

MADRID 2.0

ROADSIDE SERVICE AREA

Digital Display and Activation Proposal

Optima Marketing

DIGITAL WAVE

UNE DIVISION D'OPTIMA


IMMOSTAR



For over 50 years, **Madrid** has occupied a special place in the imagination of people travelling between Montreal and Quebec City on Highway 20 near Drummondville.

Renowned for its dinosaurs, it formerly also had huge “monster trucks” eclectically strewn across the property so as to increase visibility from the highway.

1956



2016

QUÉBEC'S BUSIEST REST AREA

In 2016, Optima Marketing signed an agreement with Immostar giving rights to their subsidiary, Digital Wave, to manage the advertising of the *Madrid 2.0* rest area.

Founded in 1998, Optima Marketing is an agency specializing in business intelligence that provides clients with highly customized marketing services that contribute directly to their success.

2011

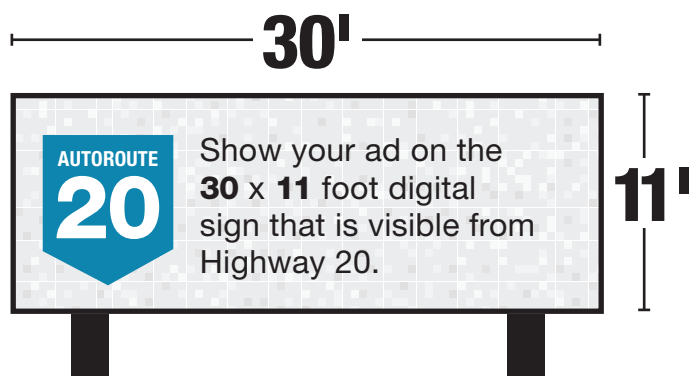
In 2011, **Le Madrid** restaurant was sold to the Immostar de Québec real estate group and June 2012 saw the inauguration of the new *Madrid 2.0* rest area.



DIGITAL SIGNAGE (ANNUAL CONTRACT):

In an era where consumers are continually bombarded with advertising, digital signs are a refreshing and effective way to stand out from the competition. Because of their dynamic nature and large format, they're practically impossible to ignore. Digital signs are particularly great for brands looking to increase their visibility and brand awareness.

DISPLAY YOUR AD TODAY



CHEAPER

Displaying on our tower is more affordable than most other places.

There are a total of

12

ADS CYCLED AT A RATE OF 1 EVERY 5 SECONDS

FOR
A TOTAL
OF

2880

DISPLAYS PER DAY
(VIEWED ON BOTH SIDES OF THE BILLBOARD)

You can change the visual of your ad at any time.



STILL NOT CONVINCED?

75 %
of motorists recall seeing digital signs in the past month

and

60 %
recall seeing one in the last week. **

77 %
of motorists say that digital billboards attract the most attention

and

46 %
say they attract more attention than television ads. **

** Source: OOH

WHY CHOOSE MADRID?

Madrid's signage benefits from exceptional visibility due to its strategic location on Highway 20, and receives a greater degree of attention from motorists who are familiar with the locale and often stop at this busy roadside service area. Furthermore, there are very few billboards on this stretch of Highway 20.



12,045,000
VEHICLES PER YEAR *



33,000

CARS / DAY (FLOW RATE) *



3,500

VISITORS / DAY *



11,000,000

LITERS OF GASOLINE / YEAR *

* Source: MTQ Atlas des transports, September 2014

MOBILE UNITS (THURSDAY TO SUNDAY)

Reserved parking spaces** are located near the entrance of McDonald's where you can install your mobile unit and create an up close and more intimate connection with visitors.

Reserving these spaces for the mobile unit also gives you the opportunity to display on the digital sign during activation.

OPTIONAL:

Whether it's for a display ad or an activation, our team of qualified designers can help you create and implement your concept, so you maximize your impact while optimizing the effectiveness of your campaign.

**With access to a power supply.





“PREMIUM” WEEKENDS

New Year's Day
Easter
Mother's Day
Father's Day
National Holiday
of Quebec

Canada Day
Construction
Holidays
Labour Day
Thanksgiving
Christmas

DIGITAL BILLBOARD (TECHNICAL INFORMATION)

1. Sign:

The size of the ad provided must be 896 x 336 pixels, in JPG format, and preferably on a white background.

2. Activation Area:

The dimensions of the activation area are 18 x 9 feet. More space can be provided upon request.

CONTACT US!

For more information:
ventes@digital-wave.ca
1-877-978-9977 ext. 277

optimarketing.com
lemadrid.ca

