



# **DATAMAX<sup>®</sup>** OUTDOOR ADVERTISING YOUR LOCAL BILLBOARD PROVIDER

**Adam Zimmerman, Owner**  
 3-200 Memorial Drive, Suite 171  
 Orillia, ON, L3V 5X6  
 Phone: 1-800-472-8027 | Fax: 705-484-5840

**Get to  
know us**


1-800-472-8027  
[www.datamaxoutdoor.ca](http://www.datamaxoutdoor.ca)  
[sales@datamaxoutdoor.ca](mailto:sales@datamaxoutdoor.ca)

**PUTTING YOUR BUSINESS ON THE ROAD TO SUCCESS**



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# Executive Summary

Datamax Outdoor advertising has been providing out-of-home advertising solutions for the Central Ontario market since 2003.

Datamax Outdoor combines a broad understanding of local markets throughout Ontario and will utilize its vast experience of outdoor media to increase customer traffic for its clients.

Datamax Outdoor provides several levels of outdoor advertising solutions and offers full service large format digital printing, and installation of its products.

We are able to provide not only an outdoor campaign with the traditional static billboard product, but we can raise awareness and customer traffic within each local market through our unique and creative outdoor Street Level programs, such as: Bicycle Billboards, Mobile Banners and Smart Trailers.

Our philosophy is to work with each of our clients, regardless of size, to fulfill their need to raise brand awareness, increase customer traffic and maintain top-of-mind within a given market.

By working closely with our clients, we are able to understand specific needs and translate their message to an outdoor campaign within budget, on time, and with proven results. Datamax will deliver your message to millions of viewers per month, for much less than any other media.

Datamax Outdoor understands the need for timely response to campaign deadlines, and will deliver each of its outdoor products with an energy and enthusiasm deserving of your business.



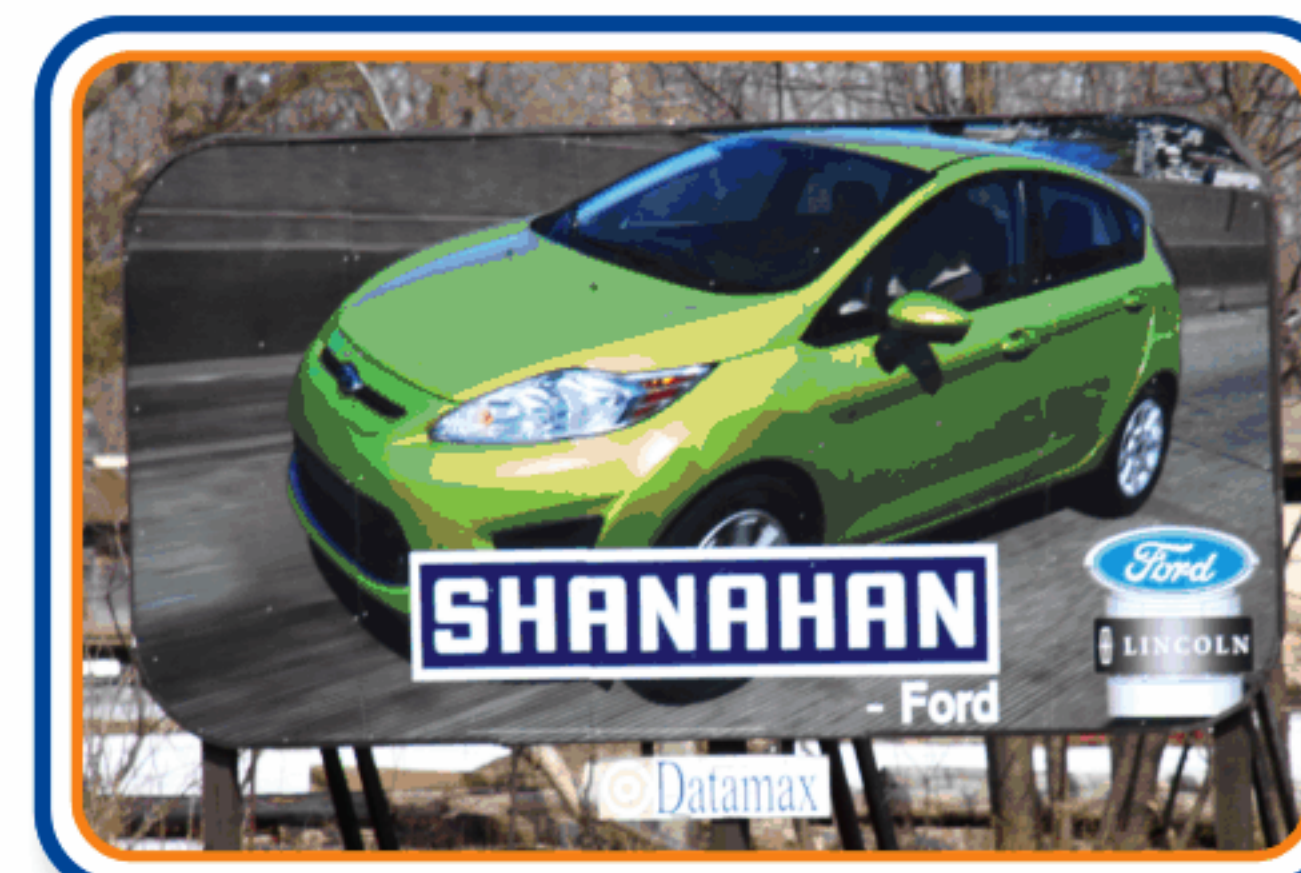
# Scope of Products offered by Datamax

## Static Billboards

Datamax Outdoor offers over 100 billboards located from Owen Sound to Peterborough, on all major arteries.

Our billboards range in size from 8'x 16', 10' x 20' as well as several 10' x 32' Jumbo sites.

Datamax Outdoor offers short term campaigns and will lock in pricing for up to two years if the campaign requires a more permanent outdoor solution.



A map of our entire system coverage has been provided.

## Street Level Marketing

### Bicycle Billboards & Smart Car TRI-Trailers

Datamax Outdoor provides the following Street Level Advertising as a stand alone product or in conjunction with its static billboard locations.

Street Level Marketing provides a one-on-one connection with local customers when they are in a position to make a decision to purchase.

Datamax Outdoor supplies customized vehicles branded by campaign or promotion, and literally drives the message into local markets during seasonal events such as beach & music festivals, trade shows, parades, parks, around stadiums, malls/shopping centres and bicycle paths in every market.

Your message is delivered through the image branding of each bicycle, vehicle & trailer as well as through giveaways, coupons and promotional items that are specific to your marketer's requirements and campaigns. These giveaway programs put your message right into the hands of your potential customers and allows the business to track the success of our each Street Level Campaign.

This provides the Customer with relevant sales and product information, while driving an increased amount of traffic into your business.





# Scope of Products offered by Datamax

## Mobile Banner Trailer Signage

Datamax Outdoor can supply any business with 8' x 12' Mobile Banner Trailers for onsite promotions or directional requirements.

Each trailer is double sided allowing two images to be affixed to either side of the trailer. Images are digitally printed on a UV stable outdoor banner.

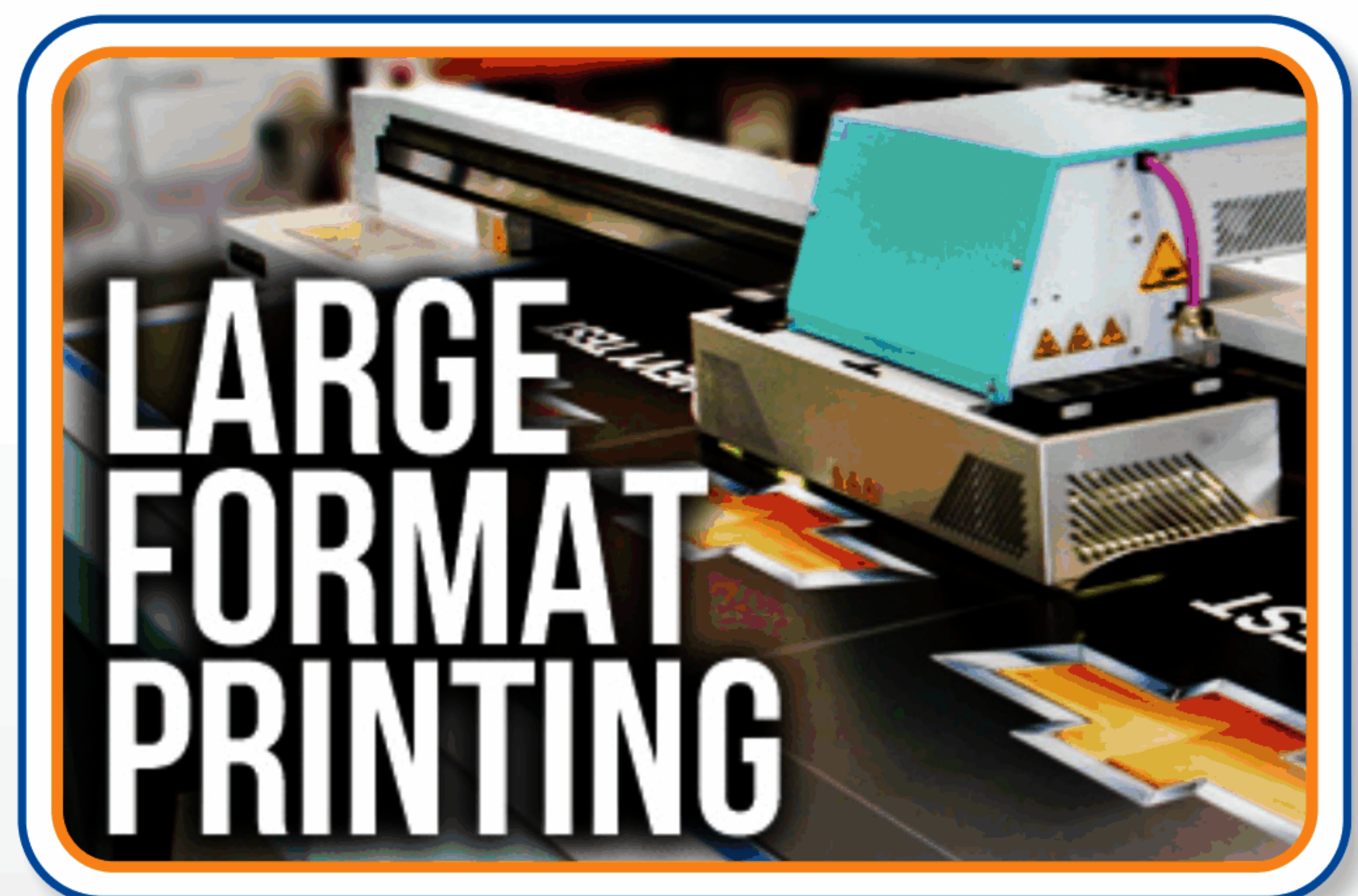
Our Mobile Banner Trailers offer ease of movement and stability, while reflecting the specific marketing requirements for your business.



## Large Format Digital Printing

Datamax Outdoor can provide large format digital printing for any outdoor application. All printing is done to UV stable sub-straights and is guaranteed for the life of each campaign, including all Static Billboard campaigns.

Datamax Outdoor can provide banners of any size, wall murals, window imaging and large format billboard printing.



**We are insured for all installations.**



# Compensation

## Static Billboards:

- Single Billboard Campaign - 3 Month Contract - \$525/mo
- Multi-Board Campaigns - 3 or more Impressions - \$450/mo

All long term contracts of more than one year are negotiated based on specific location/artery requirements.

## Graphic Production:

- 8' x 16' Digital Print - \$795 - Direct to UV Stable Banner - 9oz
- 10' x 20' Digital Print - \$995 - Direct to UV Stable Banner - 9oz
- 10' x 32' Jumbo Billboard - \$1145 - Direct to Coroplast - 10 mil

All above pricing includes installation and print is guaranteed for the life of the campaign.

## Street Level Marketing Billboard Bicycle Campaign

- Three Bikes + Riders - Daily Rate (6 hour total ride time) - \$575/day
- Images for Each Bike - 36" x 48" - Digital Print to Coroplast - \$75 ea
- All campaigns offer rain checks and daily rate is reduced if campaign requires multiple bikes located at several different events.
- Bikes can be rented or leased without riders and used by local franchises on a weekly or monthly term.

There is no extra cost for riders to hand out promotional items, coupons, brochures, product samples or giveaways.



# Compensation

## Smart Car and Smart Trailer Campaigns

**Smart Car + TRI-Trailer:** Daily Rate (6 hour total ride time) - \$475/day  
 Images for Smart Car TRI-Image Trailer - 36" x 48" - \$75ea - Print to Coroplast

### TRI-Trailer Rental

Weekly Rate - \$275 + Graphic Production

Monthly Rate - \$525/mo + Graphic Production

- Smart Car TRI-Trailers are back-lit and can be used during night time events.
- All campaigns are weather permitting and offer rain checks.
- All Smart Car campaigns must be driven by an insured Datamax employee.

## Large Format Digital Printing

All large format digital printing - \$6.20 sq/ft and includes most sub-straight costs.

Static Billboard printing costs may be reduced based on size of each location and number of billboards required within each outdoor campaign.

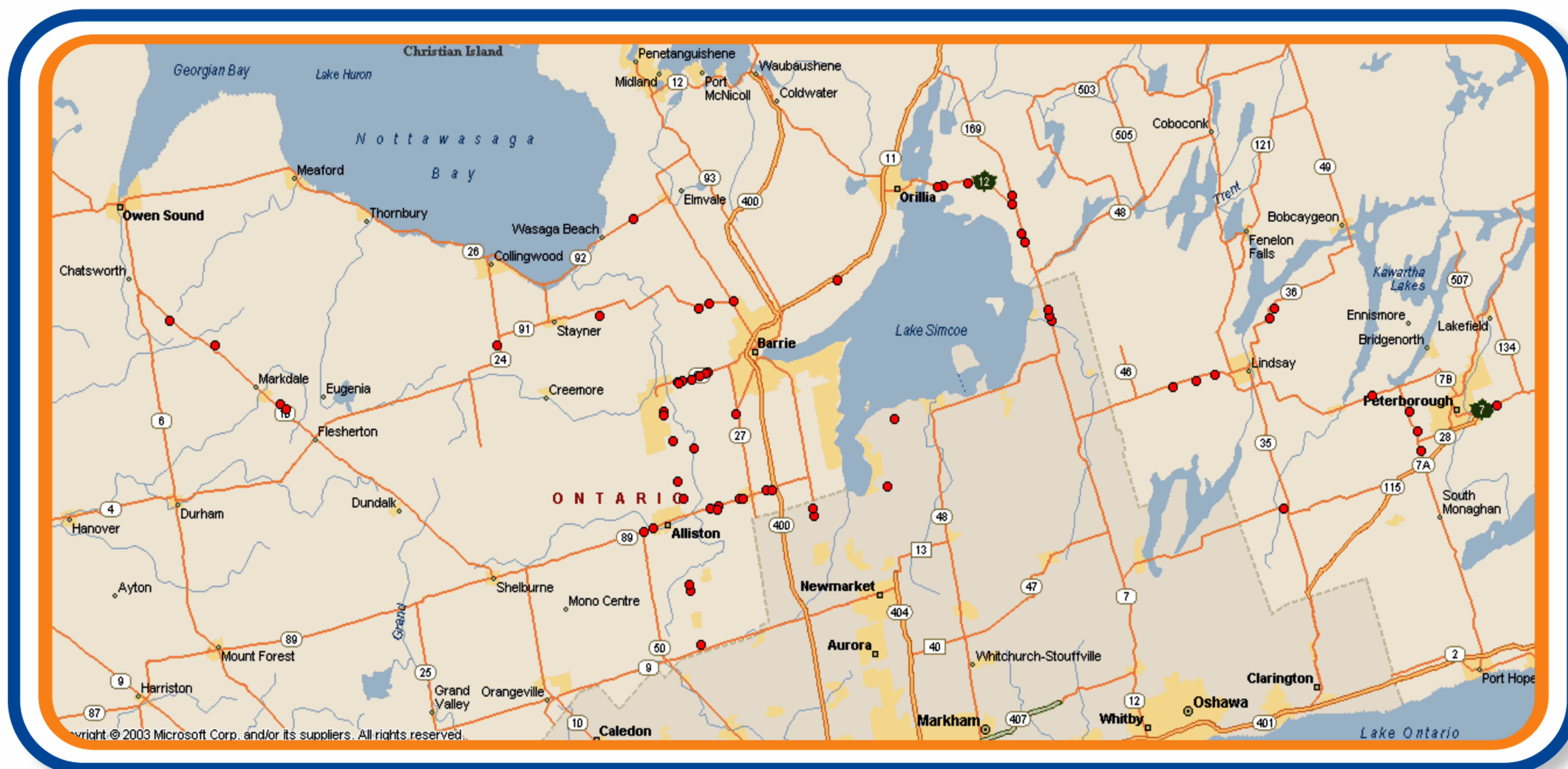
- All printing is guaranteed for the life of the campaign.
- UV stable products are used for all outdoor campaigns.
- All installations are insured.



# Products & Coverage Map

## Billboards Covering Central Ontario

Owen Sound to Peterborough – Millions of views per month



**Datamax Outdoor offers a full line of outdoor advertising and sign solutions:**

Large format digital printing, banners of any size, sign trailer rentals,  
street level bike and smart trailer campaigns

**LET DATAMAX PUT YOUR BUSINESS ON THE ROAD TO SUCCESS!**

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**BILLBOARDS**



**BIKES**



**BANNERS**



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# MOBILE BANNERS



**BICYCLE BILLBOARDS**



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