



ADVERTISING OPPORTUNITIES FOR SAN DIEGO BUSINESSES

IKE SMART CITY DIGITAL KIOSKS

Downtown San Diego Partnership leads local community content management and administrative efforts for IKE Smart City digital kiosks throughout the City of San Diego. The purpose is to ensure timely scheduling, planning, and distribution of local, non-advertising community content. For advertising inquiries and process, see below.

PAID ADVERTISEMENTS THROUGH IKE

If you'd like to purchase an advertisement that rotates on the IKE kiosks, contact IKE Smart City at sales@ikesmartcity.com directly. San Diego-based businesses qualify for discounted community rates to advertise on IKE kiosks in the city. Advertising spots are subject to availability, time frame, and demand, with rates subject to change.*

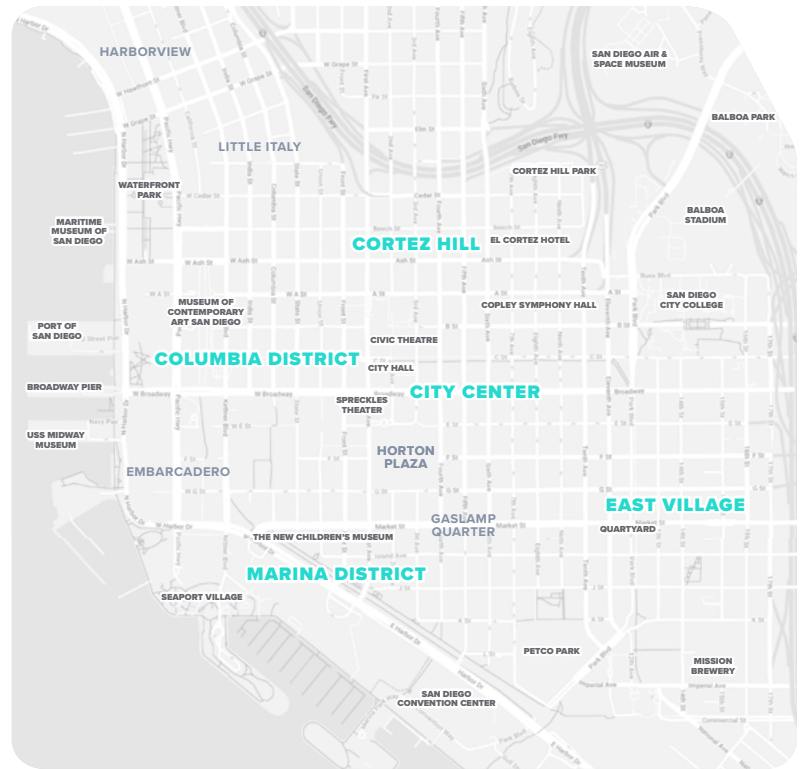
*No advertising that is false or grossly misleading, defamatory, obscene or lewd, inconsistent with federal or state law, or promotes or condones criminal conduct is allowed. No art that promotes the sale of alcohol, tobacco, or firearms is allowed.

AD SPOT OVERVIEW:

- ▶ 1 spot (one side of a kiosk) = 7.5 min per hour
- ▶ Creative must be 10 seconds (with a 10-second creative; will run approximately 45x spots an hour)
- ▶ Up to 8 advertisers in a loop on one side of a kiosk
- ▶ Creative can be full motion or static

KIOSK NETWORK DETAILS

- ▶ Full-motion interactive digital kiosk network offering premier street-level advertising in bustling urban core of San Diego reaching a high concentration of auto, bicycle, and pedestrian traffic
- ▶ Kiosks are positioned in key areas throughout Downtown San Diego's commercial districts packed with businesses, restaurants, hotels, live music, theaters, outdoor activities, and nightlife
- ▶ Close to Petco Park (MLB's Padres) and the San Diego Convention Center; adjacent to the dazzling Gaslamp Quarter, drawing a diverse mix to coffee shops, trendy shops, eclectic eateries, endless outdoor activities, chic bars & performance spaces



AD SPECIFICATIONS

ARTWORK

Must submit two files, one for each of the sizes.

Vertical Orientation: 1920px H x 1080px W

Horizontal Orientation: 1080px H x 1920px W

Resolution: 72dpi

Color Mode: RGB

Duration: 10 seconds

Static File Format: .jpg

Motion File Format: .mp4

Frame Rate: 30 fps

Codec: H264

FILE INFORMATION & DELIVERY

All motion files must be 10 seconds in duration. The naming convention of the submitted file should include 'Go-Live date' of file, brand name, and product or tagline.

Example: MM_DD_YY_brandname_product.mp4

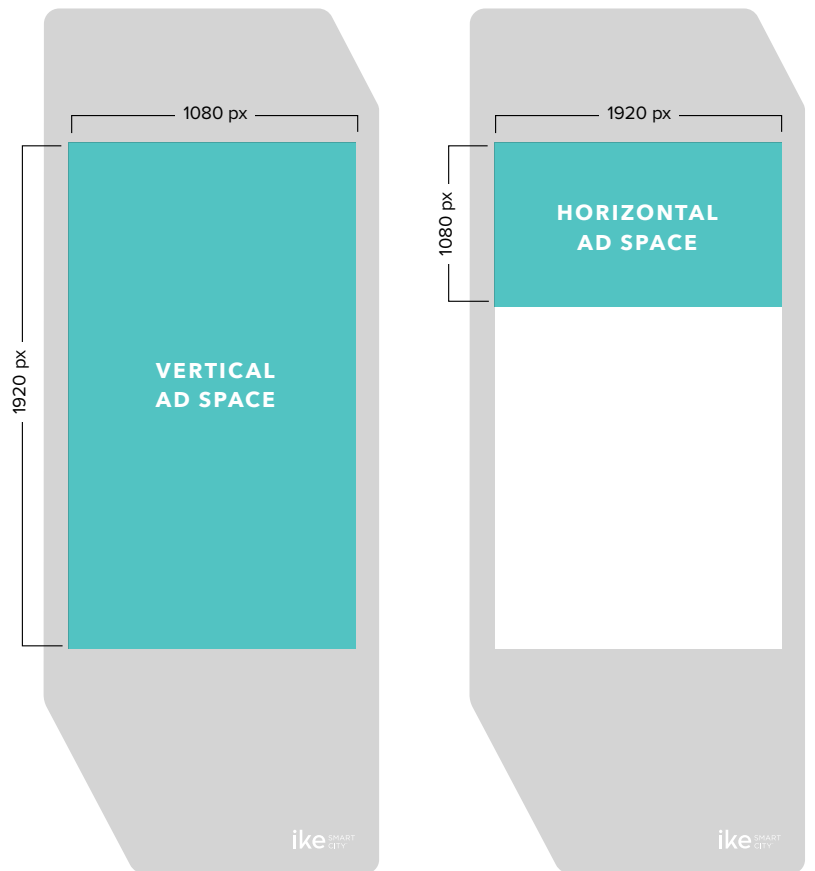
Final files should be delivered one week prior to contracted start date.

Contact us for file delivery information.

NOTE

All artwork must be submitted 7 business days before contracted start date for creative approvals. 1 Flip: 1,080 spots per day or 12.5% SOV. IKE Smart City reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

Disclaimer: We strongly recommend against an all dark background.



When the digital screen goes to interactive engagement mode, the advertisement moves to the top 1/3 of the screen.