INTERSTATE

DIGITAL

USING DIGITAL OUT-OF-HOME

Scheduling, Day-Parting

SCHEDULING

Digital Out-of-Home gives advertisers the flexibility to schedule entire campaigns at the beginning of the contract, or make real-time changes and updates based on evolving conditions and campaign goals. Advertisers can also use the **campaign override** feature to give one or more ads precedence over other pieces of media during a specific time frame.

DAY-PARTING

Day-parting allows advertisers to display relevant messages according to a specific time of day. For example, a restaurant advertiser may display breakfast items in the morning, and dinner items in the evening.

Morning

Noon

Night

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RSS / Social Media Feeds

FEEDS

An RSS (Really Simple Syndication) feed strips down webpage contents to the bare essentials; usually the main text and/or images. The images and text from website or social media accounts can then be pulled and displayed on digital bulletins in real-time.

Streaming Twitter, Facebook, Instagram, news and sports-based data feeds allows advertisers to engage with viewers in more meaningful and personal ways.
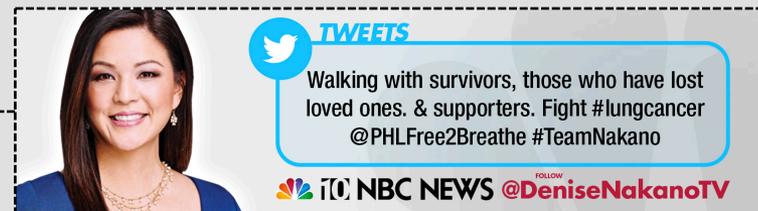
Facebook Feed

GET THE LATEST INFORMATION
461,206
FROM YOUR #1 SOURCE
10 NBC
NBCPHILADELPHIA.COM

Twitter Feed

TWEETS
Walking with survivors, those who have lost loved ones. & supporters. Fight #lungcancer @PHLFree2Breathe #TeamNakano
10 NBC NEWS @DeniseNakanoTV

News Feed

NBC 10 STORM RANGER
LIVE WEATHER FORECAST

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Conditional Content

CONDITIONAL CONTENT

Conditional content allows advertisers to take functions like time, temperature and feeds to establish certain triggers which cue very specific content. This puts the advertiser in control of how and when their messages are displayed, maximizing their impact.

For example, an advertiser can show a specific ad when the temperature is above a certain degree (or below it).

Conditional content can also be tied to a feed. For instance, if a car dealership wants to display an ad for convertibles whenever it's sunny, they can tweet a message containing that keyword - 'sunny' - and the ad will be pulled into rotation on the digital display.

Rain Trigger

PHILADELPHIA, PA // 7:15PM

38°

Cold Weather Trigger

PHILADELPHIA, PA // 4:15PM

18°

Hot Weather Trigger

PHILADELPHIA, PA // 10:15AM

98°

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DYNAMIC CONTENT

Dynamic content allows advertisers to implement functions such as countdowns, time and temperature, image boxes, or even RSS feeds, into their messaging.

With dynamic content, an ad begins with a template design, to which dynamic content is added in designated areas within the creative, to provide additional information that is updated automatically.

For example, advertisers can use a **countdown** function to promote an upcoming sale, or pull a live score **feed** for a sporting event.

Countdown
"In 4 Days"

Countdown
"Tomorrow"

Countdown
"Now Playing"

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BEST DESIGN PRACTICES

Optimizing Digital Artwork

KEEP IT BIG

Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. We recommend characters at least 12" tall.

KEEP IT COLORFUL

High color contrast is a key ingredient. Like large text, the right color combinations can make your messages more legible from a greater distance. Text and background colors should combine in a way that is pleasing to look at and lets your message be easily read.

BEST DESIGN PRACTICES

Optimizing Digital Artwork

KEEP IT SIMPLE

The first step to creating effective messages with your electronic sign is to keep the wording **short and succinct**. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea. This reads faster than trying to fit multiple offers on a message.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use **thick, heavy fonts** to increase readability. Bolding your font is an excellent way to add weight to your message.

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OUTDOOR ADVERTISING

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