

# BOARDVIEW'S

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## Year End

**B**oardView has recently completed another successful year (this being our 28th) with strong client renewals in addition to increases in the number of clients participating in the program. Our renewal rate continues at an astonishing 95% in all of our arenas. This demonstrates the support of the local and increasingly national clientele wanting to reach local communities in a big and economical way.



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## PRESIDENT'S NOTES

**D**igital technology can provide significant advantages to the advertising industry.

As advances continue at a fast pace the cost of this approach continues to decrease in addition to presenting new approaches that provide participating clients with exposure to the public.

The approach BoardView has always applied to our static signs such as rink boards is the same approach we are using with The Venue Channel's digital tv network.

We are always looking to reduce the costs of delivering a client's message

while providing the most efficient means to do so.

But, one of the challenges of the digital tv

world is the ability to supply the most stable system to our participating arenas. Our network upgrades occur on a continuing basis.

We have recently started to replace the computers we use to control the content on our screens. These new computers are not only smaller (only 2 inches square) but are incredibly more reliable and stable. Downtime due to these computers is virtually non-existent.

We have also reduced the number of parts required for our system which

also makes it more efficient.

Jory Sigesmund  
President



### DID YOU KNOW?

The busiest time of year (Spring to Fall) for us is about to begin.

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## CLIENT UPDATE

**Telus** installed several unique signs recently. Now that smart phones are everywhere they also need charging. The Telus charging stations are now in Guelph, Cambridge, and Chatham arenas.

**Schomberg Sheet Metal** purchased the 3 New Tecumseth arenas plus King City and Nobleton. **Cheri Spiteri** of **The Mortgage Centre** and **Marcello Iafrate** of **Royal LePage** also chose Alliston in New Tecumseth.

**Sunset Grill** also joined in King City and Nobleton along with **Joel Carcone** of **Remax** in King City.

**Self Storage** purchased both ice pads in Guelph's West

End facility and **Young Drivers of Canada** added Woodbridge, Mississauga, and Etobicoke to



their buy.

Pickering was chosen by **Sabina's** with 4 signs and **Crabby Joe's** with a few rink boards and digital signs.

**Villanova College** expanded into Newmarket and Markham.

**Ansy Maxwell** of **Remax** chose Cassie Campbell in Brampton, **ML Hockey** is now in East Gwillimbury with two signs, and **AM 800** bought in Forest Glade and South Windsor.

**Festival City Rentals** and **Apple Auto Glass** recently joined in Stratford while **Dream Tire** will be in Burlington.

The **Ontario Ministry of Health** is now in several markets including Fort Erie, Grimsby, Guelph, Chatham, Windsor and Cambridge.

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## CLIENT RENEWALS



This section is normally reserved for clients who have renewed during the past quarter and the past 3 months have been phenomenal. Our renewal rate is always extremely high but the volume of the recent renewals simply wouldn't fit into this section.

So, we would like to thank all our clients who have once again, demonstrated their support of our program and there were over 80 of you who are continuing with us.

Thanks again.