Units
- National Ads / 3 Units
VIDEO REQUIREMENTS

- 15 or 30 seconds (5 seconds available)
- Video format = mpeg4
- Video Codec=h.264
- Video bit rate = 5500kb/s
- fps = 29.97
- Resolution = 1920 x 1080
- Audio format = aac, mp3
- Audio Hz = 44100Hz
- Audio bit rate = 128kb/s

FOR MORE INFORMATION PLEASE CONTACT
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