

# AD PANELS

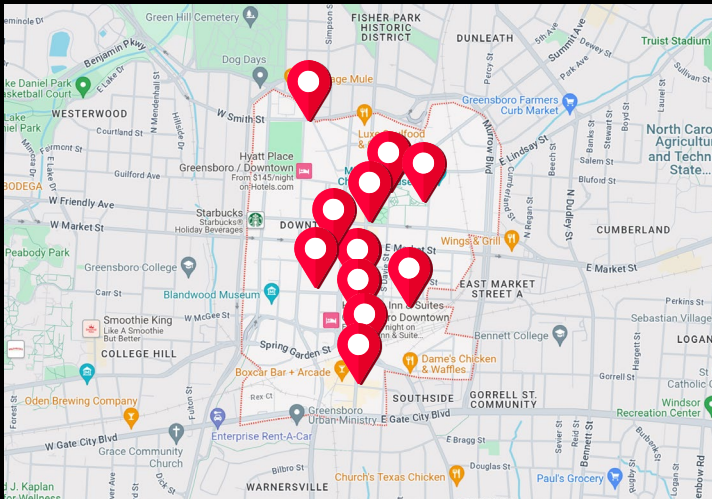
# GREENSBORO NORTH CAROLINA

GEOPATH ID: 30965851

 11 Kiosks/22 Screens  
throughout Greensboro, NC

Greensboro boasts active nightlife, shopping, gardens, horse farms, museums, hotels, colleges and universities. A perfect city to stroll and enjoy!

<b>Size:</b> 8.5'H x 3.5'W	<b>Weekly IMPs:</b> 204,905	<b>Facing:</b> Multiple
<b>Latitude:</b> Multiple	<b>Longitude:</b> Multiple	<b>Read:</b> Multiple





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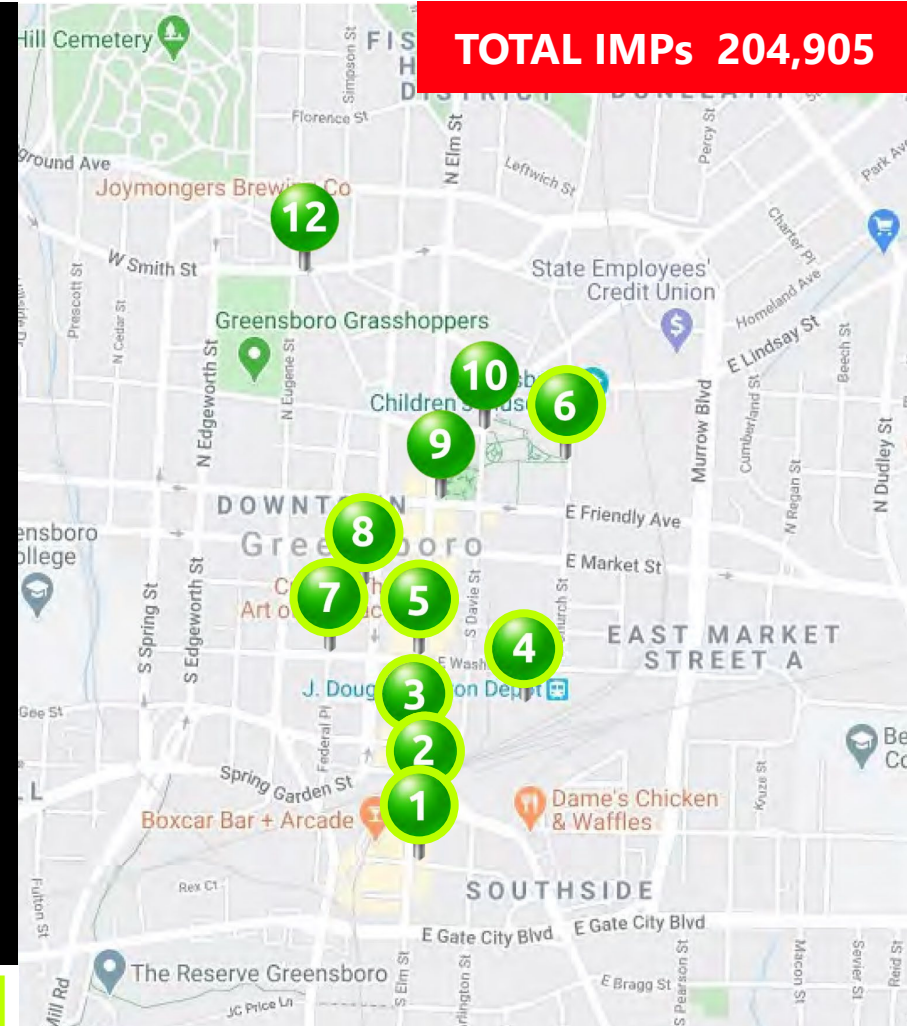


**Location:** Throughout Greensboro, NC 27406 | **Area:** Greensboro | **Substrate:** Digital

## Plant Unit ID

- |                                      |             |  |                                      |              |  |
|--------------------------------------|-------------|--|--------------------------------------|--------------|--|
| <b>GS-0001-A</b><br><b>GS-0001-B</b> | <b>1A/B</b> | Lewis Street (Guliford County)<br>533 S. Elm St., Greensboro, NC 27406<br>36.066152 -79.790666             | <b>GS-0009-A</b><br><b>GS-0009-B</b> | <b>9A/B</b>  | E Friendly Avenue (Guliford County)<br>204 N. Elm St., Greensboro, NC 27406<br>36.0735822 -79.7900886                    |
| <b>GS-0002-A</b><br><b>GS-0002-B</b> | <b>2A/B</b> | Martin Luther King Jr Dr (Guliford County)<br>501 S. Elm St., Greensboro, NC 27406<br>36.067207 -79.790499 | <b>GS-0010-A</b><br><b>GS-0010-B</b> | <b>10A/B</b> | N/A (Guliford County)<br>214 N. Davie St., Greensboro, NC 27406<br>36.0749331 -79.7888242                                |
| <b>GS-0003-A</b><br><b>GS-0003-B</b> | <b>3A/B</b> | W McGee Street (Guliford County)<br>350 S. Elm St., Greensboro, NC 27406<br>36.068286 -79.790608           | <b>GS-0012-A</b><br><b>GS-0012-B</b> | <b>12A/B</b> | N Eugene St. / Battleground Ave.<br>(Guliford County)<br>320 W. Smith St., Greensboro, NC 27406<br>36.0783108 -79.793499 |
| <b>GS-0004-A</b><br><b>GS-0004-B</b> | <b>4A/B</b> | Depot Concourse (Guliford County)<br>236 E. Washington St., Greensboro, NC 27406<br>36.0692113 -79.7880786 |                                      |              |  |
| <b>GS-0005-A</b><br><b>GS-0005-B</b> | <b>5A/B</b> | S Elm Street (Guliford County)<br>102 W. Washington St., Greensboro, NC 27406<br>36.0703492 -79.7905006    |                                      |              |  |
| <b>GS-0006-A</b><br><b>GS-0006-B</b> | <b>6A/B</b> | N/A (Guliford County)<br>219 N. Church St., Greensboro, NC 27406<br>36.074345 -79.786808                   |                                      |              |  |
| <b>GS-0007-A</b><br><b>GS-0007-B</b> | <b>7A/B</b> | N/A (Guliford County)<br>300 W. Washington St., Greensboro, NC 27406<br>36.070366 -79.792819               |                                      |              |  |
| <b>GS-0008-A</b><br><b>GS-0008-B</b> | <b>8A/B</b> | N/A (Guliford County)<br>106 S. Greene St., Greensboro, NC 27406<br>36.0717653 -79.7919587                 |                                      |              |  |

**TOTAL IMPs 204,905**



*Green Highlighted are Alcohol Approved*



3286 M Street, NW 3rd Floor, Washington, DC 20007



DC Office: 202.337.1839



chris@capitoloutdoor.com



CapitolOutdoor.com

**Location:** Throughout Greensboro, NC 27406 | **Area:** Greensboro | **Substrate:** Digital

## Ad Space & Specs:

### Interactive Ads

#### :10 Broadcast Ad

Full screen image poster or video/animation with audio.

Interactive landing pages are optional and included.  
(See next page)

*Wicked Musical example:*

Call to action attracts people to touch and find out more about the ad or message.

#### Overall Kiosk Dimensions:

102.2" (height) x 41.1" (width) x 11.6" (depth)  
8'5" (height) x 3'4" (width) x .97" (depth)



#### Active Screen Dimensions:

47.6" (height) x 26.8" (width)  
3'97" (height) x 2'23" (width)



## Media Formats:



Image files .jpg or .png 1920 tall  
x 1080 wide RGB color at 72 dpi



Video files in .mp4 format 10mbps  
or less, exactly :10 seconds long 1920  
tall x 1080 wide, landscape or portrait



Provide a YouTube link – Videos can  
be placed on a background image,  
(:10 clips preferred for broadcast  
videos, otherwise will be clipped)

➤ **Max file size is 25MB**  
➤ **3 creatives max per spot**

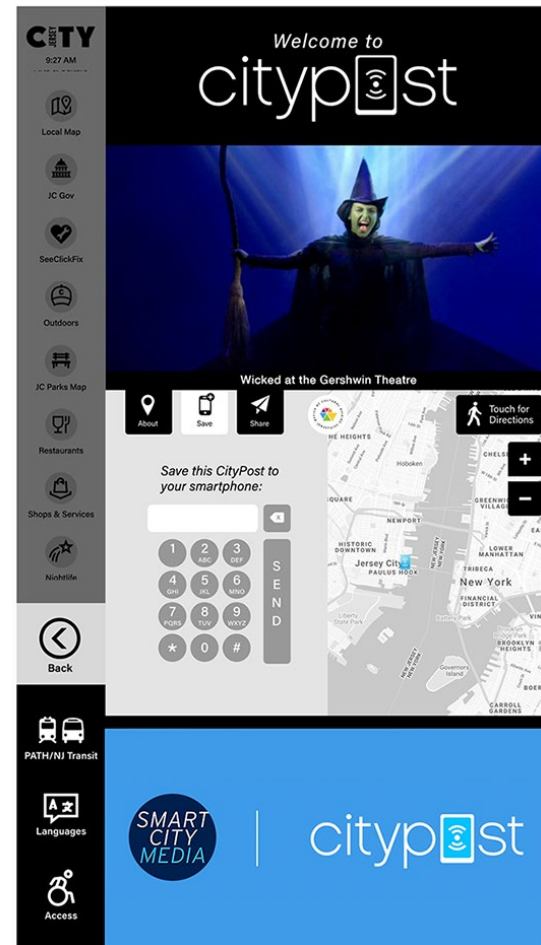
TERM 

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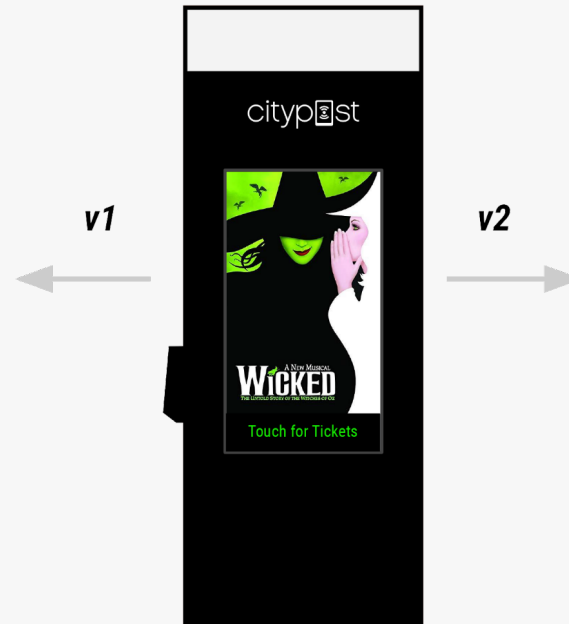


Location: Throughout Greensboro, NC 27406 | Area: Greensboro | Substrate: Digital



## Optional Interactive Landing Pages:

When a user touches the broadcast ad they are taken to a landing page for more information and interactivity options.  
**A landing page is included but NOT required.**



Examples of interactive landing pages; Citypost template on left or create a custom design on right.



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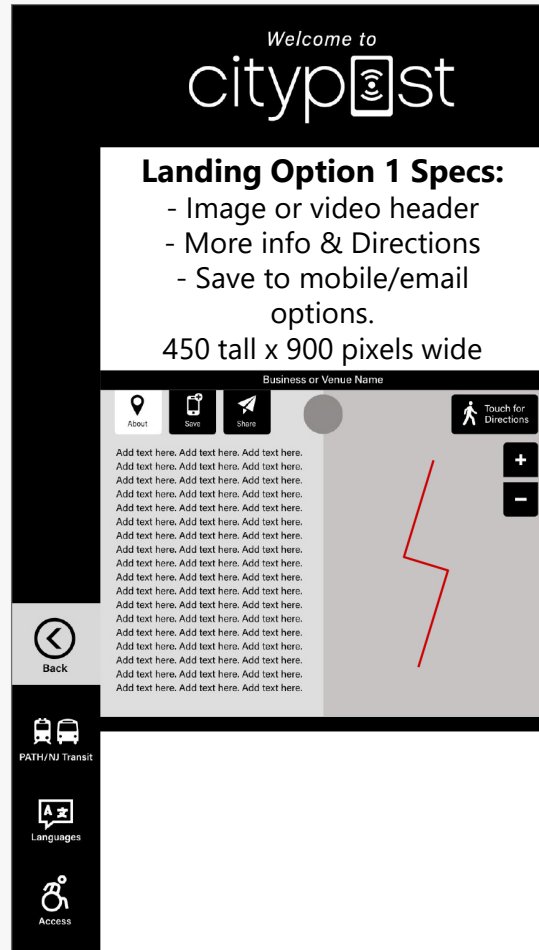


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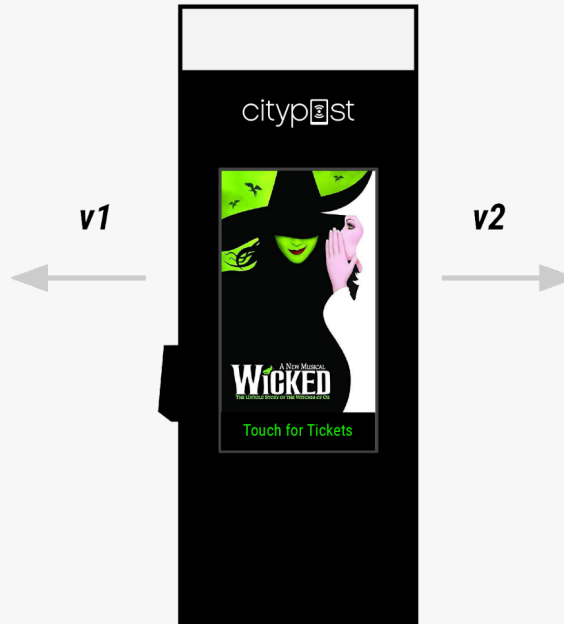
CapitolOutdoor.com

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**Layout Options**

CITY pest

11:11 am

JO NOW

App Category

Restaurants

App Category

App Category

App Category

App Category

App Category

App Category

Have a Code? Touch to Unlock

Back

**Landing Option 2 Specs:**  
 Create whatever you desire on a 1920 tall x 900 pixels wide canvas

- Provide more info about the show, event or product
- Slideshow widget to showcase multiple images
- "Save to mobile" feature with a touchpad for direct response
- Survey and feedback opportunities
- Lots can be done here, talk to us about executing any concepts or ideas
  - SCM can execute
  - Client can provide custom html to spec, securely host and provide to us a link