



  cityvisionindonesia
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LED Videotron vs Billboard

LED Videotron:

- No Production cost for Advertisers.
- Ad can be displayed within hours on the same day.
- Ad can be changed multiple times without any cost.

Billboard:

- Advertisers must pay for Printing.
- May take 3 – 7 days to print & install.
- Extra cost to change Ad material.



Multiple Campaign Strategy

- **AM / PM:** For example, different Ad materials for morning and night.
- **Daily/Weekly/Monthly campaign:** For example, different Ad materials for Monday to Sunday.
- **Product Showcase:** Advertisers can display multiple products or messages.
- **Social Media integration:** Tie-in with Twitter, Instagram or Facebook campaign.
- **Informative content:** Advertisers can also provide useful info for their target audience, for example Weather, Traffic, Exchange Rate etc.
- **Live feed:** Live coverage of an event, exhibition, or market branding activities.





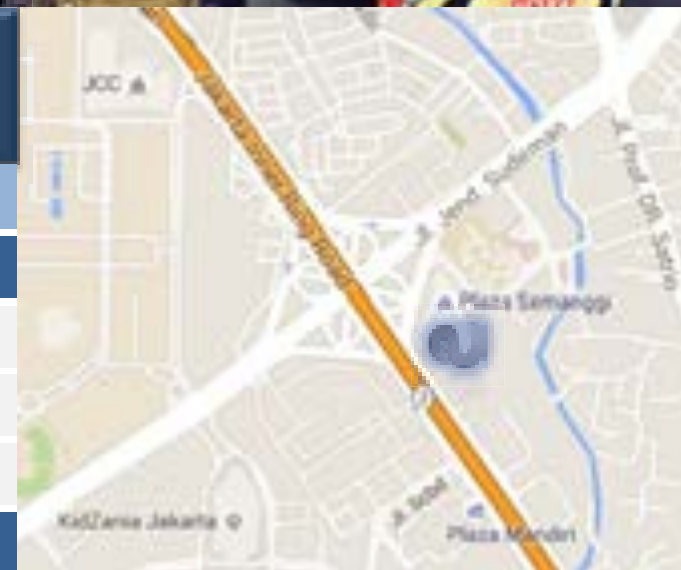
LED Gatot Subroto - Plaza Semanggi (traffic to Kuningan) : 3m x 6m

Schedule: 06.00 – 24.00, 30sec duration (480 Spots per day per Advertiser)

Average number of Vehicles passing the LED per hour

Point of Interest

Type of Vehicles	Mon – Fri	Weekend	Type	Quantity
High Class	436	421	Office Buildings	9
Middle Class	1,849	1,758	Shopping Centre	1
Public Transport	1,208	700	University	1
TOTAL	3,493	2,879		

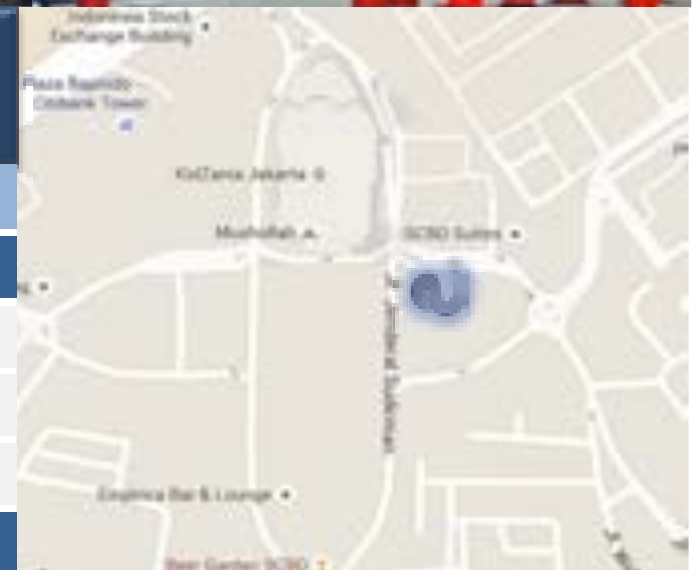




LED SCBD Electronic City (traffic to Gatot Subroto/ Senopati) : 5m x 10m

Schedule: 06.00 – 24.00, 30sec duration (480 Spots per day per Advertiser)

Average number of Vehicles passing the LED per hour			Point of Interest	
Type of Vehicles	Mon – Fri	Weekend	Type	Quantity
High Class	429	314	Office Buildings	18
Middle Class	1,523	1,094	Shopping Centre	1
Public Transport	687	458	University	0
TOTAL	2,639	1,866		





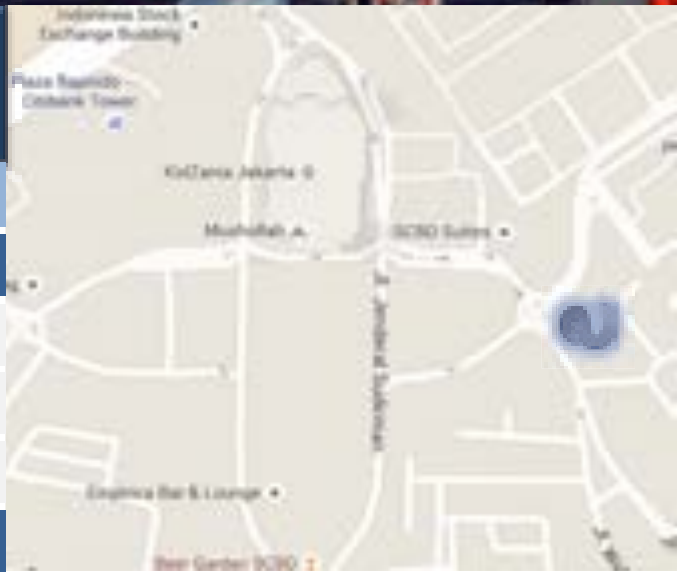
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SCBD

LED SCBD Gatsu Link (traffic to Gatot Subroto/Senopati) : 3m x 6m

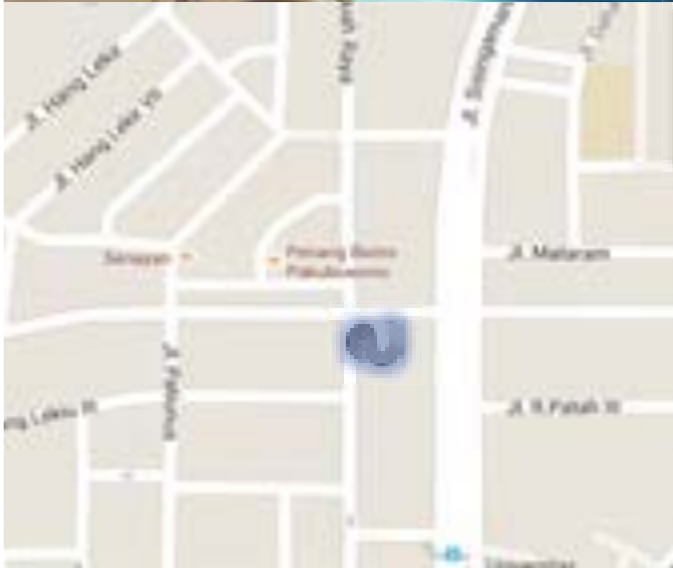
Schedule: 06.00 – 24.00, 30sec duration (540 Spots per day per Advertiser)

Average number of Vehicles passing the LED per hour			Point of Interest	
Type of Vehicles	Mon – Fri	Weekend	Type	Quantity
High Class	344	179	Office Buildings	19
Middle Class	997	399	Shopping Centre	1
Public Transport	542	175	University	1
TOTAL	1,883	753		





LED Pakubuwono – after Senayan City (traffic to BlokM) : 3m x 6m
 Schedule: 06.00 – 24.00, 30sec duration (540 Spots per day per Advertiser)



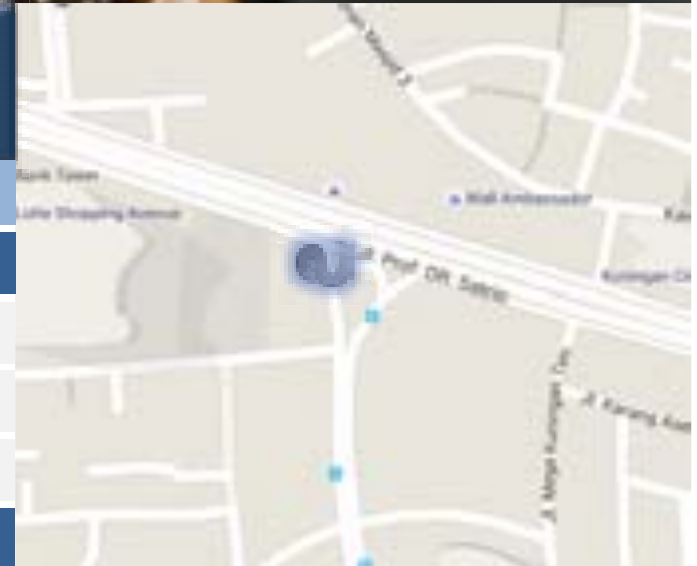
Average number of Vehicles passing the LED per hour			Point of Interest	
Type of Vehicles	Mon – Fri	Weekend	Type	Quantity
High Class	244	67	Office Buildings	12
Middle Class	1,491	296	Shopping Centre	2
Public Transport	392	104	University	3
TOTAL	2,127	467		

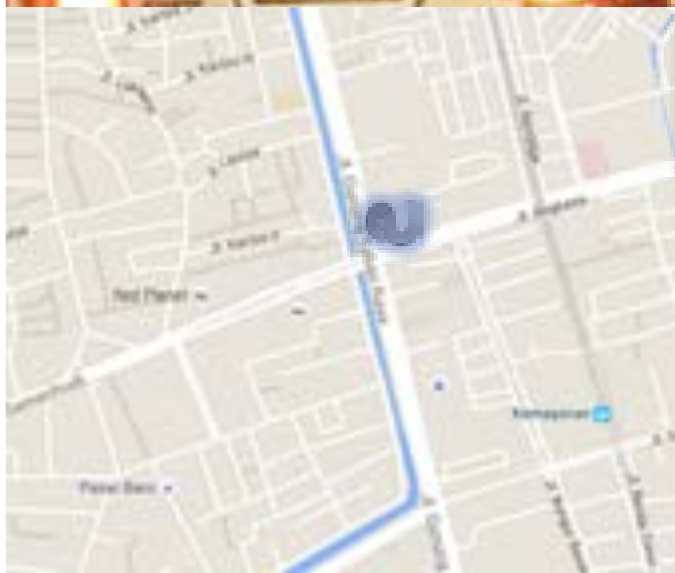


LED Mega Kuningan – Satrio (traffic to Sudirman) : 4m x 6m

Schedule: 06.00 – 24.00, 30sec duration (540 Spots per day per Advertiser)

Average number of Vehicles passing the LED per hour			Point of Interest	
Type of Vehicles	Mon – Fri	Weekend	Type	Quantity
High Class	136	60	Office Buildings	11
Middle Class	471	276	Shopping Centre	7
Public Transport	270	132	University	0
TOTAL	877	468		





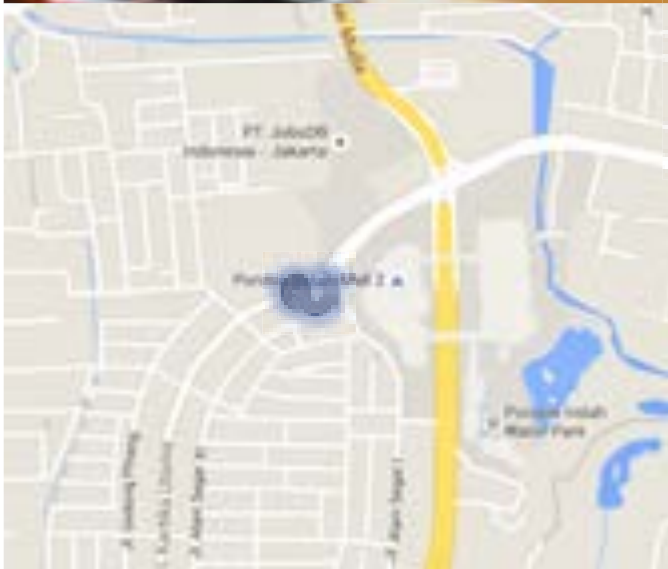
LED Gunung Sahari – Hotel Golden (traffic to Ancol) : 5m x 10m
 Schedule: 06.00 – 24.00, 30sec duration (540 Spots per day per Advertiser)

Average number of Vehicles passing the LED per hour			Point of Interest	
Type of Vehicles	Mon – Fri	Weekend	Type	Quantity
High Class	155	132	Office Buildings	12
Middle Class	1,385	1,132	Shopping Centre	1
Public Transport	738	525	University	0
TOTAL	2,278	1,789		



LED Pondok Indah – Entrance to PIM2 (traffic to Lebak Bulus) : 3m x 6m

Schedule: 06.00 – 24.00, 30sec duration (540 Spots per day per Advertiser)



Average number of Vehicles passing the LED per hour			Point of Interest	
Type of Vehicles	Mon – Fri	Weekend	Type	Quantity
High Class	172	112	Office Buildings	4
Middle Class	653	444	Shopping Centre	4
Public Transport	105	59	University	0
TOTAL	930	615		

Spread your Vision



Phone: 021 5290 5652

**Address: Menara Sudirman 25th Floor,
Jalan Jendral Sudirman Kav 60,
Jakarta Selatan 12190**