

# CTM's Expert Guide to In-Market Digital

## ExploreBoard

CTM's award-winning ExploreBoard is a cutting-edge marketing tool driving brand awareness and connecting visitors with local tourism information. Featuring high definition images, videos and six languages (English, French, Spanish, German, Portuguese and Mandarin), ExploreBoard showcases nearby attractions and allows visitors to access maps and directions, preview menus, brochures, and share content via email or text. Visitors can also view events happening today and access booking information.

This multi-media experience quickly tells a visitor ["Why I Should Go?"](#) and ["What I Should Know?"](#)

CTM's travel experts are an integral part of our team and will consult with you to ["create a moment of discovery"](#) for the visitor. CTM will set up a consultation call to develop a professionally written and engaging profile and to provide a client login for your business for future profile update requests.



## 5 Important Things To Know

- 1 Visitors self-select only profiles of interest, with an option to send links/details by e-mail or SMS text messages.
- 2 Business profile content on our touch screen network also appears on [visitorfun.com](#) during contracted campaign dates and is subject to company editorial standards and practices.
- 3 ExploreBoard screen content is refreshed daily, and seasonal images and event details are easy to update.
- 4 ExploreBoards are not oversized internet browsers. Our touch screens do not navigate to outside websites during user sessions. All copy must be free and clear of any website links or addresses. Users may take individual profiles with them by e-mail or SMS, where client website and booking urls are promoted.
- 5 Photos and video showing the fun your business offers must be yours to use (i.e. free of copyrights) and may be submitted by e-mail, FTP or your favorite file sharing service.

## What does my touch screen profile include?

[5-10 Photos](#)

[1 Video](#)

[Directions](#)

[Up To 3 PDF Documents](#)  
(maps, schedules, brochures, etc.)

[Event Details](#)

(all calendar entries must include specific start and end times and appear during contracted campaign dates.)

# CTM's Expert Guide to In-Market Digital

## How Does the "Book Now" work?

The primary role of CTM Media Group and Ettractions Inc. is to make in-market visitors aware of local businesses. We think our profiles are pretty awesome, but even we understand that it would be the marketing equivalent of a half-court shot at the buzzer for someone to learn about a product or service and immediately make a purchase.

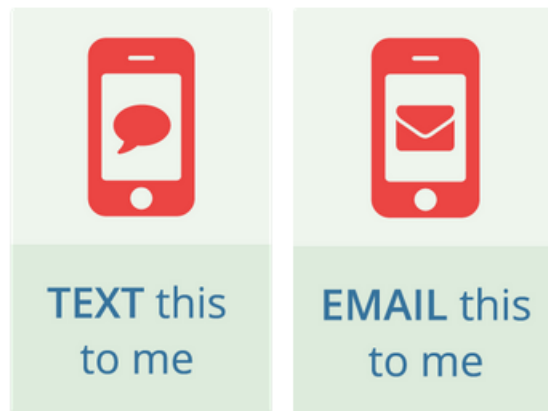
Consumers still typically research a few sites to find the "best" deal or to confirm online reviews. In the special instance that someone is looking to book right away, profiles can be sent to visitors upon request via SMS or an e-mailed link to complete a purchase/transaction through your preferred (secure) reservation or ticketing site on their own trusted device.

*Keep in mind: Consumers may learn about a business through CTM or VisitorFun.com and purchase their tickets through another site like Groupon (or one of your affiliate partners) found during their mobile search.*

## Interested in booking this?

For more information about buying tickets or making reservations, please call the number below or tap the icons to have the information emailed/texted to you.

**651-925-2261**

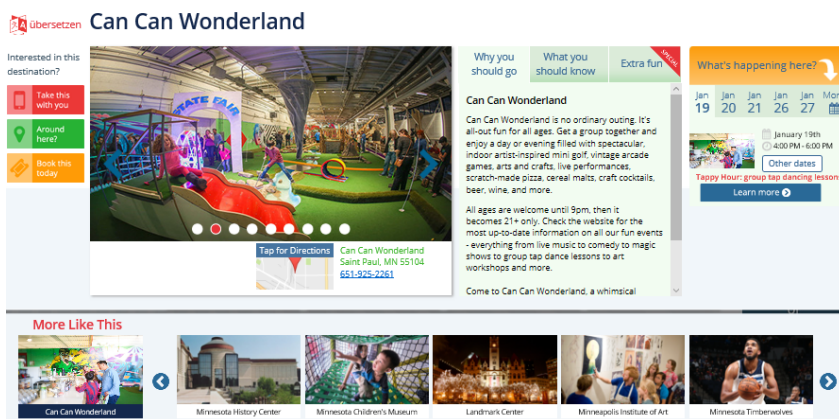


## May I Add, Update, Edit, or Upload My Profile Information Myself?

You may certainly provide content and request changes by email to [editor@ettractions.com](mailto:editor@ettractions.com) or through your Media Consultant, Media Coordinator, or Sales Manager. With an Advertiser login, you may submit your changes through our website.

**IMPORTANT:** All change requests will be reviewed by a Digital Content Editor prior to publishing and may be edited for content, clarity, and voice.

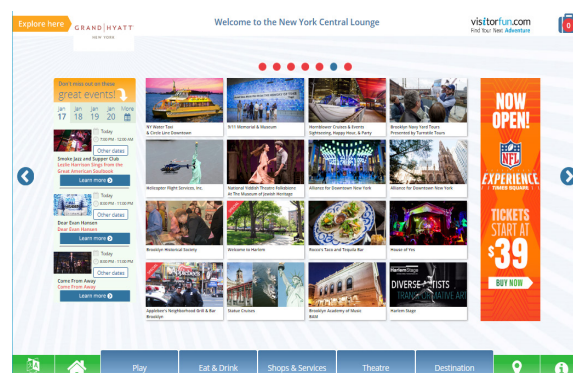
Profiles are published and scheduled based on contracted date ranges through [CTM Media Group](http://CTM Media Group).



# CTM's Expert Guide to In-Market Digital

## Increase your Exposure

Clients with an active ExploreBoard profile campaign may also purchase an ExploreBoard Banner Ad or Screen Take-Over Ad campaign. Ad impressions increase exposure by rotating on the home screen at regular intervals when screens are not in active use. Ads open up a full screen view of your profile when touched.



## Screen Take-Over

Screen Take-Over ads appear on touchscreen network when a screen is idle and display in front of visitors as they travel past the screens throughout the day.

*Specs: Up to 20 seconds long and stripped of any sound/audio (silent) | High quality .mp4, .mov or .avi files up to 50 MB | 1000 pixels wide x 500 pixels tall*

## Banner Ad

Make a sizeable impression on the home screen. Banner ads draw even more attention to your business and open up your profile when touched.

*Specs: Exactly 135 pixels wide x 512 pixels tall | Acceptable files are .jpg, .png or .gif (without animation)*

*\*Some locations have screens in a portrait (vertical) orientation & require 135 pixels wide x 755 pixels tall designs. Confirm with your Media Consultant before sending this ad size.*

## 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 VisitorFun.com 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 statistics 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.