

YONGE-DUNDAS SQUARE

2024

DIGITAL SCREENS & SIGNAGE -
COMMERCIAL PACKAGE

YONGE
DUNDAS
SQUARE

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INTRODUCTION

Yonge-Dundas Square is an exciting and lively public space in the heart of the downtown core. Our **five digital screens** display content for audiences at the **busiest intersection in Canada**, with over **150,000** people passing by daily.

Events at Yonge-Dundas Square can take advantage of these audiences by exploring a digital screen package. Your Event Coordinator will work with you to determine what type of content and configuration will make the most significant **impact** for your event.



SCREEN LOCATIONS

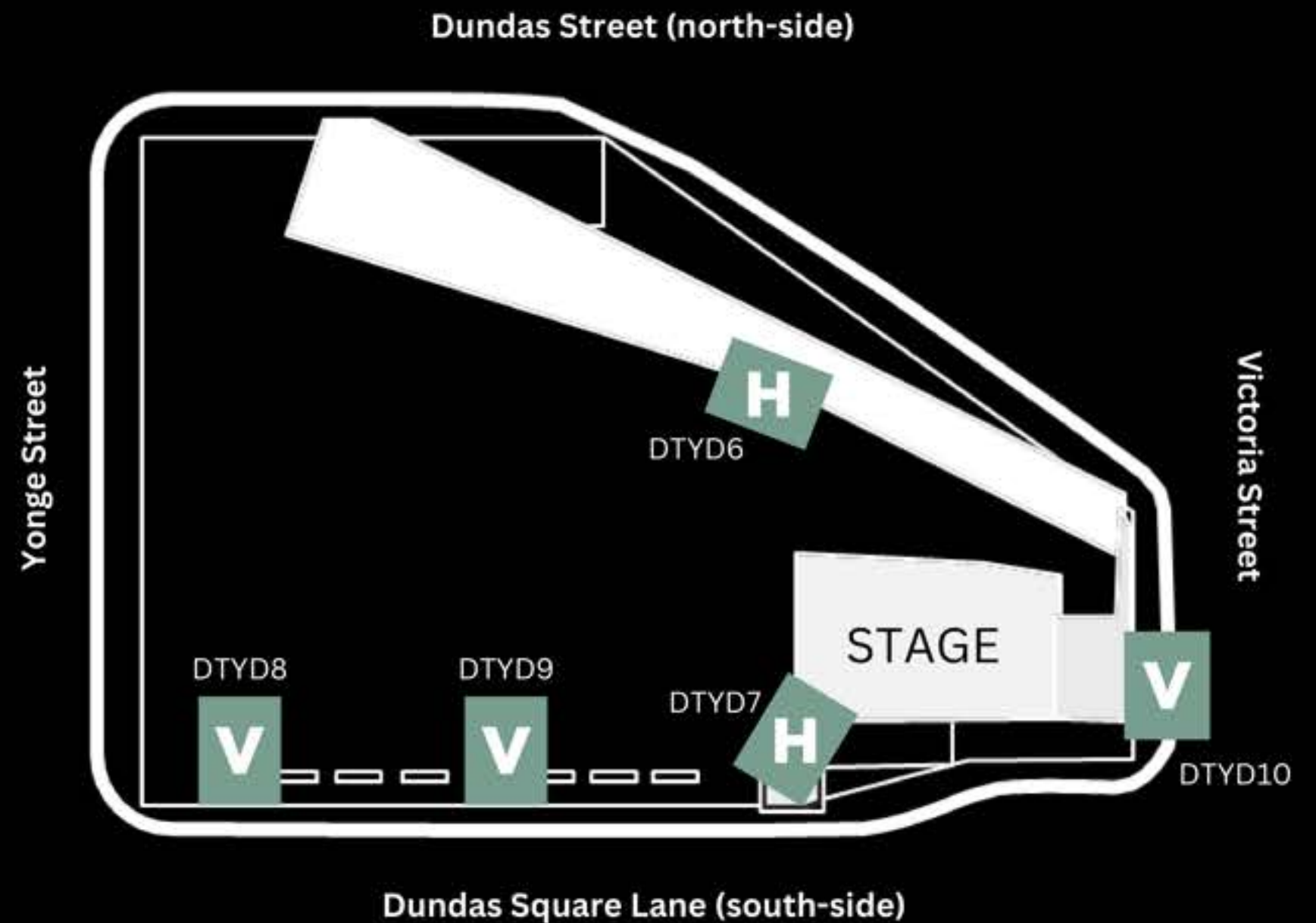
Yonge Dundas Square has **5 digital screens** for you to program during your event:

Horizontal Screens

The 2 horizontal screens (DTYD6, DTYD7) book-end our stage and make the perfect place to display content that enhances stage programming.

Vertical Screens

The 3 vertical screens (DTYD8, DTYD9, DTYD10) face north and east, making them ideal spaces to promote your event to audiences passing by.



SCREEN SPECIFICATIONS



	HORIZONTAL	VERTICAL
PIXEL DIMENSIONS	960 px  480 px 960 x 480 px	448 px  608 px 448 x 608 px
SCREEN SIZE	20' Length x 10' Width	12' Length x 8' Width
PIXEL PITCH	6mm	6mm

IMPORTANT NOTES

Submitted files must be the correct dimensions specifically pixel size to display correctly. YDS has no ability to re-configure the dimensions of submitted files.

STEP BY STEP

1 CHOOSE PACKAGE

- Basic
- Production

2 CHOOSE SCREEN TYPE

- Horizontal
- Vertical
- Full
- Takeover

3 CHOOSE # OF DAYS

4 SUBMIT CONTENT

- Basic: 14 days prior
- Production: 5 days prior



BASIC PACKAGE

GUIDELINES

Your content must be sent to YDS before the event day and is scheduled by your Event Coordinator to play on the screens during event hours (including set-up and teardown). The basic package content is subject to the following:

- During event hours, your bundled content rotates through every 5 minutes (i.e. 20 files x 15 seconds each = 5 minutes)
- Within these 5-minute bundles, you can submit up to 20 individual files, that each play for a pre-determined length of 15 seconds.
- Bundles that are less than 20 files will require that some files are repeated.
- Event Organizers may determine the order by submitting a [Content Breakdown](#) that details file names and the requested order they will play. Failure to submit an order means the order is at the discretion of your Event Coordinator.
- Submitted content must include two versions of the same content: one for the horizontal screens and one for the vertical screens.

BASIC PACKAGE

SUBMISSION REQUIREMENTS

Content and a Content Breakdown is required to be submitted at least **14 days in advance** of the event to your Event Coordinator via email, as per your Critical Path. Any file sharing service (i.e. WeTransfer, Google Drive) is permitted.

The Submission Requirements deadline must be followed, as Event Coordinators cannot guarantee late content will be displayed. If content is sent less than 72 hours before the event start time, it cannot be programmed on the digital screens.

As the Basic Package is pre-programmed and the digital screens are operated by an external provider, the ability to update content during the event is not possible.

BASIC PACKAGE



ACCEPTED CONTENT TYPE & FILE FORMATS



STATIC IMAGES

Static images are visual images that do not move and are required to be submitted in JPEG format (.JPG)

Images should be high quality with no compression (72 dpi).

Files should be no more than 1MB.



VIDEOS

Video content contains movement (i.e. promotional videos, infographs) and must be 15 seconds long, and are required to be submitted in MP4 format (.MP4).

Files should be no more than 10MB.

FILE NAMING CONVENTIONS

Each file must be named using the following format: *Event Name_Year_Screen Type (Horizontal or Vertical_Slot #*
i.e. YDSBash_2023_Horizontal_Slot # or YDSBash_2023_Vertical_Slot #

PRODUCTION PACKAGE



GUIDELINES

Your content is controlled on-site by 'plugging into' the screens. This package allows for greater flexibility and control over the exact timing of your content. This package requires **additional staffing and equipment provided by YDS' exclusive A/V provider.**

Choosing the Production package means:

- Our exclusive A/V provider will provide staff to interface with the screens based on your needs, discussed in advance of the event.
- At minimum, a Video Technician, scheduled by YDS through our exclusive A/V supplier, is on-site for the duration of the set-up, on-site screen use or event hours and strike. This technician is not a camera operator or content manager.
- At minimum, a Media Server or the equipment required to display content on YDS' multiple screens, is required. Other fees may apply for additional equipment (in addition to the rental of the screens)
- Cameras and Camera operators are preferred to be supplied through our A/V supplier.

SUBMISSION REQUIREMENTS

Content and a Content Breakdown is required to be submitted at least **5 days in advance of the event** to your Event Coordinator via email, as per your Critical Path. Any file sharing service (i.e. WeTransfer, Google Drive) is permitted.

The Content Breakdown for the Production Package should detail:

- A detailed timeline for the day and what type of content is to be played that tells our technicians what is to be played when
- This timeline should also include any exact needs i.e. this image must be displayed when speaker x speaks

PRODUCTION PACKAGE



IMAGE OR VIDEO CONTENT

This content displays like a slide show, with control of the exact timing and rotation of images. Images or video can be submitted in any file format but must adhere to the dimensions listed on Page 5.

After discussing your initial ideas, your Event Coordinator will connect you to our exclusive A/V provider to discuss the specifics of your needs and provide a quote for staffing and equipment required for your requested services.



IMAG OR IMAGE MAGNIFICATION

This is large-scale video projection to the digital screens. You can capture what is happening on stage, and display it on the screens for the benefit of audiences at the Square.

Have an idea that isn't mentioned here? We are happy to explore other options with our A/V team.



LIVESTREAMING

Your video is captured and streamed via a media service to audiences outside the Square (i.e. via Facebook, Youtube etc.)

CHOOSE SCREENS:



VERTICAL KIT

\$4,500/day

- ✓ 3x Screens
- ✓ Access during load-in, event and tear down

HORIZONTAL KIT

\$7,000/day

- ✓ 2x Screens
- ✓ Access during load-in, event and tear down

FULL KIT

\$9,500/day

- ✓ 5x Screens
- ✓ Access during load-in, event and tear down

**Content displayed between 11pm-7am must be previously submitted and scheduled in advanced via Yonge-Dundas Square.*

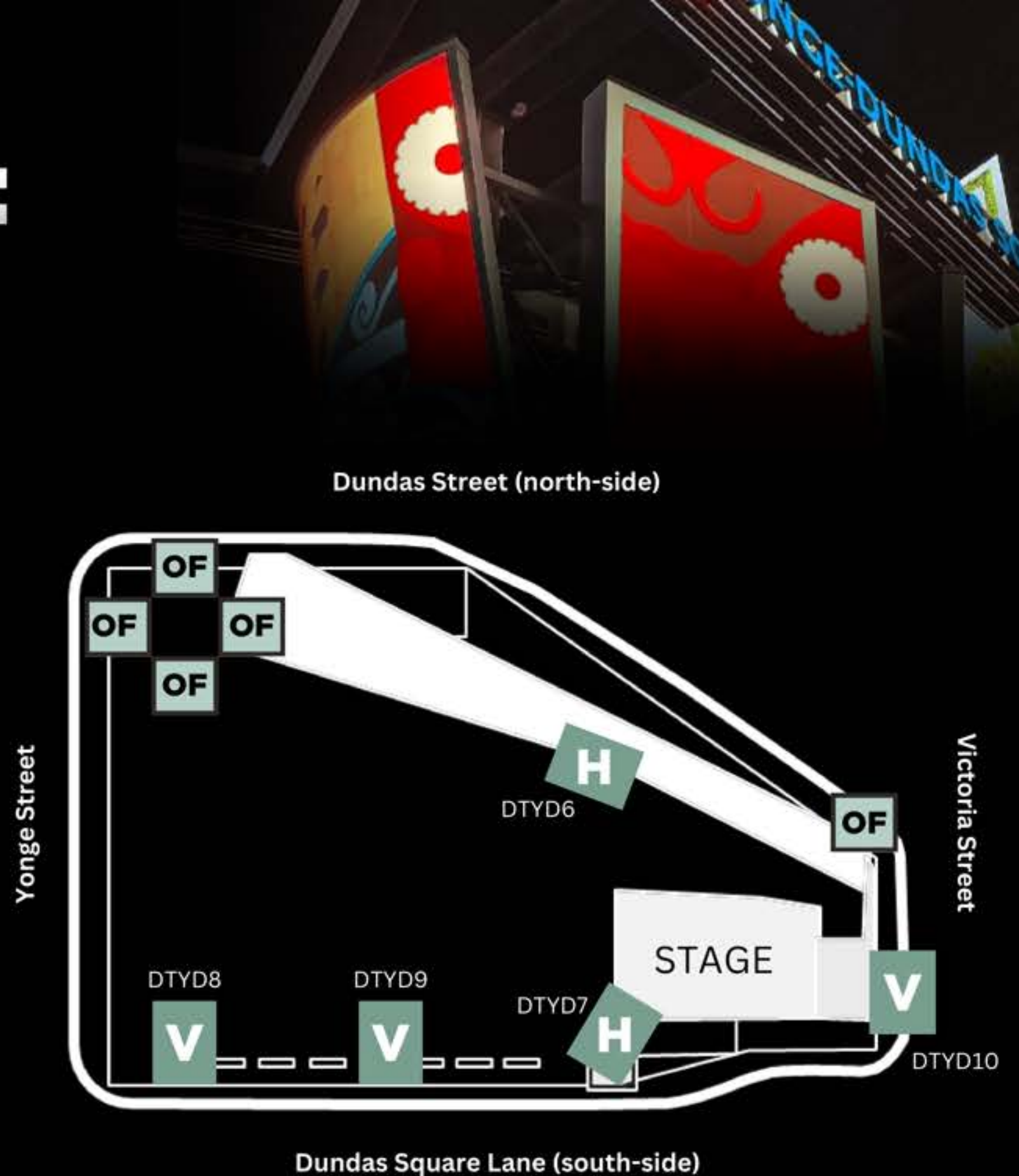
CHOOSE SCREENS: TAKEOVER

TAKEOVER KIT

A Takeover includes **YDS' 5 screens**, as well as **5 additional screens provided through OUTEDGE**.

Interest in a take over needs to be identified early on in the planning process (**at least 4 months prior to your event**) and a proposal brief needs to be submitted and approved by YDS management.

Takeovers are available for a maximum of **4 hours per day**. After the 4 hour period, your content will **ONLY** remain on YDS screens



TAKEOVER: SCREEN SPECIFICATION



OUTEDGE MEDIA SCREEN SPECIFICATIONS

VERTICAL 1

736px



960 px

736 x 960px

2 Screens

VERTICAL 2

448 px



960 px

640 x 960 px

2 Screens

VERTICAL 3

416 px



736 px

416x 736 px

1 Screen

IMPORTANT NOTES

To display correctly, submitted files must have the correct dimensions, **especially the pixel sizes**. YDS has no ability to re-configure the dimensions of submitted files.

TAKEOVER KIT: PRICING

\$ 39,500/day



10x Screens



4 Hour Access



Some conditions may apply. Please ask your event coordinator for more information.

ADDITIONAL SERVICES

MORE OPTIONS



HARD-WIRED INTERNET

YDS can supply a hard-wired internet connection with unlimited fibre usage to provide your event with greater connectivity. Fees apply for a hard-wired connection.



ACCENT LIGHTING

Each of the digital screens on-site has LED accent lighting strips to enhance the look and feel of your event. This accent lighting can be programmed to one colour in advance, or through our A/V supplier for greater visual impact.

Additional fees may apply. Ask your Event Coordinator for more information.

DIGITAL GUIDELINES

DIGITAL DISPLAY GUIDELINES

Below are the Yonge-Dundas Square Digital Display Guidelines, which event material is subject to for use of the Square. YDS has the right to remove any content that is in conflict with the below guidelines. All content should adhere to the Advertising Standards Canada (ASC) for truth in advertising.

1. CONTENT TEXT GUIDELINES

- Content cannot use emotionally exploitative or pleading language.
- Content cannot contain repeated and unnecessary punctuation, such as "Is someone looking for you?!?"
- Masked vulgarity is not acceptable (e.g., "Huge A** Savings Today").
- Use of uncommon fonts or multiple font colors for the sole purpose of drawing attention/distracting the user is not acceptable.
- Content must include logical and correct spelling, grammar, punctuation and capitalization.

DIGITAL GUIDELINES



2. CONTENT IMAGE/VIDEO GUIDELINES

- Video content images and audio must be clear, high quality and play smoothly.
- Video content must be suitable for the general audience of the Square and/or the audience of the permitted event.
- Poor resolution, grainy looking images are not acceptable.
- Stretched or skewed imagery is not acceptable.
- Content cannot include a border.
- High-annoyance design elements such as arrows and circles that needlessly call attention to the advertisement are not acceptable.
- Use of any Yonge-Dundas Square-related logos without express permission is not permitted. Requests to use Yonge-Dundas Square logos should be submitted to management for review.

3. CONTENT TEXT GUIDELINES

- Some content may be sensitive to the general public and should use care in creative development and placement.
- Content must be age-appropriate and protect youth privacy and safety.
- Content and landing pages that leverage fear, sensitive political or cultural topics, tragic events, or salacious content to promote commercial products or offers, are not permitted.
- Viscerally impactful images such as close up images of medical conditions or unattractive conditions the product is meant to treat, blood, body parts, or bodily fluids are not permitted.
- Content must adhere to Guidelines for Use, including YDS Proselytizing Policy.

QUESTIONS?

IF YOU HAVE ANY QUESTIONS, PLEASE ASK
YOUR EVENT COORDINATOR FOR MORE
INFORMATION

