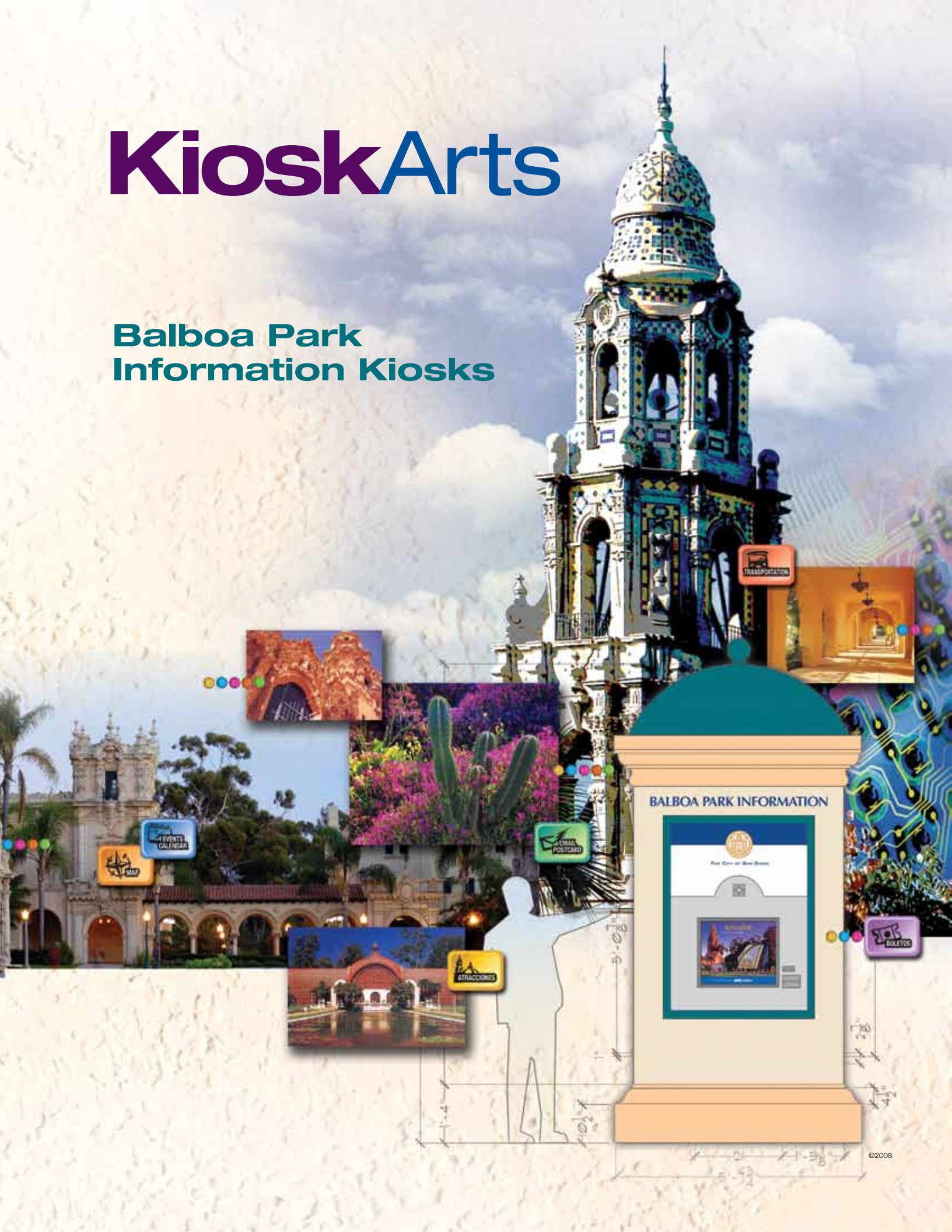


KioskArts

Balboa Park Information Kiosks



BALBOA PARK INFORMATION



A Promotional Opportunity in Balboa Park



UNIQUE ADVERTISING OPPORTUNITIES AVAILABLE ON INFORMATION KIOSKS THROUGHOUT BEAUTIFUL BALBOA PARK!

- **LARGE BILLBOARD ADVERTISING ON THE KIOSKS IS SEEN BY ALL VISITORS THAT PASS BY!**
- **DIGITAL MEDIA FOR DIRECT PROMOTION TO VISITORS USING THE INTERACTIVE TOUCHSCREEN!**
- **WE CAN CUSTOMIZE A PROMOTIONAL PACKAGE THAT FITS YOUR NEEDS... FROM MONTHLY TO ANNUAL!**
- **NON-PROFIT DISCOUNTS AVAILABLE!**

Balboa Park is a grand urban park and a nationally registered Historical District. The 1200-acre park is located in the heart of San Diego, one of America's most wired cities. The Park is San Diego's cultural jewel and home to 85 cultural-heritage organizations and institutions, including the world famous San Diego Zoo.

The Park boasts more square footage of museum space than the Smithsonian Mall in Washington D.C., is larger than Central Park in New York City and welcomes over 12 million visitors annually.

To meet the visiting public's information needs, five state-of-the-art kiosks have been placed at the busiest tram stops and areas of high pedestrian traffic throughout the Park. These visually prominent, self-service information portals offer visitors convenient wayfinding and park attraction information.

The kiosks feature a Park map, an ATM, external billboard, WiFi hot spot connectivity and an interactive touchscreen with Park information and promotional content. They provide a highly visible and uniquely focused advertising medium to millions of Park visitors every year.

On average, about 50% of Balboa Park visitors are there for the first time. The high profile kiosks offer an advertising opportunity to grab the attention of these new visitors upon their arrival.

About 1000 visitors utilize the Park's tram system each day. The kiosks are their first point of information as they disembark – and an advertiser's best opportunity to influence their decision about what to see and do while in San Diego and the Park.

On average the kiosk touch screens are utilized by about 500 visitors a day, and the external billboard signage is viewed by all who pass by – estimated to be about 10,000 a day.

Advertising Opportunities

External Billboards

Catch the visitor's attention the minute they enter the Park! The kiosks provide large format, full color, back-lit billboard advertising for maximum visibility day and night.

Billboard ads are seen by all visitors that pass by and are available in quarter panel or half panel formats for a term of 6 or 12 months.

We can accept your artwork digitally per our specifications or we can create custom artwork for you at a nominal charge.



Kiosk showing external billboard advertising in quarter panel and half panel formats.

Digital On-Screen Media

Custom ad Screens are the easiest and most affordable way to promote your business to visitors of the Park!

The ad screens provide Park institutions, as well as businesses outside the Park, an opportunity to promote their message and showcase their offerings.

Custom ad screens are designed using maximum allowable screen area and are ideal for announcing exhibitions, a special event, limited-time offerings, menu selections, or your time sensitive company message.

Ad screens are linked to ad buttons which appear on the left side of all screens. Ad screens appear on all touchscreens and are sold for a term of 3-12 months.

We can accept your artwork digitally per our specifications or we can create custom artwork for you at a nominal charge.

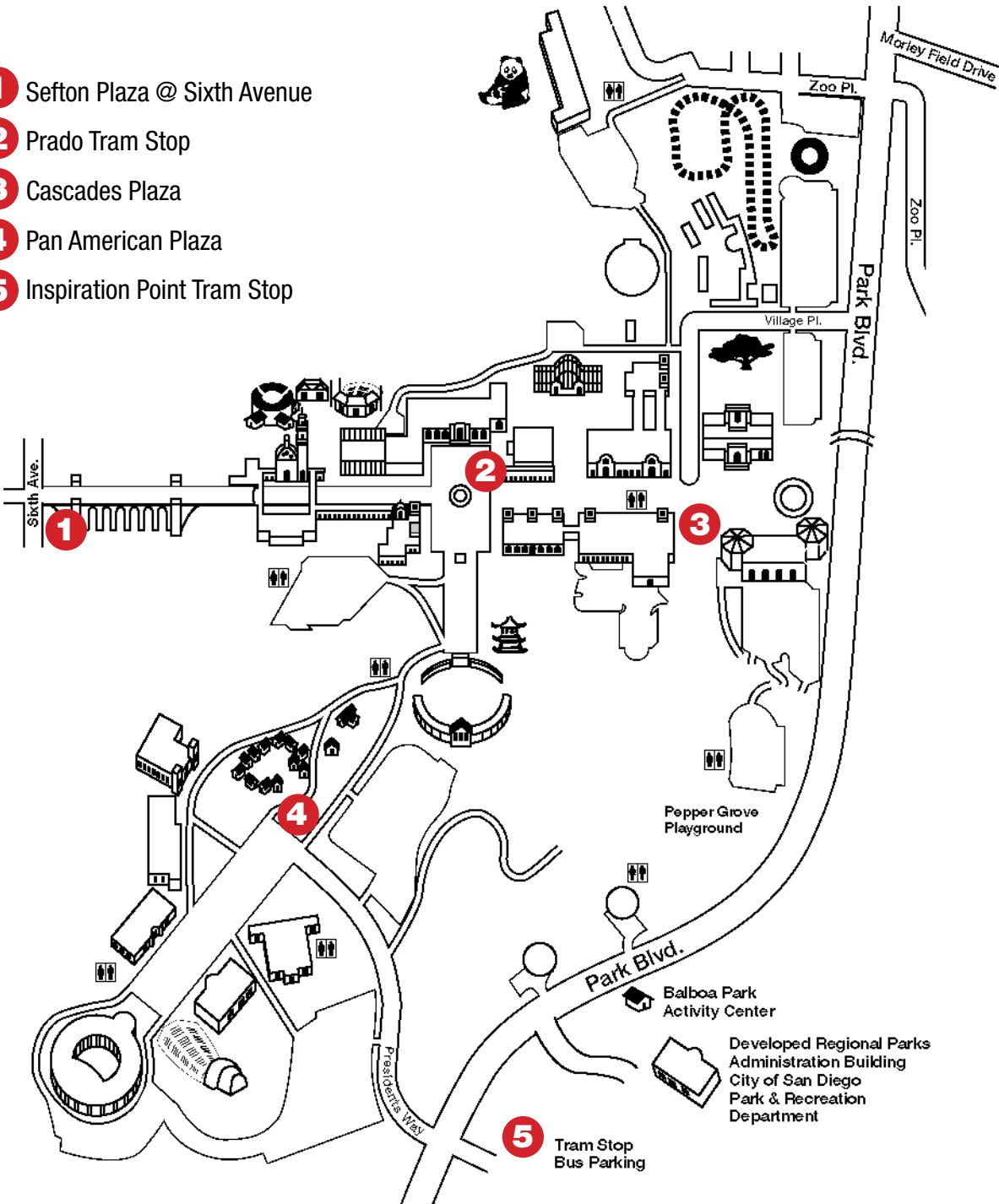


Ad screens are linked to an ad button with promotional information on your venue or offering.

Kiosk Locations Throughout the Park

The kiosk locations have been chosen to provide information and advertising in areas of the Park with heavy pedestrian traffic. The kiosks are located at 5 different places in the Park as shown on the map below.

- 1 Sefton Plaza @ Sixth Avenue
- 2 Prado Tram Stop
- 3 Cascades Plaza
- 4 Pan American Plaza
- 5 Inspiration Point Tram Stop



Rate Card

External billboards may be purchased for all kiosks or individually.
On-screen advertising appears on all kiosks.

Billboard (per kiosk)

Type/Size	3 Months	6 Months	Annual
Half Panel 36"x27"	-----	\$3000	\$6000
Quarter Panel 18"x27"	-----	\$2000	\$4000

On-Screen Media (all kiosks)

Type/Size	3 Months	6 Months	Annual
Ad Button 200 x 200 (pixels)	\$625	\$1250	\$2500
Custom Ad Screen 600 x 600 (pixels)	\$1000	\$2000	\$4000

Notes: No single advertiser may purchase more than 50% of the advertising space on any one kiosk. All advertising content requires approval by the City of San Diego Department of Park and Recreation, approval process will be coordinated by Kiosk Arts. All screen content is uploaded to the kiosks on the first Monday of every month. Kiosk Arts reserves the right to change specifications, advertising rates and placement periods as required. Mechanical specifications will be provided upon request.

KioskArts

Please direct all inquiries to:

Kiosk Arts, LLC
2311 Kettner Blvd
San Diego, CA 92101

619.234.8233
info@kioskarts.com
www.kioskarts.com

Balboa Park Institution Rate Card

External billboards may be purchased for all kiosks or individually.
On-screen advertising appears on all kiosks.

Billboard (per kiosk)

Type/Size	3 Months	6 Months	Annual
Half Panel 36"x27"	-----	\$2100	\$4200
Quarter Panel 18"x27"	-----	\$1400	\$2800

On-Screen Media (all kiosks)

Type/Size	3 Months	6 Months	Annual
Ad Button 200 x 200 (pixels)	\$450	\$900	\$1800
Custom Ad Screen 600 x 600 (pixels)	\$700	\$1400	\$2800

Notes: No single advertiser may purchase more than 50% of the advertising space on any one kiosk. All advertising content requires approval by the City of San Diego Department of Park and Recreation, approval process will be coordinated by Kiosk Arts. All screen content is uploaded to the kiosks on the first Monday of every month. Kiosk Arts reserves the right to change specifications, advertising rates and placement periods as required. Mechanical specifications will be provided upon request.

KioskArts

Please direct all inquiries to:

Kiosk Arts, LLC
2311 Kettner Blvd
San Diego, CA 92101

619.234.8233
info@kioskarts.com
www.kioskarts.com