

I AMSTERDAM STORE NARROWCASTING

narrowcasting in the shop



General

- amsterdam&partners welcomes residents and visitors to the I Amsterdam Store. It is the ideal place for people wanting to know what events are on in the capital city and want to be inspired by the best Amsterdam has to offer.
- A study by DIW/Municipality of Amsterdam and ProRail shows that almost 300,000 passengers pass through Central Station in Amsterdam every day. Calculations supplied by NS show that, on average, 20,000 passengers pass the I amsterdam Store every day.
- The narrowcasting network offers outstanding opportunities to highlight your product or service to visitors and passers-by.
- Target audience: residents and (inter)national visitors to the I amsterdam Store, and those passing through Central Station's IJhal concourse.

Reach

50.000 passers-by per day

Screens

- In-store full HD video wall, consisting of nine connected 55-inch screens, with a diagonal measurement of more than four metres.
- Two separate 42-inch full HD shop window screens
- Landing page of four self-service iPads, with a click-through to your website, webshop or reservations module

Broadcast

Run time: at least 1 week

Shop window screens: 3 minutes; length of ad visibility 2 x 5 seconds

Video wall: 6 minutes; advertisement is visible for 1 x 5 seconds

Screens also broadcast outside the opening hours of the I amsterdam Store.

Sizes & rates (in euros excl. of VAT)

	size wxh	rate
max 10 seconds	1920 x 1080 pixels	450 per week