

# 2011 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: TAMPA BAY

**OUT WOWS.**



5555 Ulmerton Road Clearwater, FL 33760  
P 727.571.2224

# WHY DIGITAL?

## FEATURES

### Flexibility

### Efficiency

### Community Dialogue

### High Reach

### High Frequency

### Innovation

## BENEFITS

Customize and adapt your digital program to meet time-sensitive needs.

Ability to react to what works. Eliminates time and printing costs.

Build ongoing interactive relationships with consumers by creating intrigue and anticipation.

High impact locations are strategically placed throughout our market.

Our network delivers repeated exposures for increased impact.

This new technology is transforming the industry into the most flexible and responsive of all advertising platforms.



23  
HIGH IMPACT  
DISPLAYS

Each Digital display message can be controlled by content and image feeds from a Web or RSS source, or manually by the client or Clear Channel office.

Content can be fed anytime during the day or evening keeping your message current and relative to market conditions, demographics, day parts, inventory, importance to your business or interests to your consumer.

LAST MINUTE UPDATES

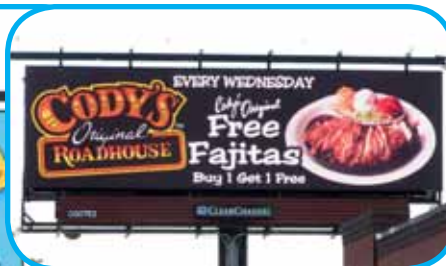


DYNAMIC CONTENT



TIME-SENSITIVE MESSAGING

# ULTIMATE FLEXIBILITY



UNLIMITED CREATIVE EXECUTIONS



One of the amazing things about the Clear Channel Digital Outdoor Network is how we can dynamically update information from other sources and incorporate it directly into your creative.

Interesting, relevant or time-sensitive facts can be placed within your advertisement at the speed of the internet.



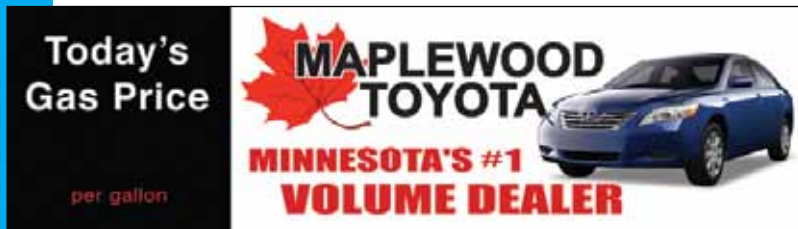
# DYNAMIC CONTENT

## HOW IT WORKS

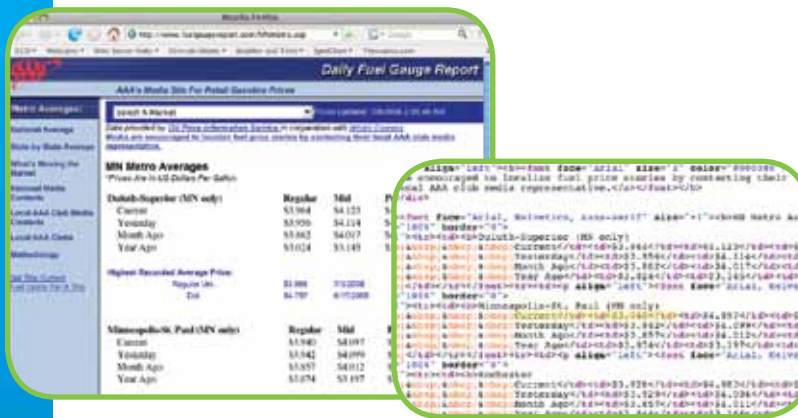
WHAT	HOW
<b>HEADLINES</b>	We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site other sources are available for us to include vital and relevant information. Some topics may include headlines, business, real estate, entertainment, health, travel, politics, among many others.
<b>SPORTS SCORES</b>	Sports radio, sports bars, sports drinks or other related businesses can automatically post scores from various games.
<b>TIME / TEMP / TRAFFIC</b>	A modern approach to an older idea. Show up-to-the-minute time, today's forecast or current road conditions. Great for any brand and a sure crowd pleaser.
<b>PICTURES</b>	If you have visual information that is automatically posted on a website, for instance the progress of a new business location, Clear Channel Outdoor Digital billboards can dynamically lift those pictures and include them in your creative execution. As drivers and pedestrians pass by the Digital Outdoor Network billboards, they will see the progression over time, making this a tremendous interest builder.
<b>UPCOMING EVENTS</b>	Have a venue where events are constantly being updated? New acts? New artists? New shows? Movie theaters, concert venues and a host of other businesses can benefit by having new information posted dynamically.

# DYNAMIC CONTENT

## HOW IT WORKS



**1** A base piece of creative is designed with consideration of space for dynamic content (either text or imagery).



**2** Dynamic content is selected from a client's website and pulled from the HTML source directly.

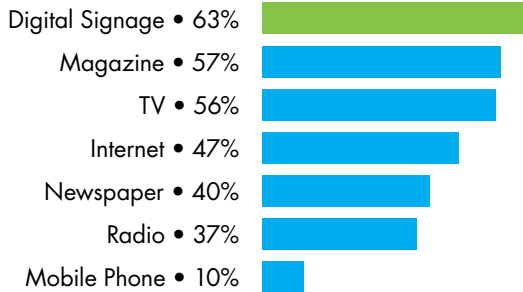


**3** The source data is incorporated into the base creative, by Clear Channel, and updates whenever the client source changes ... keeping the content timely and relevant.

# DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

## GET MORE ATTENTION

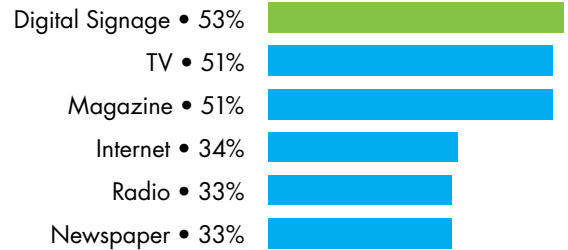
Percentage of people who report that advertising on the media catches their attention.



Base: Among those who have seen ads in the media in the past 12 months.

## RAISE MORE INTEREST

Percentage of people who report that advertising on the media was interesting.

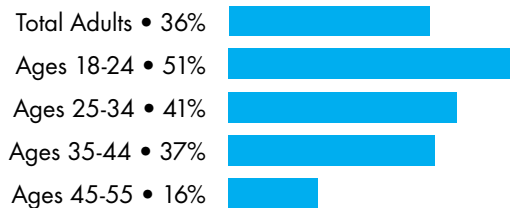


Base: Among those who have seen ads in the media in the past 12 months.

# MAKE AN IMPACT

## GET RESULTS

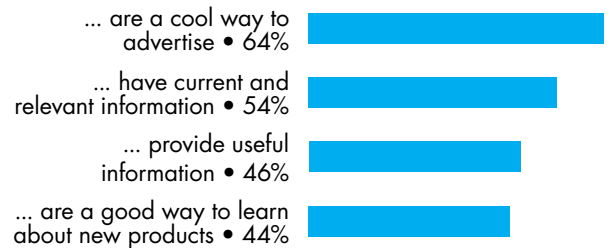
Percentage of people who took some action as a result of seeing advertising on digital signage.



Base: Among those who have seen ads in the media in the past 12 months.

## BE COOL

Digital billboards ...



Base: Persons 18 years+ living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.





**THE AVERAGE  
TAMPA BAY  
COMMUTER  
SPENDS 47 HOURS  
STUCK IN TRAFFIC  
EACH YEAR**

The five-county Tampa Bay area encompasses three nationally recognized cities: Tampa (in Hillsborough County), St. Petersburg and Clearwater (both in Pinellas County). Tampa Bay offers an unequalled environment for work and play; a community of big city opportunities in a metro area filled with the beauty and charm of a tropical resort.

Tourism continues to be a major economic driver in Tampa Bay. The region hosts approximately 35 million visitors per year, generating more than \$12.7 billion in revenue. Tampa Bay is one of the most preferred travel destinations, with world-famous beaches and the theme parks of Orlando a short drive away. Perpetually mild winters keep a large percentage of seasonal residents in Tampa Bay for an average of six months or more.

## DIGITAL TAMPA BAY

Tampa Bay is home to eight Fortune 1000 companies: Publix Super Markets, Tech Data Corporation, Jabil Circuit, Wellcare Health Plans, TECO Energy, Raymond James Financial, Home Shopping Network, and Roper Industries. Furthermore, the recent investment in new facilities for SRI, Draper Labs, and Merck & Co. in the Tampa Bay area signals an emergence of the life sciences and R&D sector in the region.

Clear Channel Outdoor Tampa Bay has handpicked twenty-three locations for our Digital Outdoor Network to reach commuters on heavily traveled expressways and thoroughfares. Advertisers can now communicate with their audience directly and instantaneously. It's been established that the strength of outdoor advertising is its ability to communicate to a mass audience. When this proven communication power is combined with the endless and immediate creative flexibility of the Digital Outdoor Network, nothing short of a brand new medium has arrived!





# TAMPA BAY CLIENTS

## LOCAL TAMPA BAY DIGITAL OUTDOOR NETWORK CLIENTS

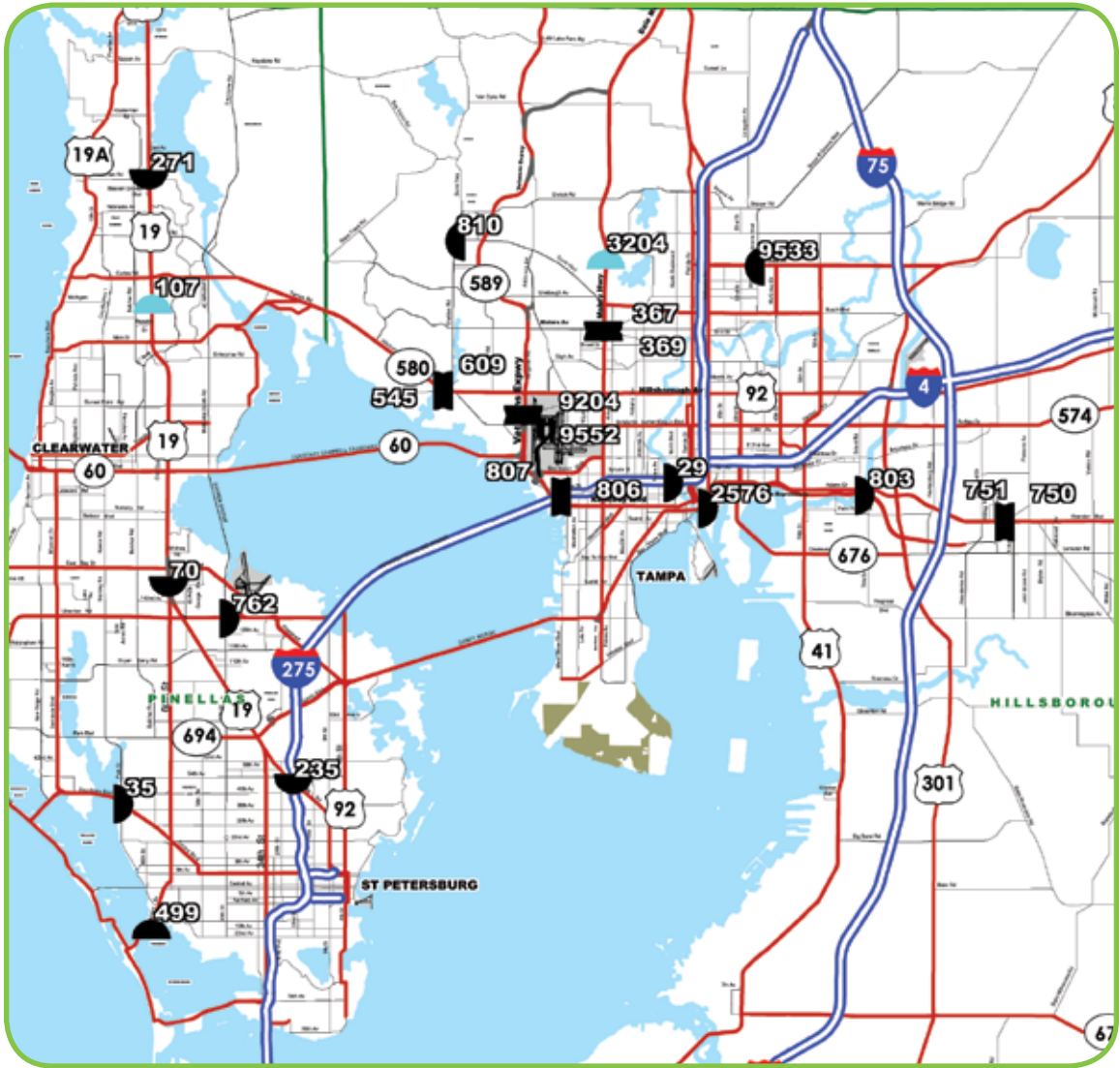
- ABC Action News
- Beazer Homes
- Busch Gardens
- Chihuly Exhibit
- City of St. Petersburg
- DeVry University
- Fifth Third Bank
- Florida Lottery
- Florida State Fair
- Florida Strawberry Festival
- Glazer Children's Museum
- HH Gregg
- Macy's
- Middleton Pest Control
- Office Depot
- Live Nation
- Madison Ave Day Spa
- Outback Steakhouse
- Outback Bowl
- Rasmussen College
- Reeves Volkswagen
- Ruth Eckerd Hall
- St. Lukes Eye Care Center
- St. Petersburg Times
- St. Pete Times Forum
- State Farm
- Tampa Bay Buccaneers
- Tampa Bay Downs
- Tampa Bay Rays
- Tampa Bay Rowdies
- Tampa General Hospital
- Universal Studios Orlando
- Verizon
- Westshore Plaza
- WTVT Fox 13

# DIGITAL LOCATIONS

**TOTAL EOIs: 3,631,767**

LOCATION	DESCRIPTION	FACING	EYES ON WEEKLY
609	SR 580 0.4 mi W/O Memorial Hwy SS	East	148,059
545	SR 580 0.4 mi W/O Memorial Hwy SS	West	N/A
367	Dale Mabry Hwy 200 ft S/O Waters Ave WS	North	250,817
369	Dale Mabry Hwy 200 ft S/O Waters Ave WS	South	192,032
750	Brandon Blvd 0.3 mi. W/O Kings Ave SS	East	184,088
751	Brandon Blvd 0.3 mi. W/O Kings Ave SS	West	240,442
9204	Veterans Xwy 1.8 mi N/O Courtney Campbell Cswy WS	North	193,334
9552	Veterans Xwy 1.8 mi N/O Courtney Campbell Cswy WS	South	148,022
803	Lee Roy Selmon/Crosstown Expy 500 ft W/O S 78th St SS	West	171,326
2576	Channelside Dr 130 ft W/O Nebraska Ave NS	West	N/A
9533	Fowler Ave 400 ft W/O 30th St SS	East	294,340
29	I-275 250 ft W/O North Blvd SS	West	N/A
806	I-275 750 ft E/O Memorial Hwy SS, Westshore Plaza	East	N/A
807	I-275 750 ft E/O Memorial Hwy SS, Westshore Plaza	West	N/A
810	Citrus Park Dr 200 ft E/O Sheldon Rd NS	East	N/A
3204	Dale Mabry Hwy 0.57mi S/O Fletcher Ave WS	South	147,576
271	U.S. 19 25 ft N/O Alderman Rd WS	North	297,313
70	U.S. 19 275 ft S/O 150th Ave N WS	North	195,062
762	Ulmerton Rd 350 ft E/O 49th St SS	West	159,103
35	Tyrone Blvd 600 ft E/O Park St NS	West	177,441
499	Pasadena Ave 5 ft S/O Shore Dr SS	West	97,129
235	I-275 50ft N/O Haines Rd WS	North	512,119
107	US 19 0.8mi S/O Curlew Rd ES	South	223,564

# TAMPA BAY DIGITAL MAP



● Digital Bulletins   ● Digital Posters

# DIGITAL CREATIVE

## GUIDELINES & SPECS

### **SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.**

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

### **MAKE THE TEXT LARGE**

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

### **USE BOLD, NON-SERIF FONTS**

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

### **STICK TO ONE MESSAGE OR IDEA**

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

### **BE SHORT AND SWEET**

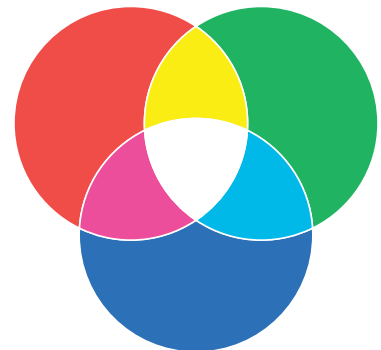
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

### **COLOR**

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

### **AVOID WHITE BACKGROUNDS**

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



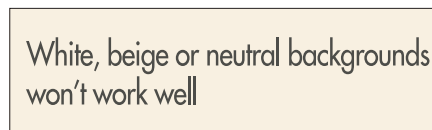
# DIGITAL CREATIVE

## USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

## DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



## PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

## FORGET ABOUT WHITE SPACE

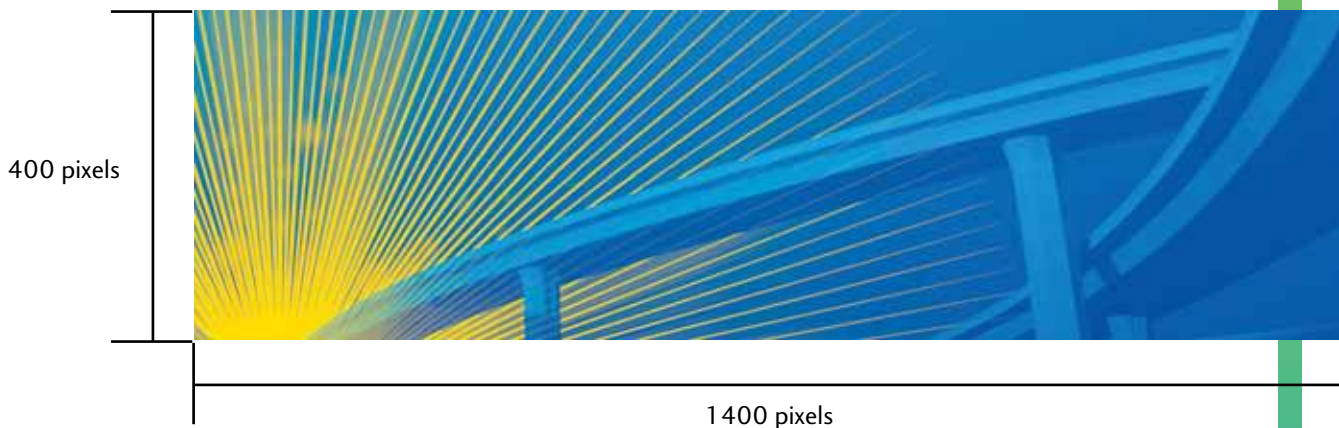
White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

## TEST YOUR IDEA

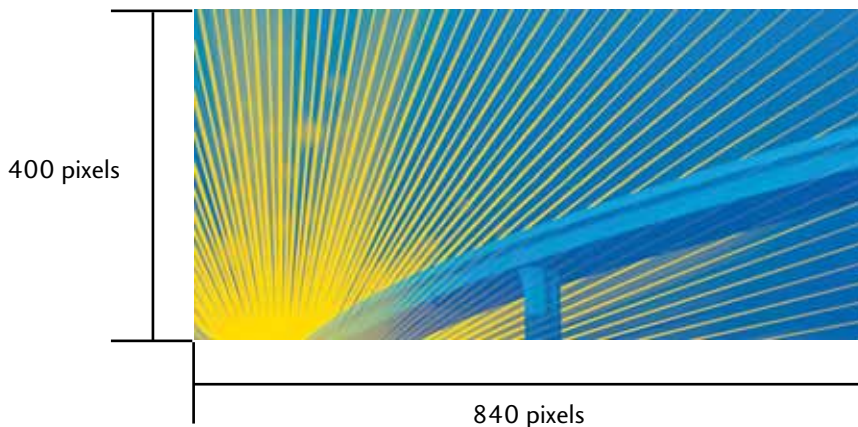
A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

# DIGITAL CREATIVE SPECS

## DIGITAL BULLETIN



## DIGITAL POSTER



## DIGITAL PRODUCTION REQUIREMENTS

### FILE TYPE

Uncompressed JPG

### COLOR MODE

RGB