



Advance Digital Television Technology brings broadcast advertising to millions of college and university students and faculty in bookstores

EZ Show Network has launched the first dynamic digital advertising media inside college and universities bookstores in hundreds of locations nationwide. This is the first time broadcast media will be used to present advertising and promotion on site where your shoppers are buying and making their purchase decision.

Please take a few minutes to view our website www.bookstorenetwork.com. On our Home page you will see a full video tour of our network. On our Network page view the compelling advertising format for both branding and promotion. Our Media Lab page view a map and list of campus site locations nationwide. You can also download our media kit and latest rate sheet.

Target and bolster your holiday media expenditure for November and December that would give additional quality reach and frequency. You'll receive 500 spots weekly with an additional 500 bonus spots as a charter advertiser. Your spots will air every 5 minutes on all screen in all stores reaching 650,000 students weekly / 2.7 million monthly for a modest \$4.00 CPM rate.

The network is inside Follett Higher Education Group managed book stores on major name colleges and universities. Our deployment in 2007 will achieve nearly 1,000 locations and the majority of all college age students.

The campus book stores of today go way beyond a few books on the shelves reminiscent of the "Little Red School House." With over 1,000 major product brand-names from grocery, drug, sundries, cosmetics, sporting goods, clothing, DVD's, CD's, music, cell phones and more, this is the focal point of campus spending and information.

As leaders in digital advertising and VOD technology for the cable television industry our technology allows an advertiser to change ad copy anytime. We encode at MPEG-4 broadcast video and audio. We manage all screens remotely at our national network operations center. We encode our media at Comcast Media Center in Littleton, CO.

Our college audience is the desirable GEN Y 17- 27 age group whom *USA Today* newspaper says "has eclipsed the spending of the Baby Boomers."

The LCD screens are located in high traffic areas near the registers in all the book stores. You can run broadcast quality video and audio ads in 15 or 30 second lengths.

EZ Show Network

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