

2019 media kit



Engage. Excite. Connect.
dutchmedia.ca

place based media experts

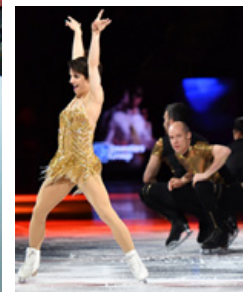


over 33+ million annual visitors

With over 33+ million visitors to our venues each year, we are place based media experts. We are sure to provide a solution to impact and attract your target audience.

Our indoor advertising venues target audiences where they are most captive. Thanks to advances in technology, Out-of-Home (OOH) Advertising is stepping up to the next level, getting even more specific with demographics, of not only where, but when.

DUTCH MEDIA has monitors throughout Saskatchewan and in both Alberta and British Columbia.



the benefits of OOH



stepping-up to the next level

Our indoor advertising venues target audiences where they are most captive. Thanks to advances in technology, OOH Advertising is stepping-up to the next level, getting even more specific with demographics, of not only where, but when.

MULTIPLE ADS

Digital indoor advertising allows you to advertise throughout the day at different times and with different pictures of what you offer.

TIME SLOTS / DAY PARTING

You can also have targeted time slots and days for marketing to a specific group. Show family-friendly advertisements during lunch and dinner hours when children are present and then shift to adult-appropriate content like liquor ads or other grown up content during late or happy hours or during events that are focused on your target audience.

FULL MOTION VIDEO CAPABILITIES

Do you have a service or product for which a single picture doesn't do it justice? With our HD digital panels, we can display full motion videos, yes even the YouTube content you already have created. Easily show event or concert coverage or a video showcasing a customer service experience from your business.

PROMOTION OF SPECIAL EVENTS

Special events or concerts can be promoted like selling airlines seats. The ad can run for one day, five days, ten days, whatever is appropriate for the event.

ON-DEMAND DELIVERY OF CONTENT

Our HD Digital Network allows for advertising on the fly. Update your advertisement at the click of a button while your media content is broadcast to a remote network of LCD Panels targeting your customer demographic. For example, if you own a car dealership and want to advertise specific cars needing to move or changing lease rates, update your pricing and features instantly with HD Digital Network Advertising.

Metropolitan Conference Centre



82,765+ pedestrians a day through +15 Skywalk

THE METROPOLITAN CONFERENCE CENTRE (MetCentre) has been the go-to venue for important business meetings and events in Calgary, Alberta for over 22 years. Hosting everything from Annual General Meetings for Calgary's Top 100 companies to federal and provincial government hearings, examinations, and press conferences to Stampede Parties and other grand events.

The MetCentre, situated right in the heart of downtown Calgary's business district and offers easy access to The Plus 15 or +15 Skyway network. The amount of foot traffic along this connecting corridor is 36,990+ people per day. It's one of the world's most extensive pedestrian skywalk systems, with a total length of 18 kilometres and 62 bridges. The main routes of the +15 Skywalk see 82,765+ pedestrians a day, 33+ million per year.

OUR IN-VENUE NETWORK INCLUDES:

1 - 110" LED Monitor (4 - 55" Quad Monitor Setup)



Stephen Avenue Place



82,765+ pedestrians a day through +15 Skywalk

STEPHEN AVENUE PLACE (formerly Scotia Centre) includes a 40-floor office tower and three levels of retail and restaurants totaling 620,000 square feet in the heart of Downtown Calgary.

STEPHEN AVENUE PLACE is connected, central and accessible. It is part of the +15 Skywalk system of pedestrian overpasses, and is adjacent to Light Rail Transit. Direct connection to the Stephen Avenue Walk pedestrian thoroughfare, the CORE Shopping Centre (perhaps the epicentre of the +15), The Bay, Bow Parkade, TD Square and Brookfield Place. There is an abundance of restaurants and shopping. The location on Stephen Avenue Walk places you at the centre of activity in Calgary's downtown core with the City's premiere shopping, restaurants, cafes, pubs and entertainment venues at your doorstep. The amount of foot traffic along this connecting corridor is 45,775+ people per day, 33+ million per year.

OUR IN-VENUE NETWORK INCLUDES:

1 - 165" LED Monitor (3 - 55" Tri Monitor Setup)



TCU Place



welcoming 1,300,000 annual visitors

TCU PLACE, Saskatoon's Arts & Convention Centre, is located just off the corner of 22nd Street and Idylwyld Drive. This premier facility hosts a variety of events, including national and international conventions, world-class theatrical productions, world-renowned artists and performers, extraordinary banquets and galas, and many other spectacular events.

TCU PLACE has developed a history of high-class, quality events and entertainment. Just over 65,000 cars pass by **TCU PLACE** daily, many stopping just in front of the venue on the corner of Auditorium Avenue and 22nd Street. Each year, this venue is home to an average of 850 events, 150 concerts, 45 conventions and 45 consumer shows.

OUR IN-VENUE NETWORK INCLUDES:

26 - 55" LED Monitors



SaskTel Centre



welcoming 850,000 annual visitors

As the largest indoor public assembly facility in Saskatchewan, **SASKTEL CENTRE** draws in over 850,000 people annually for a variety of events, more than any other venue in the province. As the home of the WHL Saskatoon Blades and Saskatchewan Rush Lacrosse Club, SaskTel Centre hosts at least 45 games a year, as well as one or two pre-season NHL games. SaskTel Centre averages 25 major concerts from the biggest touring acts. SaskTel Centre is consistently rated by Pollstar as one of the top 100 concert venues in the world!

SASKTEL CENTRE also host events such as PBR Canadian Finals, as well as cultural events such as Powwows and the largest indoor Remembrance Day ceremony in the country. In recent years SaskTel Centre has hosted Briers, Memorial Cup, World Junior Hockey Championships, and CIS Men's University Cup of Hockey.

OUR IN-VENUE NETWORK INCLUDES:

32 - 55" LED Monitors
11"x17" and 24"x36" Static Posters in Washrooms

Capacity for Hockey is 15,100
Capacity for Concerts is 13,500
Averages 850,000 Visitors Per Year
Averages 100 Event Days Per Year
Averages 22 Concerts Per Year



Affinity Place



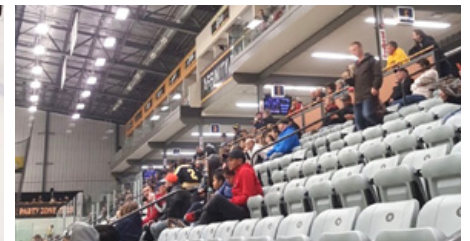
welcoming 300,000 annual visitors

AFFINITY PLACE is a multi-purpose entertainment and sports facility located in Estevan, Saskatchewan, Canada. It opened in 2011 and is owned and operated by the City of Estevan Leisure Services Division.

With over 300,000 annual visitors, **AFFINITY PLACE** is the home to the Estevan Bruins of the Saskatchewan Junior Hockey League. This facility includes a library, gym, waterpark and playground. It hosts many concerts, trade shows and banquets throughout the year, serving as a hub for the Southern Saskatchewan community.

OUR IN-VENUE NETWORK INCLUDES:

- 29 - 55" LED Monitors
- 6 - 24 x 36" Illuminated Static Frames
- 80 - 11" x 17" Static Frames



Prospera Place



welcoming 500,000 annual visitors

PROSPERA PLACE is a 6,886 seat multi-purpose entertainment facility in Kelowna, BC. Since opening its doors in 1999 it has been the home ice of the Kelowna Rockets and hosted great acts such as Bryan Adams, KISS, Cirque du Soleil, Shania Twain, Aerosmith, Monster Trucks and many, many others! The venue contains multiple concessions, Select Your Tickets, the Kelowna Rockets and features its own restaurant, Manhattan Point. The building gives you a choice of seats from regular seats, to club seats and also offers private suites for events!

PROSPERA PLACE has hosted great sports events like the Memorial Cup, Skate Canada International and the 2006 World Juniors and has produced its own sold out classic rock festival in 2016.

OUR IN-VENUE NETWORK INCLUDES:

14 - 46" LED Monitors



Rolling Mix Concrete Arena

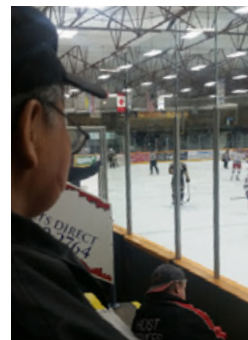


welcoming 150,000 annual visitors

THE ROLLING MIX CONCRETE ARENA, previously known as the Prince George Coliseum, is home to the Junior A Hockey Team, The Prince George Spruce Kings. The venue is also host to practices and games for lacrosse, roller hockey, ringette and speed skating and sees 150,000 people through their doors every year.

OUR IN-VENUE NETWORK INCLUDES:

3 - 110" LED Monitors



plan your next campaign



let our experienced team assist you

Our experienced and knowledgeable team will provide you research and analysis on the medium, prior to making a decision on your campaign execution. We will walk you through our network to identify the locations necessary to build a successful out of home campaign. Then, if you are looking to us for your creative execution – we walk you through the process of creating an ad that will speak to your target audience and assist you in developing effective key messaging and visual creative for your campaign.

contact us to learn how we can add value to your media planning!

