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

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Community Digital Signage

Reaching thousands of people in communities all across the nation where people work and play everyday which includes Fitness, 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 **50%** 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 up to **30%** of each Ad sold for their location as well as free advertisement in all systems in their area network.

The remaining **20%** goes to **DAM** for managing the Ads, the software and the network as a whole 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 a 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.

Sponsors get up to 40 ads on the right side of the screen. This can be shared with 4 sponsors at 10 each or all 40 to 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 3 minute Video.

Sponsor ads are shown across the Entire network of system in the area.

Our digital billboards create jobs for anyone who wants one!
Demo of me using DAM Pro

https://youtu.be/1dVhxJ4Rmy0
What’s a Hosting location?

A Host is a business location that allows a Digital Sign (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 up to 30% of all ad sales 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 an 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 into his or her network of systems and earn **50%** commission. Reps can side sell into other networks and earn **40%** commissions.

Our system handles 3 types of ads that we pay commission on shown in **RED**.

- Static Display Ads sell for $50 ($25)
- 60 Second Video Ads sell for $75 ($37)
- 3 Minute Video Ads sell for $100 ($50)
- 15 Minute Video Spots sell for $150 ($75)
- Full Sponsor Ads $600 ($100)

When we get a system sponsored that new system gets placed in a Hosting location and builds on to the Network being built by that Rep.

Unlimited networks can be created.

As an Affiliate Sales Rep you can also create a down line of sales people under you and earn income from their sales too.

When ads are sold into your network you earn **10%** of those sales.
How our Community Digital Signage System works

Digital Signs (Billboards) are placed in businesses after being Sponsored by other businesses, groups, non profits or individuals that need good advertisement in the community they serve.

Ads are sold for each system by an Affiliate Sales Reps or by the location the system is located in for up to 50% commission per ad sold.

Everyone earns commissions from our systems

Anyone can start selling for our digital signage system just by becoming an Affiliate Sales Rep which is FREE. We just need to get to know and train you on how to sell Ads, explain how the system works and what type of content can be displayed.

There is no fee, no contracts and no quota to fulfill. Just help us advertise for the community and you get paid.
Our Digital Signage System is powered by the Internet allowing us to send Ads to any system within 1 hour anywhere 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.
We have 2 Types of Systems

**Software Only**

This is the PRO version of our system and only costs $99. You add a SMART TV or any system that can display a website. Not limited in type of content to display. All content is controlled from the included website which you also use for marketing and taking payments.

**Software & Hardware**

This version uses a Windows based PC and special software connected to any type of TV. Displays static ads and video upload and streamed from YouTube. Costs $199 and up.

Uses a common website to control ads and custom software to setup ad servers.
DAM PRO Software

The website is **WordPress based** and designed with a combination of special plugins that give you all the power you need to create anything under the sun to be displayed on Ad Servers anyplace in the world with an internet connection. There’s no limit to how many screens you can create because their just web pages.

**FEATURES**
Set up slides, channels (slideshows) and displays.
Choose slide duration and transition effect.
Set or change the channel on a display.
Schedule a temporary channel on a display.

**SLIDE FORMATS**
Default: Displays a background only.
Text: Displays some text.
Post: Displays title, date and content of a post, and optionally the featured image.
Recent posts: Displays a slide for each recent post.
Event: Displays title and details of an event, with its featured image as default background
Upcoming events: Displays a slide for each upcoming event.
External web page: Displays a web page to your liking.
PDF: Creates a slide for each page in an uploaded PDF, displaying that page contained within the slide.

**SLIDE BACKGROUNDS**
Image: Displays an image, covering the entire slide background.
Video: Displays an uploaded or external video, or a specified fragment, as slide background.
YouTube: Displays a YouTube video, or a specified fragment, as slide background.
More features, slide formats and slide backgrounds are coming soon.
Eg. an HTML/shortcode slide, multiple and recurring scheduled channels. Longer term goals include a widgets bar for displaying Time, Weather and other widgets.
DAM Pro screens can be anything
Powerful Digital Signage System

Our systems are plug-n-play using the World’s Smallest and Powerful Windows based PC by Lenovo. They are designed for AC/DC operation for standard and mobile applications like 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.

We use the power of Lenovo
Choose which one works better for you

Q190 Nettop PC
300 Stick PC

Both come with Windows 10
Comes pre-Activated for Pug & Play
What gets placed on Location?

Each system comes with the world’s smallest PC by Lenovo and a 32 inch flat Screen display minimum. This depends on the location it’s installed in.

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

Metro City Billboards owns, installs 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!

Ad Server is pre-programmed and once the internet 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 an 300 stick PC.

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

A 32” display is a great size for most situations which makes it pretty cheap.
AD Server Display

Random & Programmed Videos / Movies / Billboard Ads

Sponsored Ads

Bottom area dedicated to the Sponsor!

Click here to watch Video
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 are syndicated to Facebook and Twitter 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!
Remote Rich Media Streaming

Rich Media can be Video or Audio and gets served to the Digital Billboard Systems within 1 hour.

We can even stream YouTube Videos to your Ad Servers that are up to 100 hours long.

We also offer Rich Media channels by the OPN TV NETWORK an advertising partner of D.A.M. - Digital Advertising Media.

We have added the AmberAlert system for Texas as well as FREE PSA from just about all Non Profit organization.

Radio can be streamed to any system for Ambient Music if you like with ShoutCast technology.

This allows streaming from anyplace in the world directly to each Ad Server.
How can our systems help the community business?

Metro City Billboards is not like other Digital Signage systems that connect to large corporate networks. This network is dedicated to the community they are hosted in and provide advertisement for the surrounding business, events and information.

Each Ad Server can display static Ads as well as hosted video, audio, SHOUTcast streams like music, talk radio even YouTube content.

The Ad Server can provide a location where it’s place or Hosted the ambient music streamed in from radio stations or LIVE from a remote DJ.

The ads which are loaded remotely via the internet not only get displayed on the screen but get socially published to Facebook, Twitter and other social networks at the same time.
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 on 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 if required.

You can even push Movies and Games to a system anywhere in the DFW area with our Digital Billboard systems.
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.