

PROGRAMMATIC DIGITAL RESTOBAR INVENTORY

Over 1,000 digital faces nationwide, now available on



VISTAR MEDIA

Diverse and notable, the **UB Media DOOH Restobar Network** targets consumers where they are most active in their daily lives. From established city landmarks to the trendiest night clubs, casual eateries, fine dining establishments, student hangouts, and family faves, if it's a talked about venue, we have it in our network.



UB Media can micro-target your ideal audience

Cross-reference venues with demographics

Venue types

- Cafés
- Live Music Venues
- Casual Restaurants
- High-End Fine Dining
- Pubs & Bars
- Sports Bars & Pool Halls
- Nightclubs / Lounges
- Adult Only Locations

Demographics

- Business Executives
- Young Professionals
- Family Friendly
- Blue Collar
- Students
- Hipsters

100% gender segmented

www.ubmedia.ca

UB Media's Restobar digital boards have the largest HD display at 27" and 32" inches, built vertically enabling more creative flexibility and multiple messaging. Packaged in a sleek brushed aluminum and glass design – you'll love the look of our digital Restobar product. It also has the latest in LED developments achieving the highest dynamic contrast ratio in market, while being 30% more energy efficient.

File specifications

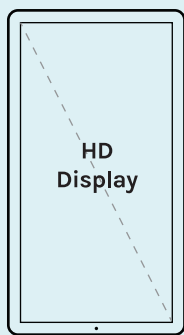
Resolution: 1080 (w) x 1920 (h) px

Max file size: 25 MB

Formats: .mpeg / .mp4 / .jpg

Audio: 2Chan. stereo

Audio level -10dB to -20dB



Audio enabled



Full motion & static



Digital capabilities

- Adaptable TV creative
- Geofencing
- Dayparting
- 24/7 revisions

Trigger messaging unlocks stronger brand engagement

Real time data-driven triggers that can respond to current events, including amplification of life moments such as:



Breaking news



Sports scores



Weather updates



Traffic updates



Did you know DOOH is the single most effective medium for driving online activity?

26% of online searches generated by advertising can be traced to OOH Media, yet only 7% of spending goes to OOH.

Source: Nielsen, 2018

ABOUT UB MEDIA

For over a decade UB Media has been connecting brands and consumers nationwide through captivating, innovative, and highly targeted place-based media with our three distinct OOH networks: **Cinema**, **Restobar** and **Campus**.

Contact us to purchase any of our networks directly:

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