



indoor digital video screens

www.xtronx.com | san francisco 415.974.6500 | new york 212.684.7114

Golfers Buy

Edwin Watts

In-Store Video Network

RATES

Please contact us for pricing information

san francisco 415.974.6500
new york 212.684.7114

or email us sales@xtronx.com

Spots can be displayed in 15, 30 or 60 second increments • Sold upon availability. Rates are subject to change without notice. All content is subject to approval by xtronx and Media@play .

- Network of 50+ Stores in 10 Southeastern States
- Video / Audio Displays
 - 42" Plasma Screens
- Up to 7 per Store
- All screens Displaying Same Content / Advertising at Same Time to Optimize Audience Viewership and Interest
- Disposable Income and Interest in Golf, Sports, Travel and Other Lifestyle Products
 - Primarily male
 - Ages 25 -54
 - HHI \$75,000
- Captive, Focused Audience
- Average Customer Visit = 40 minutes
- Average Monthly visits = 300,000
- \$8,000 (Gross) per Month for Entire Network
- Cost Efficient, Low Monthly Out of Pocket
- 6-Month Program = \$48,000 (Gross)
- 12-Month Program = \$96,000 (Gross)
- Current Cost = 6-Month or 12-Month Pricing (above) x % of Stores in which Network Is Installed
- Added-Value Programs
 - Category Exclusivity
- Domination, via Bonus Time, for Specific Month
- Sponsorship of Designated Content: Leader Board Report, Golf Tips, Know the Rules, Quizzes, What's New, Game Improvement Equipment, etc.

