San Diego Convention Center

Digital Signage

TOURISM AUTHORITY

SAN DIEGO convention center

A FLEXIBLE, TARGETED AND CAPTIVATING SOLUTION FOR DISPLAY ADVERTISING.

By advertising on our high-definition LED displays, you have the opportunity to reach hundreds-of-thousands of high-spending, out-of-town visitors while they pass through our lobbies.

Rates

PREMIUM DISPLAY ADVERTISING	DISPLAY ADVERTISING
Includes 15 second ad placement on 11 advertising network displays and 6 large-format LED walls. Large format LED walls are added inventory to Premium advertisers when not in use by convention groups.	Includes 10 second ad placement on 11 advertising network displays
$800 monthly	$480 monthly

All contracts will run through June 30 or December 31 annually.

Creative Best Practices

- Video ads are the most attention-capturing format. It's important to include a strong call-to-action.
- QR codes are highly recommended as attendees can quickly navigate to a link and it removes barriers to response. Special offers are recommended to attract visitors. The QR can also link to a map application to help visitors navigate to your business. All creative including QR code creation is the responsibility of the advertiser.
- Upon request, the SDTA team can make referrals for vendors to support ad creation.
- Ad creative may be updated during the contract term at the advertisers request.

Specs

FILE FORMAT

- Still Files: JPEG, PNG
- Video Files (15 or 10 seconds based on ad purchased, no audio): MPEG-4, H.264

RESOLUTION

1920 x 1080px (1080p)

COLOR

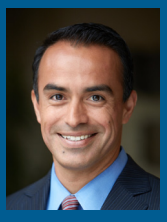
RGB color only

Delivery

Materials due two weeks prior to contract start date. Send materials to ads@sandiego.org. All ad materials subject to the approval of the SDTA.

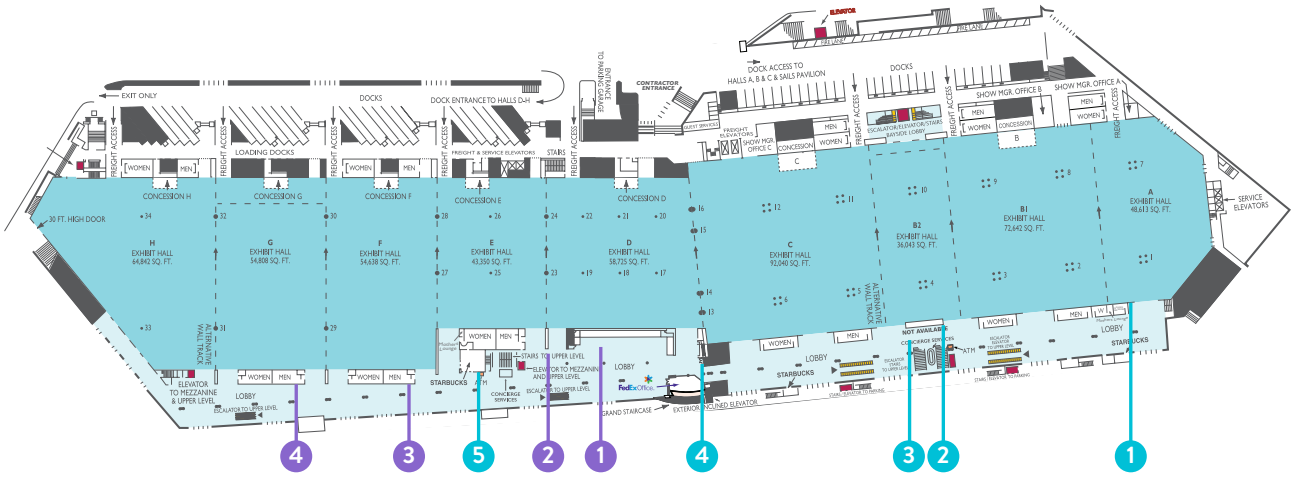
TO ADVERTISE, CONTACT YOUR SDTA REPRESENTATIVE:

NANCY BJORK
619.557.2807
nbjork@sandiego.org

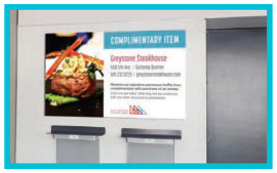


GERRY GRANADOS
619.557.2868
ggranados@sandiego.org

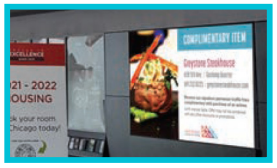
Digital Ad Placement Ground Floor



SDCC ADVERTISING NETWORK

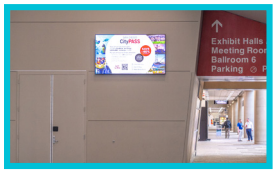


1. **DISPLAY**
   89″ display, located next to the Hall A entrance



2. **DISPLAY**
   110″ LED display, located in the Lobby B Activity Wall

3. **DISPLAY**
   Double-Sided 89″ LED display, located in the Lobby B Activity Wall 2



4. **DISPLAY**
   80″ display, located in Lobby D

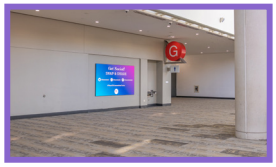
5. **DISPLAY**
   89″ display, located next to Starbucks in Lobby E

EXTENDED ADVERTISING NETWORK

1. **EXTENDED ADVERTISING NETWORK DISPLAY**
   Lobby D, 16 x 9 ft LED display located above entrance to lobby D

2. **EXTENDED ADVERTISING NETWORK DISPLAY**
   Lobby D Marquee, 32 x 9 ft LED. Located above entrance to lobby D

3. **EXTENDED ADVERTISING NETWORK DISPLAY**
   Lobby F Video Wall 12 x 6.5ft LED display, located next to entrance to Hall F



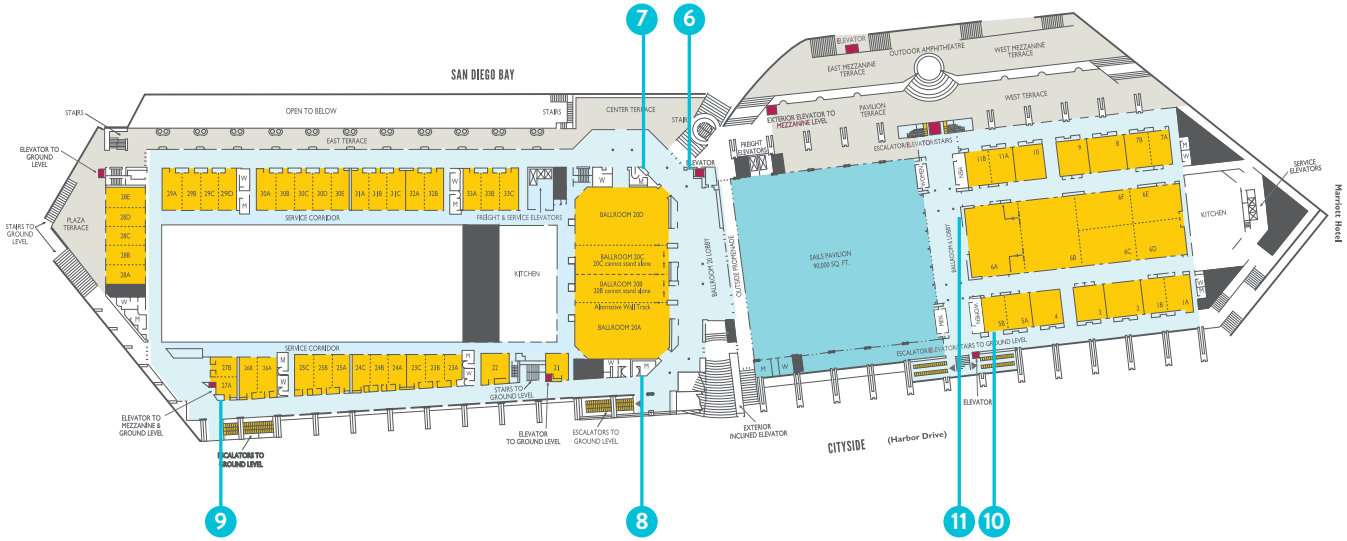
4. **EXTENDED ADVERTISING NETWORK DISPLAY**
   Lobby G Video Wall 12 x 6.5ft LED display, located next to entrance to Hall G

5. **EXTENDED ADVERTISING NETWORK PORTABLE DISPLAY***
   Quantum Video Wall 16 x 9ft LED display, portable

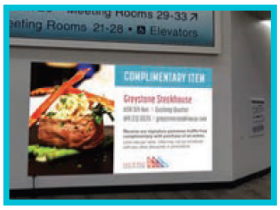
6. **EXTENDED ADVERTISING NETWORK PORTABLE DISPLAY***
   Spectrum video wall 12.5 x 6.5ft display, portable

* Portable displays are set up in the highest traffic areas for each convention depending on their use of the space.

Digital Ad Placement Upper Floor

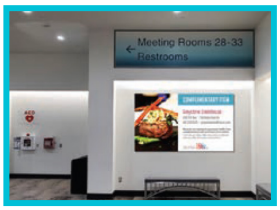


SDCC ADVERTISING NETWORK



6. DISPLAY
110″ LED display, located on Level 2 across from the Lobby E escalators

9. DISPLAY
86″ LED display, located on Level 2 across from the Lobby G escalators



7. DISPLAY
70″ LED display, located on Level 2 in Ballroom 20 Lobby

10. DISPLAY
86″ LED display, located on Level 2 across from the Lobby B escalators

8. DISPLAY
70″ display, located on Level 2 across from the Center Terrace

11. DISPLAY
86″ LED display, located on Level 2 in Ballroom 6 Lobby

FOR RACK CARD PLACEMENT PLEASE CONTACT PAT FEARN AT CERTIFIED FOLDER DISPLAY
patf@certifiedfolder.com or (760) 727-5100

CERTIFIED FOLDER DISPLAY SERVICE, INC. SINCE 1899

Funded in part with City of San Diego Tourism Marketing District Assessment Funds.

02/16/22