



HUNTINGTON  
PLACE

# Event

## Digital Signage Guide





# Marketing Guideline For Your Event at Huntington Place

**Welcome to Huntington Place! We are thrilled to be hosting your event!**

To help you make the most of your event's exposure, we offer various marketing channels, including digital screens, external billboards, and social media promotions.

This guide will provide you with all the necessary details and options to promote your event before and during your time with us. Please review the information below and **let us know if you have any questions.**

Please note that all files for digital signage **must be submitted at least 5 business days prior to the start of your event.** Failure to do so will incur additional charges/late fees.



An aerial photograph of a city skyline at dusk. The sky is a mix of purple, pink, and orange. Numerous skyscrapers and buildings are visible, many with their lights on. In the foreground, there are several large, multi-story buildings with brick and concrete facades. The image is overlaid with a pattern of white, stylized hexagonal shapes, some of which are partially cut off by the edges of the frame.

# External Digital Signage





# Marquee

Maximize your event's visibility with the Huntington Place Marquee Digital Sign, a colossal **4,800 square foot** display strategically positioned in the heart of downtown Detroit. Spanning the view from Jefferson Avenue and Washington Boulevard, this massive, high-impact sign guarantees unparalleled exposure with an estimated **400K monthly impressions**.

## Pricing

**Static Slide** - 15 sec. slot - starts one week before event - **FREE OF CHARGE**

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

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

## Design Specifications

Dimensions - **2048 x 384** Pixels

All files must be submitted as a **PNG or JPEG** (Video is **NOT allowed** on the marquee)

Designs cannot be predominately white.

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



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 event's impact 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)**

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

## Design Specifications

Dimensions - **2096 x 376** Pixels

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

Designs cannot be predominately white.

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



# Internal Digital Signage







# Meeting Room Monitors

Each meeting room at our venue features a digital monitor at the entrance, replacing traditional hard signage. These monitors can display event schedules, wayfinding information, and sponsor placements. We strive to replace as many physical signs as possible in an effort to keep our building and events green! **All Meeting Room Monitors are Free of Charge**

## Design Specifications

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

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

Please name the files **(Event Name) - (Room Number) - (Date It Will Run)**

Examples: **HuntingtonPlace-140AB-Oct18-20** | **VTXR-338-Nov13**

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

Last minute changes/adjustments/edits cannot be guaranteed and may result in additional charges.

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

**(Failure to adhere to guidelines will result in additional charges/late fees)**





# 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 sponsorship 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 your event

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

**(Failure to adhere to guidelines will result in additional charges)**





# 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 Second Slot)

**Premium Package** - starts at **\$1,000/week** - Exclusive placement on both 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 your event

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

**(Failure to adhere to guidelines will result in additional charges)**





# 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 Second Slot)

**Premium Package** - starts at **\$800/week** - Exclusive sponsorship 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 your event

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

**(Failure to adhere to guidelines will result in additional charges)**



# 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

**Video** - **\$400/day** (30 Second Slot)

**Premium Package** - starts at **\$1,200/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 your event

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

**(Failure to adhere to guidelines will result in additional charges)**



# Social Media







# Social Media

Huntington Place manages an extensive social media presence, with active accounts on Instagram, LinkedIn, Facebook, Twitter, and TikTok. We utilize these platforms to engage a broader audience, both locally and internationally.

## Collaboration Opportunity

We love hosting ticket giveaways, collaborative posts, informational content, and more. Currently, we are not charging for social media opportunities and are excited to collaborate with you to create a strategy that maximizes engagement for both of our organizations.

**If you're interested, please reach out early so we can start planning and executing timely, branded messages across the most effective platforms.**