



Eden Centre Digital Screens



Operated by Insight Media - a BrandPlay Group Company



Introduction

Eden, High Wycombe now features 10 eye-catching digital screen units featuring 46" LCD displays.

The units are in high footfall locations around the mall and will feature a mix of national brand advertising, local business / tenant advertising and centre information.

These aren't just any old screens - a number of unique interactive features are available to enhance your advert and engage the audience – read on for further details



The Centre



Eden, High Wycombe is a premier shopping & leisure experience with a footfall of 14.5 million visitors per year (around 280,000 per week).

The Eden catchment area comprises a healthy 64% of ABC1 customers (the national average is just 51.9%).

The 116 retail, restaurant and leisure outlets are set within a contemporary space, and comprise an enviable selection of brands including House of Fraser, LK Bennett, Zara and M&S.

There's also a 12-screen Cineworld, 22-lane AMF Bowling and a wide range of cafés and restaurants from Wagamama and Zizzi to Yo! Sushi and La Tasca.



The Network



There are 10 digital displays in total – perfectly located to give full centre coverage and to direct your message to the heart of the mall.

These eye-catching screens are an ideal opportunity to highlight big brand campaigns & direct footfall to points of purchase in the shopping malls.



Get Interactive

Not just any old screens, the Eden units are fully featured with a camera & touch screen technology to display a range of motion or touch-based interactive effects.

Finished content can be supplied to us, or we can create an advert for you.

Content production is surprisingly low cost, and is quoted for on an individual basis depending on available material, use of templates, and interactive effect requirements.

A few of the display options are detailed to the right, and some information on file formats on the following page – further details will be supplied according to the type of creative required.



Units can display:

Video, static posters, web-style content, Flash content (web & Flash content can be touch-enabled)

Interactive effects include:

Water – creates a 'ripple' effect over all or part of the image when a viewer moves into range

Particles – small images which scatter in response to viewer moving closer, waving arms etc

Reveal – layered images which flip from one to the other in response to viewer walking by, waving arms etc



Content Formats

Finished content should be supplied in the following size / formats:

Videos	MPG2, AVI or SWF in sizes 1080 x 1920 or 760 x 1360 (larger size better)
Stills	JPG files in sizes 1080 x 1920 or 760 x 1360 (larger size better)
Flash / Web	HTML, SWF, FLV – in sizes 1080 x 1920 or 760 x 1360 (larger size better) (with/without touch interaction)
Interactive	JPGs and Videos as above, plus PNG overlays with transparency (size as per content size) and/or PNG particles of size 128 x 128 with transparency where necessary (up to 4 different particle images can be used)

Content material supplied for production can be in the following formats:

JPG, GIF, PNG, PSD, EPS, INDD, BMP, MPG, M2V, AVI, MOV, FLA, SWF, HTML, PDF, Word, PowerPoint – required size to be specified depending on proposed layout of creative



National Brand Campaign Rate Card

'D6' NATIONAL RATE CARD: Per fortnight

	Exclusive Occupancy (eg. for product launch)	Shared Occupancy (poster type campaign)
Single Display	£500	£200
Any 5 Displays	£1,750	£900
All 10 Displays	£3,000	£1,750
Content Production per advert	£250	£250

- The rate card is based on fortnightly booking periods, on an exclusive or shared (1/6th) occupancy basis. Shared occupancy bookings will have a minimum of 10 minutes of repeats per hour.
- Rates shown are gross media cost before agency commissions and exclusive of VAT.
- Content Production cost shown is net per advertisement and includes free use of interactive effects if desired (mosaic, water, reveal, sprites, particles, football, etc). We recommend a minimum of 4 to 6 adverts for an exclusive campaign.



Local Advertising Campaign Rate Card

'D6' LOCAL RATE CARD: Per annum

AD LENGTH	10 secs	15 secs	20secs
Media Rate	£1,200	£1,600	£2,000
Content Production	£395	£495	£595

Advertising Packages are available to local advertisers running on a minimum of 4 units (2, 4, 6 & 8 on map) for up to a 12 month term.

These rates represent highly cost-effective advertising at a fraction of the national rate.

A range of payment options are available – typically 30-35% deposit, with either 2 or 3 additional instalment payments.

- Rates shown are the fully inclusive media rates but exclusive of VAT
- Content production costs shown are for a 'basic' ad with free incorporation of standard interactive templates or effects if desired
- Guaranteed minimum no. of repeats of 5 per hour (15,000 repeats over the contract period)

Contact Us

For more information on the network please contact:

Tim Godwin – Director

mob: 07785 360 795

office: 01604 601 700

e-m: tim@imuk.net

Insight Media UK Limited
31 Marefair
Northampton
NN1 1SR



A BrandPlay Group Company –
www.brandplaygroup.com

