

We Connect Brands To Sports Communities

Media Kit
September, 2020



www.venuexmedia.com | 508.591.3010 | info@venuexmedia.com



VXM is changing the way that brands reach the community sports audience.

VenueX Media's place-based digital out-of-home (DOOH) network provides access to a once fragmented and hard to reach audience.





THE CHALLENGE FOR SPORTS VENUES

Many youth and amateur sports venues employ archaic means to communicate with their audience. The use of in venue digital signage is too costly and cumbersome to manage.

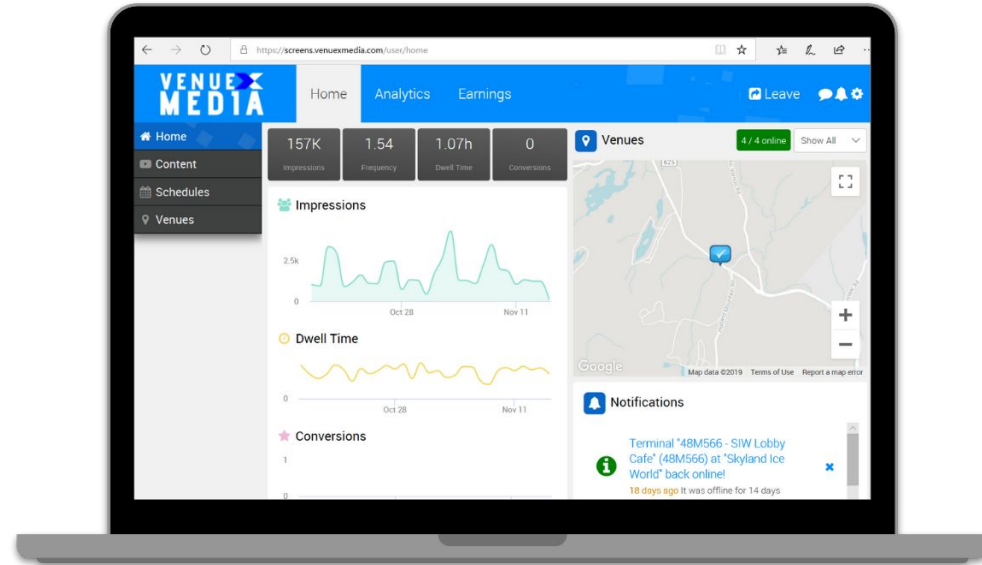
THE CHALLENGE FOR ADVERTISERS

Though the audience is highly desirable, advertising in youth and amateur sports venues is too inefficient with advertisers having to deal with each rink or turf complex individually. Additionally, there is no standard to measure the audience and the performance of a given campaign.

SPORTS VENUES

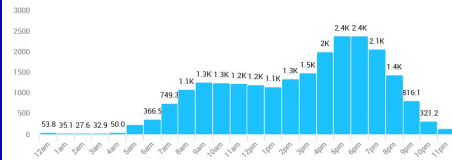


No cost digital signage solution with high impact screen placements



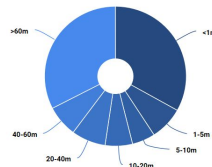
Easy-to-use content management system to run all screens in the venue

Time of Day

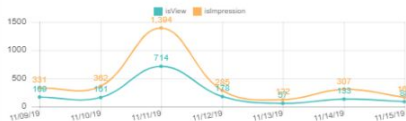


Dwell Time

Venue dwell time breakdown



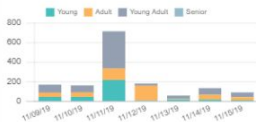
VIEWS VS. IMPRESSIONS



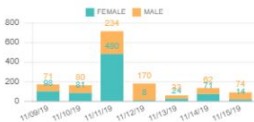
ATTENTION TIME BY GENDER



VIEWS VS. AGE GROUP



VIEWS VS. GENDER

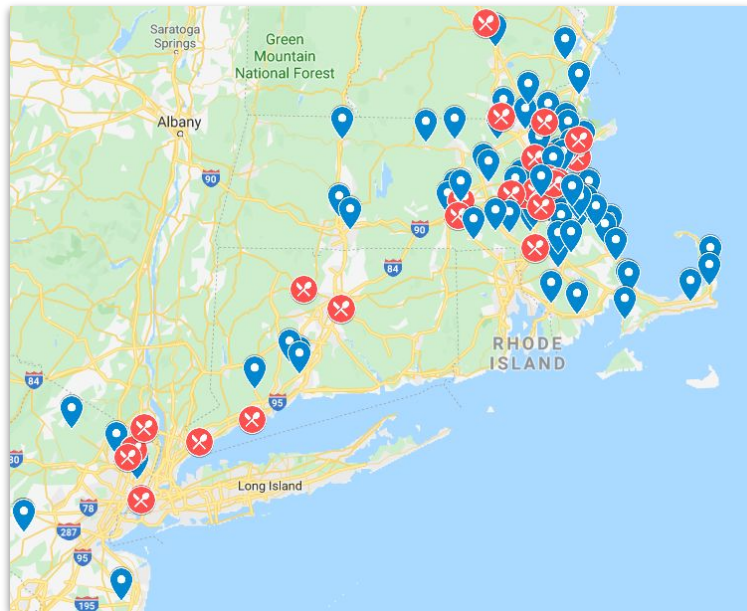


VIEWS VS. EMOTIONS



Highest standard of audience measurement & analytics

ADVERTISERS



Access to entire network of sports venues through single point of contact

KEY DIFFERENTIATORS

SSP Integration



Fully integrated media publisher with leading digital-out-of-home advertising SSPs.

Audience Measurement



Frequency, dwell time and footfall captured through near field communication (NFC) and geo-fence



Impressions measured through cutting edge AI technology tracking screen glances.

Multi-Channel Capabilities



Location based retargeting on mobile devices



Custom built audiences for social media & digital campaigns



Full service provider of traditional static OOH placements

OUR NETWORK

OUR NETWORK

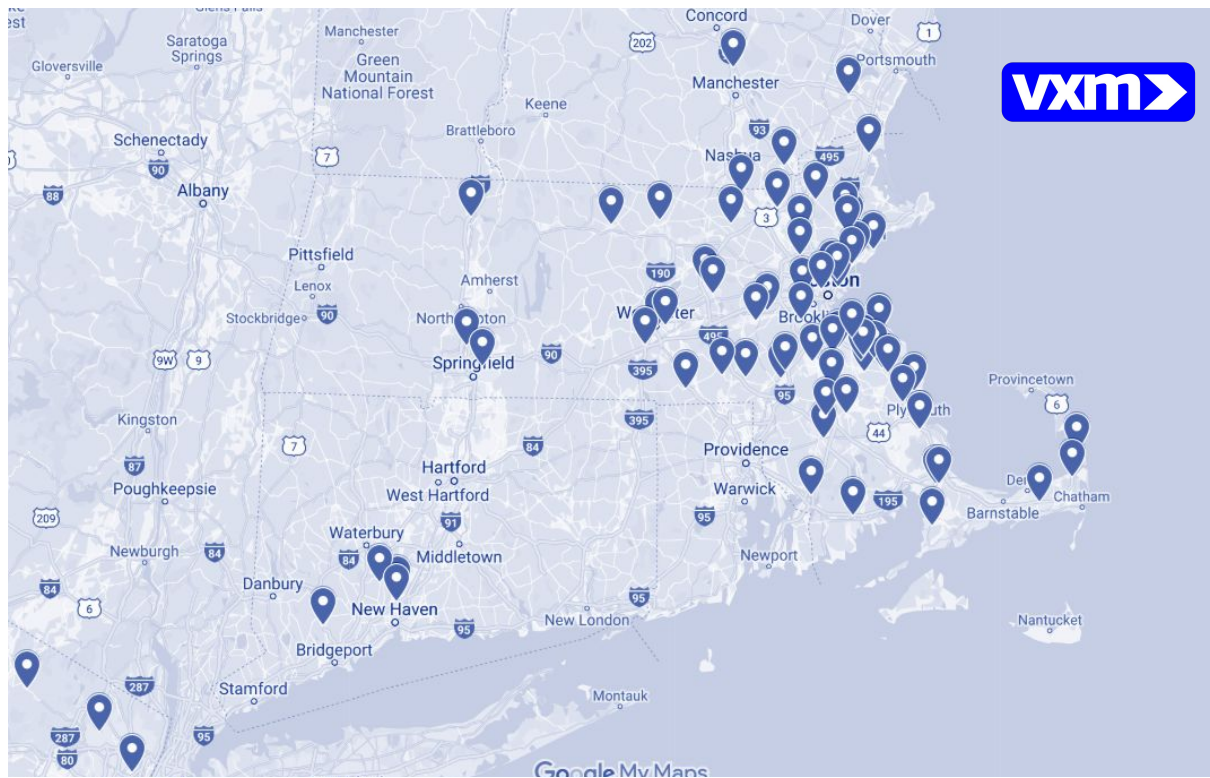
VenueX Media's place-based **digital-out-of-home (DOOH) network** provides brands an effective and organized platform to deliver their message to a once fragmented audience inside of youth and amateur sports venues.

OUR LOCATIONS

Our screens are placed in the key rinks and indoor sporting / training centers across the northeast. Combined, our venues host over **10 million annual visitors**, numerous tournaments and events.

POWERFUL MESSAGE

Our screens present a **blank canvas** for brands to utilize their creativity. A brand's message is delivered to a targeted audience alongside highly contextual content.



ANNUAL VISITORS	VENUE LOCATIONS	SCREEN PLACEMENTS
OVER 10M	OVER 100	OVER 300

THE NORTHEAST'S LEADING SPORTS VENUES

FEATURED VENUES

VenueX Media is partnered with the top sports facilities in Northeast, reaching the majority of youth athletes in their training & competition locations.



The Rinks
AT EXETER

Everyone is commenting on the screens! The platform is simple & easy to use. Our customers love seeing spotlights on alumni and highlights of our programs.

Chet Murch, General Manager



DIGITAL MEDIA FORMATS (FULL SCREEN)

THE RIGHT TIME, THE RIGHT MESSAGE, THE RIGHT AUDIENCE.

CONTENT SPECIFICATIONS

1920 pixels (w) x 1080 pixels (h) 16:9

1080 pixels (w) x 1920 pixels (h) 9:16

Static: .PNG, RGB encoded .JPG or H.264

Video: .MP4 / encoded .MOV

AD CONTENT PLAY OPTIONS

:15 second

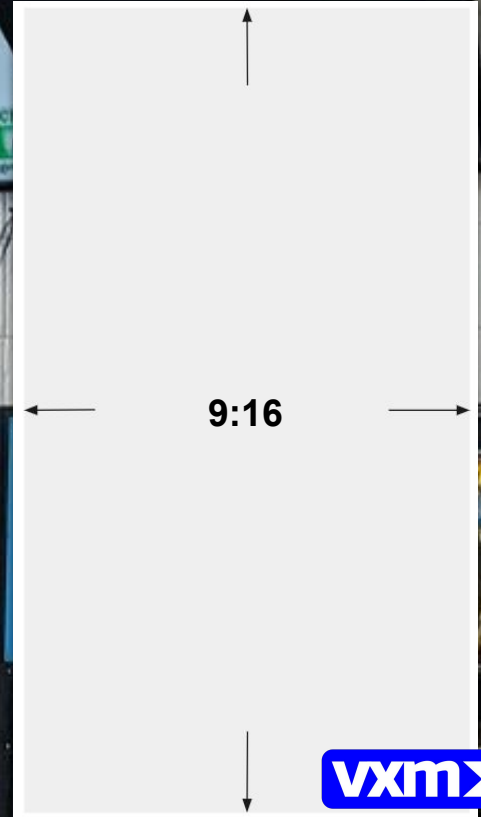
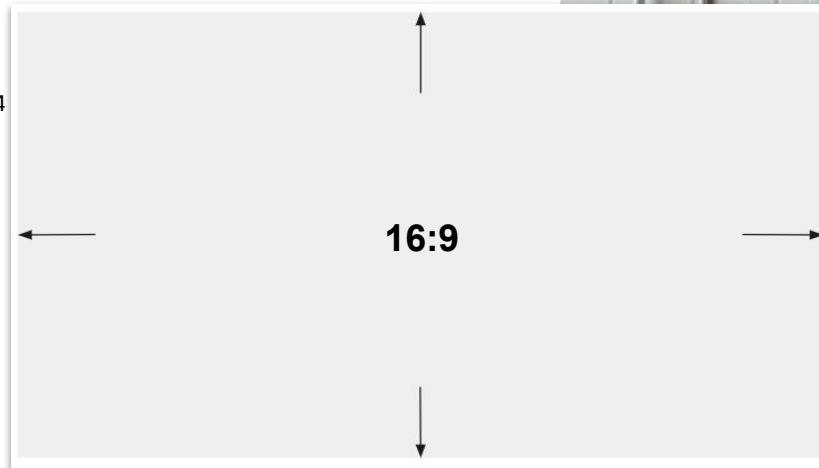
:30 second

:60 second

Loop length: 3 minutes

DISPLAYS

55"-70" (diagonal) screens



DIGITAL MEDIA FORMATS (CONTENT)

YOUR BRAND WITH HIGHLY ENGAGING SCREEN CONTENT

FACTS

3.3
YEARS




GOOD SPORT
@GOODSPORTSTORE

Average career length for NFL Players.

vxm CALL/TEXT: 508-591-3010 www.venuexmedia.com

sponsored by



UTS MEN'S WORLDS - SF #1
USA 2 - 1 RUS 3rd 13:54
MATT BENEIRS
PROMOTED 06

GOOD SPORT
@GOODSPORTSTORE

SHOT

MATT BENEIRS
HINGHAM, MA

vxm local
SPOTLIGHT

vxm

STATIC MEDIA FORMATS

AMPLIFY YOUR MESSAGE & DOMINATE ATTENTION.

INDOOR LARGE FORMAT STATIC BANNER (VINYL)

Jumbo Banner custom sizes

Standard Banner: 8' (h) x 10' (w)

Production time: 2 weeks

EXTERIOR WINDOW DOMINATION

Perforated Vinyl

Non-Perforated Vinyl

Production: 2-3 weeks

INDOOR POSTER CARD (FRAMED)

Large Poster: 14" (h) x 11" (w)

Standard Poster: 11" (h) x 8.5" (w)

Production: 2 weeks

SPECIALTY UNITS

Specifications vary by venue

Dasher-board Ad

Zamboni Wraps

On Field / Court / Ice Logo

Production: 2-6 weeks



GEOFENCE RETARGETING FORMATS

CONNECT THE OFFLINE AND ONLINE WORLDS.

STATIC ADS

Under 150KB / 72 DPI

320 x 50 (wide x tall)
300 x 50
300 x 250
728 x 90
300 x 600
160 x 600
970 x 90

Acceptable formats:

.GIF
.PNG
.JPEG
+ Animated / HTML5 ads

HTML5 STANDARDS

Under 150KB / 72 DPI

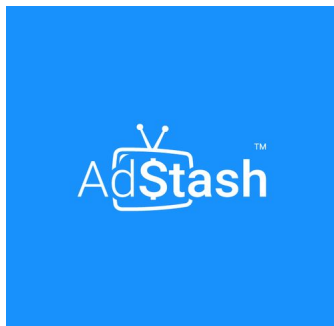
- 250KB or smaller per individual ad
- 2MB or smaller for entire rendered ad
- ZIP File Type — should contain the HTML for the ad as well as any of the other following file types:

.CSS
.JS
.HTML
.GIF
.PNG
.JPG
.JPEG

Expandable ads are not supported.



vxm



Proud partner of AdStash



www.venuexmedia.com | 508.591.3010 | info@venuexmedia.com