

ADVERTISE WITH US!

DRIVE TV USA

DIGITAL SIGNAGE FOR MOTORISTS

Target a captive audience with digital signage in Ohio BMV offices.



Reach over 18 million Ohioans for just over a penny!

NEW!

Digital signage advertising is now available in BMV offices.

Advertiser messages are viewed by a captive audience waiting in line to obtain driver's licenses, license plates and conduct other official transactions. DriveTVusa is entertaining and informative with content displayed on bright commercial LED monitors. It contains a mix of news, public service announcements and advertising.

Advertisers may choose specific BMV offices in a city, a county, a region, or the entire State. What reach do you need – statewide or local? Two ad sizes with various formats are available. Customize your ad campaign to the geographic areas important to your business. Adding digital-out-of-home to your media mix is a cost effective and efficient add-on to any campaign. And, because DriveTVusa has verifiable transactional data, advertisers know viewers are in BMV offices to see the content displayed.

183

BMV locations across the State of Ohio

18,250,000

Impressions viewed annually



NORTHWEST
32 Locations

NORTHEAST
50 Locations

EAST
35 Locations

SOUTHWEST
45 Locations

CENTRAL
21 Locations

Statewide Ad Viewing Schedule

The time-line below shows one-half of a typical 13 minute segment, which is repeated throughout the day. Ads are displayed for 15 seconds on the statewide screen and may be movies, flash animated, or static banners. No audio. A maximum of 24 advertising spots are available within any given month making this a highly exclusive opportunity for those advertisers wishing statewide coverage.



Local Ad Viewing Schedule

Advertisements appear for 10 seconds in rotation along with BMV messages and other information. The number of times an ad will appear within a given period depends upon the number of advertisers. Ads will appear a minimum of 1x every 13 minutes, and based on the quantity of other content, most likely will appear more frequently. Because individual BMV locations may be selected, this allows pinpoint targeting anywhere in the state.

Ad Specifications

<p>STATEWIDE AD SPECIFICATIONS</p> <p>Dimension size: 942w x 530h pixels at 72dpi Color: RGB</p> <p>Static, Movie or Flash Files: .png, .jpg .swf .avi .mov or .mp4</p>	<p>REGIONAL / LOCAL AD SPECIFICATIONS</p> <p>Dimension size: 276w x 412h pixels at 72dpi Color: RGB</p> <p>Static Files: .png, .jpg</p>
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STATEWIDE ADS REGIONAL & LOCAL ADS

2 Ways to Submit Your Ad

A Do it yourself:

1. Create the ad using Adobe design products or other design software. Use the specs listed above.
2. Save the file using the recommended file type listed above.
3. E-mail the file to adsales@drivetvusa.com.

B We'll do it for you:

1. E-mail your logo and copy with a description of the desired look of the ad to adsales@drivetvusa.com.
2. We create the ad then send you a proof.
3. One free revision is included without incurring additional fees.

Tips: Keep it simple. The fewer words the better.

Design Fee: Static Ad \$40. Flash Animation Ad by quotation.

Content Approval

All content requires approval by the Content Committee at DriveTV in accordance with guidelines established by the Ohio Bureau of Motor Vehicles. Guidelines available at www.drivetvusa.com

For advertising rates please call 330-564-2980 or visit www.drivetvusa.com

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