


SMART *report*

Information Intelligence by  cleverdis

Out of Home Digital media

The Ultimate Reference Tool for Digital Signage in EMEA



Upcoming Editions

European Editions

→ September 2009

Advertising & editorial deadline: 30th July 2009

→ March 2010

Advertising & editorial deadline: 19th February 2010

French Editions

→ September 2009

Advertising & editorial deadline: 4th September 2009

→ March 2010

Advertising & editorial deadline: 6th March 2010

SPECIAL OFFERS:

- Order 2 pages or more and benefit from a free emailing of your pages to a selection of our database (2 000 contacts)

www.cleverdis.com

Testimonial



"When I took over as head of the project in 2006 (which was a digital signage network within 500 bank branches deployed in november 2008) I went to a conference where I read a Cleverdis SMARTreport, which has helped us get a clear view of the market and to learn from the experiences of our colleagues"

Société Générale
Xavier Blassel, Director of Digital Signage (BBDF)



Media Kit

The ultimate source book

The SMARTreport is THE decision making tool and the reference publication in the Out Of Home Digital Media market (or digital signage) in EMEA since 2004.

SMARTreport is unique, because it is a communication platform for end users, solutions providers, industry associations and analysts.

It is designed as a key resource for anyone thinking of embarking upon an OOH Digital Media project.



Content

Independent Tools

The SMARTreport provides independent tools to help the reader manage a project from A to Z:

- business models • concepts • content • media • sales
- hardware • software • integration • deployment
- maintenance

All content, except the directory chapter and the solutions chapter, is non-commercial. Cleverdis helps the reader to have all the essential information from the market in a concise and in-depth manner to make their own decisions, rather than supplying their own opinions.

Unique Distribution

Thanks to this philosophy and value-added content, the SMARTreport can be broadly distributed through events to and by:

- end users,
- vendors & value added resellers,
- communication & media agencies,
- analysts & market research companies,
- trade associations

This makes the distribution unique and efficient targeting a readership 100 % interested in the topic.

Chapter 1 - Out of Home Digital Media Applications

- Why invest in digital signage ?
- Interviews with 15 end users about their ROI

Chapter 2 - Market Data, Analysis

- Market overview : Market analysis, list of top installations
- The advertising market : Benefits for brands - Brands testimonials – market forecast

Chapter 3 - Managing a Project : Keys to success

- Which Method to use?
- Advice on : business models – content – deployment – supervision – maintenance

Chapter 4 - Technical components (All)

- Summary & technical choices available, with advice on calculating TCOS
- Market standardisation

Chapter 5 - Focus on company solutions

- Interview with product managers or CEOs
- Technologies explained - key selling points – benefits

Chapter 6 - Directory & Index to Key Players

- Up to 40 company directory pages
- Index to 300 international vendors & local VARs
- Events Calendar & Information sources





Distribution

Versions	One European edition	One French edition
Print copies & PDF downloads (based on previous editions)	9,200 hard copies + 11 900 PDF downloads	9,000 hard copies + 11,400 PDF downloads
Distribution by Cleverdis	2,500 hard copies + 10,000 via emailing campaigns	3,000 hard copies + 3,500 via emailing campaigns
Distribution by market actors, associations, analysts, research companies, end users	2,500 hard copies + emailing campaigns	3,000 hard copies + emailing campaigns
Distribution by Events	4,200 copies + more than 30,000 via the Internet	3,000 hard copies + emailing campaigns

Distribution Partners 2009/10

September 2009 European edition	IBC Digital signage zone (Netherlands) • Digital Signage (Denmark) • Total media (Spain) • The Digital Signage Show (UK) • Smau (Italy) • Viscom Sign (Spain) • Connected signage conference (Netherlands) • Invidis digital signage conference (Germany) • Viscom (Germany) • Viscom Visual Communication (Italy) • Integrated Systems Europe (Netherlands)
March 2010 European edition	Screen Media Expo (UK) • The colours of Digital Signage (Russia) • Sign & Digital (UK) • Digital Signage Expo (Germany) • Marketing Services (Germany)
September 2009 French edition	Viscom • Planète SG • SATIS • MIPCOM • Festival du point de vente • <i>Others</i>
March 2009 French edition	POPAI AWARDS (Paris) • Salon de la franchise (Paris) • FIMAC (Le Creusot) • <i>Others</i>
All year round	POPAI UK & Ireland, APCAD, Platt Retail Institute, DisplaySearch, ...

This list is not complete as partnerships are still in process. We welcome any advice on upcoming shows, seminars, conferences, where you feel Cleverdis should distribute SMARTreports.

Only SMARTreports can put you in the hands of attendees at all these European events! Be everywhere with us!



Communication opportunities

COMMERCIAL PAGES	1 EUROPEAN EDITION	1 FRENCH EDITION
1 page company directory	3,500 €	1,750 €
1 page company directory + 1 page about solutions	5,950 €	2,950 €
ADVERTISEMENTS	1 EUROPEAN EDITION	1 FRENCH EDITION
½ page advertisement	2,500 €	1,250 €
1 page advertisement	4,500 €	2,250 €
1 page advertisement + 1 page company directory	7,500 €	3,750 €
1 page advertisement + 1 page company directory + 1 page about solutions	9,950 €	4,950 €
HIGHLIGHT POSITIONING*	1 EUROPEAN EDITION	1 FRENCH EDITION
Inside back cover, Facing content	11,450 €	5,650 €
Inside front cover, Back cover, Bookmark	12,450 €	6,150 €

* includes 1 directory page and 1 page about solutions

Custom print run of your pages in the SMARTreport

4-page custom print run – 1,000 copies, cover created by Cleverdis: SMARTreport pages + 1,900 €

Non-contractual document



Online Communication Opportunities

Cleverdis proposes to combine editorial / advertisement participation in the SMARTreport with highly targeted online communication tools.

Web Communication opportunities

www.cleverdis.com

Sponsoring of the PDF-download of SMARTreports* (for 6 month period)

French Edition 6,150 €
European / Int'l Edition 11,450 €

* includes 2 pages in the SMARTreport

Rotating Banner (468 x 60 pixels)

1 month 1,000 €
6 months 5,000 €
1 year 8,000 €



Customised Emailings

Emailing of your SMARTreport pages to 1,000 contacts 1,900 €
Emailing of your SMARTreport pages to 500 contacts 1,200 €



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