



Be Seen | Be Heard | Be Talked About

# MEDIA KIT

Indoor/Outdoor

51 Knutsford Boulevard, Kingston 5





## WHO ARE WE?

**IML** is Jamaica's **largest** Indoor Digital Advertising Network which reaches over **1+ million viewers** monthly, based on impressions. In addition, IML recently launched its newest digital asset with a (36') high-definition Outdoor video board in the heart of Jamaica's financial and entertainment district, Knutsford Blvd.; targeting approximately **500,000 viewers monthly**.

- ✓ IML's Network loops every 8 minutes
- ✓ Adverts are aired 8 times per hour approx.
- ✓ Adverts are aired 64 times within an 8 hour work day approx.
- ✓ Adverts are aired 1408 times within a month approx.



# WHY DIGITAL ADVERTISING (DOOH)?

In today's rapidly moving world, connecting with consumers on the go is essential, and digital out-of-home (DOOH) advertising is the ideal solution.

IML uses strategically placed dynamic digital screens in high-traffic areas to deliver compelling advertising that captures the attention of audiences while they are on the move.



## Audience

OOH media can be targeted by market and demographic, allowing brands to pinpoint accurately who they need to reach, then reach them consistently.



## Location

As location infiltrates all media formats, OOH remains the most Established location-based expert. OOH's targeted locations allow Brands to maximize on the recency of messaging – prompting Consumer Purchases in that moment. Location is considered the best indicator of consumer intent.



## Viewability

OOH is 100% viewable. Our inventory reaches consumers in the real world and is never susceptible to ad blocking. Ensure your brand's story is seen in an impactful way.



# INDOOR LOCATIONS

Organization	Locations
Western Union (1)	Manor Park
General Foods (1)	Ocho Rios
Hi-Lo Supermarket (4)	Pavillion Centre (Half Way Tree), Barbican, Cross Roads, Manor Park
Tastee (9)	Stony Hill, Patrick City, Knutsford Blvd. (New Kingston), Papine, Portmore, Spanish Town (Burke Road), Barnett St. (Montego Bay), Cross Roads, Half Way Tree
Sugar and Spice (3)	Red Hills Road, Liguanea, Barbican
Kingston Wharves (1)	Kingport Building (Newport West)
Southern Regional Health Authority (1)	Mandeville

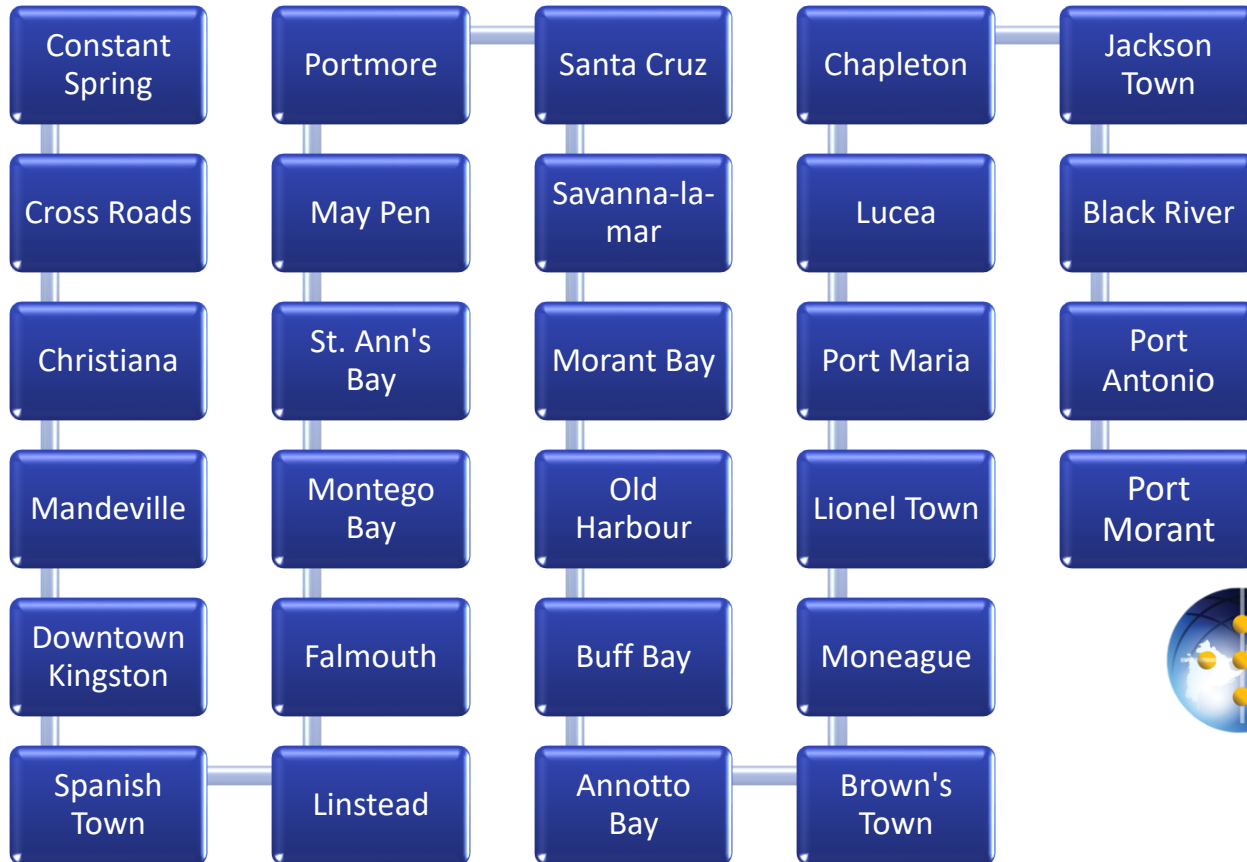
## PRICING

Single Rates	
Duration	Cost (per month)
1 Month	\$12,500.00
3 Months	\$11,000.00
6 Months	\$10,000.00
12 Months	\$9,000.00
SELECT 10 Package Rates	
Duration	Cost (per month)
1 Month	\$100,000.00
3 Months	\$90,000.00
6 Months	\$85,000.00
12 Months	\$75,000.00
SELECT 20 Package Rates	
Duration	Cost (per month)
1 Month	\$180,000.00
3 Months	\$160,000.00
6 Months	\$150,000.00
12 Months	\$130,000.00

\*Prices are subject to G.C.T.

# TAX OFFICE LOCATIONS

28 LOCATIONS ISLAND-WIDE



**Tax Administration Jamaica**  
Working together to serve you EVEN better

## PRICING

### Single Rates

Duration	Cost (per month)
1 Month	\$15,000.00
3 Months	\$13,500.00
6 Months	\$12,500.00
12 Months	\$11,500.00

### SELECT 10 Package Rates

Duration	Cost (per month)
1 Month	\$120,000.00
3 Months	\$95,000.00
6 Months	\$90,000.00
12 Months	\$85,000.00

### SELECT 20 Package Rates

Duration	Cost (per month)
1 Month	\$190,000.00
3 Months	\$170,000.00
6 Months	\$160,000.00
12 Months	\$140,000.00

### SELECT ALL (28) Package Rates

Duration	Cost (per month)
1 Month	\$210,000.00
3 Months	\$190,000.00
6 Months	\$185,000.00
12 Months	\$170,000.00

\*Prices are subject to G.C.T.



# OUTDOOR LOCATION

**Atop Starbucks New Kingston**

Anbell Bldg., 51 Knutsford Boulevard (corner of Barbados Avenue/Knutsford Boulevard)

Outdoor Location Rates	
Duration	Cost (per month)
1 Month	\$110,000.00
3 Months	\$100,000.00
6 Months	\$95,000.00
12 Months	\$90,000.00

\*Prices are subject to G.C.T.



# ARTWORK REQUIREMENTS

## Video AD

- ✓ Time:
  - ✓ Indoor: 15 seconds
  - ✓ Outdoor: 10 seconds
- ✓ Resolution: 1280 x 720 OR 1920 x 1080
- ✓ Dimensions: 16:9
- ✓ Format: .mp4

## Static Image

- ✓ Time:
  - ✓ Indoor: 15 seconds
  - ✓ Outdoor: 10 seconds
- ✓ Resolution: 1280 x 720 OR 1920 x 1080
- ✓ Formats: .jpeg or .png
- ✓ Colour Mode: RGB
- ✓ All images must be embedded; no links
- ✓ All static images must be at least 96 dpi

# OUR PARTNERS





**CONTACT US TODAY!**



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