

ENCOMPASS MEDIA OUTDOOR

MEDIA KIT



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ABOUT ENCOMPASS MEDIA OUTDOOR

The Moscow, Idaho community (and larger local region) represents an underdeveloped & underserved outdoor advertising market and we intend to address that need.

Moscow's relative proximity to Pullman, WA (both towns boasting a state university just 7 miles apart), makes the regional population larger & more diverse than one might otherwise assume. As a result many businesses recognize that area residents/students frequent both municipalities and therefore advertise accordingly.



MISSION/VISION

Starting with our flagship digital billboard in Moscow, EMO is destined to become a premiere regional outdoor advertising company offering high-quality, state-of-the-art outdoor advertising solutions to meet the growing demands of the local region.

Long-term we intend to expand our inventory with additional digital billboards, static billboards, and wall advertising in other counties & cities across the state of Idaho & Washington.

REGIONAL HIGHLIGHTS

01

LIVIBILITY

Moscow Ranked #1 Best Place To Raise A Family

04

COST OF LIVING

Moscow Ranked #9 Most Affordable Places To Live

02

QUALITY OF LIFE

Moscow Ranked the 55th Best Place To Live in the United States

05

POPULATION

24,146 - Moscow, ID
33,354 - Pullman, WA

03

UNIVERSITY OF IDAHO: MOSCOW

Student Enrollment: 12,072

06

WASHINGTON STATE UNIVERSITY:PULLMAN

Student Enrollment: 29,686

*NOTE: 1, 2, & 4 rankings provided by Livability.com



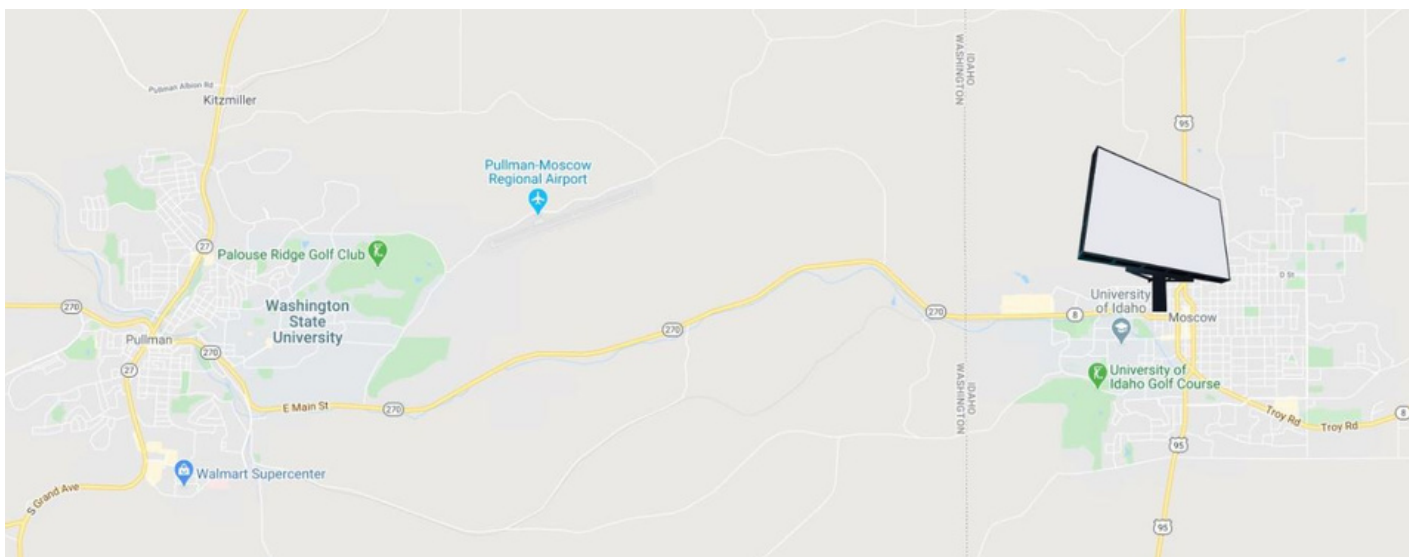
DIGITAL BILLBOARD LOCATION

Digital Billboard Location: 630 W. Pullman Rd. Moscow, ID 83843.

- Latitude: 46.732925,
- Longitude: -117.008458



Wide Map Illustrating proximity of Moscow, ID to Pullman, WA (7 miles apart)



DIGITAL BILLBOARD SPECIFICATIONS

FILE FORMAT | STILL IMAGES

- JPG, PNG, BMP or GIF for still image content at 100% quality
- Use RGB color, not CMYK
- Resolution: Use 72 dpi
- Physical size of artwork is also a non-factor, instead focus on the actual pixel dimensions (height and width) of the artwork
- Recommended file size: 1MB or smaller

PHYSICAL SIGN INFORMATION

- Physical sign size: 10' tall x 10' wide
 - Note: Maximum size for digital signage in the city limits is 100 sq. ft.
- Matrix of sign (in pixels): 300 tall x 300 wide
- Pixel pitch: 10mm
- Billboard manufactured in March 2020 & Installed May 2020
 - Note: This billboard currently represents the highest digital quality in not only the region, but perhaps the state of Idaho

ARTWORK IMAGE QUALITY (in pixels)

- 600 tall x 600 wide
- 60 pixel character will be 1 foot tall

Design Specifications | Creating optimum artwork for digital billboards

KEEP IT SIMPLE

The first step to creating effective messages with your electronic sign is to keep the wording short and succinct. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea. This reads faster than trying to fit multiple offers on a message.

KEEP IT BIG

Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. Although the software allows for a smaller character height, we recommend characters at least 12" tall.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use thick, heavy fonts to increase readability. Bolding your font is an excellent way to add weight to your message.

KEEP IT COLORFUL

High color contrast is a key ingredient. Like large text, the right color combinations can make your messages more legible from a greater distance. Text and background colors should combine in a way that is pleasing to look at and lets your messages be easily read.

WATCHFIRE BILLBOARD DETAILS

Watchfire billboard products (hardware & software) are designed to be best-in-class featuring a ground breaking, ten-year uniformity and brightness guarantee.

The company is able to do this because they invest years in product testing and innovation. Unlike "distributors" or "assemblers" who import standard market components for assembly, Watchfire conceives, designs and engineers their billboard products from start to finish. They also develop their software in-house and test, service and support every product from their Danville, IL facility.

As a result, Watchfire billboards feature richer, crisper, more vibrant images that are the result of starting with single-bin LEDs from the world's finest manufacturers. The LEDs are grouped by batch, color intensity and wavelength, and then color calibrated to ensure color uniformity on day one and for years to come.

With just two connections per module and no ribbon cables or consumer-grade connectors, Watchfire's digital billboards are designed to lower the likelihood of service issues, and increase quality and longevity.



DIGITAL BILLBOARD PRICING

Full Slot

- 16 Ad Slots Total
 - 8 slots p/side running in rotation
 - Each slot runs for 7 seconds
 - Multiple ads can run in a given slot which then rotate one p/min
- Impressions: 1,440 p/day
- Contracts: 3, 6, or 12 months
 - Only 12 month contracts include first right of refusal for renewal
 - Slots beyond 6 month contracts can be pre-sold to other clients
 - Ad(s) currently rotate once p/min on both sides
- Call or email for pricing & special offers

Half Slot

- Availability varies depending on inventory
- Impressions: 720 p/day

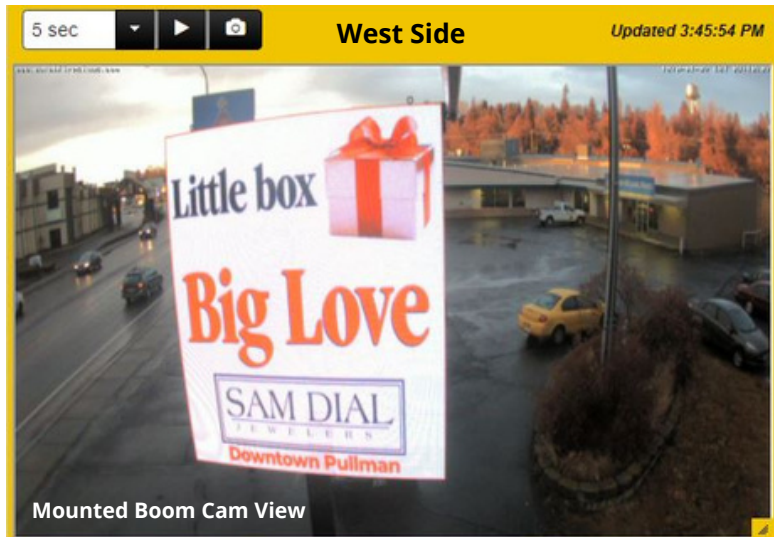
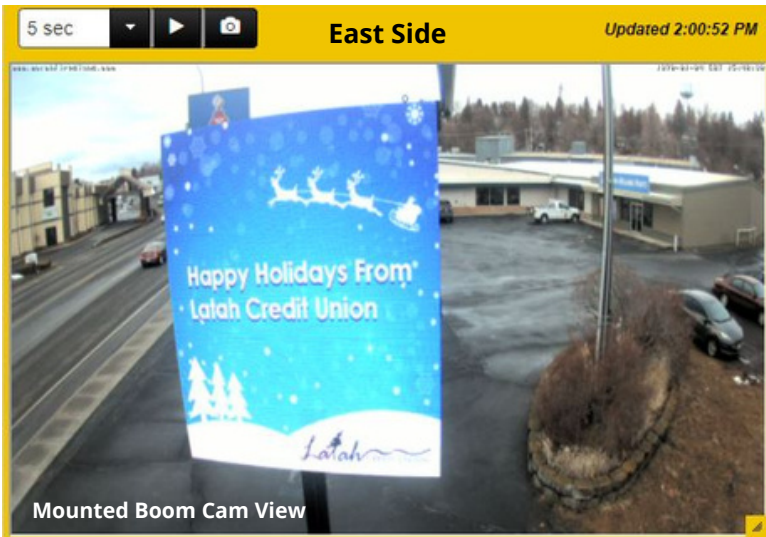
TRAFFIC INFORMATION

The Daily Effective Circulation ("DEC") for vehicle traffic past the digital billboard located in Moscow is 29,850 based on the 2016 Urban Traffic Volume Report. Note that traffic has since increased over the last four years as the city has grown in population by 1.72% p/year.

Additionally, the DEC doesn't account for the significant amount of foot traffic passing the sign as it stands across the street from the University of Idaho's main entrance which provides not only access to and from campus for classes and sporting events, but also shopping and dining options for students and visitors.

DIGITAL BILLBOARD IMAGES

Boom mounted cams on both sides of the structure provides remote viewing access to ensure quality control via the Internet in real time.



The visual clarity of the digital billboard's display is unparalleled in the larger Palouse region.



Additional Detail: The two sides of the digital billboard are mounted on an angle to maximize sight lines for oncoming traffic from both directions.



Please contact us with any questions: info@encompassmediaoutdoor.com

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