

## Welcome to a New Era in Advertising

- Environmentally friendly paperless marketing solutions
- Cost effective
- Prestigious
- Highly effective concepts focused and tailored for client's need
- Naturally seen - Be at where people look

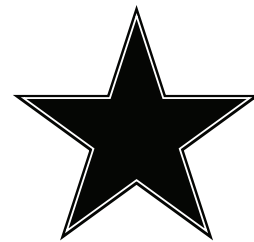
Star Productions is a registered company in Sri Lanka established to deliver highly effective marketing strategies at an affordable cost. Company is strictly concerned about the environment, the beauty of the country and focused to inspire the advertising sector with innovative solutions to achieve a better standard in advertising.

Our solutions are logical, our strategies are achievable.

There are many billboards on the road trying to outsmart the other in every way. Major question is how many people actually look at them in their everyday life. Who pays attention to a static, already seen giant board nothing new but with same information it was displaying since a year ago. Once you put an ordinary board, you can't change it easily or even cancel. You can't get the new product in there without a trouble. *Do we like to wear the same suit every day? Have same food? Watch the same movie? So, do you think people pays much attention to a board doesn't change and always there as anything else on the road?*

**Solved,** our digital boards are introduced to make a truly effective and productive statement for your advertisement. Better than advertising on television or radio? **YES!**

You can't change it with a press of a button as you would do at home when you watch the television. People pass by the digital board, how many of them can stay without looking at it? While all these on the table, STAR offers its unique "No Competitor Product Policy"



**STAR**  
PRODUCTIONS  
[www.starproductions.lk](http://www.starproductions.lk)

## Size of the **BEAST** Digital screen details

Size - 9ft x 12ft (3.84 meters long X 2.88 meters tall)

Full color HD display

Resolution – 1024 x 768 or higher

High picture quality regardless of the time of the day

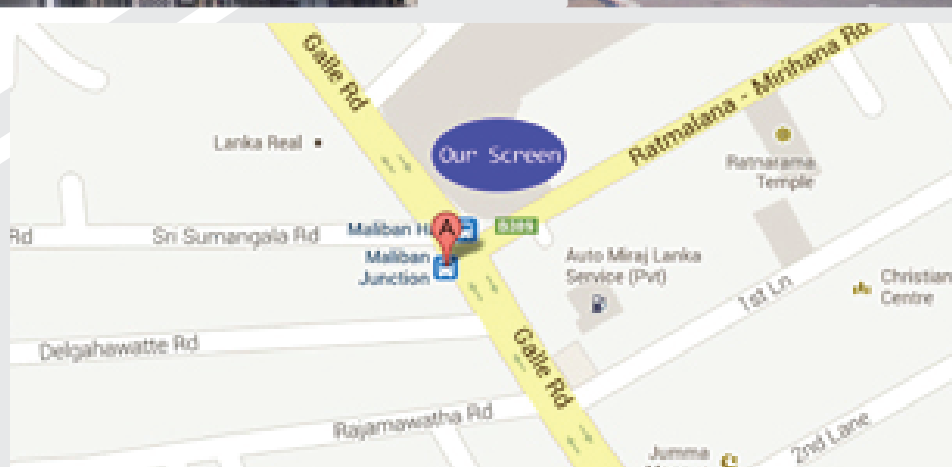
Supported files

Video -MPG / MPEG / MPV / MPA / AVI / VCD / SWF / RM / RA / RMJ / ASF...

Picture - BMP / JPG / GIF / PCX / PNG

Document - txt / DOC

Location – Extremely busy Maliban junction Ratmalana, yet eye friendly finish assuring the natural attention.



## LED Advertising Rates

Approximately Displayed once every(Mins)	Number of shots a day at 10 seconds per shot	Total shots per month	Total per day	Total per month	Per shot charge
22	40	1200	Rs. 1,760.00	Rs. 52,800.00	Rs. 44.00
21	42	1260	Rs. 1,806.00	Rs. 54,180.00	Rs. 43.00
20	45	1350	Rs. 1,890.00	Rs. 56,700.00	Rs. 42.00
19	47	1410	Rs. 1,927.00	Rs. 57,810.00	Rs. 41.00
18	50	1500	Rs. 2,000.00	Rs. 60,000.00	Rs. 40.00
17	52	1560	Rs. 2,028.00	Rs. 60,840.00	Rs. 39.00
16	56	1680	Rs. 2,128.00	Rs. 63,840.00	Rs. 38.00
15	60	1800	Rs. 2,220.00	Rs. 66,600.00	Rs. 37.00
14	64	1920	Rs. 2,304.00	Rs. 69,120.00	Rs. 36.00
13	69	2070	Rs. 2,415.00	Rs. 72,450.00	Rs. 35.00
12	75	2250	Rs. 2,550.00	Rs. 76,500.00	Rs. 34.00
11	81	2430	Rs. 2,673.00	Rs. 80,190.00	Rs. 33.00
10	90	2700	Rs. 2,880.00	Rs. 86,400.00	Rs. 32.00
9	100	3000	Rs. 3,100.00	Rs. 93,000.00	Rs. 31.00
8	112	3360	Rs. 3,360.00	Rs. 100,800.00	Rs. 30.00
7	128	3840	Rs. 3,712.00	Rs. 111,360.00	Rs. 29.00

## No Competitor Policy

Clients who select 'Prime' or 'Advantage' will get this - advantage. In this policy STAR will not advertise another similar product from a competitor to the client's production on the same screen at the same time.

**Example** – If a party advertising Bicycles has selected option - Prime or Advantage and under a contract, Nature's Advertising will not advertise for another bicycle company on the same screen at the same time

Although competitor company is allowed to advertise for a different product on the same screen whilst the other competitor under a contract.