Digital Advertising Media
A Different Digital Signage Company - Community powered Digital Signage

www.DigitalAdvertisingMedia.com
214-815-9308 or info@DigitalAdvertisingMedia.com
Community Digital Signage

Reaching thousands of people in communities all across the nation where people work and play everyday which includes Fitness Centers, Restaurants, Salons, Barber Shops and more. Our network delivers HI-RES Advertisement, Videos and Radio to consumers every day.

At the same time sharing ad revenue with the local business and communities that support the network of billboard systems across the country.

Join the network and people weekly coming on board and growing the DAM network in their communities they work and serve in.
The anatomy of the DAM screens
**DAM** (Digital Advertising Media) was and is designed to create jobs, connect local communities while at the same time providing an information distribution network controlled by the people from it’s conception.

All Ad Servers (Digital Signage Systems) are paid for by way of Non Profits, Businesses and Individuals as AD Sponsors. These systems are placed in the community in places like Barbershops, Salons, Stores, Restaurants, Service areas and more. There's no corporate control and the information can’t be stopped.

The community shares in profits by selling ADs for each system getting a 35% return in commission for each ad sold. Anyone can become a **Sales Rep** for any Digital Signage system located in there area with no background check, no qualification at all, but to sell and there’s no hours to keep.

Locations hosting the Digital Billboards get 30% of each Ad sold for their location as well as free advertisement in all systems in their area network.

The remaining 35% goes to **DAM** for managing the Ads, the software and the network as a whole system serving ads. Everyone wins with **DAM**!

**DAM** handles all the technical side of the Ad Servers including installation (**DFW area only**), setup, programming and ad management and creation, but locals can do this too and make more income.

My goal is to allow ANYONE that wants to work have a job that they can’t be fired from, they can make their own hours and they get 50% of the profits case closed. You are the company!

**Our digital billboards create jobs for anyone who wants one!**
What is an Ad Sponsor?

An Ad Sponsor is a Business, Person or Organization that pays to have their name and advertisement in a Digital Billboard system for 1 full year equal to the cost of the system itself. Each system can have up to 4 sponsors. If a Sponsor does not want to share the Sponsorship of a system to break up the cost of the system, they would have to be a full sponsor.

Sponsors get up to 5 ads on the right side of the screen. This can be shared with up to 4 sponsors at 5 each or all 20 for one full sponsor.

Sponsors also get up to 8 (2 each) ads in the larger left side of the screen and any of these can be 1, 3 minute video.

Sponsor ads are shown across the entire network of systems in the area.

Our digital billboards create jobs for anyone who wants one!
What’s a Hosting location?

A **Host** is a business location that allows a Digital Billboard System to be placed on their wall or waiting area. This location needs to have Internet so the ads can be controlled remotely. Not all locations are a good fit but we would love to have you as part of the network if suitable.

As a **Host** you get **30%** of all ad sold for your location as well as **FREE** advertisement in the Entire Network of Digital Billboards in your area.

The example location below is a waiting room in a auto service center.
What is an Affiliate Sells Rep?

An **Affiliate Sales Rep** sells ads and sponsorships for any DAM system. A Rep is responsible for selling ads into his or her network of systems and earns **35%** commission on sales.

DAM gets the remaining **35%** commissions for managing the technical side of the DAM system structure itself.

Our system handles 6 types of ads, the affiliates commission is shown in **RED**.

- Static Display Ads sell for **$50 ($17.50)**
- 60 Second Video Ads sell for **$75 ($26.25)**
- 3 Minute Video Ads sell for **$100 ($35)**
- 15 Minute Video Spots sell for **$150 ($52.50)**
- 30 Minute Video Spots sell for **$200 ($70)**
- LIVE Streaming Spots are charged by the Hour
- Full Sponsor Ads **$800 ($280)**
- Three Quarter Sponsor **$600 ($210)**
- Quarter Sponsor Ads **$200 ($70)**

When we get a new sponsored system in a **Hosting location**, it builds on the existing **Network** being built by that Rep. Unlimited networks can be created.
Our Digital Signage System is powered by the Internet allowing us to send Ads to any system within 1 hour anyplace our systems are located. We can send Video, Music and Static billboard ads and even stream radio to any system independently or as a group.
Powerful Digital Signage System

Our systems are plug-n-play using the World’s Smallest and Powerful Windows based PCs. They are designed for AC/DC operation for standard and mobile applications for Busses, Taxi Cabs, Trains and Trolley cars. The hardware supports pure Dolby5 Stereo Sound, Smooth Hi-Def Video, with both HDMI and VGA connections.

The software is updated automatically via the Internet so future features become a hands-free operation.
What gets placed on Location?

Each system comes with the world’s smallest PC and flat Screen display. The display size depends on the preference of the location it’s installed at.

Locations are required to have the internet for remote communication to the systems.

DAM Billboards owns the PCs we install and manages each system and the ads that get pushed to them unless otherwise noted.

No technical knowledge required to be a Hosting location or an Affiliate Sale Rep.
Power up and we are in business!

The Ad Server PC is pre-programmed and once the internet is connected, we are ready to start selling ads. When powered up, the display and the Ad Server (micro PC) will start serving ads every 15 seconds (selectable per ad) in a random fashion. Video ads are pushed after every 10 or 15 stills. Watch a LIVE DEMO here.

The demo is shown with a 60” display using a Micro PC.

The best size will depend on where it’s mounted.

A 32” to 40” display is a great size for most situations which makes it pretty cheap.
Digital Billboard Display Anatomy

Random & Programmed Videos / Movies / Billboard Ads

Sponsored Ads

Sponsor Ship Branding
Scrolling Call to Action Message

System Branding
Call to Action Message
Streaming Radio
Local Time

Bottom area dedicated to the Sponsor!

Click here to watch Video
How does the Social Pushing of Ads work?

Static ads are created with a standard image editing program like Photo Shop and save as a 1024 x 615 jpg or from the client ready to use.

Ads are then submitted to the Digital Signs via an Ad Control Website that can be seen also by the public. Ads can be syndicated to Facebook, Twitter and sites at the same time via RSS feeds.

The Ad Server mirrors the ads in the account assigned to it automatically via the internet.

Ads can be updated on an hourly basis if required from anyplace in the world!
Streaming media is controlled via our own special technology which holds paths to all types of media like MP3 music, Video and even YouTube content.

Multimedia streams can be programmed to show at various hours of the day and for as long as required.

The system checks each hour for a change in programming and can switch from Streaming Media, SHOUTcasting or just rotating ads every hour on the hour as directed.

You can even push Movies and Games to a system anywhere in the world with our Digital Billboard systems via the internet.
SHOUTcasting is a streaming format for many online radio stations from all over the world and includes music, talk radio, interviews and more.

Using a SHOUTcast stream you can provide your hosted location with all types of Music from all genres FREE with no ASCAP charge.

The system can even remote DJ for your location and parties saving them the cost of hiring expensive bands and groups.
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