



The Salvation Army revolutionise the Hobart Outdoor Promotions scene with the release of a new High Quality LED Screen.

A full colour double sided 6m x 2.4m, 6mm pixel high quality LED Screen on one of the busiest intersections in Tasmania. On average, over 50,000 vehicles pass by the Brooker Hwy / Derwent Park Road intersection every day. This is your opportunity to be recognised as supporting the amazing work of the Salvos and growing your business by placing your brand on this unique screen. This double sided screen, the first of its kind in Tasmania, will capture the traffic coming in and out of the City.

INVESTMENT

- Be one of only 10 exclusive Sponsors
- Over a month your message will be displayed approx. 20,000 times

MONTHS	PRICE PER MONTH	TOTAL SAVINGS	UNIT RATE	DISCOUNT
1 month	\$1800	N/A	9 cents	N/A
3 months	\$1620	\$540	8.1 cents	10%
6 months	\$1530	\$1620	7.65 cents	15%
12 months	\$1440	\$4320	7.2 cents	20%

All prices quoted are EX GST. See overleaf for Artwork Specifications.

Each slide runs for 10 seconds. Graphic design fees will apply on a case by case basis. Resolution set for day and night to give maximum impact. Up to 3 community service slides in rotation at any one time.



The Salvation Army LED Screen artwork specifications:

In order for your brand to be placed on the Screen it must adhere to the below criteria and be pre-approved by both The Salvation Army and The Glenorchy City Council

Size and format:

RGB jpeg - 1000 pixels wide x 400 pixels deep

Fonts:

Bold Fonts, at least 200mm high on the screen. Normal spacing between letters. Reducing kerning can result in unreadable text when viewed from a distance.

Design:

The best designs are not too busy and have minimal words. Pure white backgrounds do not work effectively.

The left hand side of your design must not have anymore than 40% colour similar to that of a traffic light, the right-hand side 20%.

You may mention your business suburb if necessary but not the street address.

No phone numbers are to appear.

Your business web address should be included.

Lifestyle images are more effective than product shots.