5 digital screens in Tampico, Cd. Madero and Altamira

Commercial and technical kit. Owned inventory, published rates and material delivery specs.

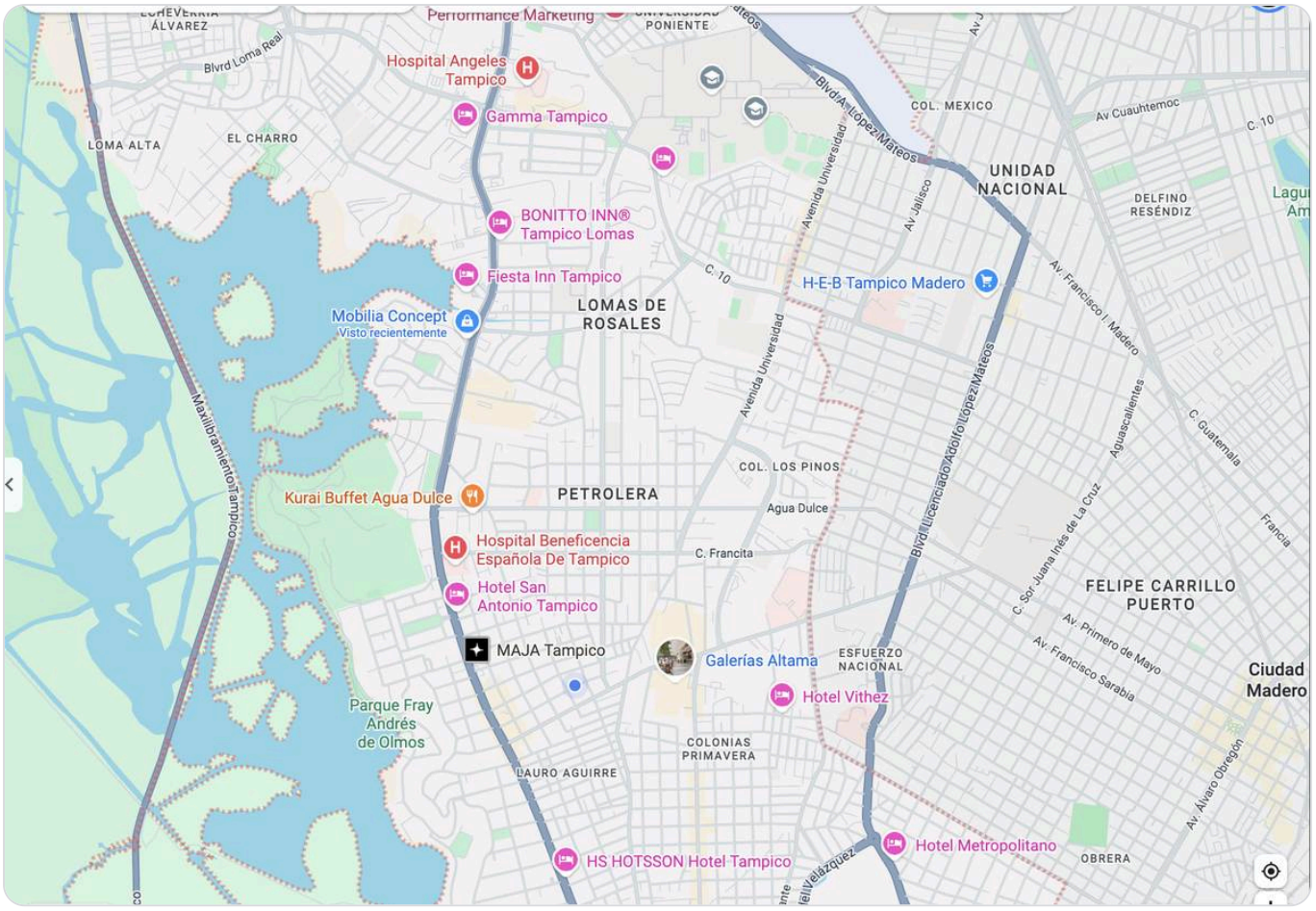
5	21 h	756 – 1,260
screens we own	on every day	plays a day

THE NETWORK

Where the 5 screens are

Tampico, Cd. Madero and Altamira metro area. Casmo owns the screens: no intermediaries and no agency commission.

5	21 h	10 s	$0.21
LED screens we own	from 5:00 to 2:00, every day	length of each play	lowest cost per play



01 **Avenida Hidalgo Norte** · Hidalgo Ave., southbound to northbound

02 **Avenida Hidalgo Sur** · Same tower, northbound to southbound

03 **Ejército Mexicano** · Retail corridor, Minerva

04 **Lomas de Rosales** · Residential area, Lomas de Rosales

05 **Aeropuerto** · Across from the airport

INVENTORY

Sheet for every screen

Native resolution shown as a reference. For delivery we recommend a single file at 1920 × 1080.

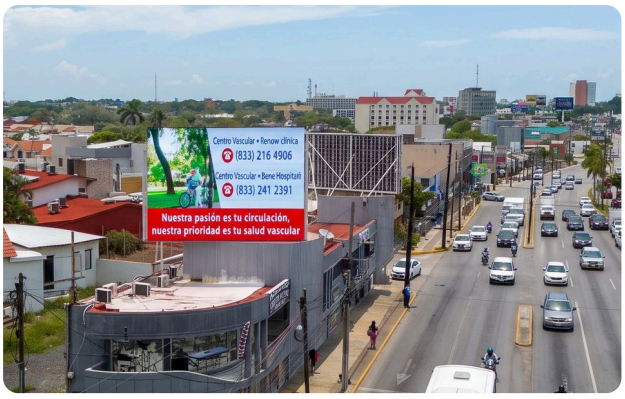
01 Avenida Hidalgo Norte

Hidalgo Ave., southbound to northbound

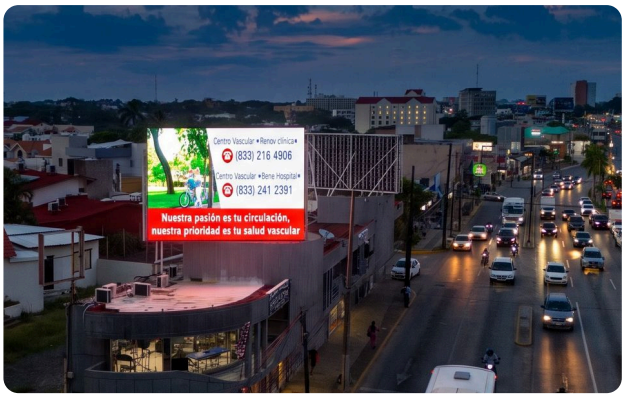
$8,000

a month + tax

Across from 3 Arcos and Chedraui Selecto, in a high-income area. Seen by traffic heading north on Hidalgo Ave.



DAY



NIGHT

Address	**Av. Hidalgo 6202, col. Petrolera Chairel, Tampico**	Size	**7 × 5 m**
Native resolution	**1,795 × 1,282 px**	Pixel pitch	**3.9 mm**
Height above street	**4.5 m**	Plays a day	**850**
Plays per hour	**40**	Per play	**$0.31**
Length of your ad	**10 s**	Advertisers on screen	**Up to 20, in rotation**
Mounting	**Structure on a building**	Socioeconomic level	**High**

02 Avenida Hidalgo Sur

Same tower, northbound to southbound

$8,000

a month + tax

On the same tower as Hidalgo North, facing the other way: seen by traffic heading south. With both, you reach drivers going up and down the avenue.



DAY



NIGHT

Address	**Av. Hidalgo 6202, col. Petrolera Chairel, Tampico**	Size	**7 × 4 m**
Native resolution	**700 × 400 px**	Pixel pitch	**10 mm**
Height above street	**4.5 m**	Plays a day	**1,260**
Plays per hour	**60**	Per play	**$0.21**
Length of your ad	**10 s**	Advertisers on screen	**Up to 20, in rotation**
Mounting	**Structure on a building**	Socioeconomic level	**High**

03 Ejército Mexicano

Retail corridor, Minerva

$8,000

a month + tax

On Ejército Mexicano Ave., one block from Altama, on a corridor that moves all day.



DAY



NIGHT

Address	**Av. Ejército Mexicano 605, col. Minerva, Tampico**	Size	**7 × 4 m**
Native resolution	**1,705 × 1,026 px**	Pixel pitch	**3.9 mm**
Height above street	**3 m**	Plays a day	**850**
Plays per hour	**40**	Per play	**$0.31**
Length of your ad	**10 s**	Advertisers on screen	**Up to 20, in rotation**
Mounting	**Structure on a building**	Socioeconomic level	**General**

04 Lomas de Rosales

Residential area, Lomas de Rosales

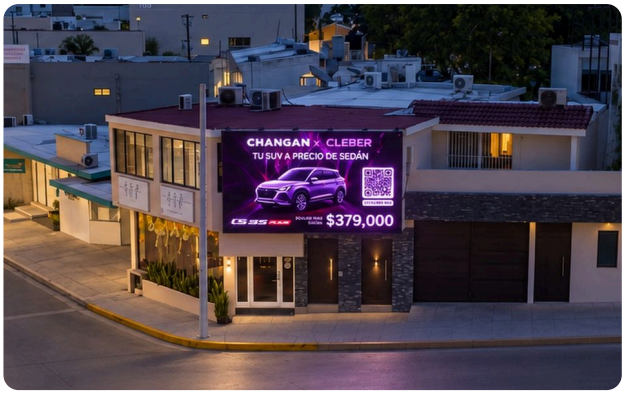
$7,000

a month + tax

Built into a façade 2 m above the street, one block from Colegio Félix de Jesús. High-income residential area.



DAY



NIGHT

Address	**Loma de Oro 328, col. Lomas de Rosales, Tampico**	Size	**5 × 3 m**
Native resolution	**1,282 × 769 px**	Pixel pitch	**3.9 mm**
Height above street	**2 m**	Plays a day	**756**
Plays per hour	**36**	Per play	**$0.31**
Length of your ad	**10 s**	Advertisers on screen	**Up to 20, in rotation**
Mounting	**Built into a façade**	Socioeconomic level	**High**

05 Aeropuerto

Across from the airport

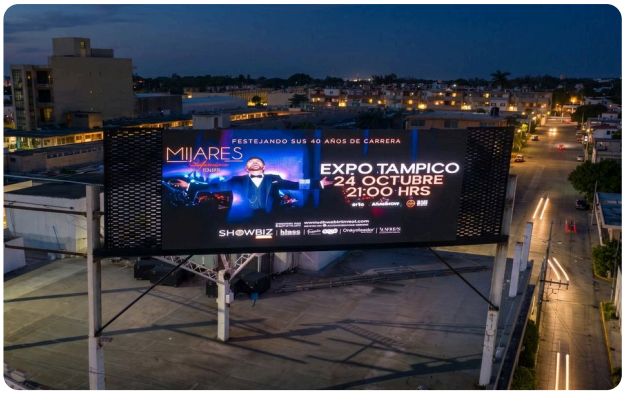
$8,000

a month + tax

Over the overpass, above Hotel Grand Royal and across from the airport, 8 m high. Seen by southbound traffic.



DAY



NIGHT

Address	**Av. Miguel Hidalgo 6814, col. Arenal, Tampico**	Size	**7 × 3 m**
Native resolution	**1,795 × 769 px**	Pixel pitch	**3.9 mm**
Height above street	**8 m**	Plays a day	**1,000**
Per play	**$0.27**	Length of your ad	**10 s**
Advertisers on screen	**Up to 20, in rotation**	Mounting	**Structure on a building**
Socioeconomic level	**General**	Not available for	**Hotels and event venues (exclusive category)**

Each screen takes up to 20 advertisers in rotation.

RATES

Published prices, plus tax

While your month is active, your ad runs all day with no cap. Before you pay we tell you how many ads share the screen, so you know exactly what you are buying.

1 screen

from $7,000

a month + tax

- The screen you choose
- Runs all day, no cap
- Change your ad whenever you need, with 2 days notice

Day and night

$9,900

a month + tax

- 2 ads on the same screen
- One by day and one at night
- For when you sell differently in the morning and the evening

All 5

$33,150

a month + tax

- The whole network
- Seen in all 5 areas
- Change your ads whenever you need, with 2 days notice
- You save $5,850 versus booking them one by one

Commercial terms

Minimum booking	1 month
Operating hours	From 5:00 to 2:00, 7 days a week. 21 hours a day.
Spot length	10 seconds per play.
Rotation	Up to 20 advertisers per screen.
Payment terms	Payment in advance.
Volume discount	10% to 15% from 2 screens
Long-term discount	10% when booking 4 months or more, paid in advance
Material delivery	One day before start
Ad changes	Whenever you need, with 2 days ahead notice.

MATERIAL DELIVERY

How the file should be built

A single file works for all 5 screens. The controller scales it to each one.

1920 × 1080

Recommended resolution for all 5 screens. The controller scales the video to each one.

16:9

Landscape. Every screen is horizontal.

MP4 o JPG

MP4 video (H.264) or a still JPG. It is loaded one day before you start.

10 s

Exact length. No audio: the screens have no speakers.

Design guidelines

Amount of text	Few words. At avenue speed there is no time to read a paragraph.
Contrast	At night a dark background with light type reads best.
Contact details	Only one: phone or brand name.
Margins	No text or logos within 5% of the edge.
Motion	Slow and continuous. Fast cuts get lost.

Native resolution per screen

Avenida Hidalgo Norte	1,795 × 1,282 px · 7 × 5 m · 3.9 mm
Avenida Hidalgo Sur	700 × 400 px · 7 × 4 m · 10 mm
Ejército Mexicano	1,705 × 1,026 px · 7 × 4 m · 3.9 mm
Lomas de Rosales	1,282 × 769 px · 5 × 3 m · 3.9 mm
Aeropuerto	1,795 × 769 px · 7 × 3 m · 3.9 mm

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