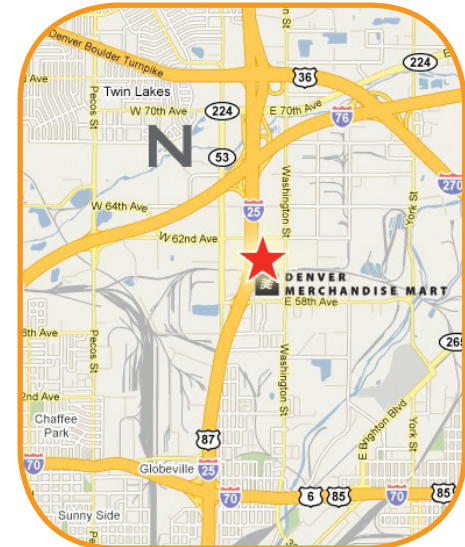


# Make millions of **strong impressions** with **I-25 Corridor Digital Advertising**.



## Details:

- Location: NB and SB I-25 at 58th Avenue
- Seen by 220,000 vehicles per day
- 4.2 million impressions per month
- Size: 17'6" x 24'2" (423 sq. ft)
- 32 mm pitch

## Facts:

- Most commuters respond positively to digital billboard messages. (according to a 2009 Arbitron study)
- **Brand recall is much higher for digital signs** than for newspapers, television, or other types of advertising.

## Contact:

Mala Alvey  
Proxy Partners  
720 284-8845  
mala@proxypartners.com

# RATE CARD (NET PER MONTH)



## Benefits

- No production\* or installation fees.
- Include up to three different spots in your rotation.
- Change messages frequently at no additional charge.
- 10% discount for advance payment with 3 month + schedule.

## Contact

Mala Alvey  
 Proxy Partners  
 720 284-8845  
 mala@proxypartners.com

Denver Merchandise Mart LED Marquee					
Frequency	Number of :08 Second Spots/ Day	Daily Effective Circulation (DEC)	Cost Per Thousand (CPM)	Price Per Month (NET)	
Full-Schedule (every 1.33 min)	1,080	141,450	\$2.00	\$8,500	
Half-Schedule (every 2.66 min)	540	70,725	\$2.36	\$5,000	
Quarter-Schedule (every 5.3 min)	270	35,362	\$2.83	\$3,000	

\*Design capabilities available at \$75/hr

# DEMOGRAPHICS

## Census Data:

- The Denver/Aurora Metro is the 22<sup>nd</sup> largest metro survey area according to Arbitron with 2,454,378 12+ persons.
- There are approximately 3,423,600 people in total survey area.
- Denver/Boulder ranks 18<sup>th</sup> in the DMA with 3,256,700 total 12+ population.
- Denver/Boulder is the 22<sup>nd</sup> largest Hispanic Metro with 541,716 12+ Hispanics

## Colorado Lifestyle Indicators:

- Average HH Income (2008 inflation-adjusted): \$56,574
- Average Family Income (2008 inflation-adjusted): \$69,745
- Per Capita Income (2008 inflation-adjusted): \$30,129
- Average Home Price: \$236,300
- Median Rent: \$833
- Avg. Size of HH: 2.54
- Mean Travel Time to Work: 24.2 minutes

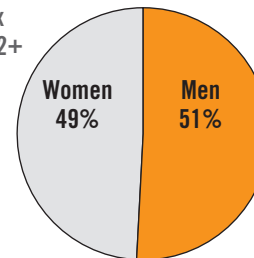
## Mart Visitors:

Over the course of a year we hold and produce

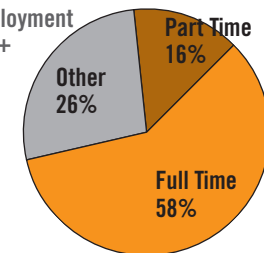
- over 20 specialty markets in support of our tenancy
- 175 additional consumer events, tradeshows, conventions, banquets, and parties.

Over all, the Mart hosts over 500,000 guests attending one of the hundreds of events across all industries and interests.

AQH  
Sex  
P12+



AQH  
Employment  
P12+



AGE DISTRIBUTION OF PEOPLE IN DENVER-AURORA, CO METRO AREA IN 2006-2008

25%	8%	31%	26%	10%
Under 18	A18-24	A25-44	A45-64	A65+

County	Population
Adams*	430,836
Arapahoe	554,282
Boulder	293,161
Broomfield	54,858
Denver	398,707
Douglas	280,621
Jefferson	533,339

\*DMM is located in Adams County

Source: www.factfinder.census.gov



# ARTWORK SPECIFICATIONS

## FOR BEST RESULTS:

1. For maximum impact, limit images to one or two.
2. Limit text to a short general message.
3. Use big, bold type, preferably sans serif.
4. Use high contrast between type and background.

## PREPARING COMPLETED ARTWORK:

### A. Create artwork to correct size:

- A** Show-related sign (896 x 572 pixels @ 72 dpi)
- B** Non show-related (896 x 640 pixels @ 72 dpi)

### B. Save as PDF or JPG. If PDF, be sure to embed fonts in the file.

- C. If artwork includes photographic images, placed images in your file must be 72 dpi.

## SENDING FILES:

Files under 7 MB can be sent via email: [news@denvermart.com](mailto:news@denvermart.com). You can also provide digital files on CD. Artwork files over 7 MB can be sent directly to the Mart FTP dropbox site. Email us at [news@denvermart.com](mailto:news@denvermart.com) for FTP instructions.

## EXAMPLES:

**A** DIGITAL SIGN ARTWORK AREA FOR *MART SHOW-RELATED SIGNS*

CREATE ARTWORK TO 896 X 572 PIXELS @ 72 DPI  
This allows Public or Trade Show designation shown below.

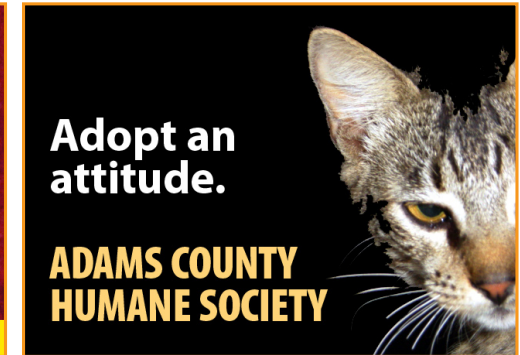
**SAFE ZONE**  
Keep important information 10 Pixels from all sides.  
Images may extend to full digital sign artwork area.



**B** DIGITAL SIGN ARTWORK AREA FOR *NON SHOW-RELATED SIGNS*

CREATE ARTWORK TO 896 X 640 PIXELS @ 72 DPI

**SAFE ZONE**  
Keep important information 10 Pixels from all sides.  
Images may extend to full digital sign artwork area.



## Questions about artwork?

CONTACT: Ken Williams  
Denver Merchandise Mart  
(303) 292.6278 Ext. 5293  
[ken@denvermart.com](mailto:ken@denvermart.com)