



Energize Your Message with the *adFrame* Network

The Yellowknife Business market is more competitive than ever.

The *adFrame* advertising network makes your message to stand out like never before.

The *adFrame* network is an exciting new way to grab your customers' attention with vibrant new media advertising. Large screens in high traffic locations use cutting edge technology to display video, animation, Flash, graphics, and sound giving you the maximum amount of flexibility to create exciting, dynamic presentations that will set you apart from your competition.

Rate Sheet

Location	Description	Spot Length	Cycle Time	Rates/Spot
Individual Screens				
Capitol Theatre Cinema Screens	Projection display before the start of each movie, on all 3 screens.	15 seconds	Max 15 minutes	\$300/week \$900/month
Javaroma NWTel Centre	50" plasma flat screen display next to the coffee serving area.	15 seconds	Max 15 minutes	\$150/week \$500/month
Centre Square Mall Main Hallway Intersection	Two 50" screens facing main traffic flows through the mall.	15 seconds	Max 15 minutes	\$100/week \$350/month
Gourmet Cup YK Centre	50" plasma flat screen display visible throughout the coffee shop and from the mall corridor.	15 seconds	Max 15 minutes	\$100/week \$350/month
Package Rates				
Network Wide	All screens	15 seconds	Max 15 minutes	\$1,200/ month \$3,000/ 3 months
Coffee Package	Javaroma, Gourmet Cup and Centre Square Mall	15 seconds	Max 15 minutes	\$ 600/ month \$1,500/ 3 months
Discounts	3 months 10% 6 months 15% 12 months 20%			

Check our website for new and upcoming locations and related services and products.

PO Box 1833, 5016 46 St, Yellowknife, NT X1A 2P4
Tel: (867) 669-8819 Fax: (867) 920-7267 Email: sales@adframe.ca

www.adframe.ca



Rate Sheet Notes

Notices

1. Rates are subject to change without notice.
2. Some locations have restrictions on content. Details below.
3. Advertising files must be supplied in one of the formats specified. Details attached

Volume Discounts

If you are booking multiple spots, please contact us to inquire about volume discounts.

Changes

Displays are updated regularly. Advertisements can be changed as often as weekly if needed. One week notice of the change is needed. A set up charge per change may apply.

Creative Services

adFrame's flexible media options mean you can get more mileage out of commercials and advertisements created for television, websites, radio, or print. Even better, you have exciting new opportunities to present your message in a whole new way.

Cold Mountain Computing Inc. can work with you to create original multimedia commercials and advertisements, modify and update existing advertisements, and convert files to meet adFrame file specifications. Please contact us for an estimate.

For information on other CMC services, see www.cmcweb.com

Location restrictions

All locations

Advertisements must be appropriate for all ages.

Some location owners restrict ads for goods or services that compete with their own or their tenants' businesses.

PO Box 1833, 5016 46 St, Yellowknife, NT X1A 2P4
Tel: (867) 669-8819 Fax: (867) 920-7267 Email: sales@adframe.ca

www.adframe.ca



Advertisement Specifications

adFrame supports video, multimedia, sound, websites and static graphics.

Each adFrame display is connected to the Internet, and can display Internet-based content

Useable File formats

The adFrame network supports the following file types. Please supply advertisements in files with the following specifications.

File Specifications

Media Type	Size/Resolution	File Formats	Notes
Video	720p - 1280x720 (min)	AVI, WMV	Screen is 16:9 but can display 4:3
Website	720p – 1280x720	HTML, HTM	Package can contain any additional files the webpage requires (CSS or Images for example)
Graphic	1080p – 1920x1080	JPG, PNG	

Notices

1. Resolution affects the clarity of the image when it is displayed. The specified resolution will provide the best clarity for the smallest file size. Lower resolution images may be used, but may appear blurry or bitty (showing visible pixel edges) when displayed. Higher resolution images may produce excessively large file sizes.
2. If the file to be displayed does not meet the following specifications, CMC may need to modify it. There may be a charge for this work, and it may cause a delay in the posting of the advertisement.

PO Box 1833, 5016 46 St, Yellowknife, NT X1A 2P4
Tel: (867) 669-8819 Fax: (867) 920-7267 Email: sales@adframe.ca

www.adframe.ca