



Anbell Media Ltd.

Corporate Office:

51 Knutsford Blvd, Kingston 10, JAMAICA. (W.I.)

Tel: 1 (876) 906-8479, 906-8480, Fax: 1 (876) 906-8487

Anbell's VIDEOBOARDS, are stunning electronic signage. This state of the art outdoor media gives advertisers the power to communicate each message in a visually compelling format.

- Each unit is strategically located in high traffic, high visibility areas.
- Update and deliver multiple advertising messages in the shortest possible time for any outdoor media.
- Get your messages up and running 24-7.
- Cost effective – no printing and production cost associated with traditional billboards.
- Rotation frequency guarantees each advertiser a minimum exposure of 8,200 repetitions per month for each board.

CAPABILITIES

Anbell's sophisticated LED Screens has the ability to present text, graphics, animations and full motion video in any combination. Advertisements are of photographic quality and each VIDEOBOARD has the capability of displaying 36,000 discernibly different colors.

The VIDEOBOARDS are full color, large-scale, seamless display screens. These are powered by state-of-the-art LED display technology and outperforms other products on the market in brightness, contrast, and quality, even in direct sunlight. The real-time video stream relay allows the public to view events live happening in remote locations. It literally glows day and night, thanks to the ultrahigh brightness LED technology.

The Most Brilliant Advertising Outdoors Media

Outdoors advertising is recognized globally as the most challenging yet rewarding creative advertising tool, Anbell Media VIDEOBOARDS are about delivering impact and awareness. It has the ability to provide strong exposure while complementing other mainstream media buys- catching the "light" TV viewers, those who listen to radio stations and read newspapers.

- As competition increases so does advertising clutter, cut through the clutter and deliver your message using our highly differentiated media.
- Reach multiple target segments with your message, high levels of exposure and retention to vehicular and pedestrian traffic in all locations.
- Ability to reach markets/demographic profile considered difficult or expensive.
- A perfect strategic add-on or extension with other planned media activity or program.
- Anbell VIDEOBOARDS sets the standard for outdoor advertising; we are associated with some of the most recognized local and global brands.

Message and Production Advantages

- Advertising messages and production quality never deteriorate due to exposure to environmental elements, your digital message never ages.
- Industry research proves that Motion Advertising is six (6) times more effective than static billboards – viewers never tire of seeing your Ad.
- Production cost and time is reduced compared to traditional billboards, vary your messages at no additional cost.

Profiles

Anbell Media currently operates five (5) VIDEOBOARDS:

LOCATIONS:

Anbell Media currently operates five VIDEOBOARDS.



VIDEOBOARD#1 - Knutsford Blvd.
Located on the "Hip Strip" on the financial district.



VIDEOBOARD #2– Mobile Board (Blvd. Super center)
Transportable to anywhere in the island



VIDEOBOARD #3– Montego Bay
Located on the LOJ Shopping Center Property, visible from the Sir Howard Cooke Boulevard.



VIDEOBOARD #4– Portmore Board
Located out on the VMBS Perimeter, formally known as Baskin Robbins.



Specifications

The Video Board: 16 ft X 12 ft is capable lifting an additional 10 feet off the trailer, from the bottom of the board.

The Trailer: 20 ft, and 3 – 4 ft off the ground.

Power Requirements

- 80 amps

Single phase 220 Volts

Mobile Video board Rental - "The Trailblazer"

Capability

It is portable

It is flexible in terms of rotating advertising or relaying live Feed.

Cost

Rental per day @ J\$ 180,000.00 Kingston, St.Catherine
Transportation additional out of town

TECH Support

Transportation to and from site
Set Up and positioning
Feeding programs and providing on site operations support
Dismantling
Tech Audit to assess equipment compatibility

PRODUCTION OF YOUR ADVERTISEMENT

To produce your advertisements you can contact the production company of your choice. We have provided detailed information on the video formats. Your ten (10) second advertisement must be presented in one of the formats listed.

ACCEPTABLE FORMATS

Content:

Most computer formats are accepted for advertising on the VIDEOBOARDS. It is strongly recommended that existing advertisements be edited and adjusted to fit the screen dimension and required ten (10) seconds time slot. Most Windows AVI, MPEG and QuickTime MOV files are acceptable.

DIGITAL VIDEO FORMATS

Digital video can be presented in the following formats:

MPEG 1 or MPEG 2, at 320x240 resolution. (.M1v, m2v, mpe, .mpg)

QuickTime Movies at 320x240 resolution compressed using one of the following: ntsc DV, Indio 4, Indio 5, Canopus DV or Cinepak (.mov)

Windows movies at 320 x 240 resolution, compressed using one of the following: Indeo 4, Indeo 5, Canopus DV or Cinepak (.avi) Video CD

VIDEO FORMATS

✓ Mini DV

✓ DVD

✓ VCD

STILL IMAGE FORMATS

Still Images can be presented in any of the following formats:

JPEG 224 x 163, GIF 224 x 163 – New Kingston, Mobile, Half Way Tree

BMP 224 x 163, PNG 224 x 163 – New Kingston, Mobile, Half Way Tree

BMP 240 x 180, PNG 240 x 180 – Montego Bay & Portmore

JPEG 240 x 180, GIF 240 x 180 – Montego Bay & Portmore

DELIVERY

Ads can be delivered on CD, VCD, ZIP, DVD and Fire wire HD. In order for lettering to be clearly legible on our VIDEOBOARDS the following equipment applies:

6.5% of the screen height i.e. 6.5% of 240 for MOTION VIDEO

6.5% of the screen height i.e. 6.5% of 163 for STILLS

Booking Requirements

Anbell Media understands the competitive nature of the marketing environment and aim to provide businesses with the benefits of establishing and maintaining a competitive edge in the market place.

Our Marketing and Sales Team are dedicated professionals who provide efficient and effective client driven advertising solutions to achieve your advertising objectives.

Follow these simple steps:

- Review our media package
- Develop your concept and undertake production
- Determine duration and advertising spend
- Complete and return contact and artwork for insertion

The Media Marketing Team is available to assist with the development of concepts and production and will walk each client through the above steps.

We are always ready to furnish you with required details should you need further information. Anbell Media VIDEOBOARDS are capable of showing both still and motion pictures.

RECOMMENDED PRODUCTION HOUSES

1. Liquid Light & Magic
Contact: Adrian Lopez
Tel: 926-5771
Mobile: 381-2471
2. Top hill Film & Video Productions
Contact: Lennie Gordon
Tel: 944-0667
Mobile: 776-8820
3. Shac Workz
Contact: O'Neil Harris
56 Old Hope Road.
Tel: 946-3545 Mobile: 365-2758
Email: ras_shac@yahoo.com
4. Phase III Productions
Contact: Delano Forbes/Ms. Waugh
30-32 Red Hills Road
Tel: 929-5974-6 Fax: 968-1556
Email: phase3@jamweb.net
5. Sensori Tech
Contact: Mandella Semaj
Tel: 960-0910
Mobile: 789-0851 / 399-3459
Email: m_semaj@hotmail.com
6. Mr. Derrick Gilpin
Montego Bay
Cell #: 371-7997
Tel #: 979-6775
7. Zed Jamaica Limited
Technological Innovation Centre, U-Tech
237 Old Hope Road
Kingston 6
Tel: 512-2673-4
Cell: 835-3306
8. 2 ¼ Works Limited [Commercial Photography]
Contact: Peter Ferguson
Granada
59 Hope Road
Kingston 6
Tel: 927-6033 / 978-7389
Fax: 978-1158
***For Still Formats Only**

ANBELL MEDIA VIDEOBOARD PRICING GUIDE

\$17,625.00 – 1 WEEK

\$35,250.00 – 2 WEEKS

\$52,500.00 – 3 WEEKS

\$70,500.00 – 1 MONTH

****PRICES DO NOT INCLUDE G.C.T.****

COST OF RENTING THE MOBILE BOARD NOT INCLUDED IN PRICING GUIDE.

**ANBELL TICKER INFORMATION SYSTEM
RATE SHEET**

NEW KINGSTON LOCATION-51 KNUTSFORD BLVD.

60 RUNNING FEET LED DISPLAY

Packages	Characters	Rate Per Month	Weekly Rate
Basic	1 to 29	\$ 8,700.00	\$ 3,480.00
Standard	30 - 44	\$ 11,880.00	\$ 4,752.00
Premier	45 - 60	\$ 14,400.00	\$ 5,760.00

DOWNTOWN LOCATION- 30 WEST PARADE

20 FEET RUNNING FEET LED DISPLAY

Packages	Characters	Rate Per Month	Weekly Rate
Basic	1 to 29	\$ 4,350.00	\$ 1,740.00
Standard	30 - 44	\$ 5,940.00	\$ 2,376.00
Premier	45 - 60	\$ 7,200.00	\$ 2,880.00

Conditions:


- Minimum Period: One (1) week
- Characters includes letters, brackets, space, punctuation marks, symbols etc
- All rates are subjected to GCT @15%


See example below:

MAXI_50%_SALE_NOW_ON
20 characters - basic package

[Anbell Media Products and Services](#)

Anbell Media Plasma Screen Quotation/Contract

NEC 42"	Screen Size	Screen Type	Resolution	Daily Price	Weekly Price
	42 inch	Plasma	1280x1024	\$145 US	\$589 US

Plasma Stand	--	--	Screen Size	Daily Price	Weekly Price
	--	--	42 and 50 inch	\$35 US	\$105 US

Details: Versatile stands for flat-panel monitor displays.

Insurance US\$ 20.00 Per Day:

Company Name:

Set-up cost:

Period of rental:

Total cost:

Set-up Location:

Contact Name:

Telephone: Email:

Prices subject to change, please add 15% GCT.
Please sign and return.

Sign on behalf of ANBELL Media

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CONTRACT

Equipment Rental

Quantity	Item	Duration	Unit Cost	Total
	Projector 3000 lumens		\$11,000	
	DVD Player		\$2,000	
	VCR		\$2,000	
	Speakers		\$500	
	Local set-up		\$1,500	
	Out of town set-up		\$4,000	

Rental of equipment is on a seven (7) hour basis.
Prices subject to change, GCT of 15% to be added.

Please sign and return

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Authorized signature

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Anbell Media Representative



Anbell Media Ltd.
 Corporate Office:
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Date: _____

ADVERTISING AGREEMENT

ADVERTISER: _____

ADVERTISING AGENT: _____

ADDRESS: _____

TEL # _____

TEL #: _____

CONTACT: _____

PRODUCT: _____

TERM OF CONTRACT: Special Conditions

STARTING DATE: _____

EXPIRY DATE: _____

LOCATION: VIDEOBOARD #1 – KNUTSFORD BLVD

Units of Ads _____ N/A _____

VIDEOBOARD #2– MONTEGO BAY

Units of Ads _____ N/A _____

VIDEOBOARD #3– PORTMORE

Units of Ads _____ N/A _____

VIDEOBOARD #4– MOBILE BOARD

Units of Ads One unit, 23 days per month

**** For rental of our MOBILE BOARD and PLASMA SCREENS, please contact the Media Department ****

Each unit consists of **8,200 guaranteed advertisements** for the month, executed **twenty-four (24) hours per day**.

Each Advertisement is featured for a duration of **ten (10) seconds** for motion video.

The cost of this package is **JA\$ _____ [plus G.C.T.] per month**.

Conditions:

1. The price of the advertising detailed above is subject to GCT. This price will remain in force for the duration of the contract.
2. Price quoted and payable in JA\$, prompt settlement of invoice as per contract terms.
3. Anbell Media Ltd. reserves the right to reject any advertisement, at its discretion based on content deemed illegal or inappropriate.
4. Either party can terminate this contract by giving three (3) months notice in writing for an annual contract and three (3) weeks notice for all other contracts.
5. Ads must be submitted two (2) working days before placement on the boards.
6. The VIDEOBOARDS will be closed down in the event of inclement weather.

We, the above advertiser agrees to the terms and conditions of this contract:

Signed on behalf of **ADVERTISER**

Signed on behalf of **ANBELL MEDIA LTD.**

NAME/TITLE.....

NAME/TITLE.....

DATE:

DATE: