

DIGITAL FORMAT BENEFITS

Movement & Flexibility
Smartphone Interaction
Touch Screen Enabled
Facial Recognition
Daypart Advertising
Mobility



Retail dPod



These large 57 inch portrait digital panels operate in Dundrum, The Pavilions, Blanchardstown, Liffey Valley, Mahon Point and The Square shopping centres. They operate on a 60 second loop.

iVision



These 70 inch portrait screens are available in Frascati (Dublin), Scotch Hall (Louth), Eyre Square (Galway), St. Stephen's Green (Dublin), MacDonagh Junction (Kilkenny) and Douglas Village (Cork) shopping centres.

Play



70" digital screens located in Westend Retail Park, Blanchardstown. 6 screens located in 4 prime locations, supporting static, dynamic and HD video.

Retail D



A network of 57 inch screens in the ILAC Centre in Dublin. They operate on a 60 second loop without sound. These particular screens have eye tracking software built into them.

DigiTower



A network of large portrait free standing units. They are available across symbol groups and forecourts nationally including motorway SuperStops.

Cine D



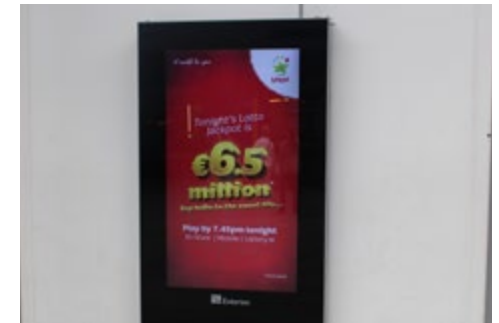
A network of 55 inch screens located in a selection cinemas nationwide. The screens are an ideal way of reaching the cinema going audience in a relaxed environment.

AerPod



The Aerpod network consists of 70" screens located across Terminal 1 & 2 in Dublin Airport. Sold in various packages. Advertisers can choose to advertise in either T1 or T2 to either arriving or departing passengers.

Commuter dPod



A network of 57 inch screens in busy commuter train stations across the country. Ideal for targeting busy commuters at key rush hour times.

Digital Gallery



12 x 70" portrait screens located in Connolly station. Can be used for static, dynamic or sequential animation. Connolly has a footfall of more than 335k each cycle.

Transvision



Large landscape LED screens located in Connolly, Pearse, Heuston and Busáras stations. An ideal format for targeting commuters.

Orb Screens



A network of portrait digital screens located in the heart of Dublin city centre. The screens are located in the windows of various premises facing out onto the street.

Digital Escalator Panel



A series of 30 LCD panels located along the main escalator route in the Square Shopping Centre in Tallaght. The creative can also be organised to run sequentially if required.

Digivans



A large mobile digital format. Can be used to run dynamic content. Ideal for targeting events.

SuperValu Screens



A network of 129 screens in SuperValu stores nationwide. Located at the entrance to the SuperValu stores, they are an ideal Point of Purchase medium.

LCDs



Five large LCD screens located in the main forecourt area in the Square Shopping Centre in Tallaght. Generally run in conjunction with 30 DEP panels also available in the centre.

C-Store Screen



An ideal Point of Purchase solution. The network consists of 80 pairs of landscape screens in convenience stores in the main cities.

The Green Screen



Large format back projection unit located at the entrance to St. Stephen's Green Shopping Centre. An ideal way to target shoppers and busy commuters as it is located close to the LUAS.

Aviva Stadium



Two large screens located at either end of the pitch. The pitch itself is framed on three sides with a 240 meter LED scrolling perimeter board. The stadium is also fitted with 400 X 42 inch screens.

Social D



32"-42" screens located across 100 'late and lively' locations across Ireland. Predominantly found in eye catching locations behind the bar. Positioned in landscape orientation.

PharmaSeen



Currently located in over 150 of Ireland's leading pharmacies, providing manufacturers with an opportunity to deliver their message in a dynamic manner. Retail partners include Haven Pharmacy, Sam McCauley Chemists, Bradleys Pharmacy and Allcare Pharmacy.

Universe

Digital Formats	Dublin Plus	Cork	Limerick	Galway	Waterford	Rest of ROI	TOTAL	Per 10 second spot, per 2 week cycle
dPod (Point of Sale)	612	84	-	-	-	-	696	€655
iVision	144	30	-	24	-	30	228	€695
Retail D	114	-	-	-	-	-	114	€600
Play	36	-	-	-	-	-	36	€650
SuperValu Screens	225	114	24	54	30	342	789	€160
DigiTower	354	-	-	-	-	48	402	€345
DigiXTower	96	-	-	-	-	6	102	€375
dPod (Commuter)	138	6	6	6	-	6	162	€655
AerPods	377	-	-	-	-	-	377	€750
CineD	162	18	6	12	-	30	228	€650
Orb Screens	407	-	-	-	-	-	407	€225
Micro Media	114	6	-	6	-	-	126	
Transvision	4	-	-	-	-	-	4	€10,000 for 20 sec spot per cycle for all four locations
DEP	30	-	-	-	-	-	30	DEPs Pack = €6,000 per 10 second slot
LCDs	5	-	-	-	-	-	5	LCD Pack = €2,250 per 10 second slot
C-Store screen	57	-	6	8	1	5	77	€150
Green Screen	1	-	-	-	-	-	1	€10,000
SuperStop Digital	4	-	-	-	-	11	15	€375
PharmaSeen	69	21	8	4	4	51	157	€175.00 (standard) €275.00 (Category exclusivity) per 20 sec slot. For 1 month

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