

RIGHT HERE. RIGHT NOW.™

## DIRECTV BLIMP

Take advantage of an extraordinary unique media platform that delivers dynamic exposure for your brand at live major sporting events. Offering you customized promotions by region, sport and day of the week.



### 2,100sf LED Screen

First airship in North America and currently the only one in the world with 2,100sf LED screen.

### Dynamic Exposure

Capable of displaying full motion, full color TV quality video day or night.

### Live Event Coverage

HD Aerial Camera System provides live coverage of major sporting events to TV networks.

### Real Time Action

30' x 70' screen can also display live video action, concerts, highlights, scoreboards, promotions, interviews, etc.

### Impossible To Miss

Reach large, captive, target audiences with "impossible-to-miss" video marketing platform at highly affordable rates.

### High Profile

Deliver high-profile brand messaging directly overhead passionate sports fans in fun environment.

### Custom All The Way

Flexibility to customize promotions by region, by sport and day of the week.

See website for an up-to-date schedule.