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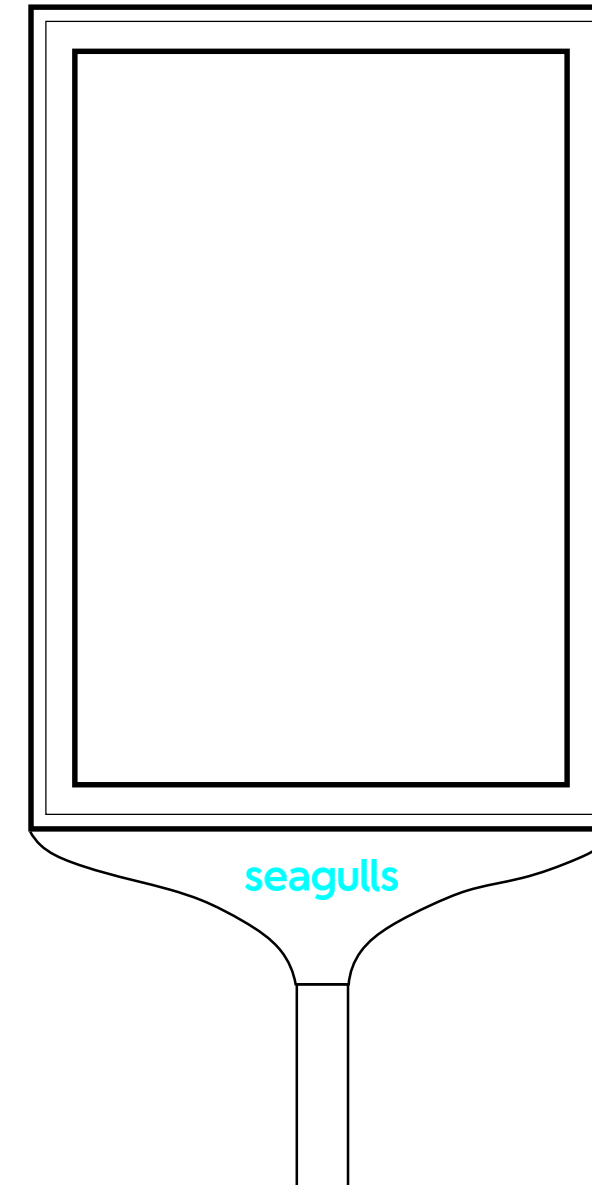
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# Highlights

- 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 13 networks targeting different segments of people.



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# **Networks Distribution**

# 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.

# 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.

# 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	60	Tuesday	150
Yotta	60	Tuesday	150
Quick Service	60	Tuesday	150
Supermarket	60	Monday	150
Golden East	30	Tuesday	100

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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 & Tuesday.
- 210 JD / Face / Week.

# Flawless Networks



# Flawless A



# Flawless B



# Flawless C



# Velvet

## Audience Selection Networks

- 3 networks (A, B, and C), with 50 faces each.
- Faces 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 & Tuesday.
- 190 JD / Face / Week.

# Velvet Networks



Velvet A





Velvet B



Velvet C



# 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.
- Booking both networks gives clients opportunity for creative execution on the entire panel as all of them are back to back.
- Departure day: Wednesday.
- 190 JD / Face / Week.

# Velvet Booster Networks



# Velvet Booster A



# Velvet Booster B



# Drive

## Environmental Network

- 60 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.
- 150 JD / Face / Week.

# Drive Network





# Drive Network



# Yotta

## Environmental Network

- 60 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.
- 150 JD / Face / Week.

# Yotta Network



# Yotta Network



# Quick Service

## Environmental Network

- 60 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.
- Located strategically in both East and West Amman with more locations in the west part of capital.
- 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.
- 150 JD / Face / Week.

# Quick Service Network



# Quick Service Network



# Supermarket

## Environmental Network

- 60 faces distributed around all major hyper markets, supermarkets and malls in Amman.
- Located strategically in both East and West Amman with more locations in the west part of capital.
- 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.
- 150 JD / Face / Week.



# Supermarket Network



# Supermarket Network



# Golden East

## Foundation Network

- Strategically covering all major East Amman areas, arterials, and axis roads.
- 1 networks with 30 faces each.
- Departure date: Tuesday
- 100 JD / Face / Week.

# Golden East Network



# Golden East Network



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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

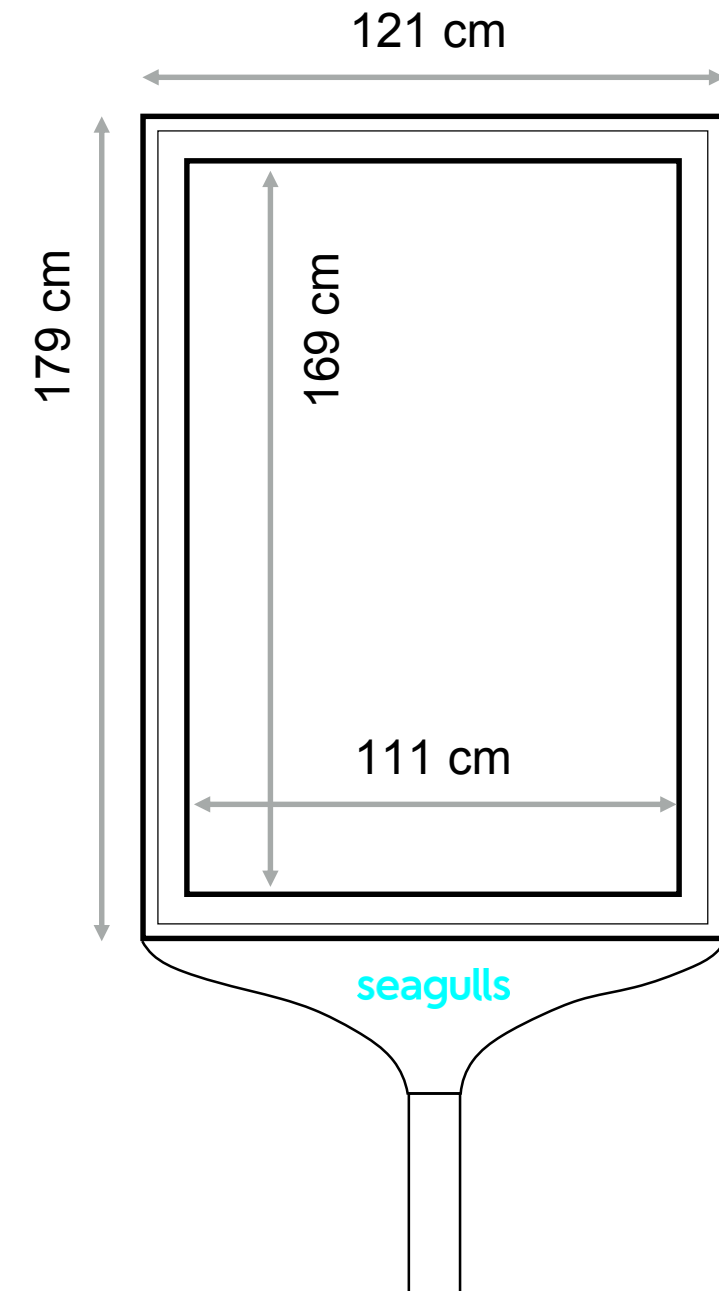
111 (w) x 169 (h) cm.

## Bleed

+5 cm.

## Resolution

300 dpi.



# Production Details Pt.2

- Any included images 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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