

seagulls

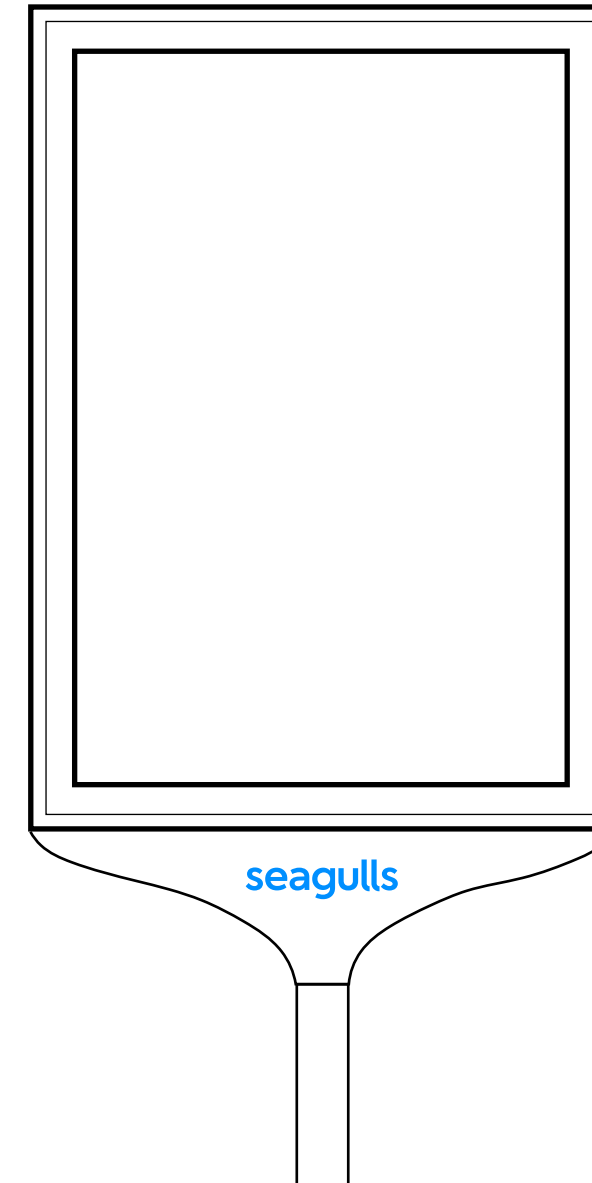
2m²

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Highlights

- Designed in harmony with the surrounding environment and regarded as a recognizable icon in the streets of Amman.
- High frequencies and high reach.
- Situated in commercially built areas in Amman.
- Distributed carefully in 14 networks targeting different segments of people.



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Networks Distribution

Foundation Networks

- High frequency, repetition, and coverage across the entire geographic network of Amman's target audience.
- Optimal for fast moving consumer goods, product launches, and brand or line extensions.
- Combining Golden East and one of Velvet Booster Networks is an example of this type of Network.

Environmental Networks

- Faces in close proximity to shopping malls, fast food restaurants, hyper-and supermarkets, mobile phone shops, major electronic stores and high-tech retailers.
- The audiences that go to such places have the intention of shopping, absorbing new concepts, and are open to new experiences.
- Quick service, supermarket and Yotta are examples of these networks.

Audience Selection Networks

- Geographically located in high-end areas, these networks have predetermined high profile audiences and target affluent, well- educated Jordanians with high disposable incomes as well as families of five or more persons. Velvet and Velvet Booster, as they sound and feel, reflect the image of these networks.
- Flawless, a measure of Diamond Clarity is a reflection of this network. It deploys the least number of faces at premium and exclusive locations.

Rate Card

Network	# of Faces	Departure Day	Cost (JD) / Face/ Week
Flawless A	25	Monday	210
Flawless B	25	Monday	210
Flawless C	25	Tuesday	210
Velvet A	50	Monday	190
Velvet B	50	Monday	190
Velvet C	50	Tuesday	190
Velvet Booster A	75	Wednesday	190
Velvet Booster B	75	Wednesday	190
Drive	50	Tuesday	180
Yotta	50	Tuesday	180
Quick Service	50	Tuesday	170
Supermarket	50	Monday	160
Golden East A	25	Wednesday	110
Golden East B	25	Tuesday	110

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Networks

Flawless

Audience Selection Networks

- 3 unique networks (A, B, and C), with 25 faces each.
- Strategically located at major traffic lights, roundabouts and intersections in Amman's key upper-west areas.
- Target those with a high disposable income and adopt a high-end, trendy lifestyle.
- Departure day: Monday.
- 210 JD / Face / Week.

Flawless Networks



Flawless A





Flawless C





Audience Selection Networks

- 3 networks (A, B, and C), with 50 faces each.
- Posters are booked in sequence to facilitate creative storytelling in advertising.
- Strategically located at major traffic lights, roundabouts and intersections in Amman's key upper-west areas.
- These networks display lavish and exclusive brands from jewelry to perfumes and fashion, which receive excellent exposure and create an impact.
- Departure day: Monday.
- 190 JD / Face / Week.

Velvet Networks



Velvet A



Velvet B





Velvet Booster

Audience Selection Networks

- 2 networks (A and B), each with 75 premium faces to service the audience of west Amman.
- Targets high disposable income audiences who are influential, trendy, and are open to new experiences.
- Booking both Velvet Booster Networks guarantees the highest possible exposure in the in upper-west Amman's key locations to serve your contemporary concepts and designs.
- Departure day: Wednesday.
- 190 JD / Face / Week.

Velvet Booster Networks



Velvet Booster A



Velvet Booster B



Drive

Environmental Network

- 50 faces that target all males.
- Distributed across east and west Amman's high traffic areas, such as car dealers, spare parts retailers, and popular streets.
- Departure day: Tuesday.
- 180 (JD) / Face / Week.

Drive Network





Environmental Network

- 50 faces, distributed in optimum locations, all with great exposure and traffic.
- Frequently found near mobile phone shops, major electronic stores, and high-tech retailers.
- Yotta is the best choice to serve the technological, household, GSM, telecoms, and mobile sectors.
- Departure day: Tuesday.
- 180 JD / Face / Week.



Yotta Network



Quick Service

Environmental Network

- 50 faces to target a diverse audience, especially families and youth who regularly visit and spend time in such places; with a relaxed mindset and different spending habits.
- The ultimate way to reach your target audiences while they are passing by their favorite fast food restaurants, coffee shops, shopping centers, and fine dining restaurants.
- Departure day: Tuesday.
- 170 JD / Face / Week.

Quick Service Network



Quick Service Network



Supermarket

Environmental Network

- 50 faces distributed around all major hyper markets, supermarkets and malls in Amman.
- The network promotes fast moving products and items available in these stores, and targets individuals with variable purchasing capabilities.
- The ideal network to remind the consumer of various options and to introduce new products, guaranteeing an immediate response and impact on their buying decisions.
- Departure day: Monday.
- 160 JD / Face / Week.

Supermarket Network



Supermarket Network



Golden East

Foundation Networks

- Strategically covering all major East Amman areas, arterials, and axis roads.
- 2 networks (A and B), with 25 faces each.
- Departure date (Golden East A): Wednesday
- Departure date (Golden East B): Tuesday
- 110 JD / Face / Week.

Golden East Networks



Golden East A



Golden East B



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Production Details

Production Details Pt.1

Visible Area

111 (w) x 169 (h) cm.

Printing Size

121 (w) x 179(h) cm.

Format

AI, PDF, PSD, or EPS.

Additional Requirements

- Expand line and stroke.
- Embed image files in design.
- Create outline text.
- Send approved artworks as JPEG.

Size

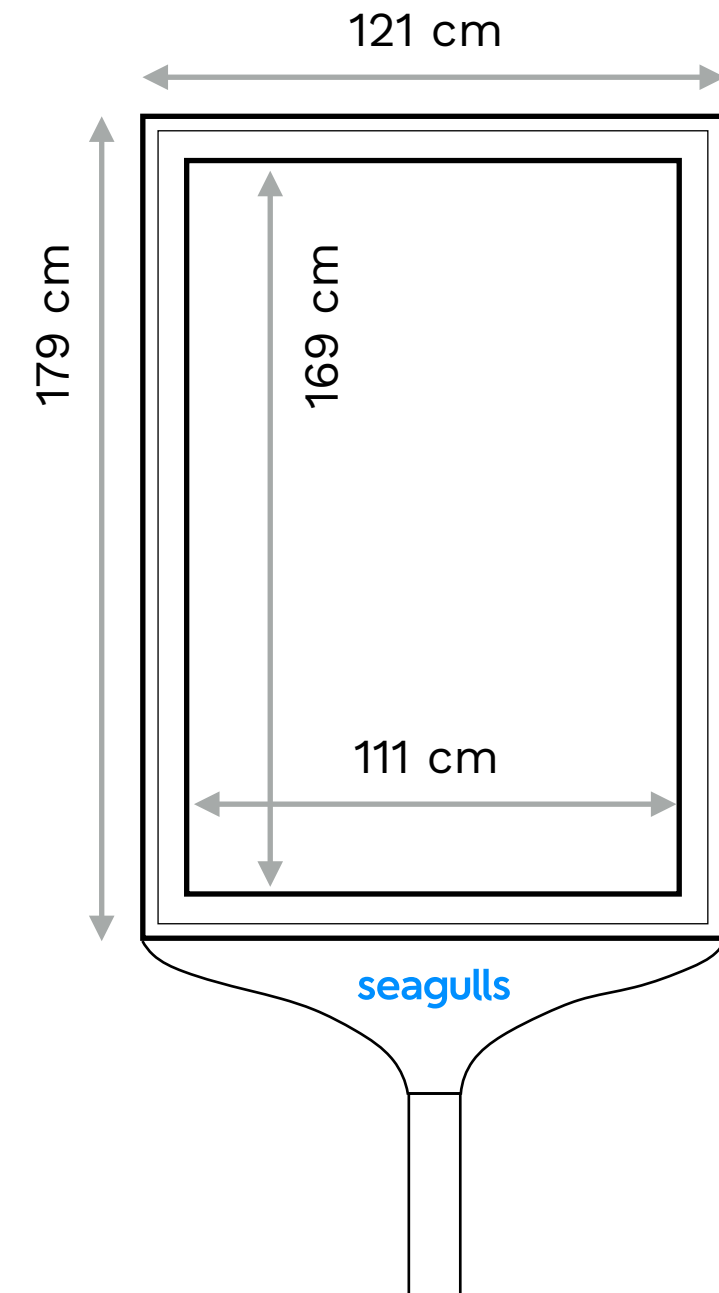
111 (w) x 169 (h) cm.

Bleed

+5 cm.

Resolution

300 dpi.



Production Details Pt.2

- The artwork should be saved on a high quality CD in Ai or Eps format (with crop marks).
- Any included image should be within 300 dpi resolution and saved separately on the CD.
- Printout of the artwork should be included with the CD.
- The artwork's size should be as follows:
 - The poster size: 121 (w) x 179 (h) cm.
 - The visible area: 111 (w) x 169 (h) cm.
- The printing cost for one visual is 10 JD per face.
- First come, first serve basis.
- All above rates exclude sales tax and production.
- Campaign duration must be a minimum of one week per network.
- Above prices are subject to Seagulls Terms and Conditions.

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