TELECAST CANADA INC.

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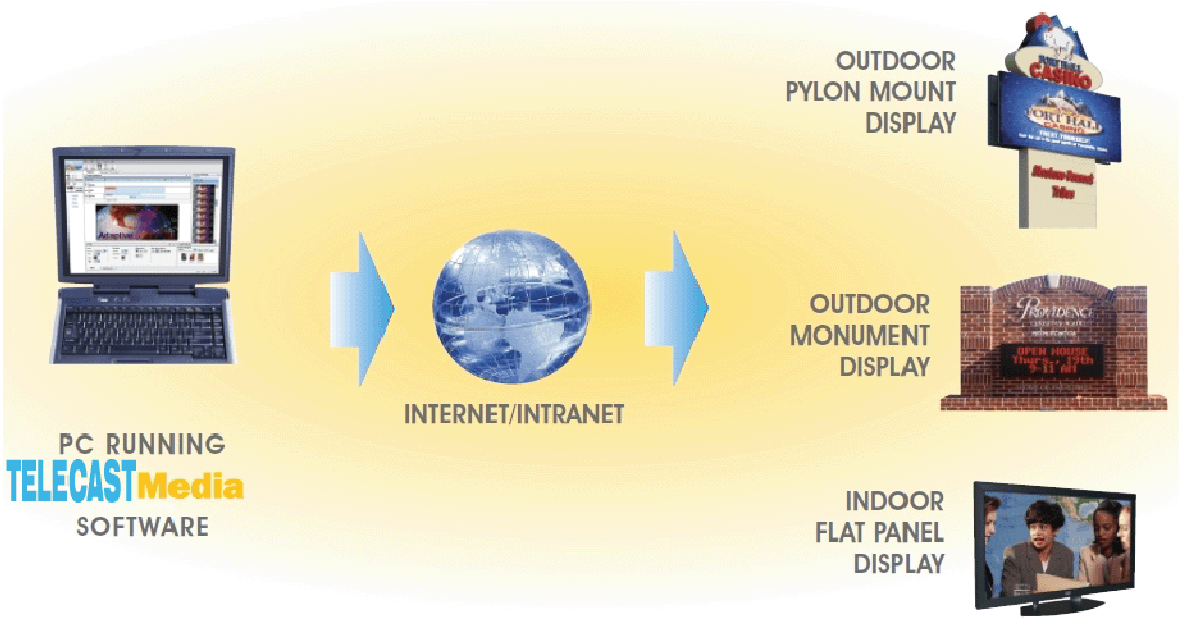

Create Your Own Digital Communication or Advertising Campaign

Why use outdoor or indoor digital signage?

Because you can deliver a message effectively and economically and be environmentally friendly!
Because you can save money, and bring in a new source of revenue from advertising!
The system pays back for itself in a very short time.
It is your most cost effective and dynamic way to effect impulse decision making at the point-of-presence.
Compared to printed media, direct mail, radio or TV... digital media at your location delivers timely, pertinent information to potential “customers”, who are walking or driving by, right NOW!

- “Consumers” are in a mindset to absorb your message; instantly you can effect their impulse decisions
- You can reach hundreds of “consumers” at a fraction of traditional media cost (CPM impressions)
- Advertising investment is this one-time – compare this to your everlasting ad budgets for traditional media
- Create your digital content and deploy it digitally – no wasted time in the placement process
- Instant impressions and promotions – 70% of the time, brand selection occurs right at the shelf or street level
- Your advertising is highly targeted, place-based, exactly where and when you need it most
- No more shotgun ad programs that cannot provide an auditable ROI
- And, a digital signage network can be used for staff training, corporate communications or local event support

Digital signage is a network of digital displays (or one display) that is centrally managed and addressable for targeted information, entertainment, merchandising and advertising. Digital signs aka: digital displays, LED digital displays, LED video-boards, electronic message centers, marquee message centers, flat panel displays (plasma & LCD), narrow-casting, out-of-home media network, advertising network, digital media advertising, in-store TV network.

CALL / FAX / TOLL FREE : 1-800-905-6572