

Also at these great locations



Cornetts IGA - Bongaree, Bribie Island
5 screens - 20,000 people per week



Cornetts IGA - Gympie
5 screens - 20,000 people per week



Palmwoods IGA
1 large screen - 7,000 people per week



Duggans IGA - Maroochydore
3 screens - 10,000 people per week

Also at:

- Cornetts Nambour IGA - 3 screens - 10,000 people per week
- Warana FruitShed - 2 screens - 7,000 people per week
- Beachmere IGA - 3 screens - 10,000 people per week
- Cornetts Sandstone Point IGA - 5 screens - 10,000 people per week
- Eatons Hill IGA - 3 screens - 10,000 people per week
- Lawnton IGA - 1 large screen - 7,000 people per week

FREE CALL **1800 785 639**
WWW.LOEX.COM.AU

Prices and statistics may change without notice, please contact LOEX for latest details, 20 Sept 2008



Advertise at the check-outs of **WOOMBYE SUPA IGA**

for only **\$35*** per week



Limited Offer - Only 20 spots available
Be seen by over 14,000 local shoppers per week
Screens also show FREE community announcements

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* Plus GST. 12 months minimum contract.

What is Digital Signage?

Digital signage is new to Australia. It's been in the U.S. and Europe for many years now and recent studies have shown how popular and effective it is when compared to other forms of media advertising. It really is a winning medium.

People Reporting That Advertising On The Media Catches Their Attention	
Media	% of Respondents Noting
Digital Signage	63%
Billboard	58%
Magazine	57%
TV	56%
Internet	47%
Newspaper	40%
Radio	37%
Mobile Phone	10%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

When Comparing Digital Signage With Other Media, Only Newspapers Were Found To Be "Less Annoying"	
Media	% of Base
Newspaper	23%
Digital Signage	26%
Billboard	26%
Magazine	33%
TV	51%
Radio	52%
Internet	67%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

Advertising On The Media Is Entertaining	
Media	% of Base
TV	56%
Digital Signage	48%
Magazine	39%
Radio	35%
Billboard	32%
Internet	31%
Newspaper	21%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

Advertising On The Media Is Unique	
Media	% of Base
Digital Signage	58%
TV	39%
Magazine	37%
Billboard	33%
Internet	29%
Newspaper	23%
Radio	23%

Source: SeeSawNetworks, June 2007/July 2008 Base: Among those who have seen ads in the media in the past 12 months

The study report concludes that "...no matter what a person is doing... they notice digital signage advertising."

"I think it's great. I have clients who quite often mention that they've seen my ad running on the screens... and being at a supermarket checkout - you can't lose because people HAVE to shop!" Paul Hueston. Hueston's Cleaning. Sunshine Coast

"\$35 per week only buys me a few lines for a day in the local classifieds BUT with LOEX I get an entire week and I'm guaranteed to be seen. I can even list businesses for sale. Such a great idea!" Sue Stevens, Axis Business Brokerage. Maroochydore

"We really appreciate LOEX and IGA putting our community event on their screens for free, I know that so many local people are going to see the slide." Bernadette Hinkley, Hunts Food Therapy fundraiser for Sunshine Coast Childrens Therapy Centre

About the Screens at Woombye

Screen size: 3 x 24"

Cost: \$35 per week (+ GST)

Minimum contract: 12 months

Slide: Static 5 seconds

Number of ads in loop: 20 business

Loop Length: 2-3 minutes when full

Discount: Multiple stores or multiple slides

Billing cycle: Monthly - calculated daily

Terms: 14 days

Artwork cost: Free for first ad and minor changes

Slide changes: Unlimited - conditions apply

Screens are PC based and internet driven.

Changes can be frequently and updated within hours.

Live weather reports and more.

Once the store slide limit is reached, a waiting list is available.



LOEX mascot Reggie Star

Lock Out Your Competition

Take 2 slides for \$68 per week
Get 10 seconds and be the only one in your field.

Given someone else doesn't have a slide in that store yet.

Pre Pay BONUS

Pre Pay your 12 month contract and get 5 weeks free.

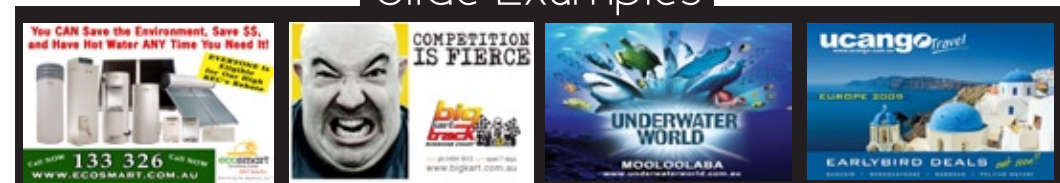
Weeks are added to the end of the 52 week contract - equating 57 weeks

FREE Community Announcements

Free community group event slides available.

Artwork must be supplied. Spots are limited per store. Announcements must be events based. See website for more details.

Slide Examples



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