

2011 DIGITAL MEDIA KIT

Clear Channel OUTDOOR :: WICHITA

OUT WOWS.



3405 North Hydraulic Wichita, KS 67219
P 316.838.0871



**“Air Capital
of the
World”**

The Wichita Market is comprised of six counties: Sedgwick, Butler, Harvey, Cowley, Sumner and Marion. It represents the regional economic hub of south-central Kansas providing financial, medical, retail and business services to more than 1 million people within 100 miles of the city. The Wichita MSA, ranked 100th, is home to more than 588,984 people with 4/5 of them residing in Sedgwick county alone.

Known as the **“Air Capital of the World”**, Wichita is the single largest city in the state of Kansas and ranked in the top 25 healthiest job markets. Boeing, Cessna, Raytheon, Spirit Aerosystems, Bombardier, McConnel Air Force Base, as well as more than 700 aerospace manufacturers call Wichita home. It has the second highest concentration of manufacturing jobs and skilled labor in the county.

The city also has a strong telecommunications and fiber optics network providing employment for many high-tech firms. In fact, Forbes ASAP magazine rated Wichita as one of the top cities for starting and nurturing an information aged-business. Not only is its economy prosperous

DIGITAL WICHITA

and stable but it is diversified providing the opportunity for such companies as Sheplers, Pioneer Balloon Co., Chance Industry, Coleman Co., Koch Industries, Cargill, Bank of America, Rent-A-Center and even Pizza Hut to have their original roots here making it one of the countries major mid-sized metropolitans. Wichita is a three-time All-American City. With a comparatively low cost of living, low crime rate and lots to do. Wichita offers more than a dozen golf courses, Wichita Thunder, Wingnuts Baseball, NBC Tournament, the Metropolitan Ballet, The Wichita Symphony and the hometown favorite, Wichita State Shockers. Located along the Arkansas river is a series of Museums including Exploration Place, Botanica Gardens, Old Town Museum, The Indian Center and the newly renovated Wichita Arts Museum. The newly Built INTRUST Bank Arena is the premier arena in the Midwest.





DIGITAL NETWORKS

The Wichita Market offers 2 networks. Each offering premium, high-profile locations. The network runs eight 7 second spots that run 24 hours per day. Each 7 second will play 1,440 times per unit per day. Each unit has the flexibility to be purchased in a 7 second message rotating every other minute. Each unit can be scheduled differently.

DIGITAL NETWORK - WEEKLY & ANNUAL:

Your Poster Network Includes 6 - 12x24 & your Bulletin Network includes 3 - 14x48 high profile digital billboards in carefully chosen locations. You get one 7-second spot on all 6 locations at once. Your ad will be seen once every 60 seconds continuously 24 hours per day. Generating 60,480 advertising spots over 1-week period (based on a 6 unit network) with the flexibility of every other minute to longer period of 4 week to 52 week options.

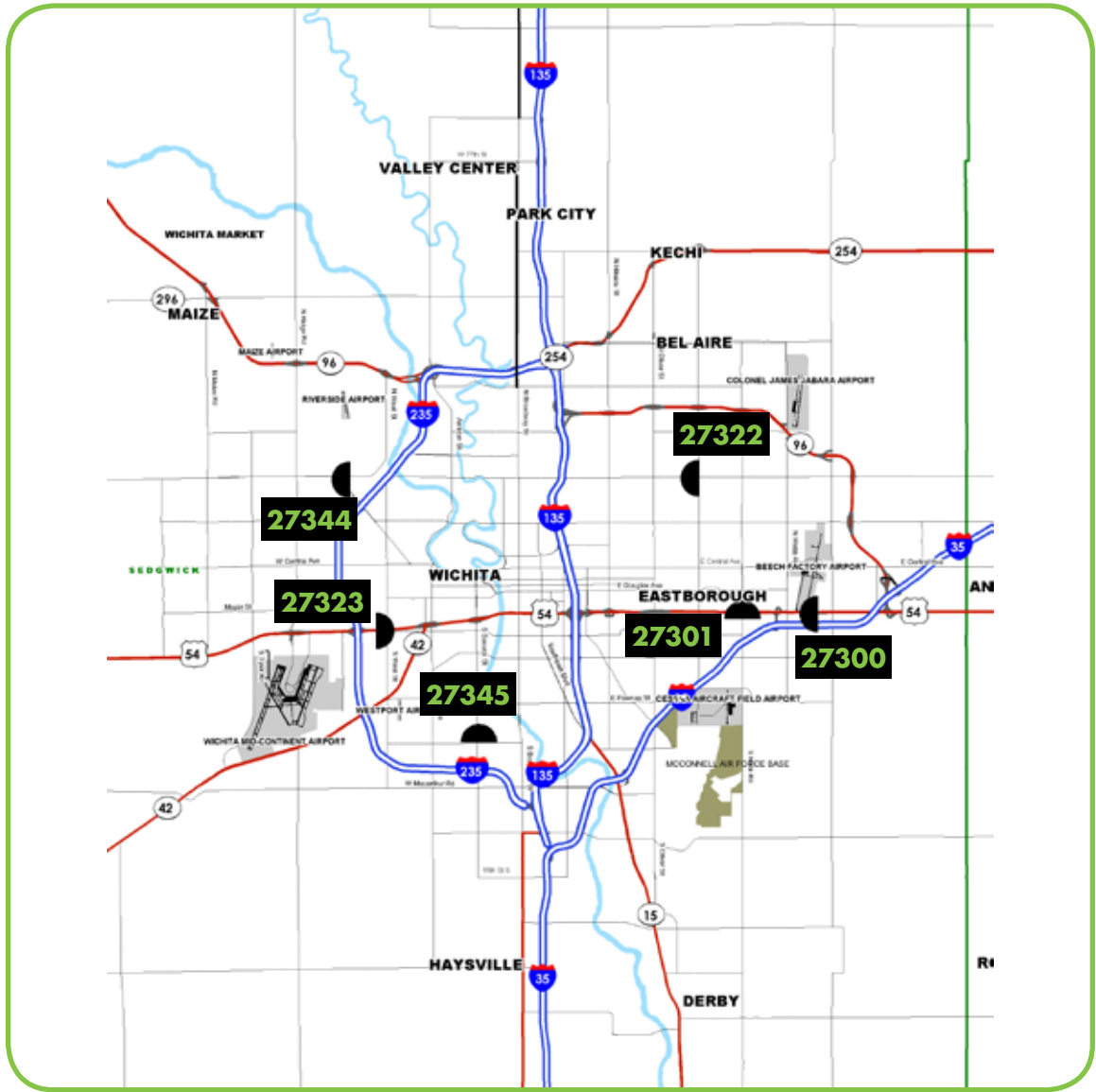
DIGITAL PROGRAMS

DIGITAL CUSTOMIZED PROGRAM:

Use the unprecedented flexibility offered by the digital medium to create an advertising package that matches your specific needs. From short-term promotional events, to live updates in real time, to long-term exclusive sponsorship opportunities, the digital platform provides cutting edge solutions for advertisers of every kind.



POSTER NETWORK



LOCATION	DESCRIPTION	FACING	EOI
27300	10001 East Kellogg	East	58,256
27301	452 South Rock Road	South	101,734
27322	6011 East 21st Street	East	55,565
27323	4201 West Kellogg	West	243,602
27344	5670 Zoo Blvd	East	80,063
27345	3058 South Seneca	South	60,142

POSTER NETWORK



27300
10001 E. KELLOGG WF



27301
452 S. ROCK RD SF



27322
6011 E. 21ST STREET EF



27323
4201 W. KELLOGG WF

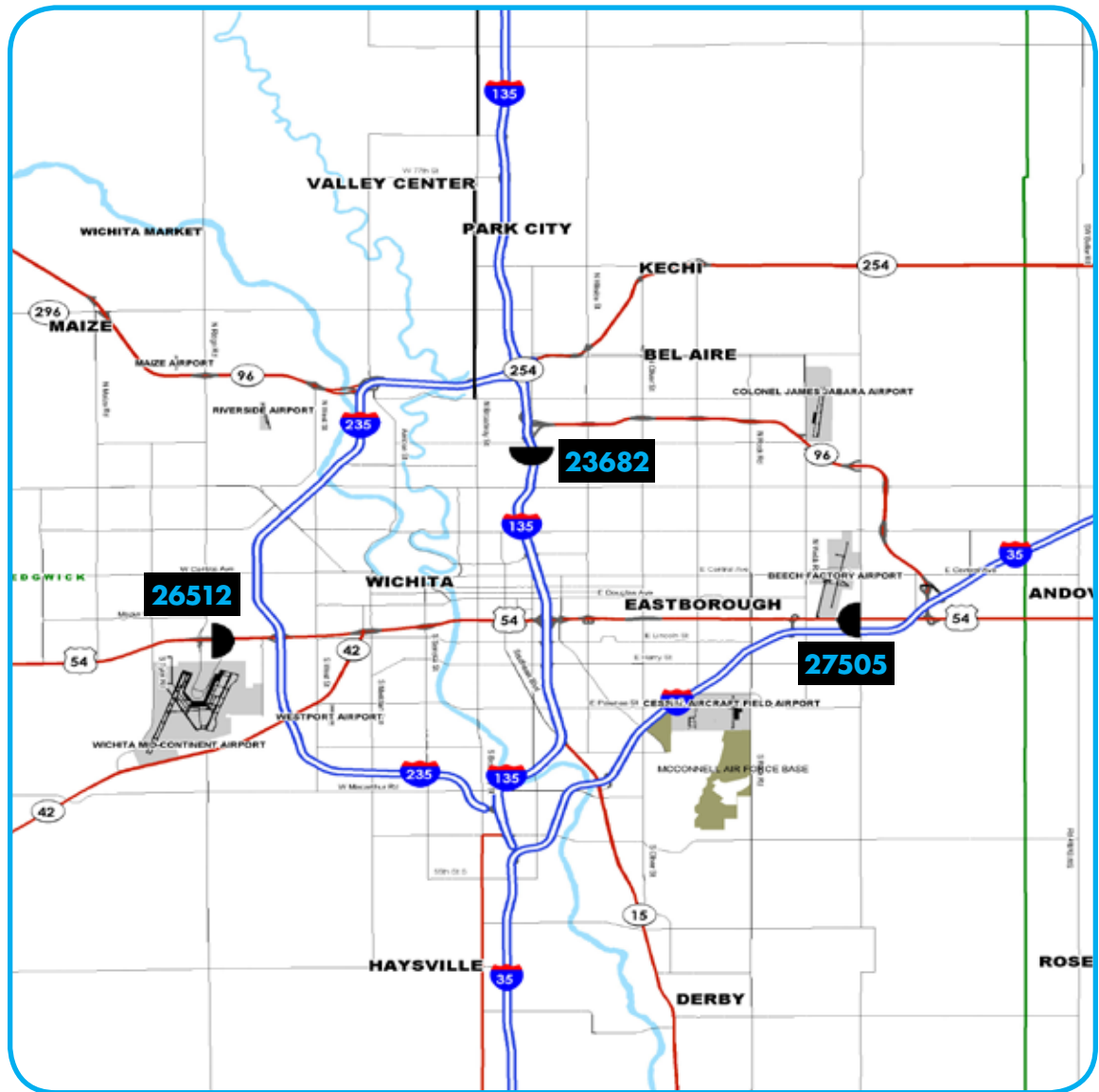


27344
5670 ZOO BLVD EF



27345
3058 S. SENECA SF

BULLETIN NETWORK



LOCATION	DESCRIPTION	FACING	EOI
23682	2811 North I-135	North	169,831
26512	6717 West Kellogg	West	20,704
27505	10901 East Kellogg	East	80,474

BULLETIN NETWORK



23682
2811 N. I-135 NF

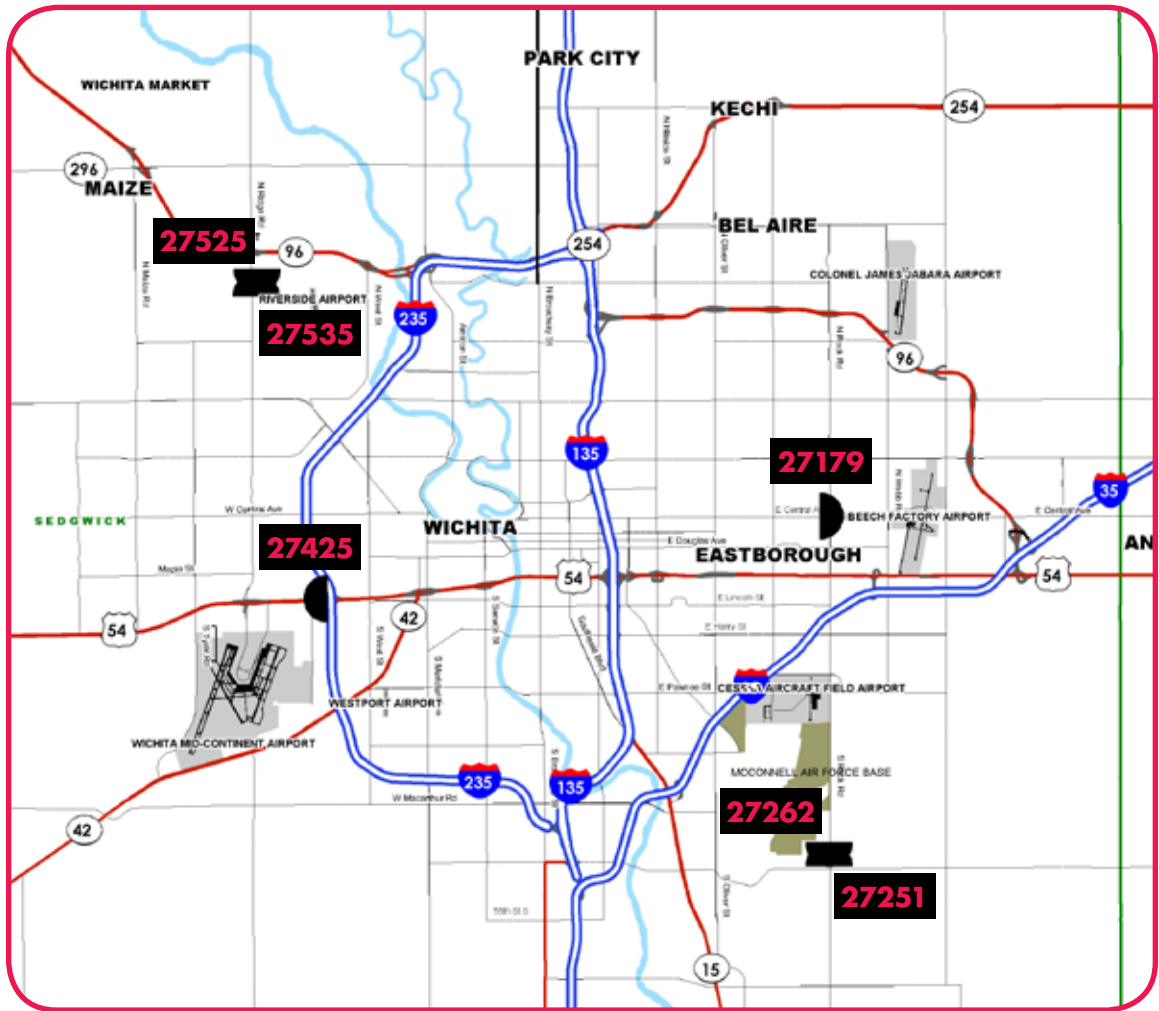


26512
6717 W. KELLOGG WF



27505
10901 E. KELLOGG EF

INDIVIDUAL DIGITAL



LOCATION	DESCRIPTION	FACING	EOI
14X48	BULLETIN		
27179	8002 E. Central & Rock	West	48,650
27425	5450 West Kellogg	East	257,621
12X24	POSTER		
27251	4541 South Rock Road	South	26,764
27262	4541 South Rock Road	North	36,323
27525	3812 North Ridge Road	North	tba
27535	3812 North Ridge Road	South	tba

INDIVIDUAL DIGITAL



27179
8002 E. CENTRAL & ROCK WF



27425
5450 W. KELLOGG EF



27251
4541 S. ROCK RD SF



27262
4541 S. ROCK RD NF



27525
3812 N. RIDGE RD NF



27535
3812 N. RIDGE RD SF

WHY DIGITAL?

The Wichita Market offers two networks, all offering high profile Interstate and busy surface street units .

- You will reach consumers coming into the Wichita city core and as they go home.
- You will reach consumers as they visit the many shops, restaurants, sports venues and businesses as they are driving around town.

Each Digital display message can be controlled by content and image feeds from a Web or RSS source, or manually by the client or Clear Channel office.

Content can be fed anytime during the day or evening keeping your message current and relative to market conditions, demographics, day parts, inventory, importance to your business or interests to your consumer.



**15 DISPLAYS
2 NETWORKS
6 INDIVIDUAL**

FEATURES / BENEFITS

- **Immediate delivery** of your targeted messages to impact your audience.
- Ability to **update your own messages in real time** to engage your consumers.
- **Unparalleled flexibility** to target and adapt your messages to the exact audience you are trying to reach.
- **Unlimited creative executions** to showcase every aspect of your product, services and image.
- **Premium, personalized services** for designing, scheduling and monitoring to help you tap into the power of digital.

LAST MINUTE UPDATES



DYNAMIC CONTENT



TIME-SENSITIVE MESSAGING

ULTIMATE FLEXIBILITY



UNLIMITED CREATIVE EXECUTIONS

One of the amazing things about the Clear Channel Digital Outdoor Network is how we can dynamically update information from other sources and incorporate it directly into your creative.

Interesting, relevant or time-sensitive facts can be placed within your advertisement at the speed of the internet.



DYNAMIC CONTENT

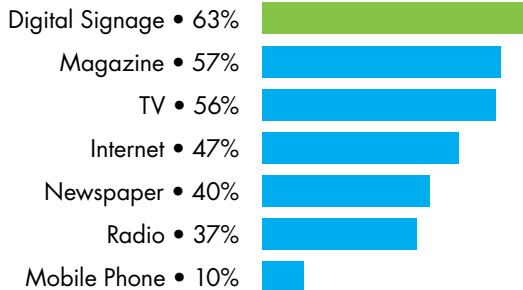
HOW IT WORKS

WHAT	HOW
HEADLINES	We can lift headlines from websites. Great for news organizations to post real time information next to their logo or brand. As the website headline changes, so does the digital billboard creative. If top headlines are not available from your site other sources are available for us to include vital and relevant information. Some topics may include headlines, business, real estate, entertainment, health, travel, politics, among many others.
SPORTS SCORES	Sports radio, sports bars, sports drinks or other related businesses can automatically post scores from various games.
TIME / TEMP / TRAFFIC	A modern approach to an older idea. Show up-to-the-minute time, today's forecast or current road conditions. Great for any brand and a sure crowd pleaser.
PICTURES	If you have visual information that is automatically posted on a website, for instance the progress of a new business location, Clear Channel Outdoor Digital billboards can dynamically lift those pictures and include them in your creative execution. As drivers and pedestrians pass by the Digital Outdoor Network billboards, they will see the progression over time, making this a tremendous interest builder.
UPCOMING EVENTS	Have a venue where events are constantly being updated? New acts? New artists? New shows? Movie theaters, concert venues and a host of other businesses can benefit by having new information posted dynamically.

DIGITAL OUTDOOR GARNERS ATTENTION & DRIVES CONSUMERS TO TAKE ACTION

GET MORE ATTENTION

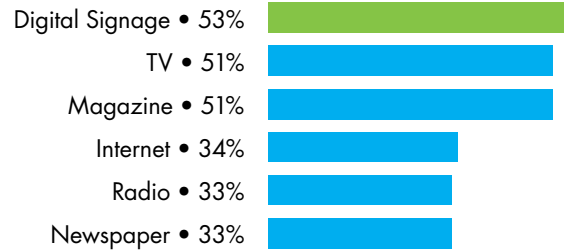
Percentage of people who report that advertising on the media catches their attention.



Base: Among those who have seen ads in the media in the past 12 months

RAISE MORE INTEREST

Percentage of people who report that advertising on the media was interesting.

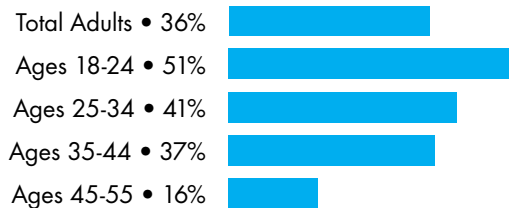


Base: Among those who have seen ads in the media in the past 12 months

MAKE AN IMPACT

GET RESULTS

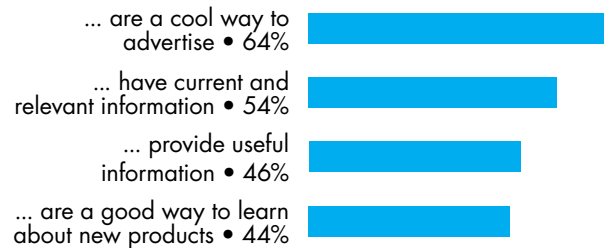
Percentage of people who took some action as a result of seeing advertising on digital signage.



Base: Among those who have seen ads in the media in the past 12 months

BE COOL

Digital billboards ...



Base: Persons 18 years+ living in the Cleveland, OH, Metro area who traveled on I-77, I-90, I-271 or I-480 in the past 30 days.



DIGITAL CREATIVE

GUIDELINES & SPECS

SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

MAKE THE TEXT LARGE

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away.

USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

BE SHORT AND SWEET

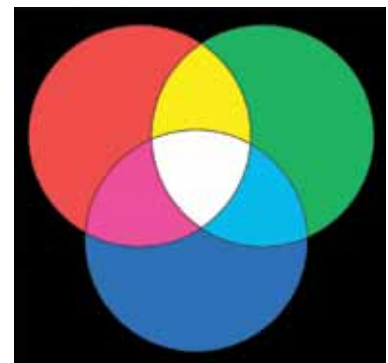
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

COLOR

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

AVOID WHITE BACKGROUNDS

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



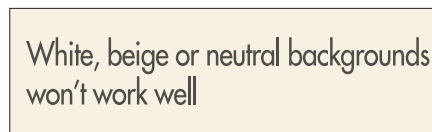
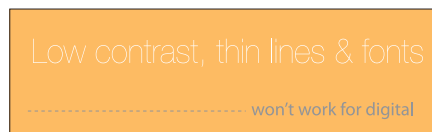
DIGITAL CREATIVE

USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

FORGET ABOUT WHITE SPACE

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

DIGITAL PRODUCTION REQUIREMENTS

FILE TYPE

Uncompressed JPG

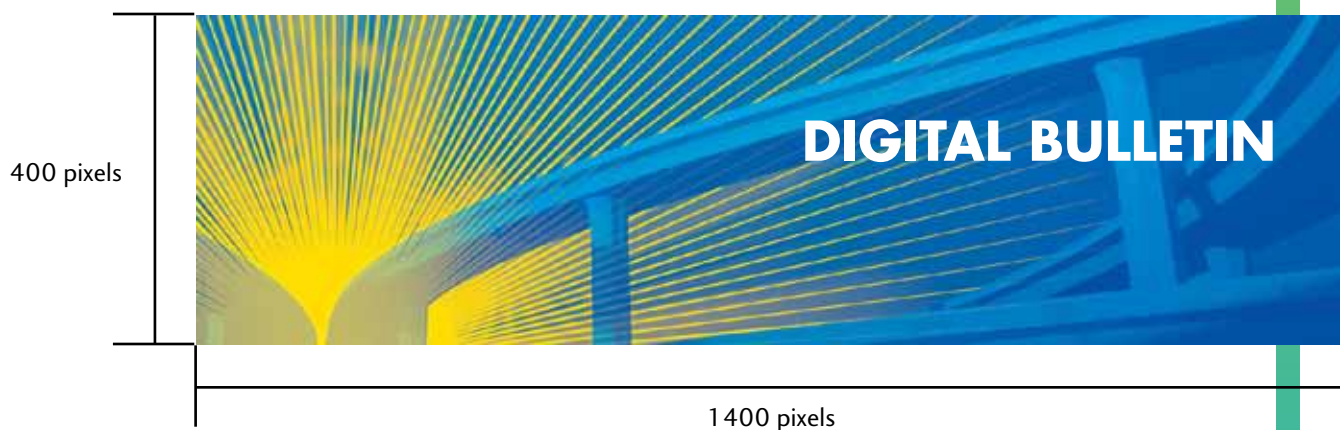
COLOR MODE

RGB

ART PIXEL DIMENSIONS

Digital Bulletins - 400h X 1400w

DIGITAL CREATIVE SPECS



DIGITAL REQUIREMENTS

FILE TYPE

Uncompressed JPG

COLOR MODE

RGB

