

# ST. JOHN'S NEWFOUNDLAND... DIGITAL SIGNAGE AT THE AVALON MALL



**HERE'S YOUR CHANCE** to advertise in the largest mall in the province, with annual foot traffic over 6 million!

**DOMINATE THE AVALON MALL** For only \$999 per 4 wk period.

- 7 Displays throughout the Centre
- 9 Clients Maximum in the Play Loop
- 90 Second Play Loop
- 260 Ads Each Client per Hour

- Almost 75% of adults age 18+ have seen digital out of home advertising in the past month
- 78% of consumers say digital out of home advertising is attention grabbing
- Over half of Canadian adults claim to have taken action after seeing digital out of home advertising



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