

USE YOUR OUTSIDE VOICE

Digital Billboard Advertising



The Digital Visitor Information Kiosk network has been established by Yarra Ranges Tourism as an Australian first in touch screen technology to attract visitors to do more and see more when in the Yarra Valley and Dandenong Ranges. They provide a high impact and engaging visual format to strengthen your brand, product, business or event.

WHAT YOU GET

Distribution across 27 different high traffic visitor locations in streetscape and business locations that experience some of the highest patronage of venues across the region.

Your advertisement will be on screen for 15 seconds and rotate through every 90 seconds.



EYES YOU REACH

Awareness

Eyes - People within 80m sight lines of the Kiosks

 **310,000** p/mth

Consideration

People within 10m of the Kiosks

 **115,000** p/mth

Conversion

Touch Interactions with the Kiosks who stayed longer than 5 minutes

 **14,000** p/mth

*Figures based on WiFi tracker averages over a twelve-month period across the advertising network.



Full Screen Ad
Shows for 15
seconds once every
90 seconds

THE INVESTMENT

\$1500 per month per advertisement + GST

Artwork is to be supplied 1080 x 1920 pixels and 150 dpi to design@yarraranges tourism.com.au. All Screens also support video content, and some also broadcast sound. Advertisements will go live upon payment of the invoice.

Yarra Ranges Tourism can also create your artwork call 8739 8000 to discuss your needs.

THE NETWORK

Your Advertisement will feature across these locations

