

Digital Advertising Media

A Different Digital Signage Company - Community powered Digital Signage



www.DigitalAdvertisingMedia.com

717-467-1010 York and Dover Area

The anatomy of the DAM screen

Random & Programmed Videos / Movies / Billboard Ads

Sponsored Ads

The screenshot shows a digital display divided into several sections. On the left is a video player showing a news broadcast with two anchors at a desk. The video player has a red bar at the bottom with the text 'BBC NEWS 11:52 THE BEST FOR PLAYERS'. To the right of the video player is a vertical sponsored advertisement for 'home:brew' featuring a calendar of events for January, including 'BELCH POP FRENZY', 'SYNOPSIS', and 'Where But Here'. Below the video player and ad is a black bar containing a red 'P' logo, the text 'Sponsorship Branding', a yellow 'Scrolling Call to Action Message', a colorful audio waveform, and the time '12:34 PM'.

Ad Type

P

Sponsorship Branding

Scrolling Call to Action Message



12:34 PM

System Branding

Call to Action Message

Streaming Radio

Local Time

DAM (Digital Advertising Media) was and is designed to create jobs, connect local communities while at the same time providing an information distribution network controlled by the people from it's conception.

All Ad Servers (Digital Signage Systems) are paid for by way of Non Profits, Businesses and Individuals as AD Sponsors. These systems are placed in the community in places like Barbershops, Salons, Stores, Restaurants, Service areas and more. There's no corporate control and the information can't be stopped.

The community shares in profits by selling ADs for each system getting a **50%** return in commission for each ad sold. Anyone can become a **Sales Rep** for any Digital Signage system located in there area with no background check, no qualification at all, but to sell and there's no hours to keep.

Locations hosting the Digital Billboards get up to **30%** of each Ad sold for their location as well as free advertisement in all systems in their area network.

The remaining **20%** goes to **DAM** for managing the Ads, the software and the network as a whole serving ads. Everyone wins with **DAM!** [Download this spreadsheet to see what if scenarios in profit and sales.](#)

DAM handles all the technical side of the Ad Servers including installation (**DFW area only**), setup, programming and ad management and creation, but locals can do this too and make more income.

My goal is to allow ANYONE that wants to work have a job that they can't be fired from, they can make their own hours and they get 50% of the profits case closed. You are the company!

Our digital billboards create jobs for anyone who wants one!

What's an Ad Sponsor?

An Ad Sponsor is a Business, Person or Organization that pays to have their name and advertisement in a Digital Billboard system for 1 full year equal to the cost of the system itself. Each system can have up to 4 sponsors. If a Sponsor does not want to share the Sponsorship of a system to break up the cost of the system.

Sponsors get up to 40 ads on the right side of the screen. This can be shared with 4 sponsors at 10 each or all 40 to one full sponsor.

Sponsors also get up to 8 (2 each) ads in the larger left side of the screen and any of these can be 3 minute Video.

Sponsor ads are shown across the Entire network of system in the in the area.

The image shows a digital billboard interface divided into two main sections. The left section displays a news broadcast with two anchors at a desk. The right section is a sponsored advertisement for 'home:brew' featuring a calendar of events for January.

Random & Programmed Videos / Movies / Billboard Ads (points to the news broadcast)

Sponsored Ads (points to the 'home:brew' advertisement)

Ad Type (points to the 'P' logo)

Sponsorship Branding (points to the 'P' logo)

Scrolling Call to Action Message (points to the yellow text)

System Branding (points to the 'BBC NEWS' logo)

Call to Action Message (points to the yellow text)

Streaming Radio (points to the waveform icon)

Local Time (points to the '12:34 PM' display)

Our digital billboards create jobs for anyone who wants one!

What's a Hosting location?

A **Host** is a business location that allows a Digital Sign (Billboard System) to be placed on their wall or waiting area. This location needs to have Internet so the ads can be controlled remotely. Not all locations are a good fit but we would love to have you as part of the network if suitable.

As a **Host** you get up to **30%** of all ad sales sold for your location as well as **FREE** advertisement in the Entire Network of Digital Billboards in your area.



The example location below is a waiting room in a auto service center

What is an Affiliate Sells Rep?

An **Affiliate Sales Rep** sells Ads and Sponsorships for any DAM system. A Rep is responsible for selling into his or her network of systems and earn **50%** commission. Reps can side sell into other networks and earn **40%** commissions.

Our system handles 3 types of ads that we pay commission on shown in **RED**.

- Static Display Ads sell for \$50 (**\$25**)
- 60 Second Video Ads sell for \$75 (**\$37**)
- 3 Minute Video Ads sell for \$100 (**\$50**)
- 15 Minute Video Spots sell for \$150 (**\$75**)
- Full Sponsor Ads \$600 (**\$100**)

When we get a system sponsored that new system gets placed in a Hosting location and builds on to the Network being built by that Rep.

Unlimited networks can be created.

Random & Programmed Videos / Movies / Billboard Ads

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As an Affiliate Sales Rep you can also create a down line of sales people under you and earn income from their sales too.

When ads are sold into your network you earn **10%** of those sales.

How our Community Digital Signage System works

Digital Signs (Billboards) are placed in businesses after being Sponsored by other businesses, groups, non profits or individuals that need good advertisement in the community they serve.

Ads are sold for each system by an Affiliate Sales Reps or by the location the system is located in for up to 50% commission per ad sold.

Everyone earns commissions from our systems



Anyone can start selling for our digital signage system just by becoming an **Affiliate Sales Rep** which is FREE. We just need to get to know and train you on how to sell Ads, explain how the system works and what type of content can be displayed.

There is no fee, no contracts and no quota to fulfill. Just help us advertise for the community and you get paid.

Our Digital Signage System is powered by the Internet allowing us to send Ads to any system within 1 hour anyplace our systems are located. We can send Video, Music and Static billboard ads and even stream radio to any system independently or as a group.



Powerful Digital Signage System

Our systems are plug-n-play using the World's Smallest and Powerful Windows based PC powered by Intel inside. They are designed for AC/DC (android power connection) operation for standard and mobile applications like Busses, Taxi Cabs, Trains and Trolley cars. The hardware supports pure Dolby5 Stereo Sound, Smooth Hi-Def Video, with HDMI connections.

The software is updated automatically via the Internet so future features become a hands-free operation.

We use a few brands and styles of micro PCs.



What gets placed on Location?

Each system comes with the world's smallest PC by Lenovo or Intel and a website to control you Ads. This depends on the location it's installed in.

Locations are required to have the internet for remote communication to the systems.

Billboard TV owns, installs and manages each system and the ads that get pushed to them unless they are by DAM business owners.

No technical knowledge required to be a Hosting location or an Affiliate Sale Rep.



Power up and we are in business!



The demo is shown with a 60" display using an Micro PC.

The best size will depend on where it's mounted.

A 32" display is a great size for most situations which makes it pretty cheap.

Ad Server is pre-programmed and once the internet connected we are ready to start selling ads. When powered up the display and the Ad Server (micro PC) will start serving ads every 15 seconds (selectable per ad) in a random fashion. Video ads are pushed after every 5 stills. [Watch a LIVE DEMO here.](#)

AD Server Display

Random & Programmed Videos / Movies / Billboard Ads

Sponsored Ads

The screenshot shows a video player interface. The main content is a news broadcast from BBC News with two anchors. A red arrow points to the top of the video frame, labeled 'Random & Programmed Videos / Movies / Billboard Ads'. To the right is a sponsored advertisement for 'home:brew' featuring a calendar of events for January. A red arrow points to the top of the ad, labeled 'Sponsored Ads'. Below the video and ad is a black bar containing several elements: a red 'P' logo, the text 'Sponsorship Branding', a yellow 'Scrolling Call to Action Message', a green and blue waveform, the time '12:34 PM', and a small red arrow pointing to the waveform. A red arrow labeled 'Ad Type' points to the 'P' logo. Red arrows also point from the labels 'System Branding', 'Call to Action Message', 'Streaming Radio', and 'Local Time' to their respective elements in the black bar.

Ad Type

P

Sponsorship Branding

Scrolling Call to Action Message



12:34 PM

System Branding

Call to Action Message

Streaming Radio

Local Time

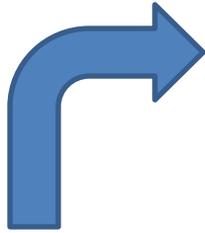
Bottom area dedicated to the Sponsor!

[Click here to watch Video](#)

How does the Social Pushing of Ads work?

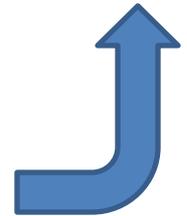
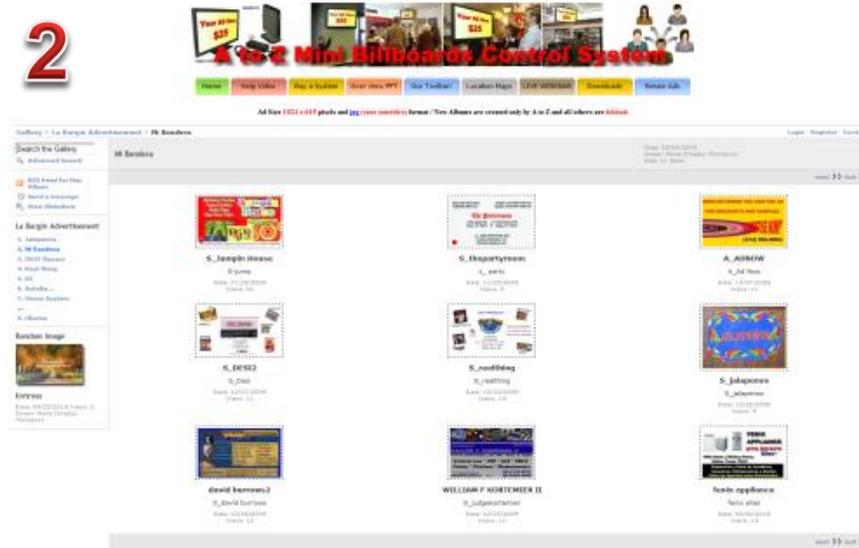
Static ads are created with a standard image editing program like Photo Shop and save as a for example 1024 x 615 jpg or from the client ready to use.

1



Ads are then submitted to the Digital Signs via an Ad Control website that can be seen also by the public. Ads are syndicated to Facebook and Twitter at the same time via RSS feeds.

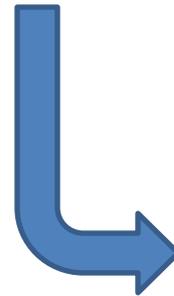
2



The Ad Server mirrors the ads in the account assigned to it automatically via the internet.

Ads can be updated on an hourly basis if required from anywhere in the world!

3



Remote Rich Media Streaming

Rich Media can be Video or Audio and gets served to the Digital Billboard Systems within 1 hour.

We can even stream YouTube Video / Movies Videos to your Ad Servers that are up to 100 hours long.

We also offer Rich Media channels by the Billboard TV Network an advertising partner of D.A.M. - Digital Advertising Media.

We have added the AmberAlert system for Texas as well as FREE PSA from just about all Non Profit organization.

Radio can be streamed to any system for Ambient Music if you like with ShoutCast technology.

This allows streaming from anywhere in the world directly to each Ad Server.

Radio



Sponsored By Business In The Black
s about a FREE 1 week trial -

Screen 03 - Nov 30 - 11:02:43 - A37 - 55 - Red - Clear Screen - Free 003 000 - pp. 1 - Active Test



ADVERTISE WITH US

as low as **\$25** MONTH

Streaming Radio

Sponsored By Business In The Black

Ask us about a FREE 1 4:09:43 PM

How can our systems help the community business?

Metro City Billboards is not like other Digital Signage systems that connect to large corporate networks. This network is dedicated to the community they are hosted in and provide advertisement for the surrounding business, events and information.

Each Ad Server can display static Ads as well as hosted video, audio, SHOUTcast streams like music, talk radio even YouTube content.

The Ad Server can provide a location where it's place or Hosted the ambient music streamed in from radio stations or LIVE from a remote DJ.



The ads which are loaded remotely via the internet not only get displayed on the screen but get socially published to Facebook, Twitter and other social networks at the same time.



What about Streaming Media like Video?

Streaming media is controlled via our own special technology which holds paths to all types of media like MP3 music, Video and even YouTube content.



Multimedia streams can be programmed to show on various hours of the day and for as long as required.

You can even go LIVE with a video stream to any system in your network.

The system checks each hour for a change in programming and can switch from Streaming Media, SHOUTcasting or just rotating ads every hour on the hour if required.

You can even push Movies and Games to a system anyplace in the area with our Digital Billboard systems.



What can SHOUTcasting do for you?

SHOUTcasting is a streaming format for many online radio stations from all over the world and includes music, talk radio, interviews and more.

Using a SHOUTcast stream you can provide your hosted location with all types of Music from all genres FREE with no ASCAP charge.

The system can even remote DJ for your location and parties saving them the cost of hiring expensive bands and groups.



ADVERTISE WITH US

as low as **\$25** MONTH

Streaming Radio

Sponsored By Business In The Black

Ask us about a FREE 1

4:09:43 PM

A Samsung smartphone displaying a home screen with various app icons including 'g2', 'my', 'metroPCS', and 'Google'. A yellow arrow points from the 'Streaming Radio' text to the phone.

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