



Coffeehouse Advertising

Overview

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www.steeltowncoffee.com

There are two options to advertise your commercial business, event, or non-profit at Steeltown Coffee and Tea. We strive to support local businesses and events by offering our daily flow of customers the opportunity to see your advertisement on our in-house TV system or on our walls.

Ads may be displayed in print form (such as posters, flyers or prints) or video on our 50" flat screen TV. Customers are able to view the TV while waiting in line for food and beverages, or while sitting in the coffeehouse. Printed media is located on the back wall of the coffeehouse facing the bank lobby or on the wall near the beverage pick-up counter.

All video or print ad content must be approved by Steeltown Coffee & Tea management, in writing, prior to display at Steeltown Coffee & Tea. We recommend that you obtain content approval prior to final printing/creation of media so as to avoid any possibility of non-approval of finished product.

Advertisement Formats / Display times

Video

Video ad specifics are as follows:

- * Ad must contain video only, no audio.
- * Video Ad digital format must be either:
 - a MOV or MP4 video file, 720p HD recommended
 - a KEY or PPT presentation file, widescreen recommended
 - maximum time length of ad may not exceed 1 minute

Video ads will be displayed in rotation with ads from other companies within the following parameters:

- Each video ad term is one (1) calendar month, starting on the first day of the month. Ads starting later than the first of the month will not be prorated.

local • responsible • quality



- Each ad is guaranteed a minimum of 10 showings per hour. All ad displays will occur during operating hours. No ads will be displayed during closed hours or during special, private events.

Print

Printed ads must be able to be hung on the walls in the coffeehouse. Recommended printed media includes:

- Paper (or paper-style) framed prints
- Paper (or paper-style) poster, non-framed prints
- Removable Vinyl, non-framed prints

Print Ads may be various sizes:

- Minimum of 8.5 inches (h or w) x 11 inches (h or w)
- Maximum of 10 feet (w) x 8 feet (h)

Mounting

- Framed prints may be mounted via our wall hanging system. No holes in the wall.
- Vinyl prints may be affixed directly to the wall.

The number of ads that can be posted depends on the size of the ads. We are happy to help you determine the best set-up for your ad campaign, whether you want one ad or multiple ads displayed individually or as a group.

Pricing

Video

Commercial Video ad pricing is \$500 per calendar month. This includes a minimum of 70 showings per day, during operating days/hours, averaging 2,000 showings per month.

Print

Commercial Print ad pricing is based on the size of the printed piece.



- 8.5" x 11" through 24" x 36" : \$150 per calendar month.
- Larger than 24" x 36" up to 36" x 48": \$250 per calendar month.
- Larger than 36" x 48": \$350 per calendar month.

Miscellaneous

A few more things to be aware of for a successful ad display at Steeltown.

- Video and/or Print media should be provided to Steeltown Coffee & Tea no later than 7 business days prior to desired display date (usually the first of the month).
- Payment for ad display must be made in advance. Ad will not be displayed until full payment is received.
- No refunds will be made for ad campaigns that are ended prematurely by either the advertiser or by Steeltown Coffee & Tea.
- Steeltown Coffee & Tea bears no responsibility in the event of damage or theft of advertisement materials. In the event of damage or theft, the ad may be replaced for the remaining duration of the original advertisement.

Non-Profit

Advertising pricing for non-profit entities, including non-profit events, is available by contacting Steeltown Coffee & Tea directly. In some cases, short-term, last minute advertising opportunities may be available for non-profits.

Created: 11-12-09
Last Update: 3-15-17