



# Advertising

## Digital Signage Guide



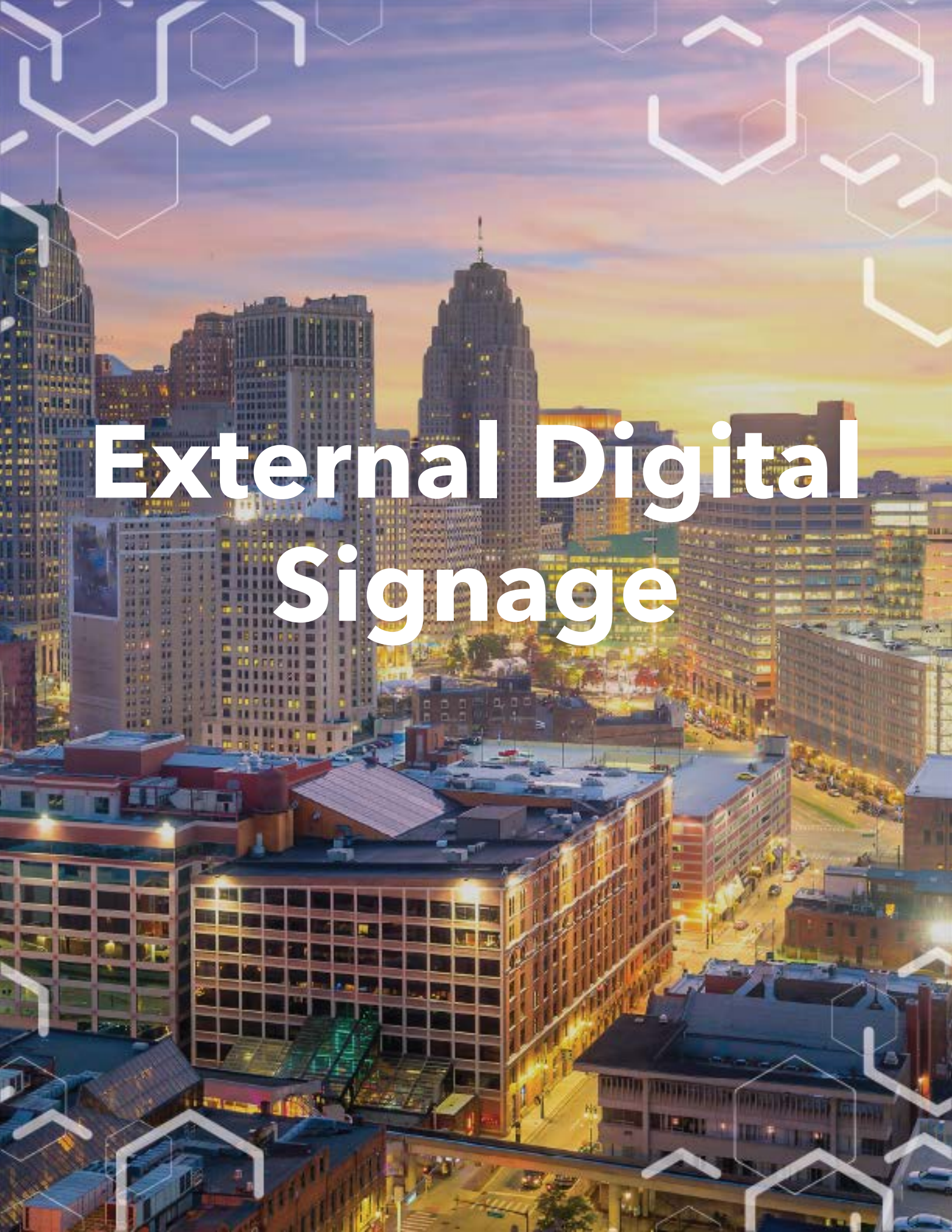
# Advertising Guide for Digital Screens at Huntington Place

## Welcome to Huntington Place!

In today's fast-paced, visually-driven world, digital signage has become one of the most effective ways to capture attention and engage audiences. Whether you're looking to enhance your brand's presence in high-traffic indoor spaces or connect with consumers in outdoor environments, our range of internal and external digital signs offers flexible, dynamic solutions that allow you to deliver targeted, impactful messaging.

With stunning visual clarity, these signs offer a unique opportunity to elevate your advertising efforts, drive customer engagement, and maximize your brand's reach. Let us show you how our digital signage solutions can transform your advertising strategy.





# External Digital Signage



The background image shows the Huntington Place building in Detroit, featuring a large digital display on its glass facade. The display shows a green and blue graphic with the text "Meet you in Detroit" and "HUNTINGTON PLACE". An American flag is visible on the left side of the building.

# Corner Board

Maximize your reach with the Huntington Place Corner Digital Board, a massive **3,000 square foot** exterior display located on the northwest corner of Huntington Place, overlooking Washington Boulevard and Congress Street. This high-visibility sign guarantees powerful exposure, reaching an estimated **250K Monthly impressions** in the bustling downtown Detroit financial district.

## Pricing

**Static Image** - (15 Seconds) within 3-5 min. rotation - **\$300/day**

**Video** - (15 Seconds) within 3-5 min. rotation - **\$600/day**

**Exclusive Use Pricing** - starts at **\$5,000/day** (changes based on event traffic and peak seasons) (Please inquire about availability)

**Weekly Rate** - Static Image - **\$1,800**

**Weekly Rate** - Video (15 seconds) - **\$3,000**

**Monthly Rate** - Static Image - **\$6,500**

**Monthly Rate** - Video (15 seconds) - **\$12,000**

(Subject to change - Please inquire if you have specific requests)



# Corner Board

## Design Specifications

Dimensions - **2096 x 376** Pixels

All files must be submitted as a **PNG, JPEG or MP4** if using video.

The Corner Board wraps around the corner of the building, designs going across the center may not be properly viewed from certain angles.

The top corners of the board are cut out by the building architecture. Please be careful to not include any text or important imagery in these areas. Attached is a design mask to compensate for it.

Designs cannot be predominately white, this can have the effect of blinding drivers at night.

All content must be submitted **5 business days prior** to the start of display

**[Click here for more details and design example](#)**

**[Click here for more design Mask](#)**



# Internal Digital Signage





# Meeting Room Monitors

Each meeting room at our venue features a digital monitor at the entrance, replacing traditional hard signage. Please note that if advertising on these signs, event signage takes priority and ads will not be displayed on rooms using the monitors for agendas.

## Pricing

**Static Slide** - **\$100/day** for first monitor, **\$25/day** for additional monitor

**Premium Package** - starts at **\$2,000/day** - Exclusive use of all 85 internal meeting room monitors (please inquire about availability)

## Design Specifications

Dimensions - **1080 x 1920 Pixels** (Portrait oriented HD Monitors)

All files must be submitted as a **PNG, JPEG** (Video **NOT** Allowed)

All content must be submitted **5 business days prior** to the start of display

**[Click here for more details and design example](#)**



# Information Desk Monitor

The 57" digital display above the Information Desk near the front entrance of Huntington Place offers high visibility in the concourse, making it an effective way to promote content to event goers. It's a prime opportunity for sponsors to advertise.

## Pricing

**Static Slide** - **\$500/day** for the first slide, **\$100/day** for each additional slide

**Premium Package** - starts at **\$1,500/week** - Exclusive placement

## Design Specifications

Dimensions - **288 x 160 Pixels** (Landscape oriented 16:9 Monitor)

Files can be submitted as 1920 x 1080, but the physical board is of limited pixel depth, small text and fine linework may not appear as designed.

All files must be submitted as a **PNG, JPEG or MP4**

All content must be submitted **5 business days prior** to the start of display

**[Click here for more details and design example](#)**





# Cork & Grind Monitors

Huntington Place's Cork & Grind coffee and wine bar offers unique digital display opportunities for sponsors and advertisers. Two 85-inch monitors are available directly behind the bar, providing a prime viewing location for guests while they wait for their coffee.

## Pricing

**Static Slide** - **\$200/day** for the first slide, **\$100/day** for each additional slide

**Video Pricing** - **\$375/day** (30 Seconds)

**Premium Package** - starts at **\$1,000/week** - Exclusive placement

## Design Specifications

Dimensions - **1920 x 1080 Pixels** (Landscape oriented 16:9 Monitor)

All files must be submitted as a **PNG, JPEG or MP4**

All content must be submitted **5 business days prior** to the start of display

**[Click here for more details and design example](#)**



# Atrium Monitors

Two 48-inch HD monitors are located in the atrium, in front of the 140s hallway. These offer prime viewing for event goers when events are held in these areas.

## Pricing

**Static Slide** - **\$350/day** for the first slide, **\$100/day** for each additional slide

**Video Pricing** - **\$400/day** (30 Seconds)

**Premium Package** - starts at **\$800/week** - Exclusive placement

## Design Specifications

Dimensions - **1920 x 1080 Pixels** (Landscape oriented 16:9 Monitor)

All files must be submitted as a **PNG, JPEG or MP4**

All content must be submitted **5 business days prior** to the start of display

**[Click here for more details and design example](#)**





# Food Court Monitors

Four 70-inch monitors are mounted high in the cafeteria, offering optimal exposure and visibility for any event goer dining in the food court.

## Pricing

**Static Slide** - **\$250/day** for the first slide, **\$100/day** for each additional slide

**Premium Package** - starts at **\$2,000/week** - Exclusive placement on all four monitors

## Design Specifications

Dimensions - **1920 x 1080 Pixels** (Landscape oriented 16:9 Monitor)

All files must be submitted as a **PNG, JPEG or MP4**

All content must be submitted **5 business days prior** to the start of display

**[Click here for more details and design example](#)**



An aerial photograph of a city skyline at dusk. The sky is a mix of purple, pink, and orange. Numerous skyscrapers are visible, with many windows glowing with interior lights. In the foreground, there are several large, multi-story buildings with brick and concrete facades. The image is decorated with white geometric line art, including hexagons and zig-zag patterns, primarily in the top and bottom corners.

# Premium Packages



## **Silver Package - \$5,000 - 2 weeks**

Corner Board - 15 sec. static image

Information Desk - 15 sec. static image

10 Unused Meeting Room Monitors - 15 sec. static image

## **Gold Package - \$10,000 - 1 Month**

Corner Board - 15 sec. static image or video

Information Desk - 15 sec. static image or video

Atrium - 15 sec. static image or video

Cafeteria - 15 sec. static image or video

20 Unused Meeting Room Monitors - exclusive - static image

## **Platinum Package - \$20,000 - 1 Month**

Corner Board - 30 sec. static image or video

Information Desk - Exclusive Placement - static image or video

Atrium - 15 sec. static image or video

Cafeteria - 15 sec. static image or video

All Unused Meeting Room Monitors - exclusive - static image

\*Prices and packages are subject to change, negotiations are available.