

# Digital Billboard Presentation

by Signs Designers Inc.



www.signsmediapr.com

# Digital Billboard: Advertising in the Eastern metropolis Of Puerto Rico

- Strategic location on the main road of the city of Fajardo
- High vehicular traffic and 24/7 exposure
- High quality digital format
- Outreach to the tourist and local population
- Speed, efficiency, and sustainability.



# Advantages of digital advertising on a Billboard

1

**Coverage and maximum exposure.** Now you can increase your reach easier and in less time using digital advertising.

2

**Capture the attention** of vehicular and pedestrian traffic. A digital display located in a strategic location is one of the most effective non-personal advertising mediums.

3

**High impact and 24/7 visibility** in a busy intersection. This technology allows advertising services, campaigns and products 24 hours a day, 7 days a week.

4

## **Rapidez y eficacia**

Una gran ventaja de los billboards digitales es la facilidad con la que se puede editar y publicar anuncios en formatos de alta calidad y de contenido creativo.

\*Billboard is in compliance with permits required by the government agency OGPe.



GOBIERNO DE PUERTO RICO  
Oficina de Gerencia de Permisos (OGPe)

# Location: Fajardo, PR 194 & Ave. El Conquistador

CITY: Fajardo, PR

VIEW: Facing south and west

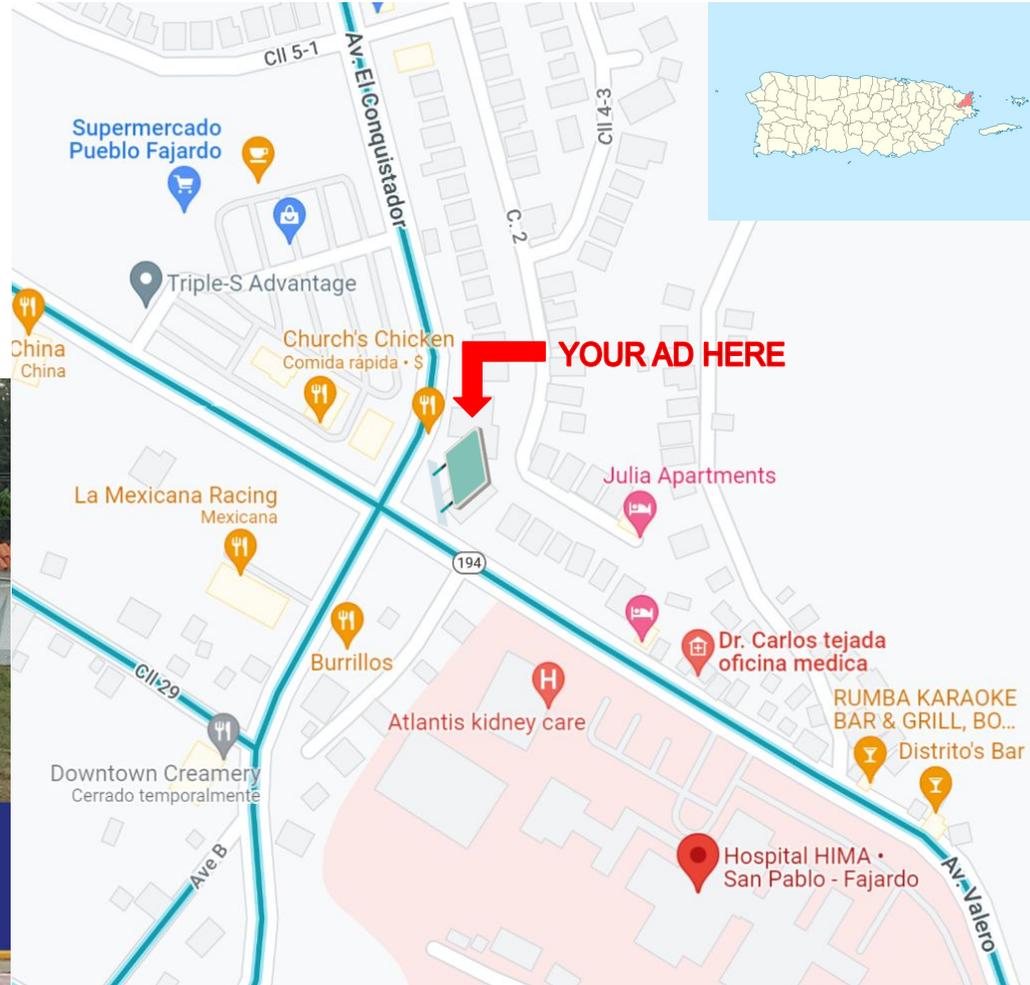
SIZE: 9'x16'

SPECS: (JPEG File)

MONTHLY TRAFFIC: 1,087,980 vehicles (DTOP)

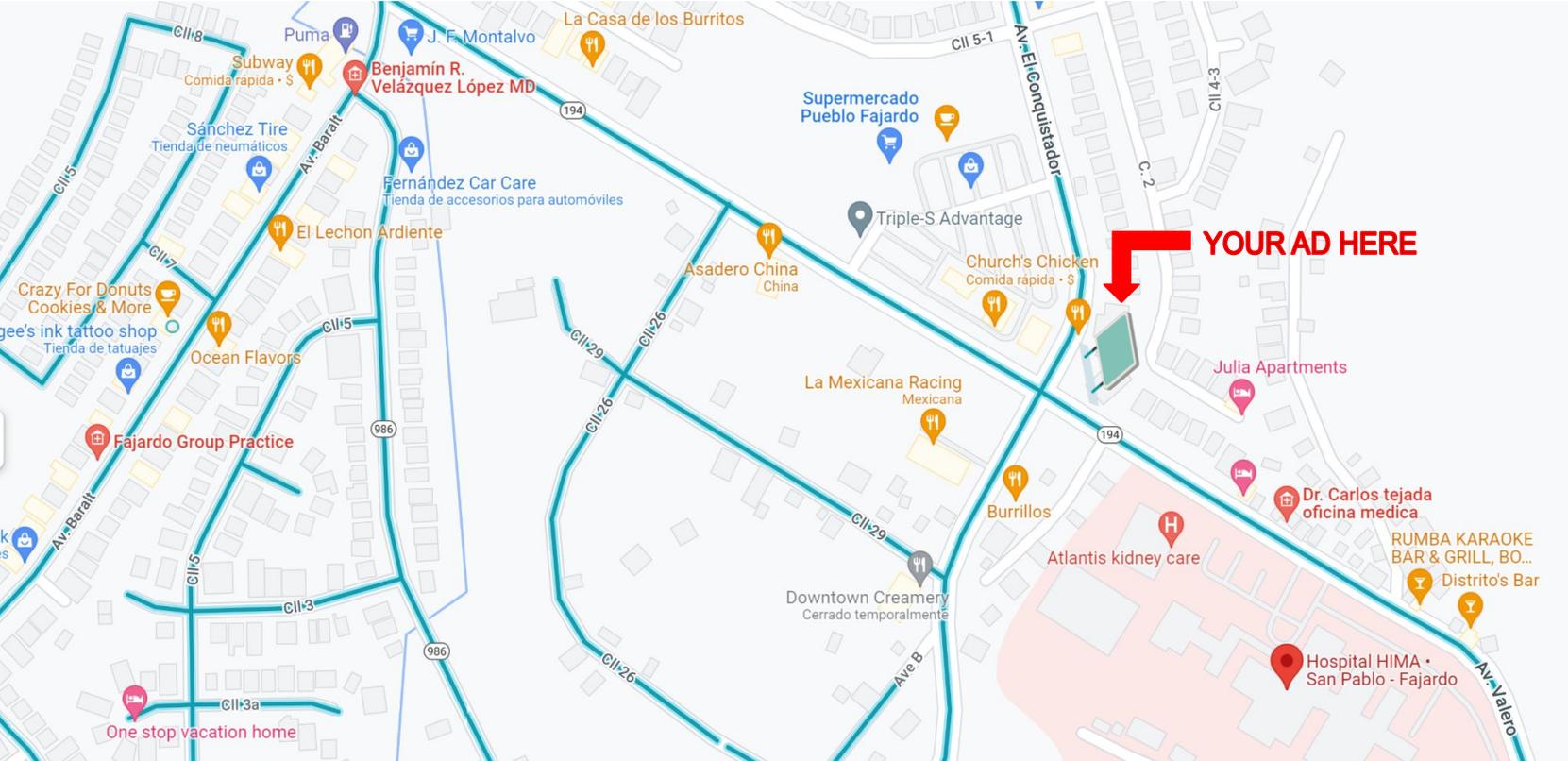
COORDINATES: 18.33847, -65.65614

POINTS OF INTEREST: Seven Seas, Laguna Grande Bioluminescent Lagoon, Tours, Palomino, Ferries to Vieques & Culebra, Charters, Hotel El Conquistador, Reserva Natural Las Cabezas de San Juan & Marinas.



# Location

Intersection: Avenida Conquistador & PR 194, Fajardo, PR



## DATA

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(DTOP)

COORDINATES:  
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# About Fajardo

The city of Fajardo, also known as the metropolis of the east, is an autonomous municipality that has a wide variety of attractions for tourism in general. Some of the most visited places are:

- 01 | Lighthouse & Natural Reserve “Las Cabezas de San Juan”
- 02 | Laguna Grande - Bio-lagoon kayak tours
- 03 | Beaches: Seven Seas, Playa Colora, y Playa Escondida
- 04 | El Conquistador Resort - Coqui Water Park & Palomino Island
- 05 | El Yunque Rainforest
- 06 | Departure to Icacos, Palomino, Vieques, and Culebra
- 07 | Hacienda Chocolat



# ARTWORK SPECS

Specifications to submit your own digital artwork

IMAGE SIZE (PIXELS)

**9 x 16**

Image Size

FORMAT

**(JPEG FILE)**

DON'T HAVE A DIGITAL  
ARTWORK FOR YOUR AD?

**WE CAN DO IT**

Additional fees apply

# PRICING



Advertise on digital billboard a minimum of 320 views per day, 9,600 views per month for a cost from \$0.05 per view.

RECOMENDED

MES A MES

**\$800/monthly**

NO ANNUAL CONTRACT

CONTRATO DE UN AÑO

**\$500/monthly**

SAVE 40%  
Automatic Payments

CONTRATO DE 6 MESES

**\$600/monthly**

SAVE \$200 monthly  
Automatic Payments

CONTRATO DE 3 MESES

**\$700/monthly**

AHORRA \$100 monthly  
Automatic payments

\*Early contract termination fees apply. If the ad is paused due to technical issues, you will be credited for the days at the end of the month. Digital artwork changes are \$40.

# CONTACT

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