

# NITROCAD

## FULL SCREEN ADVERTISING CAPTURING YOUR AUDIENCE



An essential Hub of any local community, NitroFlex Gym is a busy, engaging environment with over **2000** active members consisting of local people

### ***The Perfect Solution for Local Business Advertising***

#### ***Why Digital Signage?***

Digital advertising offers business owners an edge over their competitors. There are many different benefits digital signage will have on your business, which can help you become more successful within your industry...

**Call for more info: 908 879 1006**



# NITROCAD

## *The Perfect Solution for Local Business Advertising*



## *What are the benefits of Digital Signage?*

1. Can increase your company's visibility, attracts attention and a great way to engage customers
2. Eliminate the cost and waiting time compared to printing. Content can be updated any time, and almost immediately
3. Can deliver critical, relevant information more efficiently
4. Potential clients are more likely to pay attention if you are displaying promotions, information or news
5. The ability to show and change relevant information depending on when is best for you
6. Attracts attention better than static signs and is less expensive than traditional signage

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

|                            |                                      |
|----------------------------|--------------------------------------|
| <b>Digital Signage 63%</b> | <b>63%</b><br><b>Digital Signage</b> |
| <b>Billboard 58%</b>       |                                      |
| <b>Magazine 57%</b>        |                                      |
| <b>TV 56%</b>              |                                      |
| <b>Internet 47%</b>        |                                      |
| <b>Newspaper 40%</b>       |                                      |
| <b>Radio 37%</b>           |                                      |
| <b>Mobile Phone 10%</b>    |                                      |

## Chester Population Figures

### Chester Population

- Total: 7,838
- Density: 267.5/sq mi
- % Female: 50.4% • % Male: 49.6%
- Median Age: 40
- Chester Median Income per family: \$133,586**

## **FULL SCREEN ADVERTISING CAPTURING YOUR AUDIENCE**

An Average 15 second advert running alongside 30 local businesses will give you over 512 impressions viewable on 4 TV screens a day. Thats 3,584 possible impressions per week per advert. Monthly thats over 14,000 !!!

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