














Fitness Center Content List



Revision date September 15, 2015












Link	Channel	Content Title	Advertising/Marketing Content Description	Type	Audio	Monthly Cost
	Advertising/Marketing	Product or Service	Make sure your members know about all the products and services you offer. You can include supplements, energy drinks, retail, or personal training. This will have the customer asking you about a product or service instead of you telling them.	Multi-Media	Yes or No	\$
	Advertising/Marketing	Affiliate	Show information about your partners or affiliate companies. These can be nutrition stores, athletic clothing, physical therapists, etc	Multi-Media	Yes or No	\$
	Advertising/Marketing	Outside	You can use your screen(s) to sell advertising time to outside companies to reduce the overall cost of the service	Multi-Media	Yes or No	\$

Link	Channel	Content Title	Learning Content Description	Type	Audio	Monthly Cost
	Learning	Equipment Education	Show members how to use fitness equipment to maximize their results. This will help prevent injuries and get your members trying new equipment	Multi-Media	Yes or No	\$
	Learning	Workout Of The Week	Start a workout series to keep the members coming back. This would be a video provided by the gym	Multi-Media	No	\$
	Learning	Health and Beauty Tips	Content ranges from grandmother's secrets for an efficient daily beauty routine, to nutrition and makeup tips. This digital signage content is directed towards a female audience	Images	No	\$
	Learning	Nutritional Information	Includes recipes, fun facts, and general food information to inform and entertain your members	Multi-Media	Yes and No	\$
	Learning	Green Living	Encourage your audience to decrease their carbon footprint by displaying our daily Green Living Tip. Featuring environmentally friendly practices that range from saving energy in the home to Green cleaning tips, you are sure to please any environmentally conscious public	Images	No	\$
	Learning	Healthcare Encouragement	Short clips providing members with informative information about general health and wellness	Multi-Media	Yes and No	\$
	Learning	Gym Motivational Images	A rotating library of motivational images designed specifically for a gym to encourage and inspire	Images	No	\$
	Learning	Know More Living	Keep your audience in the know with helpful living segments focusing on active lifestyles from healthy eating, to your style, career and finances - an ongoing series of expert tips for living smarter!	Video	Yes	\$\$\$

Link	Channel	Content Title	Social Content Description	Type	Audio	Monthly Cost
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Link	Channel	Content Title	Advertising/Marketing Content Description	Type	Audio	Monthly Cost
	Social	<u>Request Member Reviews</u>	Ask members to review your gym/fitness center on the review site(s) of your choice. This will increase your visibility and reach online	Multi-Media	Yes or No	\$
	Social	<u>Display Positive Reviews</u>	Let members know how highly thought of you are on social review sites. This will increase customer confidence and also encourage your members to write a review!	Multi-Media	Yes or No	\$
	Social	<u>Member Referrals</u>	Word of mouth is still a powerful advertising method. Encourage your members to tell their friends, family, and co-workers about your gym/fitness center	Multi-Media	Yes or No	\$
	Social	<u>Request Engagement</u>	Encourage engagement through all the social media sites you participate in to grow your brand and reach a larger audience	Multi-Media	Yes or No	\$
	Social	<u>Social Media Feed</u>	Display your Facebook, Twitter, Google+, or Instagram feed on your screen to show your online activity	Multi-Media	No	\$
	Social	<u>Member Of The Month</u>	Show accomplished members on the screen to help motivate and encourage other members to meet their goals	Multi-Media	Yes or No	\$
	Social	<u>Community Action</u>	Let your members know how active you are in the community including any charity events, volunteering, or sponsorships to build loyalty and retention	Multi-Media	Yes or No	\$
Link	Channel	Content Title	Gym Content Description	Type	Audio	Monthly Cost
	Gym	<u>Staff Bios</u>	Display education, experience, accomplishments, and training to instill confidence in your members. This can also help build a strong relationship with your members as the more they know about you, the more likely they are to return	Multi-Media	Yes or No	\$
	Gym	<u>Before / After</u>	Show pictures of members who have met their goals! This provides motivation for others and will keep your members coming back	Multi-Media	Yes or No	\$
	Gym	<u>Class Schedules</u>	Show a calendar or list of events happening at your gym/fitness center to increase enrollments. This could be spin classes, yoga, etc.	Multi-Media	Yes or No	\$
	Gym	<u>Location Information</u>	Let your members know the areas you service as well as the locations available	Multi-Media	Yes or No	\$
	Gym	<u>Logo Animation</u>	A custom animation of your logo adds interest and flair to your channel	Multi-Media	Yes or No	\$
	Gym	<u>Internet Access</u>	If you provide internet access for your members, let them know how to connect. It is a great way to capture their email address for future marketing opportunities	Multi-Media	Yes or No	\$
	Gym	<u>Introduction</u>	Introduce yourself to your members and welcome them to your facility. This will make customers feel wanted and comfortable	Multi-Media	Yes or No	\$
Link	Channel	Content Title	Infotainment Content Description	Type	Audio	Monthly Cost

Link	Channel	Content Title	Advertising/Marketing Content Description	Type	Audio	Monthly Cost
	Infotainment	General News	<u>Capture customers attention by featuring the latest breaking news on your digital displays. This active headline news feed provides comprehensive coverage of the most recent stories in politics, sports, the environment, the economy, health, technology and science</u>	Images	No	\$\$
	Infotainment	General News	<u>This can include such topics as the daily newsmminute, showbiz minute, top news, sports, entertainment, business & tech</u>	Video	Yes	\$\$\$
	Infotainment	Traffic	<u>This map provides up-to-date information about traffic in your area including traffic jams and closed roads. With only a glance at your digital display, your viewers can instantly find the best route to get to their destination</u>	Multi-Media	No	\$
	Infotainment	Basic Weather	<u>Display the temperature and a weather condition icon to let your customers know the general weather</u>	Images	No	\$
	Infotainment	Custom Weather	<u>Feed includes graphics for Current Conditions, Hourly Forecast, 36-Hour Outlook, & Extended 5-day Forecast designed with your branding included</u>	Multi-Media	No	\$\$
	Infotainment	Weather Forecast	<u>Capture your audience's attention with video weather forecasts delivered by a meteorologist speaking directly to your audience. Includes a national forecast as well as 6 forecasts localized by region including North East, South East, North Central, South Central, North West, and South West</u>	Video	Yes	\$\$\$
	Infotainment	General News	<u>Segmented news scrolling across the screen showing breaking stories in short format</u>	Text	No	\$
	Infotainment	Video Shorts	<u>A variety of stories and images from across the globe to capture and hold your customers attention. Will include sports, human interest, comical, animals, animations, etc.</u>	Video	Yes and No	\$
	Infotainment	Trivia	<u>Photo trivia that contains a variety of trivia questions from topics such as geography, animals, entertainment, sports, and history</u>	Images	No	\$\$
	Infotainment	Travel Destinations	<u>Stunning footage and images from the National Geographic library that simply demand attention</u>	Multi-Media	Yes and No	\$\$\$
	Infotainment	5 Spot	<u>Top 5 list of interesting factoids based on current events or trends</u>	Multi-Media	No	\$\$
	Infotainment	Sports Scores	<u>Check to see how your favorite team is doing by showing the latest sports scores, stats, leader boards, and calendars</u>	Multi-Media	No	\$\$\$
	Infotainment	Sports News	<u>The latest stories locally and or globally to entertain your audience</u>	Images	No	\$\$
	Infotainment	Celebrity News	<u>Follow the biggest celebrities and entertainment news with a moderated selection of public-appropriate stories</u>	Images	No	\$\$
	Infotainment	Top of the Charts	<u>Keep your audience in tune with the latest music trends and what is toping the charts</u>	Video	Yes	\$\$

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	Infotainment	<u>This Day in History</u>	<u>Each day shows a significant historical event that has passed</u>	Multi-Media	Yes and No	\$\$
	Infotainment	<u>Motivational Messages</u>	<u>Amuse and inspire your viewers with famous, uplifting quotes about friendship, motivation, parenthood and many other topics</u>	Images	No	\$
	Infotainment	<u>Horoscopes</u>	<u>Daily horoscopes based on astrology and zodiac signs will satisfy a viewer's curiosity on the influence of the stars on their day</u>	Images	No	\$
	Infotainment	<u>Offbeat News</u>	<u>Add offbeat and strange news to your digital sign to catch viewer's attention</u>	Images	No	\$\$
	Infotainment	<u>Local Entertainment Events</u>	<u>Show local community events in your area to keep your customers abreast of interesting happenings</u>	Multi-Media	No	\$\$\$
	Infotainment	<u>Today's Top Tweets</u>	<u>Every day there is something happening on Twitter. From breaking news to funny quotes, our editors manually select each tweet based on what's trending online and its appropriateness for public display</u>	Multi-Media	No	\$\$
	Infotainment	<u>Off Topic</u>	<u>Quirky, incredible and a bit off the wall, off topic features hosted HD stories from around the world</u>	Video	Yes	\$\$\$
	Infotainment	<u>Creature Feature</u>	<u>Featuring footage and images from National Geographic, this feed offers families a look at some of the most interesting facts about the creatures living on land and sea</u>	Video	Yes	\$\$\$
	Infotainment	<u>Entertainment Now</u>	<u>Interviews with the hottest music and movie stars from around the world</u>	Video	Yes	\$\$\$
	Infotainment	<u>Entertainment and Lifestyle News</u>	<u>Daily videos covering the world of entertainment and the lighter side of life</u>	Video	Yes	\$\$\$
	Infotainment	<u>Famous Quotes</u>	<u>Famous Quotes is a variety of quotations made by prominent leaders, authors, and entertainment personalities that have become a part of pop culture or historical relevance. These quotes will randomly play on your campaign to keep your customers entertained and stimulated</u>	Images	No	\$