



MANITOBA JUNIOR HOCKEY LEAGUE

MJHL DIGITAL SIGN NETWORK

11 TEAMS • 11 COMMUNITIES • 11 ARENAS



DYNAMIC ADVERTISING • PROVINCIAL REACH • MESSAGE FREQUENCY

MEDIA RATES & INFORMATION GUIDE

Wayway / Russell



Selkirk



Winkler



Winnipeg



Steinbach



Dauphin



Portage La Prairie



Swan River



Neepeawa



OCN / The Pas



Virden



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REACH RURAL MANITOBA AND WINNIPEG.

The Manitoba Junior Hockey League boasts dynamic, digital LED in-arena advertising in each of the league's 11 team arenas.

OVERALL ARENA TRAFFIC: OVER 2.4 MILLION.

Digital signs are in use for ***ARENA PUBLIC EVENTS AND ACTIVITIES*** (some restrictions apply) and deliver high audience reach, frequency, impact, and message retention. Digital LED signs provide branding/messaging flexibility and allow for time-sensitive advertising.

Each digital LED sign is installed in a highly visible location inside the actual arena/rink space. The signs are of the highest picture quality – 10mm surface mount diode – and are 18' w x 3.31' h.

Digital ads rotate a *minimum* of once every 5 minutes, 12 times per hour, 30 times per hockey game and 192 times per day in 10 arenas.



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MJHL TEAMS/COMMUNITIES

- **Dauphin Kings** - *Credit Union Place - 1,860 capacity*
- **Neepawa Natives** - *Yellowhead Arena - 1,500 capacity*
- **OCN Blizzard** - *Gordon Lathlin Memorial Arena, The Pas, Manitoba - 1,100 capacity*
- **Portage Terriers** - *Stride Place - 2,050 capacity*
- **Selkirk Steelers** - *Selkirk Recreation Complex - 2,570 capacity*
- **Steinbach Pistons** - *T.G. Smith Centre - 1,450 capacity*
- **Swan Valley Stampeders** - *Swan River Centennial Arena - 1,200 capacity*
- **Virden Oil Capitals** - *Tundra Oil and Gas Place - 1,500 capacity*
- **Waywayseecappo Wolverines** - *Waywayseecappo Recreation Complex - 1,500 capacity*
- **Winkler Flyers** - *Winkler Recreation Complex - 2,000 capacity*
- **Winnipeg Blues** - *Bell MTS IcePlex - 1,600 capacity*

PROVINCIAL REACH

- Annual MJHL attendance: **over 250,000**
- Annual arena traffic (all activities): **over 2.4 million**
- Unique, dynamic, digital advertising - provincial reach
- High viewer retention and impact
- Flexible, time-sensitive advertising
- Full video, animation capability



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ADVERTISING RATES

- **FULL SHOWING** – 11 digital signs – 11 communities – 11 arenas
Placement rates – **ALL 11 ARENAS: *rates are per location per week.***

4 – 12 weeks:

\$45

13 – 32 weeks:

\$40

33 – 52 weeks:

\$35

52-week contract special: \$17,160 (\$30 per week per location)

26-week rate: \$11,440

4-week minimum showing

- **INDIVIDUAL TEAM/ARENA PLACEMENT (*contact your local MJHL team*)**
Placement rates – **1 ARENA: *rates are per location per week.***

4 – 12 weeks:

\$70

13 – 32 weeks:

\$60

33 – 52 weeks:

\$50



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DIGITAL AD DESIGN SPECIFICATIONS

Ads to be designed to the following specifications:

- Size: 528 x 96 pixels (width x height)
- Preferred file format: .wmv
- Length: 10 seconds (maximum)
- Frame Rate: 30 fps (frames per second)

- *Professional digital ad design is available from the MJHL @ \$250 per ad*
- *Digital ads can be changed as required – some restrictions may apply*

Digital ads (as per above specs) can be sent to: contact@tkmarketing.ca

Files over 5 MB may be sent via FTP, contact us for large file transfer instructions.





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www.mjhlhockey.ca

Click [HERE](#) for MJHL Digital Sign Network video

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