

# EXCLUSIVE LOCAL AND NATIONAL ADVERTISING/SPONSORSHIPS OPPORTUNITY

## 2015 NETWORK ADVERTISING/SPONSOR RATES



AMBIENT & INTERACTIVE

# Who is OpConnect

- Market leader in digital advertising built around electric vehicle charging



- Specialize in targeting the hard to reach “on the go” consumer by cost effectively building your brand
- Provide measurement of your brand building activities

- Growing network of electric vehicle charging stations
- Offer flexibility to create regional or local media solution



# Network Overview

## OVERVIEW

- 128 station screens nationwide
- All interactive touchscreen
- Video capable
- High traffic Mall Garage location
- High traffic parking lots
- Data & Video capture
- Mobile Media Capable



## NATIONAL REACH

- 10,000 monthly ad impressions/per screen
- 1.28 million monthly ad impressions across the network
- 8-15 second ad intervals
- 10 client limit per screen for optimal exposure
- Central programming, deployment and tracking
- More than 3,000 regular users



## PDX/VANCOUVER DMA

- 12 locations | 20 screens
- 10 client limit
- 200 Ad slots available
- 200,000 ad impressions per client



# EV Driver Profile & Station Locations

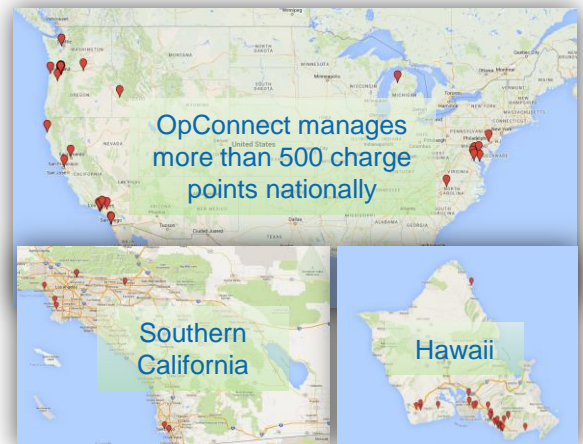
## EV CHARGER USER DEMOGRAPHICS

- \$110k+ income (twice U.S. avg.)
- 77% have a 4-year degree or higher
- Early Adopters
- Spend 30-50 minutes longer at a business while charging



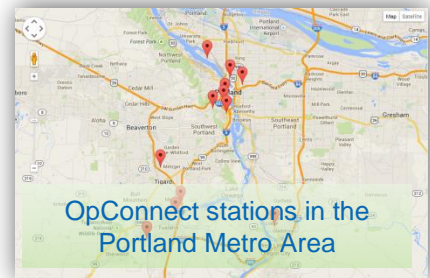
## NATIONAL REACH

- OR, WA, CA, HI, NC, MD, VA, ID, MI, PA, DC
- Portland, Honolulu, San Diego, Los Angeles, Coronado, Winston-Salem, Washington D.C.



## PDX/VANCOUVER DMA

- Bridgeport Village Mall
- Washington Square Mall
- Fox Tower (downtown PDX retail)
- Courtyard by Marriott (Bridgeport)
- Tebo's (Clackamas Town Center)
- DoubleTree Hotel (Lloyd Center)
- Roth's Grocery





# EvStructure Connects for Sales

## VIDEO ADVERTISING BUILDS THEIR BRAND

- 76% of mall customers recalled seeing the video ad
- 88% of customers indicated they liked the ad
- 51% reported that they would mention the video ad to a friend or relative
- 42% indicated that the video would increase the likelihood of purchasing

An advertisement for the EcoReco M3 e-Scooter. The image shows a black e-scooter with red wheels parked on a concrete surface in front of a building with white horizontal siding. A dark grey text box on the right side of the scooter contains the text: "EcoReco M3 e-Scooter", "State-of-Art", "Last Mile", and "Electric Vehicle". At the top of the image, the website "EcoRecoScooter.com" is displayed. At the bottom, a green banner contains the text "500 MILES ON \$1" and "UP TO 23 MPH". Below the banner, the EcoReco logo is shown with the tagline "PERSONAL MOBILITY REDEFINED", followed by the phone number "808.352.3044".

EcoRecoScooter.com

EcoReco  
M3 e-Scooter  
State-of-Art  
Last Mile  
Electric Vehicle

500 MILES ON \$1  
UP TO 23 MPH

 **ecoreco**  
PERSONAL MOBILITY REDEFINED


**808.352.3044**

## 15% LIFT IN PRODUCT SALES

## AFTER RUNNING VIDEO ADVERTISING ON OPCONNECT SCREENS

# Enterprise CarShare LAUNCH

INTRODUCING




Hourly rentals

Includes fuel

24/7 access

Reserve on the go

Includes protection



**\$0 to Join & \$5/hr rates\***

Join at: [EnterpriseCarShare.com/honolulu](http://EnterpriseCarShare.com/honolulu)

\*Offer expires 3/31/15 for our Keep It Simple driving plan for rentals in Honolulu, HI. Offer is valid for new applicants only, includes waived application fee and waived first-year annual membership fee and \$5 rates, valid 7 days a week on Economy and Standard vehicles, \$7 rates on Specialty vehicles, and \$9 rates on Cargo Vans/Trucks through 4/30/15. Offer cannot be applied to previous rentals, balances owed or fees charged. Offer has no actual cash or surrender value. Must meet Enterprise CarShare membership qualifications. Restrictions, taxes, and fees may apply. © 2014 Enterprise CarShare F02893\_768x1155



# Funlocity uses discount codes for **CALL TO ACTION**

find your adventure!

 **funlocity.com**



USE CODE **EV1** TO SAVE NOW ON  
YOUR FUNLOCITY.COM ADVENTURE

**DIFFERENT CODES CAN BE USED AT  
DIFFERENT LOCATIONS TO TRACK LIFT  
RESULTS LOCATION**

# Sponsor Packages

National Network Sponsor | 1-5 slots available  
Monthly/Quarterly/Annual/DMA Terms (discounts available)



- 128 screens nationwide
- All size screens included
- Swipe transaction screen option
- Static display ads/touch capable
- All screen rotating banner
- Client content provided
- Custom content option
- Email banner and sponsor text
- Mobile options available
- Member card logo
- Auto inclusion in all future stations with year-paid contract
- First renewal rights
- News feed option available



- Video content across the network
- Plus all of the above



# Sponsor Packages

Local Sponsor | 1-5 slots available | 12 Locations | 20 Screens  
Quarterly/Annual Terms Only (discounts available)



- Up to 20 screens PDX/Vancouver/Salem
- All size screens included
- Swipe transaction screen option
- Static display ads/touch capable
- All screen rotating banner
- Client content provided
- Email banner and sponsor text
- Mobile card logo
- Auto inclusion in all future stations with year-paid contract
- First renewal rights
- News feed option available

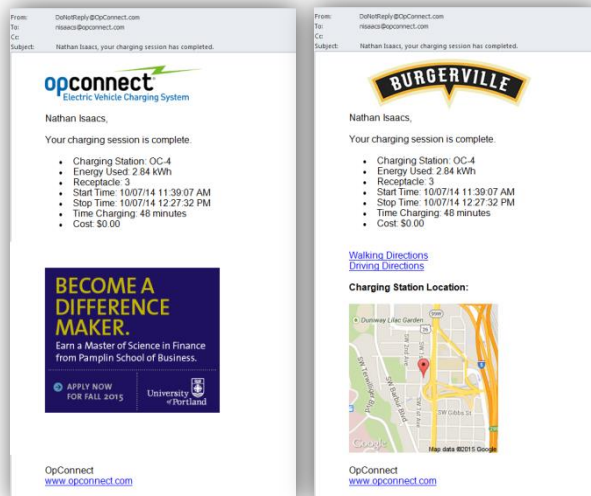


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# Custom Email/Text Coupon Programs

## Reach Employees/Visitors When They Charge

- Six coupons per location
- Exclusive to target location
- Exclusive to target offers
- Local or National
- Surveys included
- Local email blast
- Mobile options available
- First renewal rights
- News feed option available
- Perfect for mall, corporate or parking garage retail campaigns



Email/SMS/Mobile Coupons/Ads

(Touch/Mobile Interactive)



Video  
(Touch/Mobile Interactive)



# Ad Specifications

	Payment Transition Screen	8" Screen	15" Screen	32" Screen
Dimensions (w x h) in pixels	768x680	800x475	768x1155	768x1366
Static File Format	.png, .jpeg file format			
Video File Format	MP4 file format (h.264)			
Duration	8 seconds (standard) 15 seconds (premium)			
Frames Per Second	25 or 30 fps			
Video Data rate	≤4 Mbps (and ≤800kbps for units with 8" screens)			
Delivery Deadline	OpConnect requires all standard creative be submitted three (3) business days prior to launch date to allow testing and approval			

Ad Type	Dimensions	File Size & Format	Animation
Email/SMS/Mobile Banner	320X50	60k	Up to 3 seconds
Medium Rectangle	300x250	60k	Up to 3 seconds