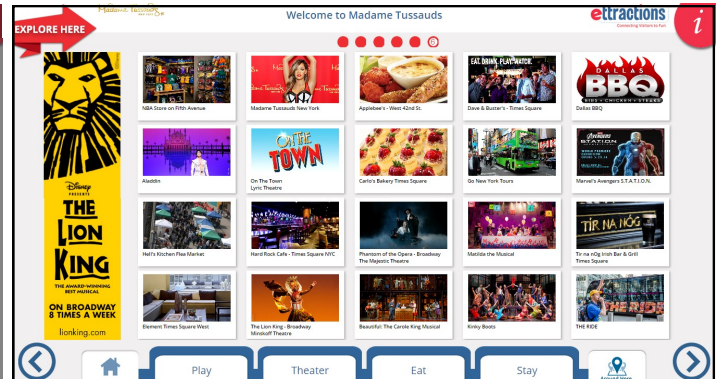


# EXPLOREBOARD DIGITAL SIGNAGE



## What is Digital Signage?

ExploreBoard touch screens are placed strategically in high traffic locations targeting travelers including attractions, hotel lobbies, visitor centers, shopping malls, convention centers and major transportation hubs like train stations and airports.

Large display ads (digital signage) promote your business to guests, shoppers and locals in proximity to the screens.

## How Does It Work?

Digital signage campaigns run when a screen is not in active use by a visitor. Ads are large enough to be viewed by those in the general area of the screen.

When an ad is touched by a visitor, the corresponding ExploreBoard profile opens up for easy interaction with your company details, contact and booking information, photos, video, menus, maps, specials and much more.

- Messages can be targeted to an extremely specific audience: in-market visitors looking for fun things to do
- Place-based media influences buying behavior close to the point-of-purchase
- The flexibility of a digital format allows for quick design turn-around time and fast response to seasonal, promotional or competitive market conditions
- Out-of-market visitors see you as a local leader in the destination. Heightened visibility promotes additional engagements to your Ettractions profile

## ExploreBoard Banner Ads

Vertical banner ads replace one entire column of outside profile tiles on the home screen. Profile tiles and banner ads refresh about every 15 seconds.

### EXPLOREBOARD BANNER SPECS:

- 135 pixels wide x 512 pixels tall
- 135 pixels wide x 755 pixels tall\*
- jpg, png and gif files accepted

*\*Some locations have screens in a portrait (vertical) orientation. Confirm with your Media Consultant before sending this ad size.*

## Screen Take-Over Ads

If an ExploreBoard has not been touched for two minutes, a screen take-over ad will pop open and play for exactly 20 seconds.

### NOTE: Take-over ads are silent.

They often appear hundreds of times each day (24/7) in public spaces and need to clearly communicate your messaging without the use of voice-overs or music.

### SCREEN TAKE-OVER SPECS:

- High quality .mp4, .mov, or .avi files
- Exactly 20 seconds in length
- 50 MB (or smaller) files
- 1000 pixels wide x 500 pixels tall
- No audio

## SEND US YOUR FILES :

**BY E-MAIL | UP TO 10 MB:** Send files with any instructions to [editor@ettractions.com](mailto:editor@ettractions.com)

**BY FTP | FILES OVER 10 MB:**  
Load to <ftp.ctmpower.com>  
with Username: **Ettractions**  
Password: **CTM2013** (case sensitive)  
and be sure to let us know you have loaded files for us.

## FREQUENTLY ASKED QUESTIONS:

### Can ads link to my website?

ExploreBoard touch screens will not navigate visitors to outside websites or allow guests to “surf the internet” in a public space. Instead, ads open the corresponding Ettractions business profile, connecting visitors using many interactive and “send-to-me” options.

### How often will my ad appear?

Impressions vary depending on:

- Number of ad campaigns running
- Times the boards are in heavy use
- Number of screens in a network.

### May I Only Buy Digital Signage Ads?

These are available for an additional charge to partners with active Ettractions web, mobile and ExploreBoard campaigns. Digital signage campaigns are specifically designed to open your corresponding profile for maximum engagements.

### Can I include a QR code on my ad?

Ads appear for just a few seconds... not much time for a visitor to open a code-scanning app on their phone and scan a small section of a rotating image on a live screen. Consider including a “call to action” in the ad copy to promote more clicks to your profile where you can engage the visitor with more details.

### How can I track the audience viewing my campaigns?

Upon request, we provide stats for monthly profile interactions (clicks.) However, we do not collect demographic data (with cookies or cameras) on individual ExploreBoard users. Touch screens are shared devices and cannot track personal data from individual users as you might expect on their personal devices.