



2012 Media Planner

Signage Solutions

Digital Technology for Today's Applications

magazine



The Technology and Solutions Magazine for Digital Signage, DOOH, Mobile and Place-based Media

Signage Solutions magazine is dedicated to the industry professional who believes in dynamic messaging. With the explosive growth in the digital signage industry, consumers are more engaged than ever before. Systems are becoming highly integrated, allowing audiences to interact with networks and receive targeted information that is relevant to them. Where are you represented in the digital signage framework?

www.SignageSolutionsMag.com

75% of all Signage Solutions readers regularly visit our web site: www.SignageSolutionsMag.com

Signage Solutions eNewsletter

FREE Media Player
When you buy a 55" CLED5500 Commercial Display
Order Today!

Connecting the Ducks
By Sherman Mahoney
Sited by the main entrance of the University of Oregon, the Ford Alumni Center serves as the gateway to the university. It is the gathering place and first stop for anyone who visits the campus, and as such, it provides prospective students and their families, returning alumni, visitors, and function and event attendees with their first impression of the school.
[Read More...](#)

Digital Issues
Current Issue

New Product
Unlock the Power with Cisco Digital Signs
Cisco Digital Signs is a comprehensive solution for flexible and centralized management and publishing of compelling digital media to networked, on-premise digital signage displays. See how Cisco Digital Signs can help your organization strengthen its competitive advantage and enhance the customer experience, create a more productive work environment, and increase revenue.
[Read More...](#)

Misunderstood and Forgotten
The Life of the Lowly, Small-Screen Monitor
By Perry Goldstein
Another day, another tradeshov. On the floor of any tradeshow, you are guaranteed to be overwhelmed by giant-screen monitors. The 132-inch plasma is always a digital media to be reckoned with, and the 42-inch LCD that sets it into place. And don't forget the walls of panels that make screens larger than a house.
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New Product
Commercial-grade, cost-conscious 65" NEC display
NEC's 65" V551 is a commercial-grade large-screen display offering digital signage users a cost-conscious solution. This model is available with an integrated tuner (V551-AVT) and features a built-in expansion slot with Open Pluggable Specification (OPS) compatibility, built-in LCD speakers and a public display-grade panel that protects against permanent image retention. V-Series models are ideal for retail and restaurant markets, indoor venues, training facilities and corporate boardrooms.
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Attracting Customers Outside the Box
Not All Digital Signage Flat Panels are Created Equal
By Ryan Moody
You'd be hard pressed these days to enter any mall, fast-food restaurant, multiplex movie theater, restaurant, bar, home improvement store or even museum and not encounter digital signage. Everything from menu boards to digitally looped promotional videos continually remind you of where you are and what products and services are available for purchase.
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Failure to Launch
How 7-Eleven's Foursquare campaign failed to engage customers
By Jim Hite
In early June a morning radio spot instantly caught my attention. The ad told me to check-in on Foursquare. Social media on the radio? I thought. It by no means a Foursquare super-user, but my wife and I compete against each other and friends to out-need one another. In fact, I'm CEO of Instaco, and I'm not even the mayor of my own office. (But I typically work more hours than anyone's). Regardless, there are people far more into Foursquare than I am.
[Read More...](#)

Closing the Loop
for Brands and Advertisers
By Alex Romanov
With so many modern innovations in advertising, it's not surprising that there's interest in connecting mobile marketing to digital signage, an industry that grew 14.8 percent in 2010. Digital signage is setting trends, and the marketing landscape is expanding. We see digital signage giving advertisers new opportunities to create calls to action and monitor results in real time.

Industry News
PARK CAST NETWORK EXPANDS TO DOWNTOWN CHICAGO
Mitsubishi to Supply Narita Airport with Japan's Largest Digital Signage System
Trans-Lux Joins Association of Gaming Equipment Manufacturers
COMQI ANNOUNCES PARTNERSHIP WITH PATH INTELLIGENCE
The DSP Introduces Profiles in Digital Signage to Showcase Best Practices

New Products
55-INCH V551 AUGMENTS NEC DISPLAY SOLUTIONS V-SERIES
CHICAGO, IL - NEI Display Systems of America, a leading provider of commercial LCD display and projection solutions, announced today the addition of the 55-inch V551 and V551-AVT with integrated tuner to its V-Series. These commercial grade models are ideal for corporate offices, conference rooms, quick-service restaurants and small to medium businesses.

TouchSystems Announces Addition of P1.55" Interactive Display
HALL, TX - TouchSystems, a leading expert in integrated touch solutions, announced today the addition of the TSV-P05500-01 interactive display to its professional grade, interactive-digital signage series. This marks the advancement of large format touch products offered by TouchSystems.

LED Display Announces the i Shelf 2, an Interactive Digital Signage Display for Retailers
HALL, TX - i Display, an innovative digital signage display company, today announced the launch of i Shelf 2, the latest version of the interactive retail shelf display. The 7" digital shelf display now features a high resolution screen, fits an extended 500-watt and includes a stainless-steel upper shelf rest.

Dynacast Technology Announces New DS0616 Indoor 360 Degree Video Display
MORFEE, CA - Dynacast Technology, a leader in manufacturing unique digital signage solutions, announced today the launch of its new DS0616 indoor 360 degree video display with a new model, the DS0616. Measuring over 6 feet tall and 20 inches in diameter, the DS0616 is a display one of more than 40 unique features, the equivalent of a 120-inch LCD, and a single 20 cubic foot space. The new model has been designed for indoor applications such as shopping centers, airports, convention centers, stadiums and other public venues with high foot traffic. An optional light box base is available to provide greater stability through the use of back support.

SunBriteTV Blasts the Outdoor TV Price Barrier With New Lower-Cost 46-Inch All-Weather Outdoor LCD TV
MCKINNAW, CA - It was announced that SunBriteTV's innovative and great value in outdoor TV technology will now come via a new addition of CE2000-46. Under model# CE2000-46 all-weather outdoor LCD TV that will be the unprecedented low price of \$299.99 MSRP.

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NEC can create content to: deliver results

COMQI ANNOUNCES PARTNERSHIP WITH PATH INTELLIGENCE
New York, London - ComQI, a leader in hardware manager management in the digital signage market, today announced its partnership with Path Intelligence Inc. Path Intelligence's proprietary technology that tracks and predicts how shoppers and visitors will behave within enclosed environments such as malls, retail stores, transportation hubs and stadiums.
To assist in sensor-based tracking, Path Intelligence captures data on shoppers by passively and anonymously observing the movement of their mobile phones. The firm provides customized information on how many shoppers there are by department, how long they dwell, how frequently they come back, which stores they visit during their real time, and how the full path-to-purchase (and beyond) is mapped. Path Intelligence is currently working with US retailers JC Penney and Home Depot as well as a number of UK retailers and retail management companies.
ComQI and Path Intelligence will work to provide visitors with detailed analytics on general shopper behavior in the store as well as specific analytics based on digital signage. The Path Intelligence system can be used to optimize digital signage installations and measure engagement at the screen level.
"Path Intelligence's footprint data provides retailers with expanded metrics and quantitative performance by department, enabling management to optimize operations, better understand, and better serve their customers," said ComQI CEO, Alex Romanov. "We are excited to be working with ComQI to bring these, as well as other new features, to the US retail marketplace," said Sherman Rapp, Path Intelligence CEO.

Closing the Loop for Brands and Advertisers
Digital signage casts a wider marketing net
By Alex Romanov
With so many modern innovations in advertising, it's not surprising that there's interest in connecting mobile marketing to digital signage, an industry that grew 14.8 percent in 2010. Digital signage is setting trends, and the marketing landscape is expanding. We see digital signage giving advertisers new opportunities to create calls to action and monitor results in real time.
The advertising "loop" is closing as technology changes. Content is being developed to link mobile migration to digital signage, and the effort required to create that connection is decreasing. Digital signage can reduce installation costs and keep customer retention rates at all-time highs, and it has the capability - due to the inherent latency - to connect the dots between leading-edge initiatives.
One of the most pressing needs in the digital-out-of-home (DOOH) market is digital signage and billboards. Larry Fisher, practice director of automation, energy and emerging technologies at ABI Research, said digital signs are seen as more compelling, and their real-time delivery allows for greater engagement in the DOOH advertising environment.

Industry News
Simplify And Expedite Your Next Menu Board Installation!

New Products
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eNewsletter Rates: Bi-Monthly

Banner Size	Ad Rate	Spots Available
A 728 x 90	\$600/mo.	1
B 160 x 600	\$500/mo.	1
C 160 x 120	\$400/mo.	3
D Product Sponsorship -Headline (30-40 characters) -Product Description (60-80 words) -Image (125 x 125, 72 dpi) -URL	\$300/blast	3

Online Rates:

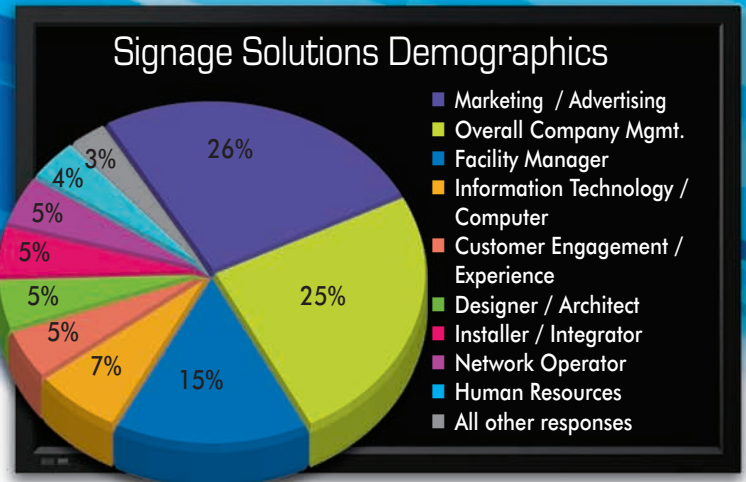
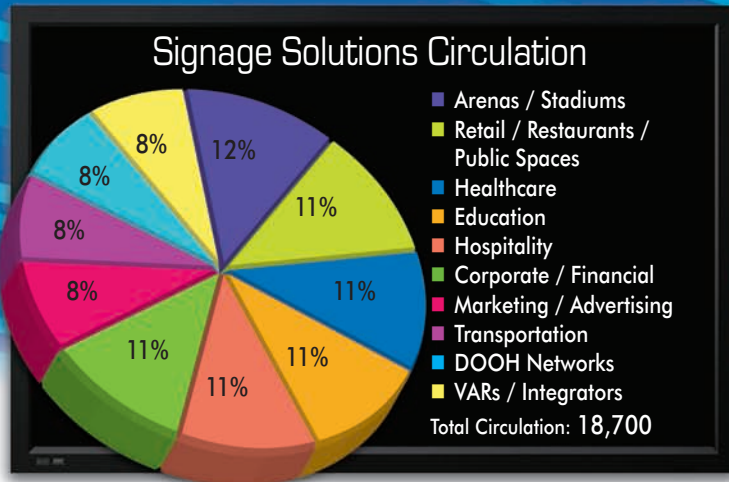
Banner Size	Ad Rate	Spots Available
A 728 x 90	\$700/mo.	2
B 160 x 600	\$500/mo.	2
C 336 x 280	\$500/mo.	2
D 160 x 120	\$300/mo.	3

*All ads Run of Site

*SignageSolutionsMag.com accepts animated .gifs or .jpps under 40kb



Audience and Buying Power



Signage Solutions keeps readers connected to the latest technology, news and trends in the digital signage industry. Content is current, fresh and applicable to today's discerning professionals.



Top Markets for Advertising Dollars:

- Restaurants
- Retail
- Arts / Entertainment / Recreation
- Education
- Bars / Tavern / Nightclubs
- Healthcare
- Transportation
- Stadium / Arena

*DSE Quarterly Business Barometer

Editorial Calendar and Advertising Deadlines

January/February 2012

(Bonus Distribution: Digital Signage Expo)

- Digital Signage Software
- Government Applications
- Hospitality Signage
- Generating Advertising Revenue

(Ad Close: Dec. 15, 2011; Materials due: Dec. 20)

March/April 2012

(Bonus Distribution: Customer Engagement Technology World, NAB Show)

- Transportation Applications: Rail and Airports
- Social Media & Digital Signage
- Casino Signage

(Ad Close: Feb. 15, 2012; Materials due: Feb. 20)

May/June 2012

(Bonus Distribution: InfoComm 2012)

- Outdoor Signage: Billboards & Large Displays
- Restaurants & Food Service Applications
- Content Management Systems

(Ad Close: Apr. 16, 2012; Materials due: Apr. 20)

July/August 2012

- Digital Signage: Mobile Devices
- Public Space Signage
- Education Facilities

(Ad Close: Jun. 15, 2012; Materials due: Jun. 20)

September/October 2012

- Interactive Signage Technology
- Healthcare Industry
- Museums / Houses of Worship

(Ad Close: Aug. 15, 2012; Materials due: Aug. 20)

November/December 2012

(Bonus Distribution: Customer Engagement Technology World)

- Retail Environments: POS & Customer Engagement
- Stadiums & Arenas
- Content Creation

(Ad Close: Oct. 15, 2012; Materials due: Oct. 22)

Display Advertising Rates & Specifications

	1X	3X	6X	9X	12X
Full Page	\$5,150	\$4,635	\$4,378	\$4,120	\$3,605
Full Page Spread	\$8,755	\$7,880	\$7,442	\$7,004	\$6,129
2/3 Page	\$3,870	\$3,483	\$3,290	\$3,096	\$2,709
Half Page Island	\$3,190	\$2,871	\$2,712	\$2,552	\$2,233
Half Page Horiz	\$3,190	\$2,871	\$2,712	\$2,552	\$2,233
Third Page Square	\$2,320	\$2,088	\$1,972	\$1,856	\$1,624
Third Page Vertical	\$2,320	\$2,088	\$1,972	\$1,856	\$1,624
Third Page Horiz	\$2,320	\$2,088	\$1,972	\$1,856	\$1,624
Solution & Product Showcase	\$3,280	\$2,952	\$2,788	\$2,624	\$2,295

Product Showcase: A Product Showcase is a full page presentation of a vendors product and/or solution. Showcase includes product image (6x6 inch minimum, 300 dpi), full product description (150-200 words), company contact info, URL, product MSRP.

*ALL RATES ARE GROSS

Rates effective January 1, 2012. Rates apply to price per insertion.

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Page Size	Width	Height
Full Page (non-bleed live area, build to trim size)	7 3/8"	9 7/8"
Full-Page with bleed (build to trim size, extend 1/8 each side for bleed)	8 5/8"	11 1/8"
2-Page Spread (non-bleed live area)	15 3/4"	9 7/8"
2-Page Spread with bleed	17"	11 1/8"
2/3-Page Vertical	4 7/8"	9 7/8"
1/2-Page Horizontal (non-bleed live area)	7 3/8"	5"
1/2-Page Island	4 7/8"	7"
1/3-Page Square	4 7/8"	5"
1/3-Page Vertical, non-bleed	2 3/8"	9 7/8"
1/3-Page Horizontal	3 1/4"	7 3/8"
Publication Trim Size	8 3/8"	10 7/8"
Publication Bleed Size	8 5/8"	11 1/8"

Bleed ads: (Full page only.) Build to trim size, 8 3/8" x 10 7/8". Extend bleed 1/8" each side, with crops offset bleed area. Bleed size will be 8 5/8" x 11 1/8". **Spread Ads:** Build as two facing full pages. Alignment across gutter cannot be guaranteed. Allow 1/4" safety on each side of the gutter. **Safety:** 1/8" is allowable. 3/8" is recommended. **Acceptable File Formats:** PDF (preferred) -Press/High Quality, PDF/X-1a, optimized and hi-resolution, EPS (Encapsulated PostScript), TIFF (Tag Image File Format). **Printing Specs:** The publication is printed direct-to-plate on a web offset 4-color press and perfect bound. **Storage:** Ad materials are stored for one year. **Alterations:** No alterations will be done to any submitted materials. New files must be supplied for any alterations and 4-color changes.

Artwork/Ad Materials FTP Upload information: Go to: Sparkftp.com Username: ssmag Password: adupload When completed with upload, email larry@sparkpublications.com and let them know you have uploaded a file. They will contact you if there is a problem.

