Custom AD Administration Procedures

**Tires**

Earn Double the Aeroplan Miles when you purchase a select set of 4 tires

**STARTING AT $388.88**

"Custom ADs" provides a method for dealers to advertise dealership specific promotions. VenueVision® can create the ads on a time and materials basis. Dealers can also use their own or 3rd party design group to create the custom ADs and upload the finished ad using this portal. If a dealer uses a 3rd party design company to design the custom AD, then they must follow the design specifications listed in this document.

VenueVision created ads will be ready for preview within 5 business days (includes an interval for design time) while 3rd party vendor created ads will be ready for preview within 2 business days.

**Note:** Only dealers that have selected the National Channel with Dealer Content will have access to the 'Custom ADs' section in the eDisplay Dealer Portal. If you would like to activate this content channel, please contact VenueVision (via email: support@venuevision.com or Tel/Toll: (416) 361-1300 / 1 (866) 401-1300).
Custom AD - Design Specifications

If you are submitting a custom ad designed in-house or by a 3rd Party design company, the ad must comply with the following format and specifications.

**Image**
Size: 1280x528 pixels (can be larger, but must adhere to the same aspect ratio: 2.42:1)
DPI: Not relevant for digital display
Format: JPG for display, though any image format can be supplied and we will convert it.
Margins: No important content (text, foreground images) should appear within 30 pixels of any edge, background imagery can extend to the edges.

**SWF (Adobe Shockwave Flash File)**
Size: 1280x528 pixels exact
Frames Per Second: 18
Target: Flash 8
Actionscript Version: 2
Actionscript instructions: Actionscript usage should be kept to a minimum for stability reasons unless necessary. Content must have a stop(); action on the final frame of animation.
Additional Instruction: Content MUST have a solid background layer, typically white but can be any colour. Any other elements must appear on top of the background layer, even if they would cover the entire area (eg background image).

**Video**
Format: Format: MP4 (H.264 Codec) or FLV
Size: 1280x720 and up for best quality where possible
Video Bitrate: 1500kb/s minimum where possible
Audio Bitrate: 128kb/s minimum where possible
Additional Instruction: We have some special requirements for videos appearing on the screens, so any videos should be sent to us for conversion and upload.
Submit Design Elements to Create a Custom AD or Submit a Completed Custom AD:
Please follow the instructions below to submit your custom ad or media.

Note: Your Internet browser should be at full screen.

1. Select Custom ADs icon (highlighted below) from the eDisplay Dealer Portal home page
2. Select the type of Custom AD you are submitting: A completed custom Ad or Materials for VenueVision to create a custom AD.

3. Click the **Browse** button to select the design files (e.g. PDF, JPG, MPG ... etc.) you wish to submit. You can submit up to a maximum of 5 files.
4. Complete the form by:
   4.1. Filling in the contact information: Full Name, Phone Number and Email.
   4.2. Filling in the Ad Properties:
      4.2.1. Start Date
      4.2.2. Expiry Date
      4.2.3. Ad Category (Select Sales, Service or Parts & Service from the dropdown box)
   4.3. Selecting the locations where you want the ad to be displayed.
   4.4. Entering the detailed design instructions.

5. Finally click on the Submit link to upload the design files, Ad properties, contact info and design instructions. “You will receive an email confirming that your files have been successfully uploaded and received.”

   **Note:** Design file may be large, so the upload may take a few minutes

6. VenueVision created ads will be ready for preview within 5 business days (includes an interval for design time) while 3rd party vendor created will be ready for preview within 2 business days. Your Zone Manager will be copied on all Custom Ad submissions. Billing for any custom ad creation charges will be added to your monthly service fees by Honda Canada Inc.

   **Note:** Additional charges will apply for VenueVision to create your custom ad.