



i gotcha

media

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## What?

iGotcha provides free-to-use, wireless Internet terminals, called WebPads, in targeted locations.

## Where?

Look for WebPads in high-traffic coffee bars and other hotspots.

## Who?

iGotcha targets busy, young urban professionals.

## How?

With repeating 15-second commercials on WebPads.



More than  
200 exposures per day



iGotcha reaches  
the now generation

Target busy, young urban professionals.

The typical user tends to be in the 18 to 34 age group. Reach them in the places they hang out. They spend a lot of their time in coffee bars and other hotspots.

They love the Internet. Now they can surf the web in public places at no cost — without using their own laptops.

3 ways of communicating  
your message



15-second commercials. Full-screen commercials repeat every 6 minutes or less when a WebPad is not in use. Banner ads. Always appearing in the navigation bar, banner ads are a call-to-action to users, that reinforces the impact of your commercials Portal promos. Your message can also be displayed on internet portal pages.

Full screen commercials. When the WebPad is on display in the recharging cradle, your full-screen commercial repeats once every 6 minutes or less — more than 100 times per day on each WebPad. Eye-catching visual effects. Commercials can be full motion video — or still images animated with Flash media. Link to your own site. Ads can also provide an instant link to your web site. Useful info grabs attention. Headline news, trivia, weather and other useful information are also shown during the 6-minute advertising rotation.

