



ONTARIO CANADA  
**ST. MARYS**

**New opportunities on the Futuresign network!**



**Media Kit**

***Unless otherwise noted, all prices represent annual rates and include production & installation costs***

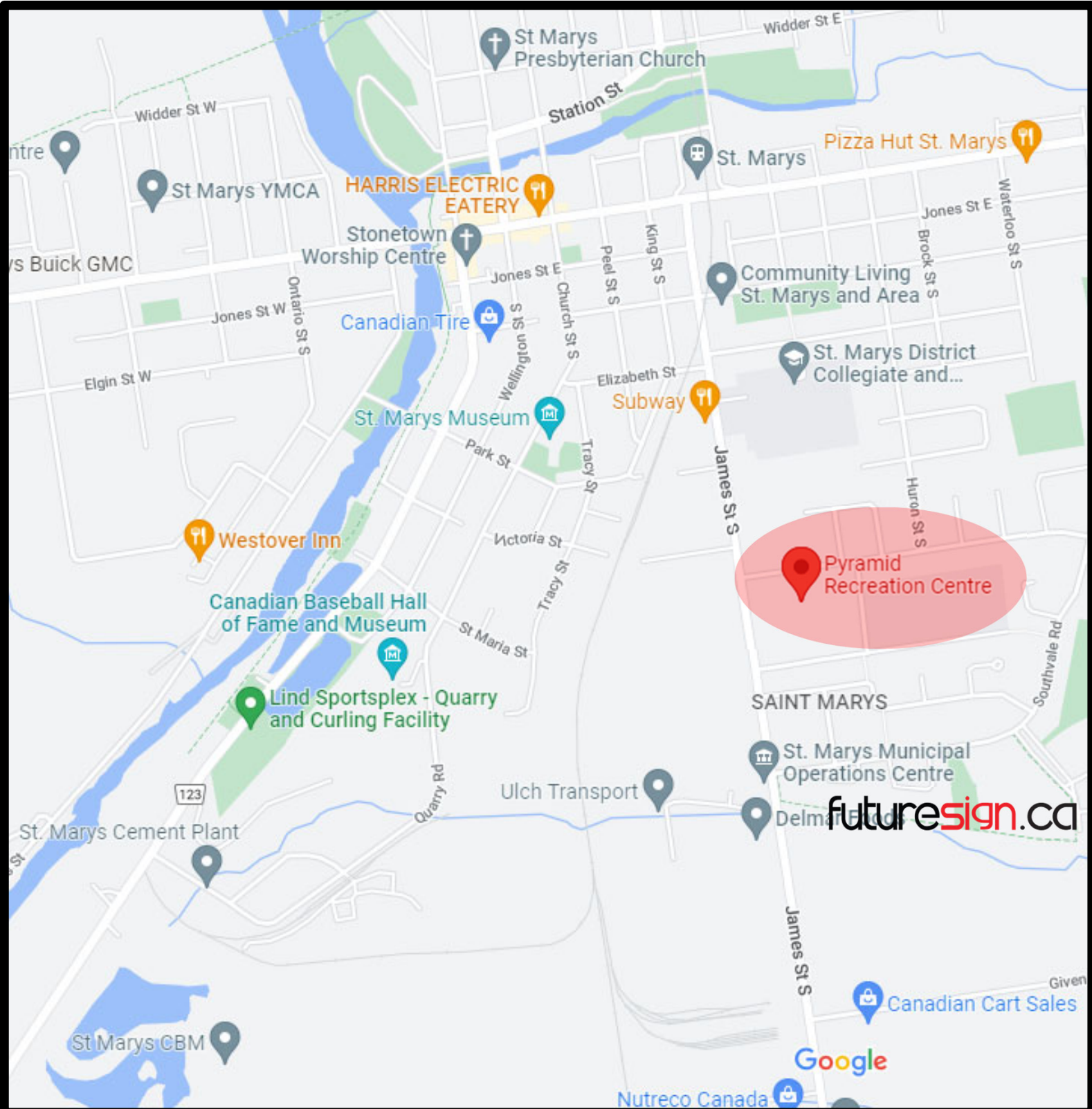
**future**sign**.ca**  
powerful community advertising

15 - 250 Shields Court • Markham • ON • L3R 9W7

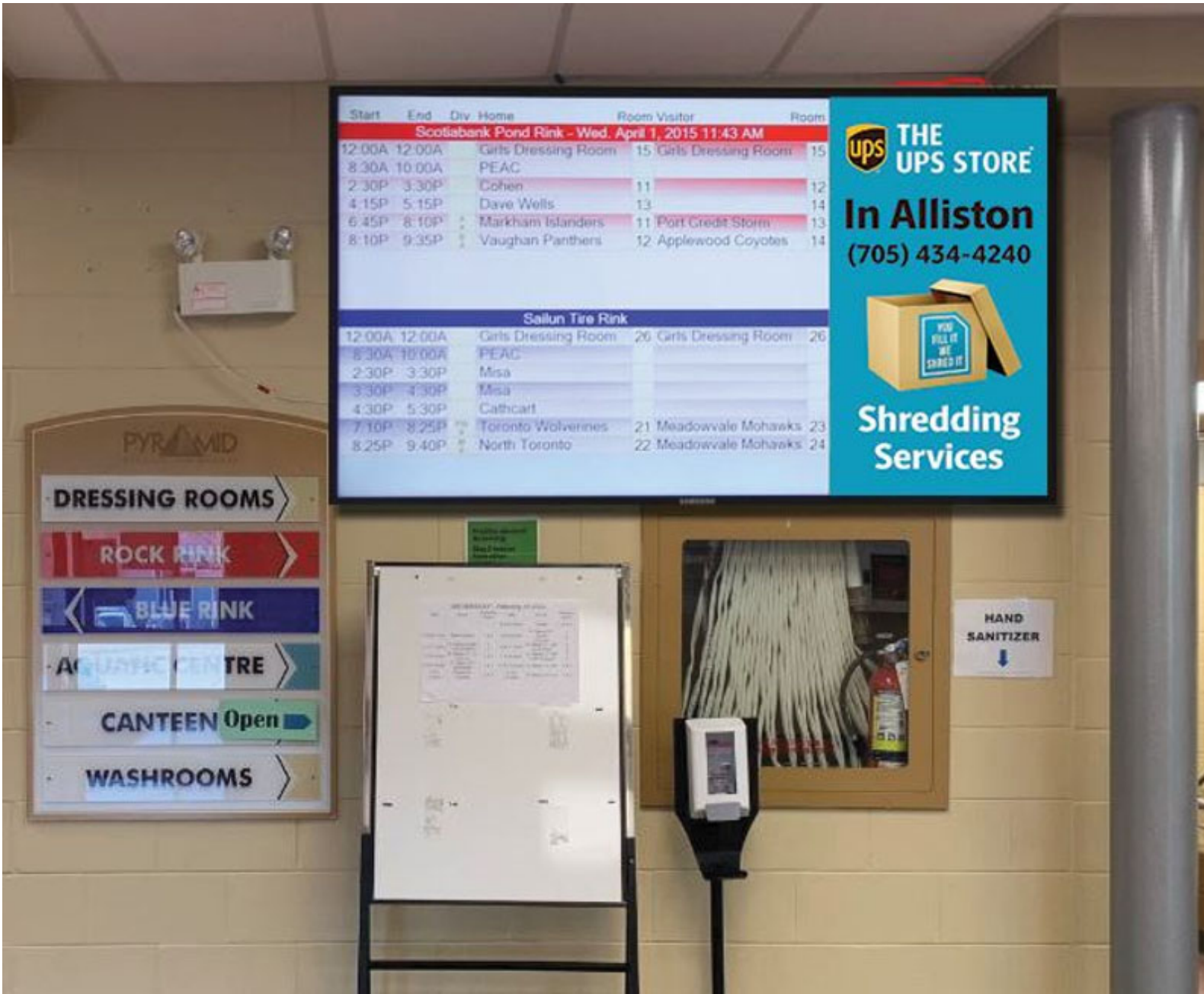


ONTARIO CANADA  
**ST. MARYS**

# Pyramid Recreation Centre



# Digital Display



| Start   | End    | Div | Home                | Room | Visitor             | Room |
|---|--------|-----|---------------------|------|---------------------|------|
| <b>Scotiabank Pond Rink - Wed, April 1, 2015 11:43 AM</b> |        |     |                     |      |                     |      |
| 12:00A  | 12:00A |     | Girls Dressing Room | 15   | Girls Dressing Room | 15   |
| 8:30A   | 10:00A |     | PEAC                |      |                     |      |
| 2:30P   | 3:30P  |     | Cohen               | 11   |                     | 12   |
| 4:15P   | 5:15P  |     | Dave Wells          | 13   |                     | 14   |
| 6:45P   | 8:10P  |     | Markham Islanders   | 11   | Port Credit Storm   | 13   |
| 8:10P   | 9:35P  |     | Vaughan Panthers    | 12   | Applewood Coyotes   | 14   |
| <b>Sailun Tire Rink</b>                                   |        |     |                     |      |                     |      |
| 12:00A  | 12:00A |     | Girls Dressing Room | 26   | Girls Dressing Room | 26   |
| 8:30A   | 10:00A |     | PEAC                |      |                     |      |
| 2:30P   | 3:30P  |     | Misa                |      |                     |      |
| 3:30P   | 4:30P  |     | Misa                |      |                     |      |
| 4:30P   | 5:30P  |     | Cathcart            |      |                     |      |
| 7:10P   | 8:25P  |     | Toronto Wolverines  | 21   | Meadowvale Mohawks  | 23   |
| 8:25P   | 9:40P  |     | North Toronto       | 22   | Meadowvale Mohawks  | 24   |

**ups THE UPS STORE**

**In Alliston**  
(705) 434-4240

**Shredding Services**

**PYRAMID**

- DRESSING ROOMS** >
- ROCK RINK** >
- BLUE RINK** <
- ATLANTIC CENTRE** >
- CANTEEN Open** >
- WASHROOMS** >

Whiteboard with a printed schedule or document attached.

Hand sanitizer dispenser.

**HAND SANITIZER**  
↓

| Pricing Packages (excl. HST) |         |
|------------------------------|---------|
| 1 Year                       | \$1,000 |
| 3 Years                      | \$2,500 |



**Aquatics Centre** - indoor 4-lane, 25-meter pool along with an on-deck dry sauna, leisure pool, family change rooms and an outdoor splash pad.

### Media Availability

- Digital Signage

**Arena** - two ice pads, eleven dressing rooms, 1400 seats for spectators and an enclosed viewing, licensed area on the second level that overlooks the Rock Rink.

**Camp PRC** - Designed for grades two to six, Camp PRC aims to keep your child happy, active, and engaged with a variety of activities for every interest!

**EarlyON Centre** - offers a variety of free play-based and interactive programs for parents, caregivers and children ages zero to six years.

**Friendship Centre** – offers safe, pre-registered indoor programming, as well as virtual and telephone programming.

**Youth Centre** - provides youth in grades three to ten with a safe and inclusive space to socialize, encourage development and reinforce positive play.

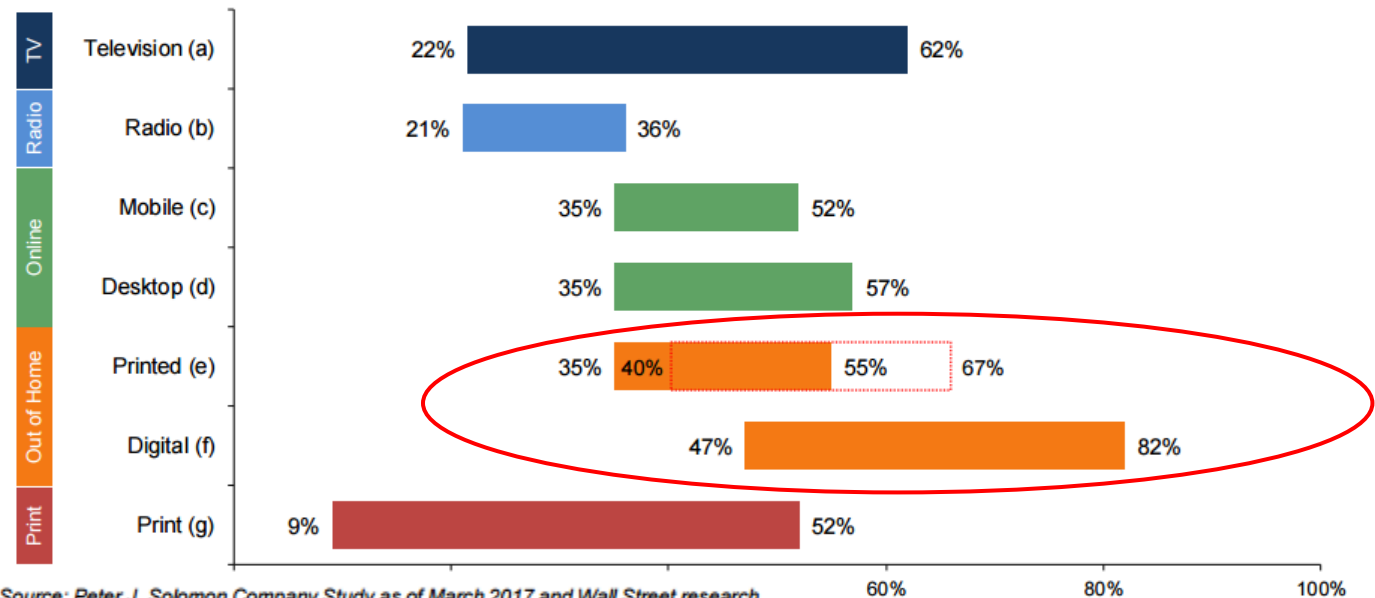


# Why Community Advertising ?

- Community advertising hits two key facets of small business marketing:
  - Brand Awareness – Repetition of brand message to targeted audience
  - Corporate Social Responsibility – a portion of your media buy is reinvested directly back into community initiatives
- #1 for Advertising Effectiveness – 2017 PJSC Study ranks Digital Out of Home Advertising as the top channel for viewer recall

## Advertising Effectiveness – PJSC Study and Recall Comparison Analysis

- Based on PJSC independent study of the five primary advertising channels
- Advertising recall defined as advertising effectiveness in which respondents were exposed to an advertisement and then at a later point in time, respondents were asked if they remembered the advertisement on an aided or unaided basis



Source: Peter J. Solomon Company Study as of March 2017 and Wall Street research.

(f) Includes digital media used for marketing outside of home and includes digital billboards, digital place based networks and signage.

future**sign**.ca

## Connecting Your Business to the Community to Grow Your Bottom Line!



Competitive  
Advantage

1-3 Hour Visits

Build Community  
Connection

Repetitive  
Exposure

Multiple Visits  
per Week

### Local Community Centres & Arenas



Captive  
Audience

Target Key  
Demographics

1000's of  
Impressions  
weekly

Create Your  
Own Network

Incredible Value



Community Advertising

Your  
Business  
Message

Powerful community advertising

## Marketing Leadership

Futuresign Multimedia Displays Inc. is a wholly-owned Canadian Company, based in Markham, Ontario.

- One of Canada's leading media companies in local community advertising and display technology
- Over 24 years of experience promoting local businesses through state-of-the-art digital and static advertising solutions that are paired with useful infrastructure that enhance customer service for facility partners.
- An established network of 200 facilities in over 60 municipalities within Southern & Central Ontario
- High quality media standards, consistent maintenance, and a track record for service excellence
- Member of the Digital Signage Federation (DSF), and recipient of the Federation's Seal of Excellence

### A Sampling of Our Clientele:





**82%** of Ontario households  
use parks and recreation  
services  
(Parks and Recreation Ontario)

**Advertise Here!**

future**sign**.ca 905-470-7465

Network  
Build Customer Base  
Increase Market Penetration  
Repetition  
Generate Revenue  
Grow Business  
High Profile Locations  
TARGET  
Attract Attention  
Target Audience  
Brand Building  
Ideal Demographic  
YOUR MESSAGE  
Exposure  
Drive Business  
Educate Consumers  
Familiarity  
Competitive Advantage  
Seasonal Relevancy  
High Visibility  
Define Your Business  
Visitor Traffic  
Scalable Strategy  
Community Connection  
Custom Solutions  
Clientele

future**sign**.ca  
MULTIMEDIA DISPLAYS INC.

250 Shields Court, Units 15 & 16  
Markham, Ontario, L3R 9W7  
905-470-7465 - 1-855-388-8737