



bigimpact advertising

*Helping you make an **Impact***

media kit

OUTDOOR GETS YOU RESULTS



MOBILE BILLBOARD







MOBILE BILLBOARD 1

LARGE FORMAT SCROLLING BILLBOARD

IF CUSTOMERS/CLIENTS ARE NOT COMING TO YOU,
THEN TAKE YOUR MESSAGE TO THEM!

- THE ONLY LARGE FORMAT SCROLLING MOBILE BILLBOARD, THAT CAN TAKE YOUR BRAND TO THE RIGHT TARGET MARKET.
- LED BACKLIT TAKING YOUR MESSAGE INTO THE NIGHT.
- AD SCROLLING EVERY 40 SECONDS.





SPORTSMANS
WAREHOUSE



shop
online
u.com.au



SW SPORTSMANS
WAREHOUSE

**GUNGAHLIN
OPEN NOW!**

CNR HIBBERSON AND GRIBBLE ST
(NEXT TO BEACON LIGHTING)

sw.com.au







MOBILE BILLBOARD 1 SPECS.

1500 mm WIDE x
450 mm HIGH
FRONT

3000 mm WIDE x
1500 mm HIGH
2 SIDES

1500 mm WIDE x
1500 mm HIGH

BACK



File formats

We prefer high resolution PDFs!

Work in CMYK at 1:1 (100% of final size) Convert all fonts to outlines. Make sure that bleed requirements are met as per our specifications.

In some cases PDFs will not be usable and we may request the original artwork files.

MOBILE BILLBOARD 2

LARGE FORMAT STATIC BILLBOARD

IF YOU WANT YOUR BUSINESS TO STAND OUT FROM THE CROWD THEN MAKE A BIG IMPACT WITH OUR LONG MEDIA VEHICLE AND REACH OUT TO YOUR POTENTIAL CUSTOMERS ON THE ROADS AND AT EVENTS THROUGHOUT THE **ACT**.

- THE ONLY LARGE FORMAT MOBILE BILLBOARD IN CANBERRA.
- EXCELLENT BRANDING MEDIA VEHICLE.
- FLEXIBILITY TO TARGET HIGH TRAFFIC ROADS.



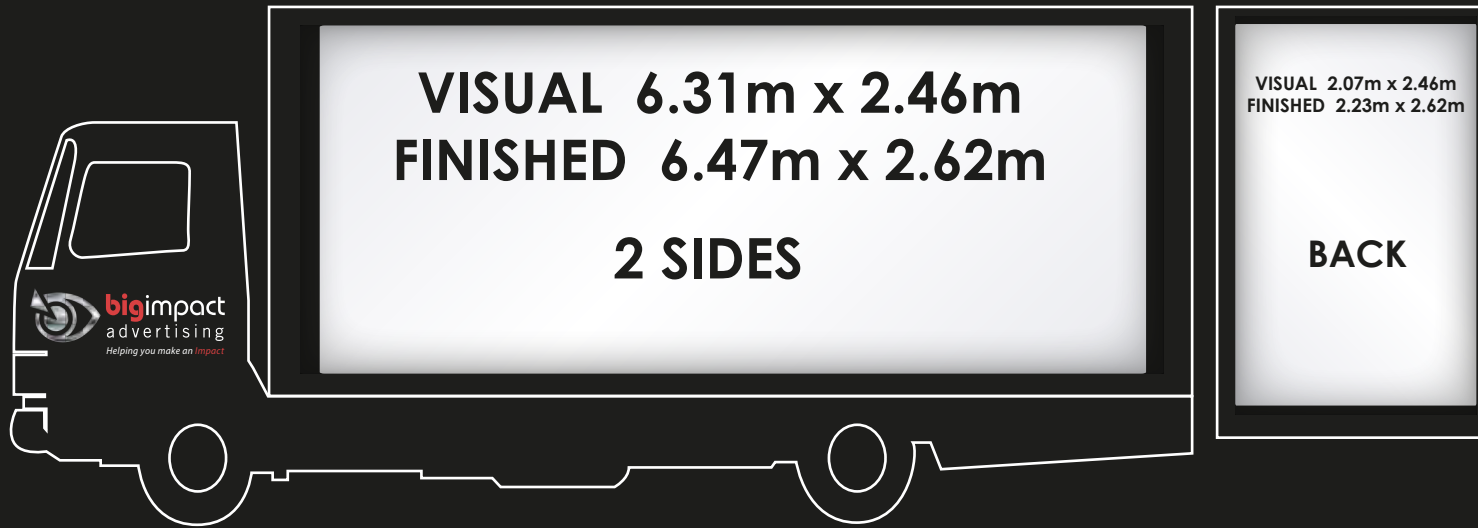








MOBILE BILLBOARD 2 SPECS.



FILE FORMATS

WE PREFER HIGH RESOLUTION PDFS!

WORK IN CMYK AT 1:1 (100% OF FINAL SIZE)
CONVERT ALL FONTS TO OUTLINES. MAKE
SURE THAT BLEED REQUIREMENTS ARE MET
AS PER OUR SPECIFICATIONS.

IN SOME CASES PDFS WILL NOT BE USABLE
AND WE MAY REQUEST THE ORIGINAL
ARTWORK FILES.

MOBILE BILLBOARD 3

BACKLIT LARGE FORMAT STATIC BILLBOARD

THE LARGEST OF OUR MEDIA VEHICLE FLEET ALSO WITH BACKLIT TECHNOLOGY. YOU CANNOT MISS THE **B.M.B.** WITH THE ABILITY TO GO ALL THROUGH THE DAY AND NIGHT, REACH OUT TO YOUR POTENTIAL CUSTOMERS ON THE ROADS AND AT EVENTS THROUGHOUT THE **ACT**.

- THE **ONLY BACKLIT** LARGE FORMAT MOBILE BILLBOARD IN CANBERRA.
- EXCELLENT BRANDING MEDIA VEHICLE.
- FLEXIBILITY TO TARGET HIGH TRAFFIC ROADS.











MOBILE BILLBOARD 3 SPECS.



FILE FORMATS

WE PREFER HIGH RESOLUTION PDFS!

WORK IN CMYK AT 1:1 (100% OF FINAL SIZE)
CONVERT ALL FONTS TO OUTLINES. MAKE
SURE THAT BLEED REQUIREMENTS ARE MET
AS PER OUR SPECIFICATIONS.

IN SOME CASES PDFS WILL NOT BE USABLE
AND WE MAY REQUEST THE ORIGINAL ART-
WORK FILES.

MOBILE BILLBOARD 3 SPECS.

FILE SETUP

WHEN PREPARING ARTWORK FOR A W 6.00M X H 3.00M SIGN, THE DOCUMENT SHOULD BE CREATED TO 1:10 SCALE AT 600 X 300MM (10% OF THE FINAL PRINT SIZE). WHEN PREPARING ARTWORK FOR A W 2.00M X H 3.00M REAR SKIN, THE DOCUMENT SHOULD BE CREATED TO 1:10 SCALE AT 200 X 300MM (10% OF THE FINAL PRINT SIZE).

IMAGES SHOULD BE A MINIMUM OF 300DPI AT 10% OF FINAL PRINT SIZE.

- DOCUMENTS TO BE SCALED AT 1:10 OF FINAL PRINT SIZE
- INCLUDE 5MM OF IMAGE BLEED ON YOUR DOCUMENT (50MM AT FINAL PRINT SIZE)
- ALL SCANNED AND RASTER IMAGES SHOULD BE A MINIMUM OF 300DPI WHEN PLACED IN YOUR SCALED DOCUMENT
- CONVERT ALL FONTS TO OUTLINES
- ALL OVERPRINT/TRAPPING OPTIONS SHOULD BE TURNED OFF
- DO NOT USE ASCII ENCODING FOR EPS FILES, USE BINARY ONLY
- ALL FILES MUST BE SUPPLIED CMYK NOT RGB
- SET ALL SOLID BLACK TO C 20% M 20% Y 20% K 100%
- IF NOT SUPPLYING AS PDF, SUPPLY ALL NATIVE FILES (.TIFS & .EPS FILES ETC.) THAT ARE LINKED & UPDATED WITHIN THE DOCUMENT



DIGITAL MEDIA



NATIONAL CONVENTION CENTRE

LARGE CBD LED SCREEN

EVERY CANBERRA RESIDENT KNOWS THIS SITE, THEY HAVE COME TO EXPECT A MESSAGE. WHAT DO YOU WANT TO SAY?

- EXPOSURE TO MORE THAN 20,000 CARS EVERY DAY.
- THE ONLY LARGE LED SITE IN THE HEART OF CANBERRA.
- YOUR AD APPEARS A MINIMUM OF 480 TIMES A DAY AS AD SPACE IS LIMITED TO ACHIEVE EXCLUSIVITY OF THE MEDIA.
- FLEXIBILITY TO CHANGE YOUR AD EVERY WEEK.
- SIZE 20.15 M2.
- SPECS: 1280 WIDE X 720 HEIGHT.





Schnitzel Haus
BY THE WAY OF THE GATE
BRADDOCK & EDINDALE
6344-7009 • 6331-9989
theschnitzelhaus.com.au

ins then others are to Call 1300 bisinact to find out how

BUNDA STREET, CIVIC CENTRE

3 X LED SCREENS

RIGHT IN THE HEART OF THE CANBERRA BUSINESS DISTRICT. ADVERTISE WHERE ITS ALL HAPPENING.

- THE ONLY LED SITES IN CIVIC.
- DIVERSE DEMOGRAPHIC.
- YOUR AD WILL RUN 504 TIMES A DAY.
- FLEXIBILITY TO CHANGE ARTWORK EVERY WEEK.
- AD DURATION 10 SECONDS.
- SPECS: 1280 WIDE X 720 HEIGHT.







 **bigimpact**
advertising
outdoor
brand awareness





BARRIER STREET FYSHWICK

1 X LED SCREEN

TARGET THE TRADE DEMOGRAPHIC BY
ADVERTISING WHERE THEY ALL SHOP.

- FLEXIBILITY TO CHANGE ARTWORK
WEEKLY.
- AD DURATION 30 SECONDS.
- SPECS: 1280 WIDE X 720 HEIGHT.



LED SCREEN SPECS.



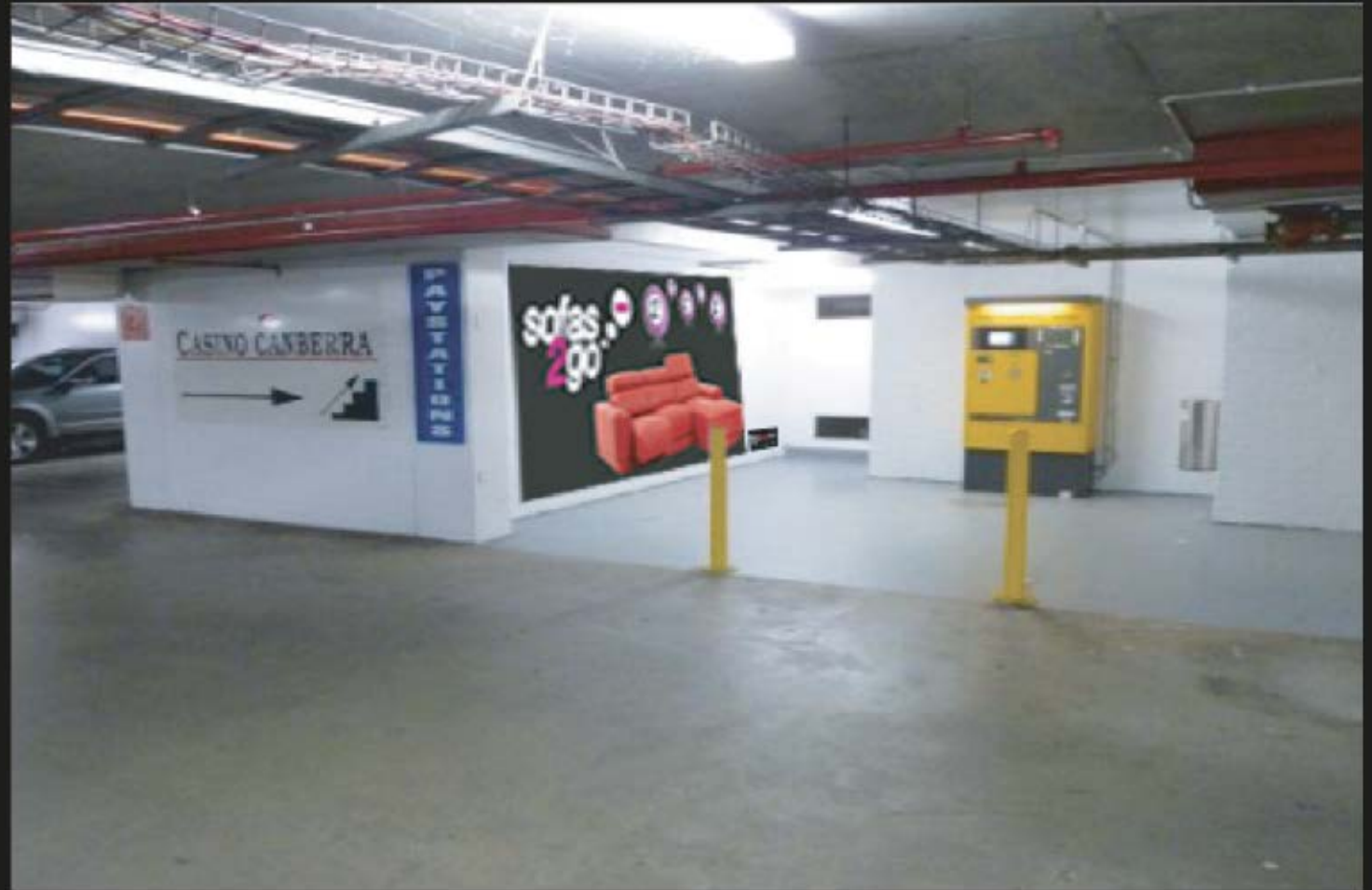
FILE FORMATS

WE PREFER JPEG, RGB, 1280px WIDTH x 720px HEIGHT and HIGH RESOLUTION.

N.C.C STATIC CAR PARK SIGNAGE

5 BILLBOARDS IN THE HEART OF A BUSINESS/ENTERTAINMENT CENTRE.

- 219,000 CARS A YEAR.
- NICHE TARGET MARKET.
- 5 KEY LOCATIONS 2M X 1.8M - 4M X 2M - 2M X 1.8M - 4M X 2M - 2M X 1.8M.
- TARGETING PUBLIC SERVANT DAYTIME AND CASINO CUSTOMERS ON EVENING.



PAY MACHINE WALL

N.C.C CAR PARK

ENTRANCE WALL



LIFT WALL



EXIT WALL

N.C.C CAR PARK

RAMP WALL



GUNGAHLIN MARKETPLACE CAR PARK

GUNGAHLIN MARKET PLACE
UNDERCOVER CAR PARK

**SITUATED IN ONE OF THE FASTEST
GROWING AREAS OF CANBERRA, THIS IS
A HIGHLY FREQUENTED CAR PARK.**

- 2,000,000 CARS A YEAR.
- DIVERSE DEMOGRAPHIC.
- ONLY 1 STATIC BILLBOARD LEFT IN THIS
HIGHLY SOUGHT AFTER MEDIA SITE.



ENTRANCE WALL



EXIT WALL

GUNGAHLIN MARKETPLACE SPECS.

CAR PARK ENTRANCE

7000 mm WIDE x 2100 mm HEIGHT

CAR PARK WINDOW

TOP PART: 6200 mm WIDE x 1000 mm HEIGHT

BOTTOM PART: 6200 mm WIDE x 1000 mm HEIGHT

CAR PARK EXIT

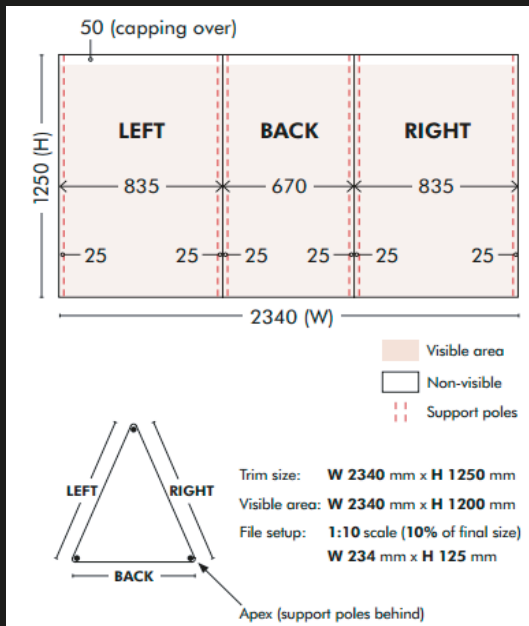
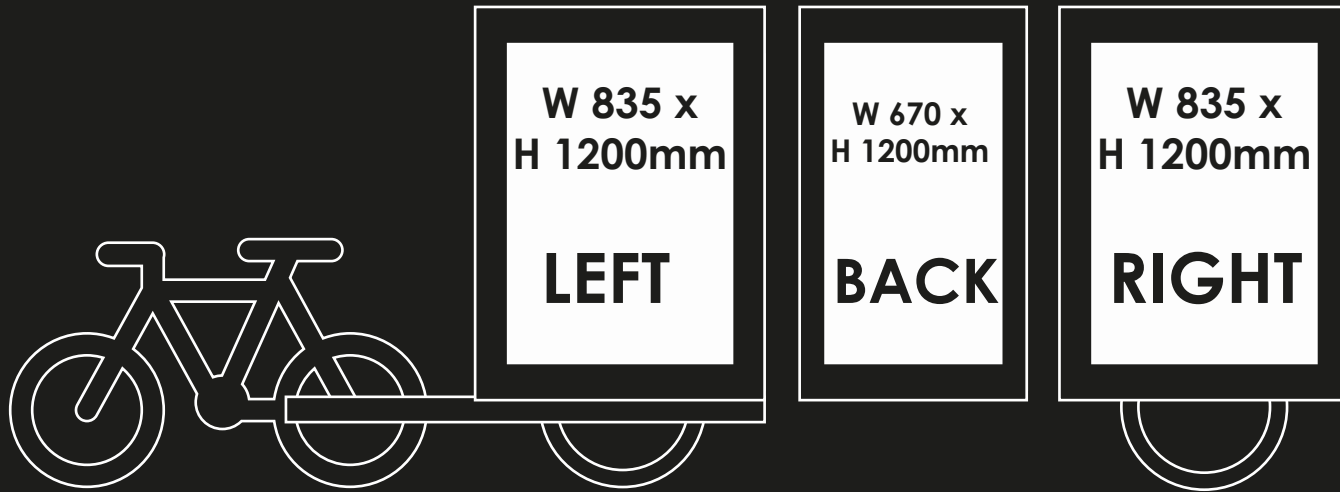
6500 mm WIDE x 1150 mm HEIGHT

BIKE BOARDS

- MOVING MESSAGES WITH ZERO EMISSIONS.
- 3 SIDED FOR 360° IMPACT.
- BACKLIT FOR EXTRA IMPACT AND WIRED FOR SOUND.



BIKE BOARDS SPECS.



FILE FORMATS

WE PREFER HIGH RESOLUTION PDFS!

WORK IN CMYK AT 1:10 (10% OF FINAL SIZE).

IN SOME CASES PDFS WILL NOT BE USABLE AND WE MAY REQUEST THE ORIGINAL ARTWORK FILES.

WE ALSO ACCEPT: ADOBE CS5 DESIGN SUITE FILES (ILLUSTRATOR; INDESIGN; PHOTOSHOP). MAKE SURE YOU PACKAGE ALL LINKED FILES.

FILE SETUP

WHEN DESIGNING ART FOR EACH OF THE 3 SIDES OF A BIKE BOARD YOU CAN EITHER INCLUDE A MINIMUM 50MM GUTTER IN BETWEEN EACH PANEL OR HAVE DISTINCT PANELS WHICH JOIN UP ON EACH APEX. BOTH CAN LOOK GREAT! PLEASE CONTACT OUR TEAM IF YOU WOULD LIKE TO SEE EXAMPLES OF EACH DESIGN APPROACH.

WHEN PREPARING ARTWORK FOR A BIKE BOARD, THE DOCUMENT SHOULD BE CREATED AT 1:10 SCALE (10% OF FINAL PRINT SIZE). IMAGES SHOULD BE A MINIMUM OF 300DPI AT 10% OF FINAL PRINT SIZE.

- INCLUDE 5MM OF BLEED (50MM AT FINAL PRINT SIZE).
- ALL IMAGES SHOULD BE MIN 300DPI WHEN PLACED.
- CONVERT ALL FONTS TO OUTLINES.
- ALL OVERPRINT/TRAPPING OPTIONS SHOULD BE TURNED OFF.
- DO NOT USE ASCII ENCODING FOR EPS FILES, USE BINARY ONLY
- ALL FILES MUST BE SUPPLIED CMYK NOT RGB.
- SET ALL SOLID BLACK TO C 20% M 20% Y 20% K 100%.

BACKLIT ART

BIKE BOARDS CAN BE BACKLIT FOR MAXIMUM IMPACT AT NIGHT. YOUR ARTWORK WILL NEED TO BE DESIGNED TO AVOID 'SHOW-THROUGH' FROM THE SUPPORT POLES. TO OPTIMISE YOUR ARTWORK FOR BACKLIGHTING CONTACT OUR TEAM.

USING EXISTING ARTWORK

ALREADY GOT 3:2 POSTER ARTWORK? JUST SEND US YOUR FILES AND WE'LL DO THE REST. OR IF YOU WOULD PREFER TO TAILOR YOUR ARTWORK CONTACT OUR TEAM.

DECALS

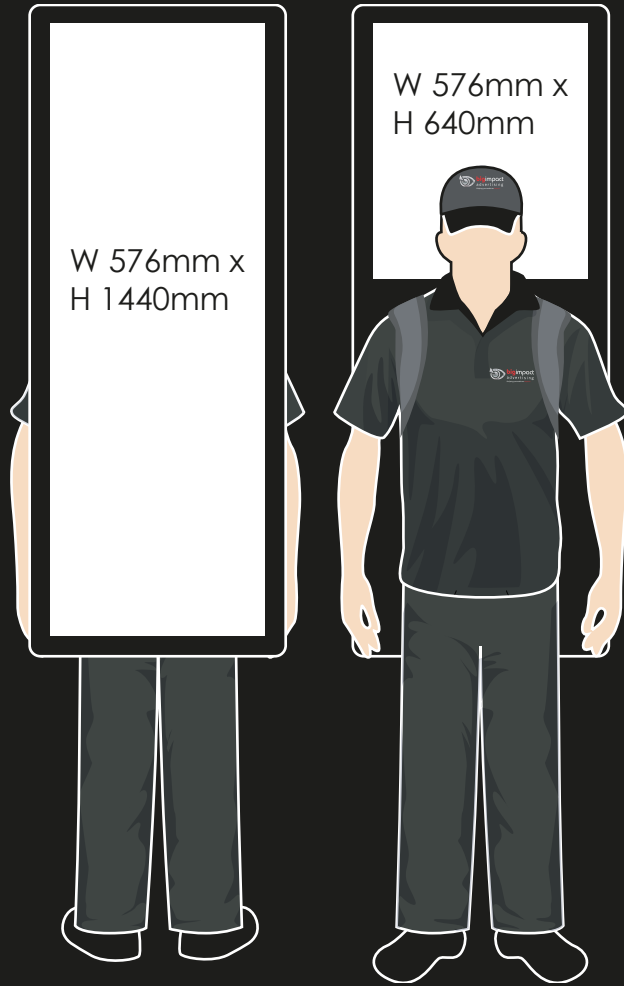
WANT EXTRA BRANDING? NO PROBLEM, WE CAN APPLY DECALS DIRECTLY TO THE CAPPING AT THE TOP AS WELL AS THE BACK AND SIDES OF THE BIKE BOARD AT THE BASE. CONTACT OUR TEAM FOR MORE INFORMATION.

WALKING BOARDS

- TAKE YOUR MESSAGE TO POINT OF SALE.
- BACKLIT SIGNS ON BOTH SIDES.
- WALKERS CAN ALSO HAND OUT BROCHURES AND SAMPLES.



WALKING BOARDS SPECS.



FILE FORMATS

WE PREFER HIGH RESOLUTION PDFS!

WORK IN CMYK AT 1:1 (100% OF FINAL SIZE)

CONVERT ALL FONTS TO OUTLINES. MAKE SURE THAT BLEED REQUIREMENTS ARE MET AS PER OUR SPECIFICATIONS. IN SOME CASES PDFS WILL NOT BE USABLE AND WE MAY REQUEST THE ORIGINAL ARTWORK FILES.

WE ALSO ACCEPT: ADOBE CS5 DESIGN SUITE FILES (ILLUSTRATOR; INDESIGN; PHOTOSHOP). MAKE SURE YOU PACKAGE ALL LINKED FILES.

FILE SETUP

- INCLUDE 20MM OF IMAGE BLEED ON YOUR DOCUMENT.
- ALL SCANNED AND RASTER IMAGES SHOULD BE A MINIMUM OF 300DPI WHEN PLACED IN YOUR SCALED DOCUMENT.
- CONVERT ALL FONTS TO OUTLINES.
- ALL OVERPRINT/TRAPPING OPTIONS SHOULD BE TURNED OFF.
- DO NOT USE ASCII ENCODING FOR EPS FILES, USE BINARY ONLY.
- ALL FILES MUST BE SUPPLIED CMYK NOT RGB.
- SET ALL SOLID BLACK TO C 20% M 20% Y 20% K 100%
- IF NOT SUPPLYING AS PDF, SUPPLY ALL NATIVE FILES (.TIFS & .EPS FILES ETC) THAT ARE LINKED & UPDATED WITHIN THE DOCUMENT.

OUTDOOR ADVERTISING SOLUTIONS

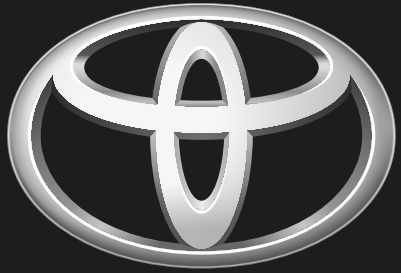
- MAJORITY OF AUSTRALIANS SPENDING LESS TIME AT HOME.
- NO OTHER MEDIA CAN BUILD A BRAND AS COST-EFFECTIVELY AS OUTDOOR.
- NON INTRUSIVE – CONSUMERS ARE RECEPTIVE TOWARDS OUTDOOR MEDIA.



SOME OF OUR CLIENTS



SOME OF OUR CLIENTS



TOYOTA



Vikings
Group



EVENTS CALENDER

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	MULTICULTURAL
8	9	10	11	12	13	14
FESTIVAL	MULTICULTURAL	FESTIVAL				
15	16	17	18	19	20	21
MULTICULTURAL	BRUMBIES VS CRUSADERS					
22	23	24	25	26	27	28
TROPFEST				CANBERRA SHOW		

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
CANBERRA SHOW	ASIAN CUP	CANBERRA				
8	9	10	11	12	13	14
BLACK OPAL				BRUMBIES		
15	16	17	18	19	20	21
FESTIVAL					SKYFIRE	
22	23	24	25	26	27	28
RAIDERS						
29	30	31				

TESTIMONIALS



Big Impact Advertising really do go the extra mile to ensure that you get what you paid for. They advertise during peak hours (depending on where they are situated) to obtain maximum attention. They continuously follow up so they can be certain that the areas that they are targeting are getting results. BIA is an absolute pleasure to deal with, they provide fantastic customer service, are always available, easily approachable and the service is unmatched. They are genuinely trying to help you grow your business and not just theirs. We have received many comments and feedback from the advertising so we believe that this form of branding is beneficial.

TESTIMONIALS



'The Vikings Group have engaged Big Impact for numerous outdoor signage campaigns. We have seen an immediate return on investment with each campaign, with increase in visitations to our venues, increased sales and growth in brand recognition. The team at Big Impact are fantastic to work with and are extremely knowledgeable in their field. They are flexible with tight deadlines and offer strong strategic advice when it comes to getting the most out of a campaign. They always provide detailed post campaign reporting and ongoing updates throughout. I can't speak highly enough on the service provided and the team at Big Impact". Beth Gooch – Group Marketing Manager, Vikings Group'.

COMMUNITY AND CHARITY

Big Impact Advertising would like to be considered as an exemplary corporate citizen by extending our services in order to achieve a greater society impact in our local community. We believe we are part and parcel of the Canberra community and would like to play our corporate part in our local society.

If you run a charity or not-for-profit organisation please contact us in order to discuss how we can contribute to your mission!

“Big Impact Media have been extremely generous in helping us, Variety – the children’s charity, promote our Santa Fun Run and other events throughout the Canberra area. They were an absolute pleasure to deal with, the process was seamless and the positioning of our advertisements were fabulous! I would have absolutely no hesitation in using them again, and I would recommend them to any business looking to get some great public promotion...

Thanks so much again to the team at BIA!”

Claudia Milunsky | Events Manager | Variety – the Children’s Charity



SOME OF OUR CHARITY AFFILIATIONS



Gala night
TUESDAY MARCH 14TH 6:30PM - 10:30PM

TICKET PRICE \$80
INCLUDES ALL FOOD AND DRINKS.
79 COLLIE STREET, Fyshwick.
DRESS IS COCKTAIL.

PUSHYS

BAKER BOYS

Chief Andrew Haskins

3 CYCLISTS

Humpty Dumpty Foundation



RMHC LEXUS OF CANBERRA

Gala Ball

1ST APRIL 2017

SAVE the DATE

LEXUS CANBERRA

RONALD MCDONALD HOUSE CANBERRA AUSTRALIA



Heart Kids NSW's Kids Halloween Disco

This SUNDAY
THE IRISH CLUB
From 6pm-8pm

Proudly supported by: **HeartKids**

bigimpact advertising



Vinnies Red Carpet Charity Ball

13 November 2010, Rydges Lakeside

Featuring comedian Corinne Grant
www.vinniesball.com.au
(02) 6121 2944

Ticket sales close 9 November



Become a **foster carer...**
...make a **child smile**

6228 9500 Barnardos

THANK YOU FOR CONSIDRING
BIG IMPACT ADVERTISING



bigimpact
advertising

*Helping you make an **Impact***