



201 Portage

The Centre of the Centre.

Imagine the impact of your message on the highest-resolution, full-motion LED sign in Manitoba, located in the centre of Winnipeg's Business & Financial District.

The Largest Full-Motion Media Panel in Manitoba is now also the Highest-Resolution Available!

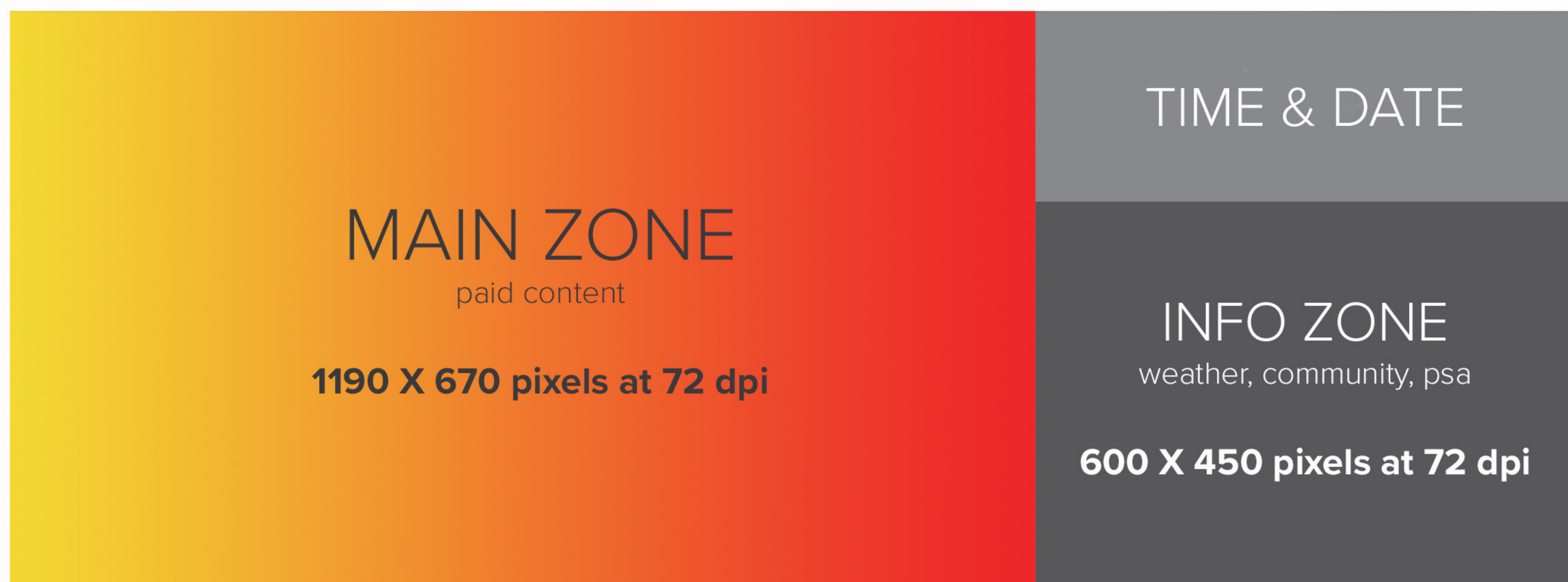
- 6mm pixel Mitsubishi LED display panel
- complete animation and video capabilities
- shorter viewing distances and superior viewing angles
- 2 minute loop = 720 guaranteed airings per day
- entire sign measures 35 x 13 feet

The digital medium offers advertisers maximum flexibility. You could have several different messages playing in the same day. We will work with you to create a promotional schedule that best fits your needs to promote weekly and daily specials or whatever else is timely.

The 201 Portage Media Panel is prominently located at the corner of Portage Avenue and Notre Dame Avenue in the courtyard and combines the power of advanced multimedia technology with a prime, high traffic location. Only 201 Portage gives advertisers the space to create a dramatic impact and leave a lasting impression on 363,000 influential Winnipeggers every week!



Sign Layout



Rate Card

Weekly Traffic Counts: 363,000

Source: Winnipeg traffic counts 2022

The average daily traffic is over 60,500 viewers per weekday, not including pedestrians.

Main Zone	:06	:12	:18
weekly rate	\$400	\$650	\$900

Your ad is guaranteed to run every 2 minutes, 24/7. That's 5,040 times per week!

For more information on rates and availability contact:



Robert Zyluk
Account Executive

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Technical Specifications

- Main Zone is 1190 x 670 pixels at 72 dpi
- Info Zone (community) is 600 x 450 pixels at 72 dpi
- RGB accepted (not CMYK)
- preferred files types are JPG and MP4
- delivery via email to lgoodridge@harvard.ca

Due to the Media Panel's proximity to a major intersection, it is the recommendation of 201 Portage that the content of creative limit its use of flashing animation and that no reproductions of traffic lights be made. 201 Portage reserves the right to reject any creative that fails to meet the standards described in this document.



For more information on technical specs and scheduling contact:



Lisa Goodridge
Digital Production
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