

# San Diego Convention Center

# Digital Signage



## A FLEXIBLE, TARGETED AND CAPTIVATING SOLUTION FOR DISPLAY ADVERTISING.

By advertising on our high-definition LED displays, you have the opportunity to reach hundreds-of-thousands of high-spending, out-of-town visitors while they pass through our lobbies.

## Rates

### PREMIUM DISPLAY ADVERTISING

Includes 15 second ad placement on 11 advertising network displays and 6 large-format LED walls. Large format LED walls are added inventory to Premium advertisers when not in use by convention groups.

\$800 monthly

### DISPLAY ADVERTISING

Includes 10 second ad placement on 11 advertising network displays

\$480 monthly

All contracts will run through June 30 or December 31 annually.

## Creative Best Practices

- Video ads are the most attention-capturing format. It's important to include a strong call-to-action.
- QR codes are highly recommended as attendees can quickly navigate to a link and it removes barriers to response. Special offers are recommended to attract visitors. The QR can also link to a map application to help visitors navigate to your business. All creative including QR code creation is the responsibility of the advertiser.
- Upon request, the SDTA team can make referrals for vendors to support ad creation.
- Ad creative may be updated during the contract term at the advertisers request.

## Specs

### FILE FORMAT

- Still Files: JPEG, PNG
- Video Files (15 or 10 seconds based on ad purchased, no audio): MPEG-4, H.264

### RESOLUTION

1920 x 1080px (1080p)

### COLOR

RGB color only

## Delivery

Materials due two weeks prior to contract start date. Send materials to [ads@sandiego.org](mailto:ads@sandiego.org). All ad materials subject to the approval of the SDTA.

TO ADVERTISE,  
CONTACT  
YOUR SDTA  
REPRESENTATIVE:



**NANCY BJORK**

619.557.2807

[nbjork@sandiego.org](mailto:nbjork@sandiego.org)

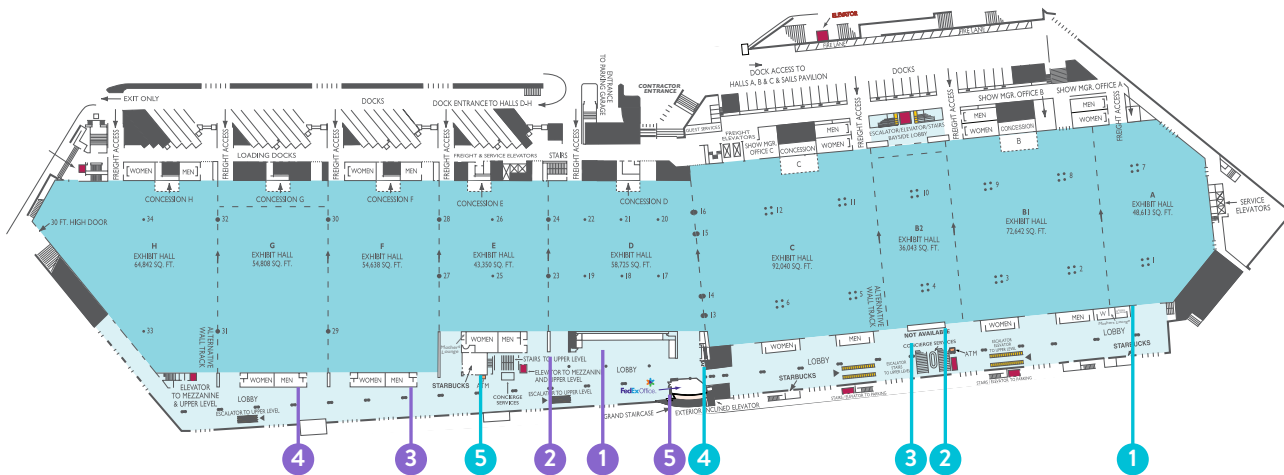


**GERRY GRANADOS**

619.557.2868

[ggranados@sandiego.org](mailto:ggranados@sandiego.org)

# Digital Ad Placement Ground Floor



## SDCC ADVERTISING NETWORK



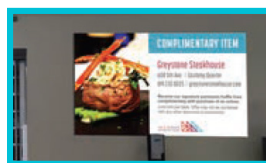
- 1. DISPLAY**  
89" display, located next to the Hall A entrance



- 4. DISPLAY**  
80" display, located in Lobby D



- 2. DISPLAY**  
110" LED display, located in the Lobby B Activity Wall



- 5. DISPLAY**  
89" display, located next to Starbucks in Lobby E



- 3. DISPLAY**  
Double-Sided 89" LED display, located in the Lobby B Activity Wall 2

## EXTENDED ADVERTISING NETWORK



- 1. EXTENDED ADVERTISING NETWORK DISPLAY**  
Lobby D, 16 x 9 ft LED display located above entrance to lobby D



- 4. EXTENDED ADVERTISING NETWORK DISPLAY**  
Lobby G Video Wall 12 x 6.5ft LED display, located next to entrance to Hall G



- 2. EXTENDED ADVERTISING NETWORK DISPLAY**  
Lobby D Marquee, 32 x 9 LED. Located above entrance to lobby D



- 5. EXTENDED ADVERTISING NETWORK DISPLAY\***  
Quantum Video Wall 16 x 9ft LED display, portable



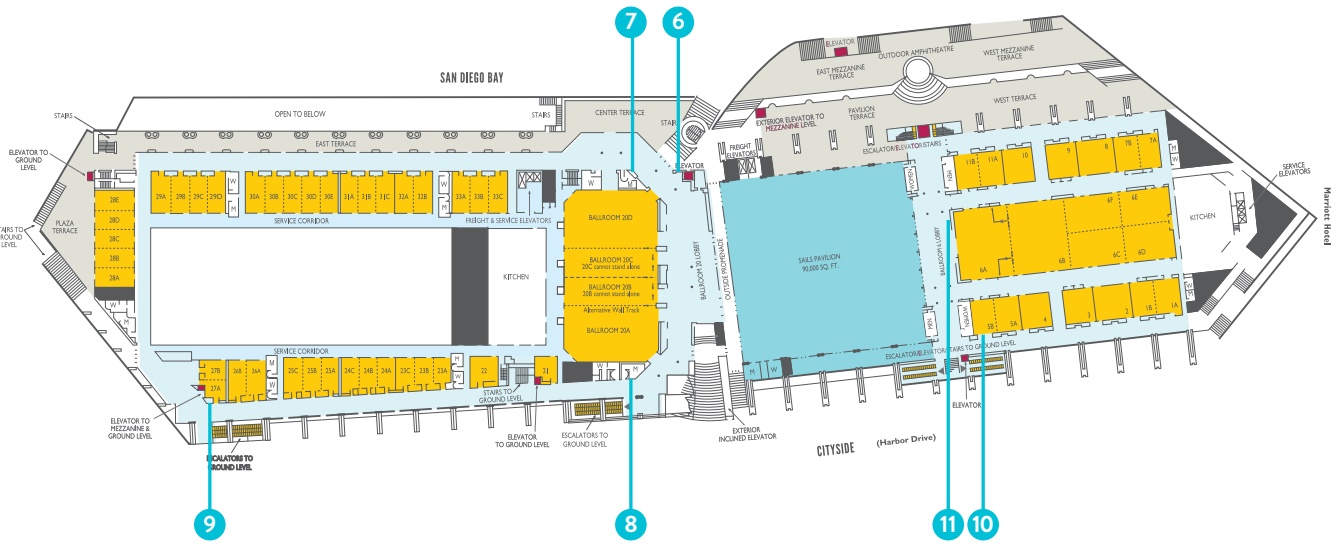
- 3. EXTENDED ADVERTISING NETWORK DISPLAY**  
Lobby F Video Wall 12 x 6.5ft LED display, located next to entrance to Hall F



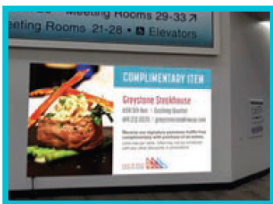
- 6. EXTENDED ADVERTISING NETWORK DISPLAY\***  
Spectrum video wall 12.5 x 6.5ft display, portable

\* Portable displays are set up in the highest traffic areas for each convention depending on their use of the space.

# Digital Ad Placement Upper Floor



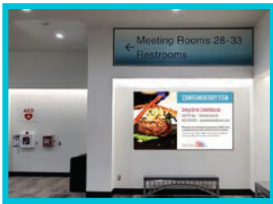
## SDCC ADVERTISING NETWORK



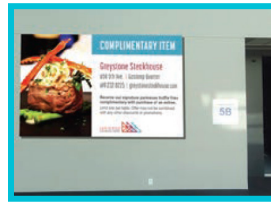
6. **DISPLAY**  
110" LED display, located on Level 2 across from the Lobby E escalators



9. **DISPLAY**  
86" LED display, located on Level 2 across from the Lobby G escalators



7. **DISPLAY**  
70" LED display, located on Level 2 in Ballroom 20 Lobby



10. **DISPLAY**  
86" LED display, located on Level 2 across from the Lobby B escalators



8. **DISPLAY**  
70" display, located on Level 2 across from the Center Terrace



11. **DISPLAY**  
86" LED display, located on Level 2 in Ballroom 6 Lobby

FOR RACK CARD PLACEMENT PLEASE CONTACT PAT FEARN AT  
CERTIFIED FOLDER DISPLAY

patf@certifiedfolder.com or (760) 727-5100

