

Advertising

On our 25 TV
Network

BRIGHTSIDE
NETWORK



STRATHROY MIDDLESEX GENERAL

THE NEED IS
real
SMGH Foundation
Strathroy Middlesex General Hospital

Strathroy
Hospital

Get Noticed & Support the SMGH Foundation



WHAT DO YOUR FUNDS SUPPORT?

All advertising revenue goes directly to improving patient care and upgrading life-saving medical equipment at SMGH.

Strathroy Hospital is in Immediate Need of

2X Therapy Bed - ICU \$53k

2X Bariatric Stretcher \$11k

1X Ophthalmology Stretcher

1X Ergonomic Ultrasound Stretcher \$12k

3X IV Pumps \$13k

2X Vital Signs Monitors 17k



SMGH Foundation has partnered up with Brightside Network to help them achieve their Goals

Connect with BrightSide Network Today



289-207-2664



sales@brightsideon.com



BrightSideON.com

BRIGHTSIDE
NETWORK



Benefits

To YOUR Business/Organization

- + Your digital advertisement(s) will be viewed by over **300,000** SMGH visitors, patients and staff annually.
- + Your ad will reach a captive audience with a **lengthy dwell time**, which leads to high retention rates.
- + 25 TV's to Maximize your visibility to better connect with the community and prospects.
- + Digital advertisements can be **updated** as required.



Consumers are

10X

More likely to observe dynamic, digital media signage!



Choose Your Monthly Advertising Plan

REACH // \$175

- ✓ Advertisement will Run In Designated AD ZONE
- ✓ 30 Second AD
- ✓ AD Runs approx 4 Times / Hour
- ✓ AD Runs on All 25TVs

REACH PLUS // \$400

All The Benefits of **REACH Plan**



- ✓ Advertisement will Run on FULL TV SCREEN
- ✓ 30 Second AD
- ✓ AD Runs approx 2 Times / Hour in full screen mode



Creative Design Specs

AD Zone - Design at 701x1080

Full Screen Zone - Design at 1219 x 659

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DETAILS

REACH // \$175

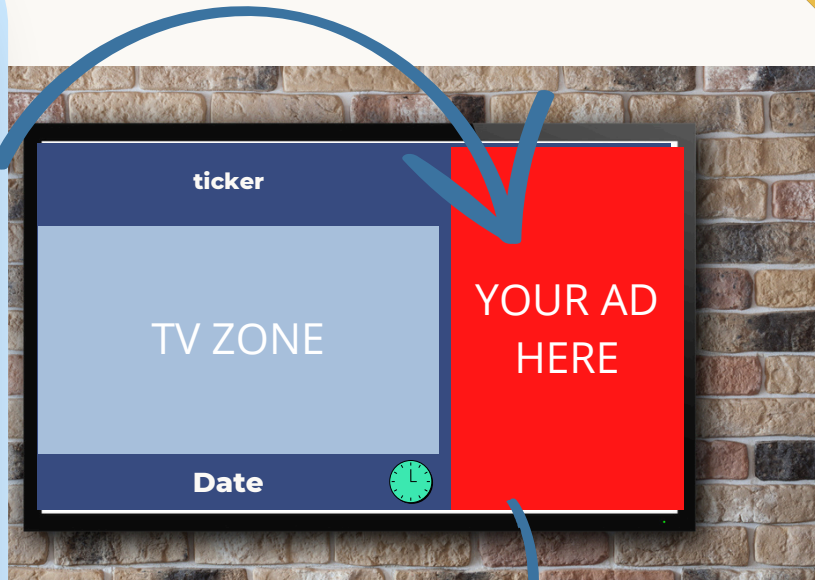
Reach monthly Plan allows for your Static Adverts to Run in the Designated AD Zone .

- ✓ Your Ad Runs for 30sec
- ✓ Change your AD as you like or require
- ✓ AD Runs approx. 4 Times / Hour
- ✓ AD Runs on All 25-TVs



For Extra Exposure
Purchase Additional
"Reach" Package(s)

“Hospital waiting rooms and elevators are a distraction-free environment where customers actively seek ways to pass the time.”



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DETAILS

**REACH
PLUS** // **\$400**

Reach PLUS Monthly Plan includes all the benefits of the **Reach** plan plus...

- ✓ Advert will be viewed on the full TV area
- ✓ 30 Second AD
- ✓ AD Runs 2 Times / Hour
- ✓ AD Runs on All 25 TVs

“Customers are 10 times more likely to observe dynamic, digital signage media, than static presentations.”



GET IN TOUCH WITH US



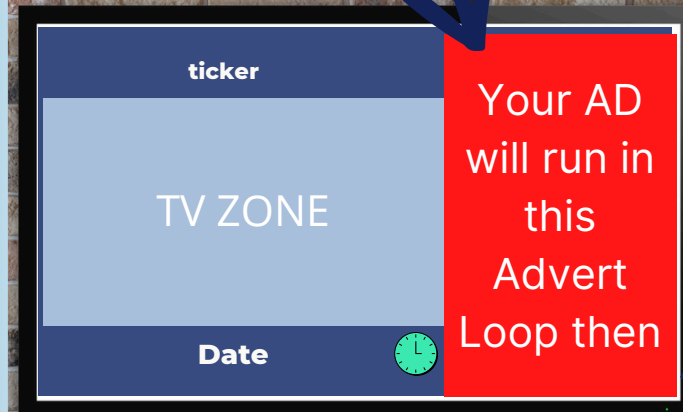
289-207-2664



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OVER-RIDE

Your 30 second Advertisement Disrupts The TV Programming and Your AD will be seen on the Full Screen on all 25 TVs in the Hospital

