

WE ARE

IceNet Media is a multi-media company providing advertisers with a large network of digital displays to advertise and promote throughout the City of Ottawa.

Hi-Rise Communications is a leading national indoor advertising company and authorized reseller of IceNet media products.

Established in 1988, the company provides high value-added communication solutions working through its innovative digital media and static advertising boards in Hi-Rise residential and commercial buildings throughout Ottawa.

OUR MISSION

Our goal is to provide local companies in Ottawa and surrounding areas, the opportunity to advertise and promote their brand and products in City facilities.



"This Community Champions partnership gives residents a service they need, at no cost to the City, and generates annual revenues. It is truly a win-win deal."

– Mayor Jim Watson, City of Ottawa

OUR NUMBERS

24

City of Ottawa
Facilities

13

Million Annual
Visitors

34

Digital Displays

221,952

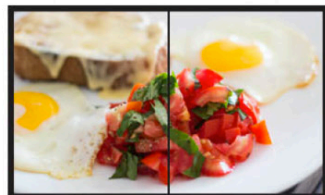
Ad Impressions
per day

OUR PRODUCTS



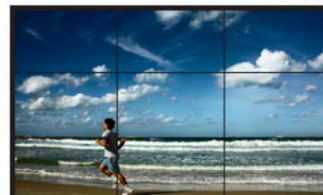
DIGITAL SCREEN
DISPLAYS

Digital Multi Screens with multi displays composed of 2 x 46" screens side by side located in 3 City of Ottawa facilities.



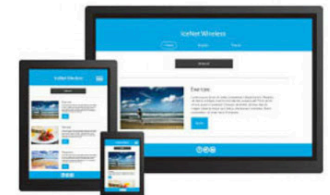
DIGITAL MULTI
DISPLAYS

34 digital displays composed of single/multi 46" high definition digital displays located in 24 City of Ottawa facilities



VIDEO WALLS
DISPLAYS

8 video walls with various configurations located in 6 City of Ottawa facilities.



WEB PORTAL
ADVERTISING

Patrons will have access to all advertisements seen on the digital displays by logging into our on-line portal. 3,000 unique ad impressions per day

CHOOSE YOUR PACKAGE

<p>STARTER PACKAGE</p> <p style="font-size: 2em; margin: 10px 0;">Single Site</p> <p>CHOOSE ONE SITE THAT INCLUDES 1 OF THE FOLLOWING: DIGITAL SCREEN VIDEO WALL</p>	<p>CLASSIC PACKAGE</p> <p style="font-size: 2em; margin: 10px 0;">Multi-Site</p> <p>CHOOSE YOUR REGION: EAST OTTAWA LOCATIONS CENTRAL OTTAWA LOCATIONS SOUTH OTTAWA LOCATIONS WEST OTTAWA LOCATIONS</p>	<p>PROFESSIONAL PACKAGE</p> <p style="font-size: 2em; margin: 10px 0;">All Sites</p> <p>ACCESS TO ALL SCREENS IN OUR NETWORK 25 DIGITAL SCREENS 9 VIDEO WALLS ACROSS OTTAWA</p>	<p>PREMIUM PACKAGE</p> <p style="font-size: 2em; margin: 10px 0;">Custom</p> <p>CUSTOMIZABLE PACKAGE CHOOSE YOUR REGION CHOOSE YOUR SITES ADVERTISE AN EVENT ADVERTISE A CAMPAIGN</p>
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ADVERTISING RATES

Location	Address	Yearly Attendance	Standard Rate
Overbrook Community Centre	33 Quill Street	27 633	\$195,00
Greenboro Community Centre	363, Lorry Greenberg Drive	31 222	\$195,00
Hunt Club- Riverside Community Centre	3320 Paul Anka Drive	77 859	\$195,00
Kanata Recreation Complex	100 Walter Baker Place	80 915	\$195,00
Richelieu Vanier Community Centre	300 Des Peres-Blanc	83 245	\$195,00
Pinecrest Recreation Complex	2250 Torguay Avenue	90 317	\$195,00
Jim Durrell Recreation Centre	1265 Walkley Road	99 664	\$195,00
Splash Wave Pool	2040 Ogilvie Road	146 208	\$195,00
Heron Road Community Centre	1480 Heron Road	189 473	\$195,00
St-Laurent Complex	523 Cote Street	243 037	\$195,00
Jack Purcell Community Centre	320 Jack Purcell Lane	247 182	\$195,00
Byward Market Building	55 Byward Market Square	250 000	\$195,00
Francois Dupuis Recreation Centre	2263 Portobello Drive	250 000	\$195,00
Kanata Leisure Centre	70 Aird Place	286 290	\$195,00
Bob MacQuarrie Recreation Complex (Orleans)	1490 Youville Drive	292 281	\$195,00
Plant Recreation Centre	930 Somerset West	293 418	\$195,00
Ron Kolbus-Lakeside Gardens	102 Greenview Avenue	355 620	\$195,00
Goulbourn Recreation Centre	1500 Shea	373 777	\$195,00
Walter Baker Sports Complex	100 Malvern Drive	447 923	\$195,00
Ben Franklin Place/Centrepoint Theatre	101 Centrepoint Drive	525811	\$195,00
Ottawa City Hall	110 Laurier Avenue	642 814	\$195,00
Richcraft Recreation Complex	4101 Innovation Drive	1 000 000	\$195,00
Nepean Sportsplex	1701 Woodroffe Avenue	1 158 826	\$195,00
Minto Recreation Centre	3500 Cambrian Drive	1 500 000	\$195,00

8 Second Ad Spots in 2 minute rotation

WELLINGTON WEST BUSINESS IMPROVEMENT AREA LAUNCHES FREE COMMUNITY **WIFI PILOT PROJECT**



The Wellington West BIA (WWBIA) and IceNet Wireless are excited to announce a partnership to pilot community WiFi along Wellington West main street and corridors within the area.

“The project will aim to create an engaging experience for shoppers, business owners, visitors and residents, it also will go a long way in laying the foundation for future projects that involve wireless connectivity.”

– Randy Kemp, Chair of the WWBIA



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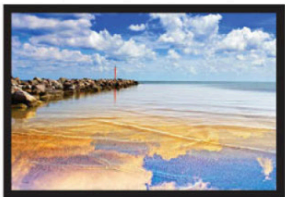
84,000

unique device hits per month.

WEB PORTAL ADVERTISING RATES

\$75 per month per 5 locations

OUR PRODUCTS



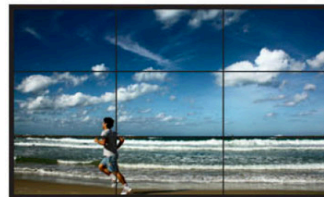
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