



INFORMATION / FRAMING EXAMPLES

Downtown Surface Lot Signage information (Effective January 1, 2009)

DOWNTOWN DEVELOPMENT AUTHORITY has installed a large 2 sides, state-of-the-art digital sign located on the corner of Saginaw and Kearsley Streets in downtown Flint. Approximately 6,000 people work in downtown Flint - and numbers are growing.

It is estimated that 8,000 people pass through downtown on any given weekday.

24 HOUR MESSAGE ADVERTISING / 7 DAYS per WEEK

12 Hours of Primetime Messages: 6:00 a.m. – 6:00 p.m.

12 Hours of After Hours Messages: 6:00 p.m. – 6:00 a.m.

1. NON-PROFIT EVENT / ANNOUNCEMENTS LISTINGS – Within DDA Area and Within Genesee County

4 Frames of Copy and JPEG Logo/Graphics – Free to \$15. - Allow 3 days to post event

Maximum schedule time per event is 15 weekdays (weekends not included in day count)

Additional Frames or to change a frame within scheduled time: \$5 per frame.

EXAMPLE:

Frame #1: Logo or Event Name

Frame #2: Event Name or Graphic
Sponsor's Name

Frame #3: Date and Time
Cost

If the event is running for an extended time you may consider changing the frame to coincide with dates

Frame #4: Location/Address

2. COMMERCIAL MESSAGE – Within DDA Area and Within Genesee County

4 Frames of Copy and JPEG Logo/Graphics- Allow 3 days to post event

Contracted time 1 day to 12 months

Every frame will be identified as a 'Message Sponsor'

Additional Frames or to change a frame: \$10 per frame during contract period.

EXAMPLE:

Frame #1: Logo

Frame #2: Sales Message

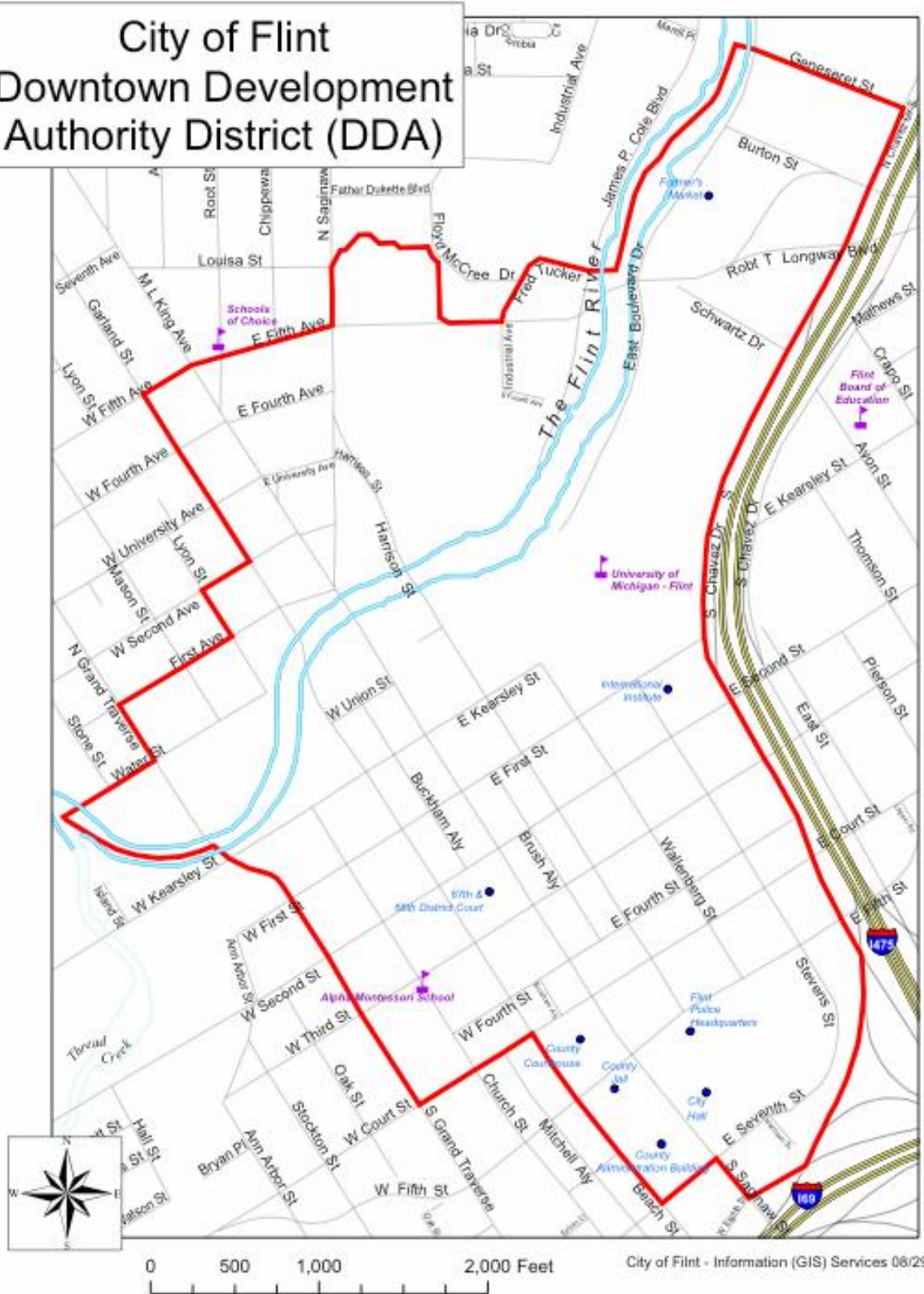
Frame #3: Sales Message

Frame #4: Logo
Phone and Address

NOTES for Both Non-Profit Event Listings and Commercial Messages

- **Downtown Development Authority can help you with your message and graphics**
- **Full color palette available for using any color**
- **Upper Case letters read better at distances than Lower Case in messages**
- **JPEG Logos, Graphics and Photos Only - No video at this time**
- **Excluded** signage Listings and Message Sponsorships from DDA digital signage
 - a. *All Political Messages – Candidates, Issues, Endorsements or Proposals*
 - b. *Religious Services and Announcements – Non-Religious Events Open to the Public are allowed*
- **Rights:** Downtown Development Authority Board of Directors reserves all rights to include or exclude any listing or message without cause.

City of Flint Downtown Development Authority District (DDA)



City of Flint - Information (GIS) Services 08/29/08

PROMOTIONAL COSTS

Effective January 1, 2009

1. EVENTS LISTING

All Events are grouped by date and follow each other (1st-31st of each month)

Non-Profit Events / Announcements *Within DDA Area and Within Genesee County*

4 Frames - 15 seconds of Detail Announcements Repeated

Logo Frame and 4 Frames of Copy or Graphics **JPEG Only**

NEW RATES* See Map of DDA area

• **WITHIN DDA AREA - FREE per event** 4 Frames, 1 day to maximum 15 Weekdays (Weekends not counted)

• **WITHIN GENESEE COUNTY- \$15 per event** 4 Frames, 1 day to maximum 15 Weekdays (Weekends not counted)

*Additional Frames or Information change: \$5 per frame within contract time frame

2. COMMERCIAL MESSAGE

Commercial Message Sponsors – Continuous Play

Help promote downtown with your business commercial message

LOCATED IN DOWNTOWN FLINT*

A. Commercial Businesses and Organizations

(Business must be within DDA coverage area. See Map of DDA area)

• 4 Frames - 15 seconds of a business' commercial message

• Rolling Banner Tag: *Message Sponsor* appears at the bottom or top continuously

• Day Time: 6:00 a.m. to 6:00 p.m. and Evening Hours: 6:00 p.m. to 6:00 a.m.

<u>Cost*</u>	<u>Contracted</u>	<u>Number of viewings</u>		<u>Total Viewings</u>
\$5 per day	15 day min. \$ 75	Day Time 72	Evenings 72	144 per day
\$150 per month – 1 month –	\$ 150	Day Time 2,160	Evenings 2,160	4,320 per month
\$125 per month – 3 months –	\$ 375	Day Time 6,480	Evenings 6,480	12,960 per 3 months
\$110 per month – 6 months –	\$ 660	Day Time 12,960	Evenings 12,960	25,920 per 6 months
\$100 per month – 12 months –	\$1,200	Day Time 25,920	Evenings 25,920	51,840 per 12 months

*Additional Frames or Information change: \$10 per frame within contract time frame

OUTSIDE DDA AREA*

B. Commercial Businesses and Organizations

(Business outside the DDA coverage area. See Map of DDA area)

• 4 Frames - 15 seconds of a business' commercial message

• Top or Bottom Banner Tag: *Message Sponsor* appears on every commercial frame

• Day Time: 6:00 a.m. to 6:00 p.m. and Evening Hours: 6:00 p.m. to 6:00 a.m.

<u>Cost*</u>	<u>Contracted</u>	<u>Number of viewings</u>		<u>Total Viewings</u>
\$10 per day	15 day min. \$ 150	Day Time 72	Evenings 72	144 per day
\$300 per month – 1 month –	\$ 300	Day Time 2,160	Evenings 2,160	4,320 per month
\$250 per month – 3 months –	\$ 750	Day Time 6,480	Evenings 6,480	12,960 per 3months
\$225 per month – 6 months –	\$1,350	Day Time 12,960	Evenings 12,960	25,920 per 6months
\$200 per month – 12 months –	\$2,400	Day Time 25,920	Evenings 25,920	51,840 per 12months

*Additional Frames or Information change: \$10 per frame within contract time frame

***Payment: DDA will invoice upon receipt of order**

-----**ORDER FORM**-----
Downtown Surface Lot Digital Signage Information

Date:

Organization / Business Name: () Non-Profit () For Profit

Contact Name: Phone: Email:

Address: City: State: Zip:

() NON-PROFIT EVENT LISTING(S) Within DDA Area and Within Genesee County

PROMOTION PERIOD: **Starting: Ending:**

• **WITHIN DDA AREA - NO CHARGE per event* - 4 frames, maximum time 15 Weekdays (Weekends not counted)**

• **WITHIN GENESEE COUNTY AREA - \$15 per event* - 4 frames, maximum time 15 Weekdays (Weekends not counted)**

*Additional Frames or Frame Changes (\$5 (5 frames plus)

Payments must be paid in advance for each event ESTIMATED AMOUNT: \$

Send Event Order Form Information to DDA: FAX: (810) 767-7733 or Email: mpina@flintdda.org

Checks payable to: DDA Signage, 412 S. Saginaw St., Ste. 206, Flint, MI 48502

() COMMERCIAL MESSAGE () Downtown Business (Discount) () Genesee County Business

CONTRACTED PERIOD: (4 Frames* -24-Hour Continuous) **Payment for Days Promotions must follow approval of order.**

() Days () Months **Starting: Ending:**

*Additional Frames or Frame Changes \$10 (5 frames plus)

ESTIMATED COST: See Cost Sheet \$

DDA Invoice me: () Full Amount, () Monthly, () Every 3rd Month, () Every 6th Month

Send Commercial Order Form Information to FAX: (810) 235-9890 or Email: jlesage@tsjenkins.co

Checks payable to: DDA Signage, 412 S. Saginaw St., Ste. 206, Flint, MI 48502

-----**COPY**-----

Remember: keep information to a minimum per frame & graphics format is jpg only

FRAME 1:

FRAME 2:

FRAME 3:

FRAME 4:

() Additional Frames will be needed - Attached

NOTES

• **Copy Proofs** will be supplied before posting, if time allows. Proofs can be checked at The DDA Office

• **Checks payable to:** DDA Signage, 412 S. Saginaw St., Ste. 206, Flint, MI 48502

• **Excluded signage Listings and Message Sponsorships from DDA digital signage**

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b. Religious Services and Announcements – Non-Religious Events Open to the Public are allowed

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Representative:

Date: