ADVERTISE AT

PALMETTO PLAZA

🚗 *Average Daily Traffic: 40,500 cars*

INTRODUCING OUR 2 NEW DIGITAL LED SIGNS AT PALMETTO PLAZA

To inquire about advertising or for more information please call Cindy Monroy at 203-226-8727 or email advertising@randrealestate.com.

To submit an advertising display request, please
Please allow 3-4 days for your LED sign request to be processed, approved, and displayed. All LED sign advertisements are free of charge (for a limited period of time). Advertisement requests will be accepted based on demand and availability.

40% OF SHOPPERS WOULD RATHER VISIT STORES WITH LED SIGNS

LED SIGNS ARE THE MOST COST EFFECTIVE FORM OF ADVERTISING- ESPECIALLY FOR SMALL BUSINESS OWNERS

BRAND AWARENESS IS INCREASED BY 86%
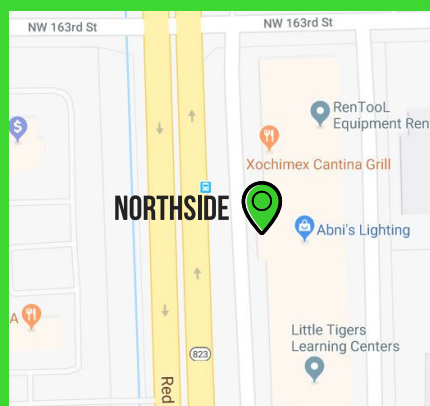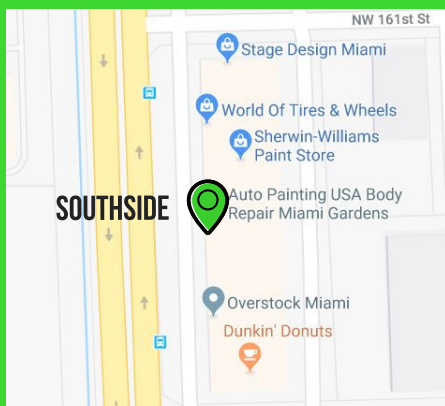
LED SIGN INFORMATION:

SOUTHSIDE

LOCATION: 16191 NW 57TH AVE, MIAMI GARDENS, FL 33014

Display ID:	Southside
Read:	Left & Right
Facing:	South & North
Width:	7.5 ft
Height:	6 ft
Creative Size:	216 x 168 pixels
Read Time:	30 seconds
Duration:	8 seconds
Traffic Daily:	40,500 AADT

NORTHSIDE

LOCATION: 16935 NW 57TH AVE, MIAMI GARDENS, FL 33014

Display ID:	Northside
Read:	Left & Right
Facing:	South & North
Width:	7.5 ft
Height:	6 ft
Creative Size:	216 x 168 pixels
Read Time:	30 seconds
Duration:	8 seconds
Traffic Daily:	40,500 AADT

SOUTHSIDE

NORTHSIDE

HOW TO SUBMIT A REQUEST

To submit an advertising request, please email **Advertising@randrealestate.com.**

Your email request should contain the following information:

Display ID- The Display ID will be either the Southside Sign or Northside Sign. Note that there are 2 standing signs at Palmetto Plaza. Both signs are 2 sided and the uploaded advertisement will show on both sides of the sign you choose to advertise on. Refer to Page 2 for exact location details.

Dates- Submit the dates you want the advertisement to run. Each advertisement request will only be able to run for a maximum of 2 weeks but can run for a minimum of 1 day (if desired).
Example: Please run my advertisement from 10/22- 10/29.

Times - (If applicable) Submit the specific times you want your advertisement to run. For example, if you want to run an advertisement special on coffee but only want it to run in the morning time, you can request specific times.
Example: Please run my advertisement ONLY from 8 AM to 10 AM.
If you do not include a specific time, your advertisement will play in loops for the entire day.

Advertising Content- All requests must contain pre-made content that is ready to upload. This means that you must create the advertisement. Below you will find guidelines to how to create your advertising piece. We recommend using a computer program such as **Adobe Photoshop** or **Canva** (a free online program) to create your content. All advertising content must be in JPEG OR PNG format. Creative Size should be 216 W X 192 H PIXELS.

MORE INFORMATION

All requests must be approved previous to being displayed on the LED Signs.

Please submit your requests 3-4 days in advance of your desired advertising date to allow enough time for review, approval, and processing.

Please make your content the following dimensions: 216 W X 192 H PIXELS.
The minimum dimension size is 192 W X 168 H PIXELS.

All advertisements will run for approximately 7-10 seconds and will play in a repeating loop. The amount of times your advertisement will play will depend on the number of advertisements we have for that specific time.

CONTENT DESIGN GUIDELINES

CONTENT DESIGN RULES

1. BLOCK FONTS
2. LARGE LETTERS
3. HIGH COLOR CONTRAST
4. LESS DETAILS
5. MORE COMPUTER GRAPHICS

RULE #1: BLOCK FONTS

USE BLOCK, BOLD FONTS LIKE:

Archivo Black
Bevan

DO NOT USE FONTS LIKE:

CMU Serif
Bodoni FLL

RULE #2: LARGE LETTERS

YOU SHOULD:

YOU SHOULD NOT:

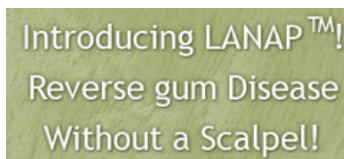# CONTENT DESIGN GUIDELINES

RULE #3: HIGH COLOR CONTRAST

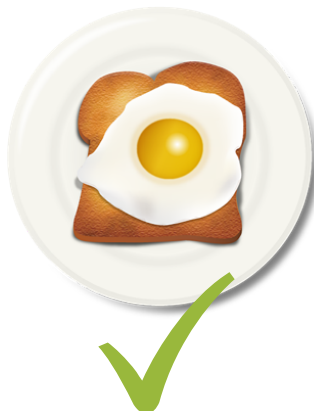USE LIGHTER COLORS ON DARKER BACKGROUNDS LIKE:

BLACK OVER WHITE

YELLOW OVER BLUE

YELLOW OVER RED

DO NOT USE SIMILAR COLORS LIKE:

Growth Factors! The Most
Innovative Breakthrough
Technology for Patient Recovery!

Introducing LANAP™!
Reverse gum Disease
Without a Scalpel!

RULE #4: LESS DETAILS
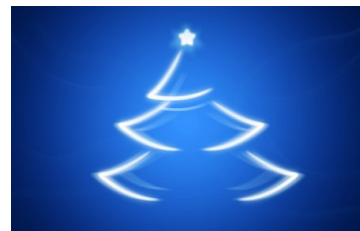
MOST PEOPLE ONLY SEE THE SIGN IN LESS THAN 1 SECOND, SO TRY TO SHOW THE MOST IMPORTANT THING.

RULE #5: USE MORE COMPUTER GRAPHICS

COMPUTER GRAPHICS ARE EASIER TO READ BECAUSE THEY ARE HIGH CONTRAST WITH SIMPLE STROKES AND COLORS.

OTHER TIPS:

- USE OUTLINE ON FONTS
- USE SHORT PHRASES, FEW CHARACTERS AS POSSIBLE
- USE SIMPLE WORDS
- CENTER KEY INFORMATION
- HIGHLIGHT KEY WORDS