



INTRODUCING

ANNAPOLIS DIGITAL MARKETING

The city of Annapolis Department of Transportation is soon to become one of the first municipalities in the nation to feature a network of digital signs in its circulator trolleys, buses and parking garages. This program is being managed by local digital signage firm Sgnify, Inc.

Over the next few weeks LCD digital displays will be installed inside the Annapolis Circulator trolley's – which are now a familiar site from West Street to Main Street. Sgnify interactive smart signs have been informing Westin Annapolis Hotel guests and visitors of all things to see, do and enjoy in Annapolis since early May. Now your business will have a chance to interact with the active eyeballs of the 12,000 patrons that ride the circulator trolleys every month.



“Over 10,000 Served!! The City of Annapolis and The Department of Transportation would like thank everyone for their support of The Circulator Trolley!! As of the 27th we officially went over 10,000 riders for the month of June! We would like to encourage everyone to keep on Circulator ridin'. Also, keep your eyes out for the new Eastport and West Annapolis Circulators, starting July 4th. (Running weekends & Special occasions)” (from Annapolis.gov).



These industrial LCD displays will inform circulator patrons of the vibrant historical importance of Annapolis and provide interesting facts and events related to the sites the trolleys pass as they ferry tourist and visitors from local hotels and public parking garages to and from the city dock area.

Why advertise? Active engaged eyeballs & Powerful targeting capabilities!

The Department of Transportation digital displays and interactive smart signs are ideally suited to support the local business community as well by providing real time advertising promotions to potential customers where and when they are most likely to act. Utilizing the latest 3/4G, Wi-Fi internet capabilities and high resolution rich media, advertisements will come to life in front of your customers and within feet of your business. The promotional use possibilities are endless and the local Sgnify team can assist with the many options you can choose from including – how to create an effective digital advertisement, mobile advertising, social media marketing and winning in the age of Groupon-coupons!

Sgnify is pleased to announce that it will be represented in the Annapolis market place by long time Annapolitan service veteran Jeffrey P. McGuire.

To secure a limited placement with the launch of the Annapolis Smart Sign network contact Jeff at: 410-703-6191 (c) – 888-535-9991 (o) Jeff@sgnify.com –for more information sgnify.com