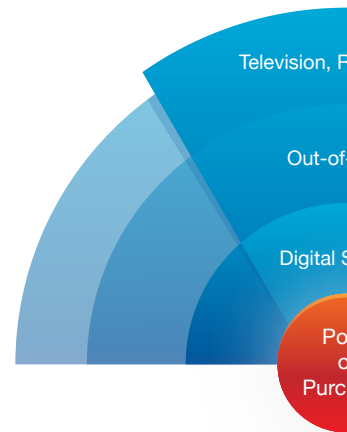




Say YES! to Digital Signage



"The brand was able to boost sales by 59% across their entire line, with some items seeing a 159% increase."



ZipCast Changes the Face of Advertising!

Welcome to the new revolution in advertising- digital signage. Now, like never before, you can target and reach your customers where they live, work and socialize for a fraction of the cost. This is a promise that traditional media (TV, radio, print) can't even touch.

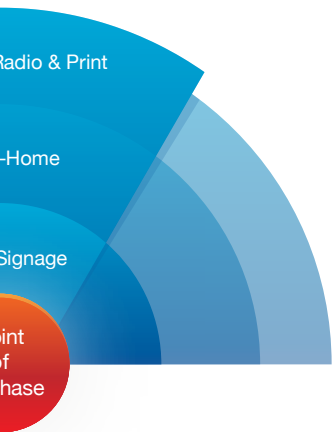
Your advertising virtually comes to life right before your customer's eyes right at the moment of that crucial purchasing decision and at the exact moment when they are most receptive to ads.

Partnering with ZipCast means you reach specific markets to promote your business, increase sales and maximize your ROI.

Contact us now for immediate results. Your clients will love you for it.



Point of Purchase



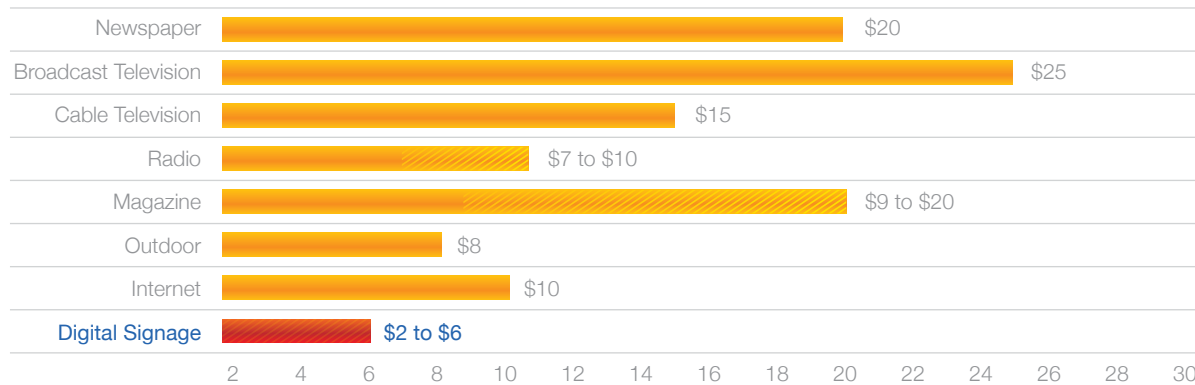
"68% of consumers would be swayed in their product purchasing decisions by in-store messages."



3 Reasons to Buy Digital Signage

1. Highly effective. Advertise where it counts.
2. Target by demo, location and day part.
3. Experience immediate increase in sales.

Best CPMs Money Can Buy



CPM Rates in Dollars

Source: Digital Retailing Expo





“Shoppers make up their mind about a product in about the time it takes to read this sentence.”



Easy to Plan.
Easy to Buy.
Easy to Measure.

ZipCast™

866.405.0147 713.953.7200

510 Bering Drive, Suite 455

Houston, TX 77057

www.zip-cast.com

Attitudes Toward Advertising Media

	Digital Signage	TV	Internet	Newspaper	Radio
Catches My Attention	60%	43%	43%	35%	34%
Unique	54%	30%	30%	17%	15%
Interesting	49%	39%	39%	28%	31%
Entertaining	44%	47%	47%	20%	31%
Informative	42%	43%	43%	56%	38%
Credible	20%	23%	23%	43%	23%
Relevant	34%	27%	27%	43%	24%
Annoying	23%	44%	44%	14%	54%

Base: Among those that have seen ads in the media in the past 12 months.

Source: See Saw Networks