

ADVERTISING OPPORTUNITIES FOR BERKELEY BUSINESSES IKE SMART CITY DIGITAL KIOSKS



Visit Berkeley leads local community content management and administrative efforts for the IKE Smart City digital kiosks throughout the City of Berkeley. The purpose is to ensure timely scheduling, planning, and distribution of local community content that promotes all Berkeley has to offer.

Paid Advertisements through IKE

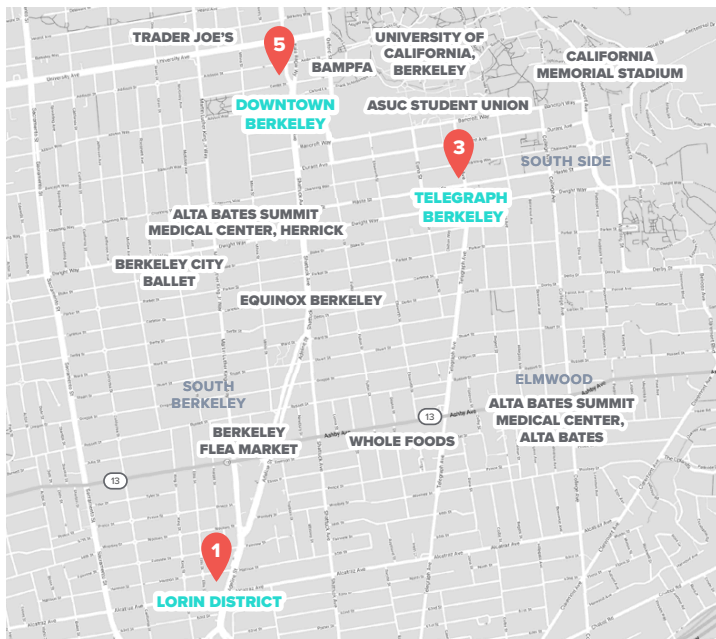
If you'd like to purchase an advertisement that rotates on the IKE kiosks, contact IKE Smart City at salesinquiry@ikesmartcity.com directly. Berkeley based businesses qualify for discounted community rates to advertise on Kiosks in the city. Advertising spots are subject to availability, timeframe, and demand, with rates subject to change.

Ad Spot Overview:

- 1 spot (one side of a kiosk) = 7.5 min per hour
- Creative must be :10 seconds (with a :10 second creative; will run approximately 45x spots an hour)
- Up to 8 advertisers in a loop on one side of a kiosk
- Creative can be full motion or static

None of the following will be accepted as artwork: (i) political advertisements or advertisements or displays designed to promote views of particular political groups or influence opinions of others on public policy issues; (ii) advertisements or displays which involve nudity, partial nudity or pornographic, lewd or sexually explicit images or services that would be offensive to generally prevailing community standards; (iii) tobacco or marijuana advertisements; (iv) content that could be deemed offensive by reasonable local community standards; or (v) advertisements or displays which condone discrimination based upon race, religion, creed, ethnicity, disability, gender, or sexual orientation.

 = kiosks in neighborhood



- Full-motion interactive digital kiosk network offering the only street-level advertising in Berkeley and reaching a high concentration of auto, bicycle, and pedestrian traffic
- Situated in the heart of Downtown Berkeley, among the street vendors of Telegraph Avenue, and in the historic Lorin District, close to Berkeley BART stations
- Home to University of California, Berkeley, offering the opportunity to reach the diverse student body of over 40,000, as well as faculty and staff filling local coffeehouses, eclectic eateries, museums, theaters, music venues, and nightspots

Artwork Specifications

Vertical Orientation: 1920px H x 1080px W

Horizontal Orientation: 1080px H x 1920px W

Resolution: 72dpi

Color Mode: RGB

Duration: 10 seconds

Static File Format: .jpg

Motion File Format: .mp4

Frame Rate: 30 fps

Codec: H264

Must submit two files, one for each of the sizes.

File Information

All motion files must be 10 seconds in duration.

The naming convention of the submitted file should include 'Go-Live date' of file, brand name, and product or tagline.

Example: 11_06_21_brandname_product.mp4

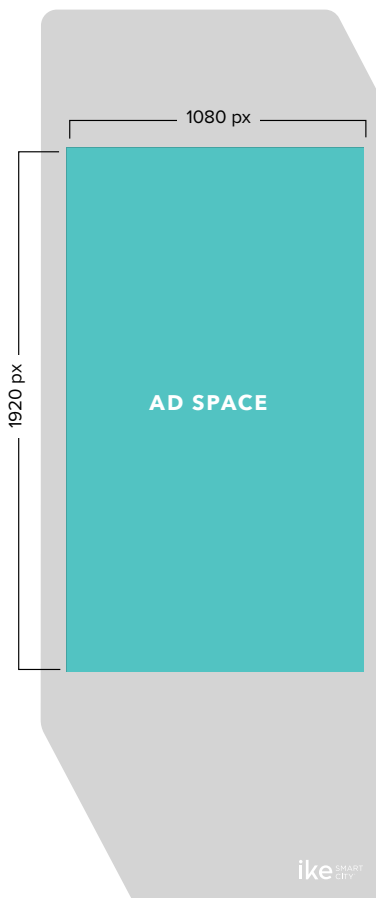
File Delivery

Final files should be delivered one week prior to contracted start date.

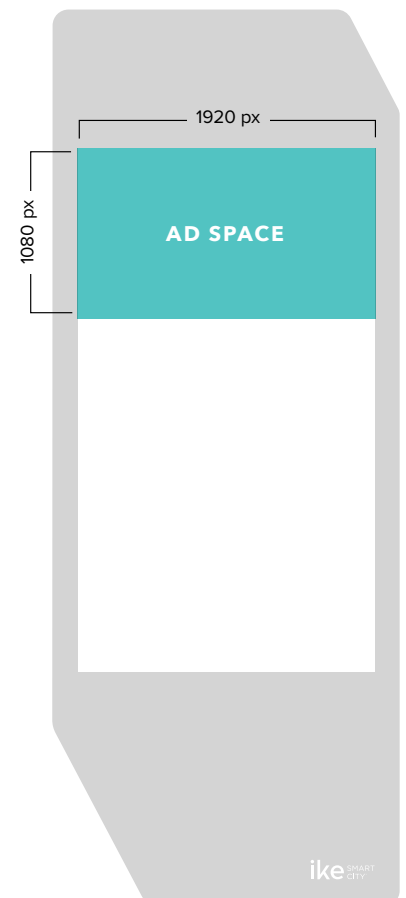
Note:

All artwork must be submitted 7 business days before contracted start date for creative approvals. IKE Smart City reserves the right to make up for any lost impressions throughout the course of the campaign. This ensures no impressions are lost due to digital outages, or any period of time where space is otherwise unavailable.

VERTICAL ORIENTATION



HORIZONTAL ORIENTATION



Note: When the digital screen goes to interactive engagement mode, the advertisement moves to the top 1/3 of the screen.