



Placescount[©]

Peoplecount gathers **valuable** audience insight for out-of-home advertising campaigns and digital/static out-of-home networks by tracking Wi-Fi signals, and extracts the **gold nuggets** of information in **six areas**:

- **Real-time analytics** – As-delivered results; support programmatic buying and ROI
- **Footfall traffic** – Number of people by time at critical locations within venue
- **Seasonality and day-parting** – Split digital audiences; understand fluctuations
- **Dwell time** – Time spent in venue and at critical locations
- **Reach/frequency** – Frequency of return visits and multiple touchpoints
- **Footpath analytics** – Relationship within and among critical venue locations
- **Attribution** – Connecting ad locations with retail destinations.

Armed with this actionable data, use Placescount analytics to:

- **Plan** media placement for optimal exposure and engagement
- Gauge the **success** of the OOH advertising campaign or digital signage deployment and track **specific measurable results**
- Support your sales force with **credible** sales tools
- **Differentiate** yourself from other media
- Be **accountable** to advertising clients, media buyers and planners or retail executives.

Peoplecount helps you define **research and measurement priorities and objectives**, identifying a Placescount deployment scheme to fulfill your corporate goals. Our solutions are fully **customized and scalable** to any size network or project. Phasing is available to suit budget and corporate priorities. Can be paired with beacons and video-counting technology when needed.

About peoplecount

Peoplecount is a highly respected and innovative supplier of audience measurement and advertising effectiveness research for digital and static outdoor advertising, place-based media and in-retail networks. Peoplecount developed many out-of-home advertising measurement models including the Traffic Audit Bureau's transit and pedestrian metrics used throughout the US.

Winners of the **2009 MediaPost DOOH Award** for Most Innovative Audience Research/Metrics System, Peoplecount has a history of innovation over its twenty years of operation. The Toronto-based research company is staffed with professional engineers, geographic information specialists, and data analysts, with clients including industry associations, advertising agencies, out-of-home advertising and place-based media operators, and recreational and retail companies.

For more information contact Kelly McGillivray, President and Chief Methodologist, at kelly@peoplecount.biz or 866-491-0616 x222. Connect with Kelly on Twitter @KMcGPeoplecount.



Placescount[®] rate card 2016

Venue examples	Average Venue Size (1000 ft ²)	# Venues/Average Setup Cost per Venue					Monthly Cost per Venue
		1	2 to 5	6 to 10	11-25	25+	
C-Store, restaurant, small-medium retailer, transit stn	<50	\$3,900	\$2,000	\$1,400	\$1,300	\$1,200	\$100-\$400
Large retailer, strip mall, large transit stn	50-100	\$4,200	\$2,300	\$1,800	\$1,600	\$1,400	\$150-\$500
Neighborhood mall	100-300	\$6,000	\$3,000	\$2,500	\$2,300	\$2,000	\$200-\$1,000
Community mall, regional mall, power center, transit hub	300-750	\$8,000	\$4,400	\$3,900	\$3,700	\$3,500	\$400-\$1,700
Airport terminal, super-regional mall, stadium	750+	\$12,000+	\$8,600+	\$7,800+	\$7,200+	\$6,800+	\$1,000-\$2,500+

Terms and Conditions:

- Rates shown are guidelines only and depend on number of venues, venue size and specific venue conditions;
- Rates include hardware, standard installation, software, data analysis and reporting costs;
- Minimum \$3,900 one-time setup fee. Minimum one month data cost per venue. Hardware can be moved to other venues for a modest additional setup fee.
- Rates quoted in the currency of the country in which the routers are installed and are valid until December 31, 2016. All taxes are in addition to rates quoted.

Placescount[®] Example Packages *(custom packages quoted on request):*

Scenario	Example Description	Total Setup Cost	Total Monthly Cost
Community mall	350,000 ft ² mall, 15 points of interest, one venue	\$8,000	\$1,300
Single large transit hub	600,000 ft ² , 12 points of interest, one venue	\$12,500	\$1,900
Many small venues (one count per venue)	Chain of convenience stores, single count per venue sufficient, installed in 20 venues	\$19,800	\$2,500
Many small venues (2 or more points of interest)	Network of restaurants, multiple points of interest within, installed in 20 venues, client moves hardware to another 20 venues three times (total 80 venues)	\$39,800	\$3,800
Discount department store chain	Avg 150,000 ft ² , 40 stores, numerous points of interest	\$78,000	\$12,000