

# DIGITAL RESIDENTIAL NETWORK

Onestop's Digital Residential Network offers a unique and engaging media platform that delivers your message to those living in high-occupancy apartments and condominiums. Communicate with your audience on the industry's most dynamic and comprehensive digital network that cuts through the noise of traditional media and eliminates the unnecessary use of paper flyers. Positioned alongside building updates and community announcements, brands are able to deliver messages alongside tenant information - putting your ad front and centre.



## Coverage

Our partnership with property management companies like Minto, Oxford and Homestead allows us to deliver your message to **over 790 buildings on over 990 screens in Ontario and British Columbia.**

## Exclusivity

Strategically placed in the **heavy traffic common areas and elevators of high-rise buildings**, our network can cut through the clutter of traditional media vehicles such as flyers, newspapers and direct mail for a fraction of the cost.

## Specs

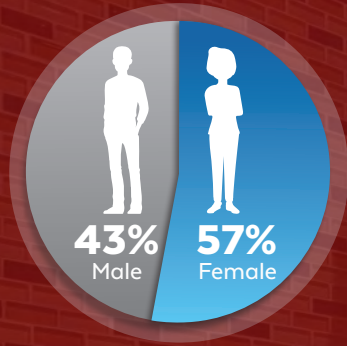
- **Dimensions:**  
1920 X 1080 pixels (width X height)
- **File format:**  
Video (H264) and image (JPG or PNG)
- **File size**  
Less than 50MB per 15 seconds
- **Quality**  
Best possible, 12 mbps maximum
- **Audio**  
No Audio

## Media Details

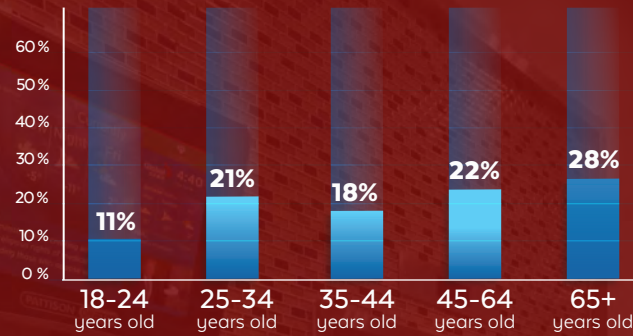
- **21"** high resolution LCD lobby screens
- **15"** high resolution LCD elevator screens
- 10, 15 or 30-second **full screen** graphic or video
- Avg Dwell Time: **40 seconds**
- **3 minute** loop length
- Proximity to screen: **1-12 feet**
- **3,360** weekly spots
- **1,014,765** weekly impressions

# DIGITAL RESIDENTIAL NETWORK AUDIENCE PROFILE\*

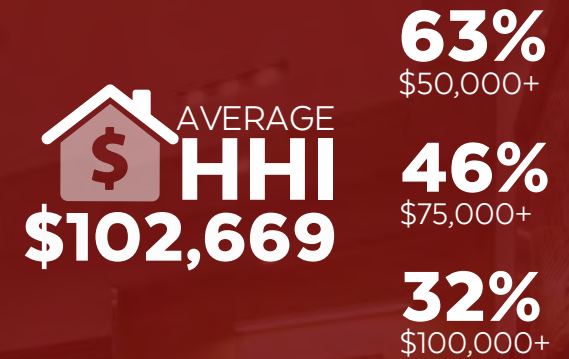
## GENDER



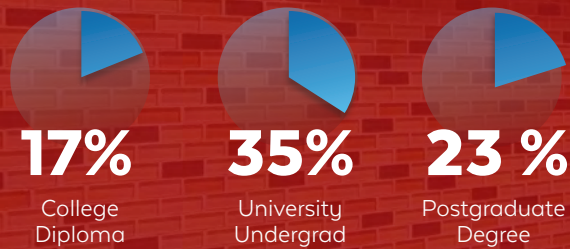
## AGE DISTRIBUTION



## HOUSEHOLD INCOME



## EDUCATION



## OCCUPATION



## ATTITUDES & HABITS

