

# ELECTRONIC BILLBOARD ADVERTISING



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## General Information

The Russell and District Chamber of Commerce and their partners Asessippi Parkland Tourism invite you to advertise on our 8-foot x 16-foot LED digital sign located at the Visitor Information Center located in Russell. The location and positioning of the sign allows for an average of 2100 travels a day to view the ads featured on the sign.

We have decided as an organization to not pursue putting up a second billboard to attract traffic coming from the east. As a result of this we have chosen the lower the rates to make it an affordable option for more businesses and organizations to purchase space to advertise their business or upcoming events, specials. You will also see that we are now offering a payment plan, details are on the attached sheet. Should you have any questions please don't hesitate to email Brittany at [chamber@mrbgov.com](mailto:chamber@mrbgov.com) or call 204-773-2456.

## Frequently Asked Questions

- Each ad will have a 10 second duration totaling 14,000 ads per day. This means that any given day your ad will be viewed 140-280 times depending on monthly ad sales.
- The location at the Visitor Information Centre provides great highway exposure.
- Most of the proceeds go back into the community and promotional activities.
- Ads can only possess three lines of text.
- Ads can only have a maximum of 12 words.
- Lettering can only be 16cm in height.
- Files must be provided in PDF, AI, EPS preferably but JPEG, TIFF, and PNG are also acceptable.
- A minimum file resolution of 480 pixels wide by 256 pixels high is suggested. Files also need to be RGB.

## Compare Other Advertising Costs

### Newspaper

Cost for 1 week of advertising in Local Newspapers \$204.53 (1/4 page)

### Magazine

Cost per issue of Fine Lifestyles (2 months) \$1200.00 (1 page)

### Radio

Cost for 25 ads on Yorkton's Fox FM \$1300.00 (30 second ads)

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## Rates & Packages

	Annual Ad Package	Monthly Cost	Chamber Membership Fee	Total Spent per Year (fees & ads)
Non-Member	\$600	\$50	\$0	\$600
Supporter	\$540	\$45	\$75	\$615
Member	\$420	\$35	\$200	\$620
MemberPLUS	\$300	\$25	\$250	\$550

We are happy to offer a second advertisement at 50% off. Please note that any additional advertisements will need to be circulating and changed at same time.

- \* The advertising rates above does not include the building of your advertisement.
- \* To ensure proper resolution and structure, we suggest advertisements be designed by MudRock Technologies.
- \* Corporations can choose to make their own advertisements, but a \$25.00 charge will be imposed for ads not made to the program specifications.
- \* Advertisements must be paid in full and designed one week prior to the first of the month.
- \* You can change your advertisement up to 12 times a year, after that there is a \$5.00 fee.

### Russell & District Chamber of Commerce Office

Brittany Pushka 204.773.2456  
[chamber@mrbgov.com](mailto:chamber@mrbgov.com)

### MudRock Technologies

Andy Klein 204.773.3091  
[andy@mudrock.ca](mailto:andy@mudrock.ca)

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# ELECTRONIC BILLBOARD ADVERTISING

## Payment Plan Agreement

Thank you for choosing to advertise your business on our Electronic Billboard. Please fill out the following information so that we can proceed with filling your advertising request.

### Billing Information

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Billing Address: \_\_\_\_\_

### Plan Details

Annual Ad Package: (circle one)

**Non-Member \$600**

**Supporter \$540**

**Member \$420**

**MemberPLUS \$300**

Payment Type: (choose one)

**Annual / Monthly** (12 postdated cheques)

**Amount:** \_\_\_\_\_

**Cash / Cheque** (circle one)

**Start Date of Advertising:** \_\_\_\_\_ **End Date of Advertising:** \_\_\_\_\_

*Advertisement will not be added to the billboard until payment has been received.*

**Signature of Advertiser:** \_\_\_\_\_ **Date:** \_\_\_\_\_

*Payment can be sent to:*

Russell & District Chamber of Commerce

Box 155

Russell MB

ROJ 1W0

*Cheques can be made payable to:*

Russell & District Chamber of Commerce

On memo line: Electronic Billboard

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