

Bringing a visual revolution to life!



2010 DIGITAL MEDIA KIT





WHY DIGITAL?



FEATURES	BENEFITS
Flexibility	Adapt your ad creative to a specific day or time period. Copy changes are simple.
Efficiency	Target your ad to run when you want with no long term contracts.
Low Cost	Our digital boards are sold on a per ad basis, averaging only pennies an ad.
High Reach	High impact locations are strategically placed throughout our market.
High Frequency	Our network delivers repeated exposures for increased impact and you control the frequency.
Innovation	This new technology is transforming the industry into the most flexible and responsive of all advertising platforms.



TESTIMONIALS



"These digital signs are the perfect way for us to catch our customer and make an impact when they are on the move...we love them!"

Marilyn Anderson, Taco Bell



"This is the least expensive way for us to deliver our ever changing information to the masses."

*Debi Dusenberry,
Farmington Convention
and Visitors Bureau*



"We saw an immediate response to our message...we are in for good!"

*Daniel Getz,
Intermountain Farmers
Association*

"We love the way we can change creative immediately and keep our information fresh! We are able to continually create urgency and drive traffic for pennies an ad."

Glenn Gent, Horace Nissan



"These large, computerized displays marry the choice location of traditional roadside billboards with the opportunity for customization and frequent updating that is the hallmark of web advertising."

Inc. Magazine, March 2008



"The attraction for advertisers is the versatility of the network and its capacity to run time-sensitive messages that can be changed at the push of a button."

Mediaweek, January 2007

Clients

Taco Bell
SJC Fire Department
Verizon
Applebee's
Sandia BMW
Presbyterian Medical Services
Defined Fitness
Pelle Laser Spa

Sandia Hearing
Quality Appliance
Horace Nissan
Webb Chevrolet
Hi-Country KIA
Performance Auto Group
Animas Plumbing
Best Western Inn

Cellular One
Highlands University
Farmington Conventions &
Visitors Bureau
Sky Ute Casino & Resort
City of Farmington
Petco
Ute Mtn. Casino





MAKE AN IMPACT

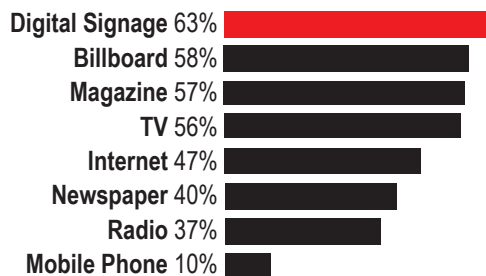
Approximately **63%** of people report that advertising on Digital Signage catches their attention and **58%** report that the media is unique. *2

People find digital signage interesting and entertaining. Only behind TV and magazines does Digital signage trail in “a lot of attention” to advertising category.



GET MORE ATTENTION

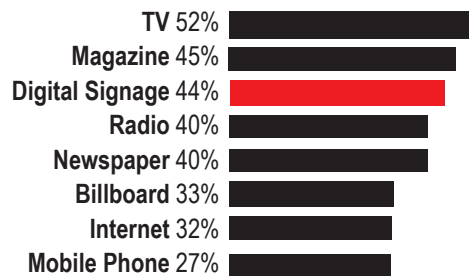
Percentage of people who report that advertising on the media catches their attention.



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

RAISE MORE INTEREST

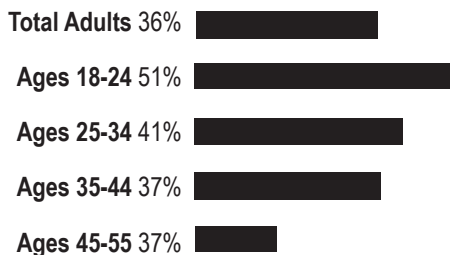
Percentage of people who report that they pay “some” or “a lot of” attention to advertising on the media.



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

GET RESULTS

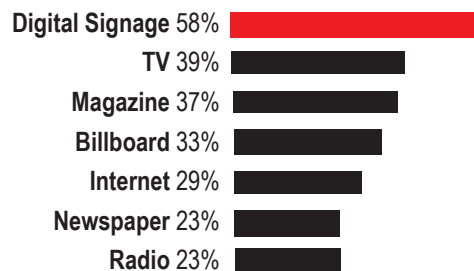
Percentage of people who took some action as a result of seeing advertising on digital signage.



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

BE UNIQUE

Percentage of people who report that advertising on the media is unique.



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

Source: AAAA Digital Out-of-Home Media Awareness and Attitude Study 2007.
*2 Arbitron/Edison media research “The on demand consumer” 2006





DIGITAL SAN JUAN COUNTY



MAJESTIC
Media

Majestic Media populates its digital boards with more than just advertising. We believe in community, so daily we update and schedule Public Service Announcements, local weather, news, humor and school information along with advertising. We believe we add value to the advertisements by keeping area residents engaged, informed and always watching.

San Juan County which covers 5,560 square miles is an area larger than the entire state of Connecticut and enjoys a unique blend of cultures, natural beauty and a spectacular climate with four distinct seasons. San Juan County population in July 2007 was 122,427 (59% urban, 41% rural).

Farmington is the commercial center of San Juan County with a population of 46,000 people and is surrounded by the Navajo Nation reservation to the West, The Ute Mountain Indian Reservation is to the NW, and the Southern Ute Indian Reservation is to the NE. This equates to over to over 400,000 people traveling through this rural area with very diverse cultural backgrounds and using Farmington as its hub. The primary industries are natural gas, coal, oil, power plants and retail business.

If you combine the daily mass reach and frequency of outdoor and indoor advertising with the flexibility of digital electronic displays, you will quickly understand the exciting advertising value Majestic Media has built with our network of Digital Signage. Four key locations, individually designed not only to reach the diverse daily habits and lifestyles of the San Juan County consumer, but also positioned to capture the fantastic retail and residential growth of our market. Who says there is nothing new in media?

The Majestic Media network is totally adaptable to fit your marketing plan by delivering you the ability to customize your schedule by location, time period, and day with no long term commitments. It is like having your own digital network to target all San Juan County residents while they are working, playing or shopping. Like never before "big and bold" design executions are forming consumer reaction, recall and daily relationships.

Majestic Media is the only effective low cost alternative to traditional media in the market and can deliver you results today!

2604 E. Main Street • Farmington, NM 87401 • 505-516-1230





FARMINGTON

4601 E. Main St. • Animas Valley Mall

RATE CARD

The Animas Valley Mall serves as the premier shopping center for the Four Corners. More than 375,000 people from New Mexico, Colorado, Arizona and Utah rely on the mall as their retail shopping hub. Native American shoppers, from outlying areas represent more than 50% of the weekend customer base.



Located between the Food Court and the Allen 10 Theaters.

Monthly Average Mall Footfall.....	491,136
Shoppers Average Minutes Per Visit	80
Average Annual Household Income	\$52,000
Average Median Age	28
Female	61%
Male.....	39%
Angelo	42%
Native American	38%
Hispanic.....	12%

:15 SECOND AD

DAY	TIME	PROGRAM	RATE
M-F	9am-10am	Weekday Early AM	.05
M-F	10am-5pm	Weekday Daytime	.25
M-F	5pm-9pm	Weekday Prime	.40
Sat.	10am-9pm	Saturday	.75
Sun.	12 noon-6pm	Sunday	.75

Minimum Monthly Order — \$150
Weekly Order — \$50

:30 SECOND AD

DAY	TIME	PROGRAM	RATE
M-F	9am-10am	Weekday Early AM	.15
M-F	10am-5pm	Weekday Daytime	.50
M-F	5pm-9pm	Weekday Prime	.75
Sat.	10am-9pm	Saturday	1.50
Sun.	12 noon-6pm	Sunday	1.50

Minimum Monthly Order — \$250
Weekly Order — \$75

Production Fees:

\$35 per ad for :15 second ad — \$70 per ad for :30 second ad.
AVM ads can include Audio/Video elements. All costs are Net.





FARMINGTON

2937 East Main Street

RATE CARD

:08 SECOND AD			
DAY	TIME	PROGRAM	RATE
M-F	5am-10am	Weekday AM	.30
M-F	10am-4pm	Weekday Daytime	.50
M-F	4pm-7pm	Weekday Prime	.75
M-F	7pm-1am	Weekday Late	.25
Sat.	5 am-7pm	Saturday	.50
Sat.	7pm-1am	Saturday Late	.25
Sun.	5am-12am	Sunday	.25

Minimum Monthly Order — \$250

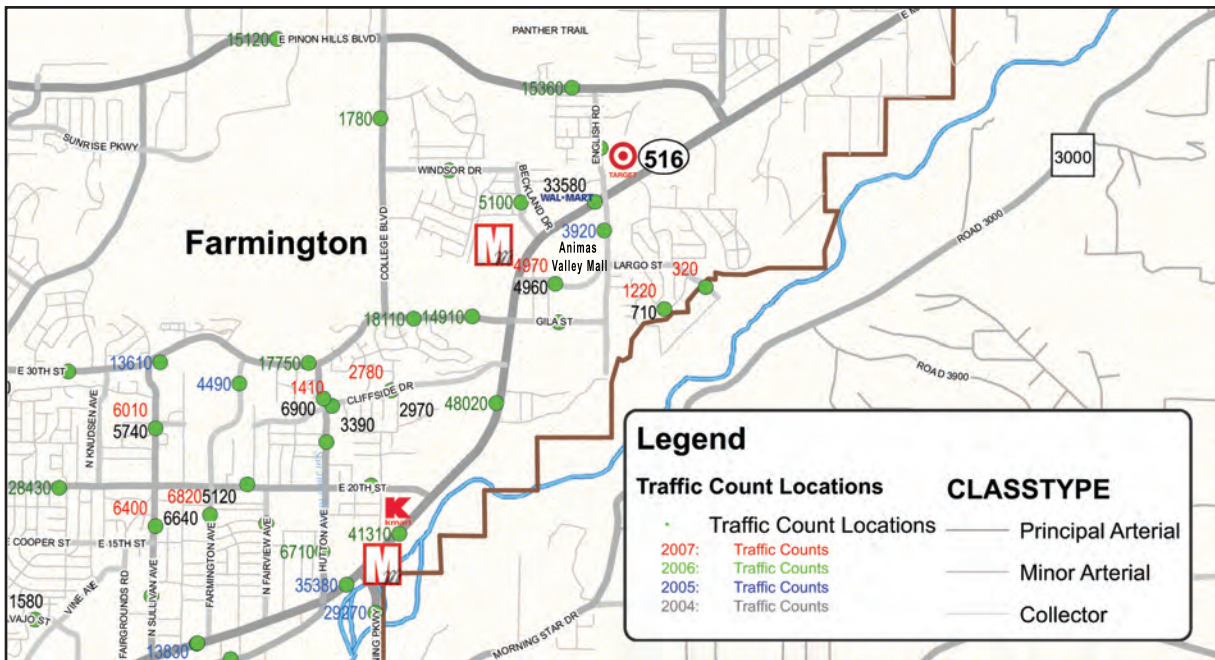
Weekly Order — \$125

Production Fees: \$25 per ad. All costs are Net.



Intersection of Main Street and Browning Parkway.

Farmington Traffic Count



Source: www.farmingtonmpo.org/trafficcounts

Over 40,000 vehicles per day.

More than 1.2 million vehicles pass by this information center each month.

2604 E. Main Street • Farmington, NM 87401 • 505-516-1230





FARMINGTON

4400 East Main Street

RATE CARD

:08 SECOND AD

DAY	TIME	PROGRAM	RATE
M-F	5am-10am	Weekday AM	.50
M-F	10am-4pm	Weekday Daytime	.75
M-F	4pm-7pm	Weekday Prime	1.00
M-F	7pm-1am	Weekday Late	.35
Sat.	5 am-7pm	Saturday	.75
Sat.	7pm-1am	Saturday Late	.35
Sun.	5am-12am	Sunday	.35

Minimum Monthly Order — \$350

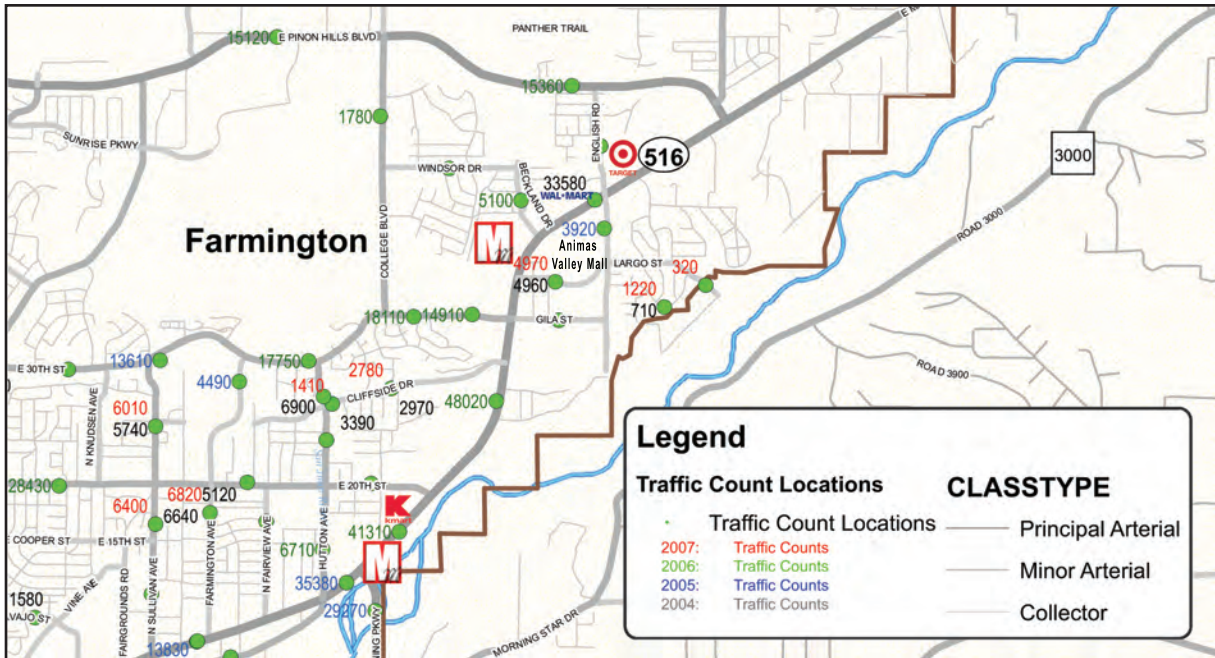
Weekly Order — \$175

Production Fees: \$25 per ad. All costs are Net.



Across from the Animas Valley Mall, Sams Club & WalMart.

Farmington Traffic Count



Source: www.farmingtonmpo.org/trafficcounts

Over 48,000 vehicles per day.

More than 1.5 million vehicles pass by this information center each month.

2604 E. Main Street • Farmington, NM 87401 • 505-516-1230





KIRTLAND

CR 6400

RATE CARD

:08 SECOND AD			
DAY	TIME	PROGRAM	RATE
M-F	5am-10am	Weekday AM	.75
M-F	10am-4pm	Weekday Daytime	.50
M-F	4pm-7pm	Weekday Prime	.75
M-F	7pm-1am	Weekday Late	.35
Sat.	5 am-7pm	Saturday	.75
Sat.	7pm-1am	Saturday Late	.35
Sun.	5am-12am	Sunday	.35

Minimum Monthly Order — \$350

Weekly Order — \$175

Production Fees: \$25 per ad. All costs are Net.



Intersection of Hwy. 64 and CR 6400.

Kirtland Traffic Count



Over 25,000 vehicles per day.

More than 750,000 vehicles pass by this information center each month.

2604 E. Main Street • Farmington, NM 87401 • 505-516-1230





DIGITAL GUIDELINES & SPECS

Simplicity is the key to creating great outdoor digital design.

Production Requirements

File Type
Jpg or png

Color
RGB

Art Pixel Dimensions

Animas Valley Mall
960x720

2937 E. Main Sign
176x128

4400 E. Main Sign
432x240

Kirtland & Las Cruces Signs
336x160

Make the Text Large

Outdoor designs should be simple, clear and easy to read. Digital Billboards should be legible from 300 feet away.

Use Bold, Non-Serif Fonts

Always use large, legible typefaces. Thin lines optically fade or breakup and very large fonts blur together at far distances. Avoid decorative, italic, or serif fonts. When designing for digital outdoor, we recommend adding a thin dark stroke around the text to separate it from the background

Works

Doesn't Work

Works

Doesn't Work

Stick to One Message or Idea

Simplify. Have one think that you want your audience to do or to recognize.

Avoid White Backgrounds

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

Use Bright, Bold Colors

Use only RGB color files for digital displays. Stick with fully saturated hues. Constrasting color combinations work best for viewing outdoor designs at far distances.

Pick your image wisely

Take a small object and make it large, rather than a large object small. Avoid using landscapes or complex scenes. We recommend 3 visual elements: 1 image, 1 logo, 1 headline.

Forget about white space

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

Short and Sweet

Use no more than ten words total on the entire billboard — and that includes the logo/product tageline. Keep the words short for faster comprehension.





TODAY'S MARKETPLACE

ADVERTISER:

"I know I am wasting half the advertising dollars I am spending; I am just not sure which half!"

Consumers now have unprecedented control over the media and advertising they are exposed to.

TELEVISION

Approximately **50%** of the Households in the Four Corners subscribe to Direct Broadcast Satellite and do not receive local television or cable ads.

Approximately **90%** of Households in Apache North County subscribe to Direct Broadcast Satellite (Navajo Reservation).^{*3}

- Local television has lost **60%** of its viewers in the last five years due to Satellite penetration and programming changes. Local television will lose more in 2009 in the conversion to HDTV and the loss of analog translators.

TRADITIONAL ADVERTISING NEEDS REVISITED?

RADIO

The impact of local radio advertising will continue to decline due to the explosion of new technologies like Satellite Radio, I-Pods and Mp3 phones.

71% of radio listeners say they often/sometimes switch radio stations during commercials.^{*4}

NEWSPAPER

Circulation has been declining over the past 47 years at about 1% per year to reach 50% penetration today. Newspaper is now viewed as the least essential medium in a person's life.^{*5}

Traditional advertising has impact, but why spend the same for less?

Now is the time to reach out to local customers with new and other proven advertising mediums!

^{*3} TVB DMA report November 2007

^{*4} 2004/2005 Gallup poll of media usage & consumer behavior

^{*5} Audit Bureau of Circulations data 2005