CityPost makes it easy and FREE for Aurora small businesses to post their messages to the streets.
Our mission is to provide better services for the City by utilizing smarter media and we value the importance of small businesses in the Aurora community. Through sponsorships, with city-centric brands, we help provide CityPost digital bulletins FREE for all small businesses to use to their benefit.

The Aurora small business community will be able to CityPost messages to our large interactive CityPost kiosks located throughout high traffic areas for FREE.

Attached you will find a complete overview of the CityPost network including specifications, interactivity, pricing, analytics, locations and frequently asked questions. Additionally, we have provided a short tutorial that demonstrates how simple it is to create and post your message to the network.

We are excited that we can help bring real value and results to small business owners in Aurora. Please do not hesitate to contact us with any questions.

We look forward to seeing your businesses participate on our CityPost network.

Regards,

Mike Mainthow
Smart City Media
What is a CityPost?

A CityPost is an interactive poster that is discoverable when walking through a city or campus. These messages can be city alerts, local events, transit updates, small business messaging from the community (as shown above), news and other city-centric digital “bytes” of useful information.

CityPost messages can be found on CityPost interactive bulletin boards and the CityPost mobile app. All of the information presented is location-based to where you are. CityPost is the only real-time, place-based, interactive broadcast for communities large and small.
What makes a CityPost interactive?

CityPost:

Enjoy A Local Band In The Music Pavilion With Friends

Landing Page:

Welcome to Aurora
citypost

Phone: 6308966666
Home of the Blues on the Fox festival. The 20-acre park was designed in a way that would serve many purposes. From the canoe/kayak launch and natural landscaping to the VIP Rooftop Deck and 10-acre music venue, this is the new recreation and entertainment destination of the suburbs. Bring your kids and fly a kite. Enjoy a local band in the music pavilion with friends. Spread out a blanket and watch fireworks with the family on the 4th of July. RiverEdge Park is your backyard away from home. New reserved seating available.

Scan this QR Code to Take this Poster With You

Aurora is now on
citypost

Directions:

From: 44 E Downer Pk, Aurora, IL 60505, USA
To: 360 N Broadway, 360 N Broadway, Aurora, IL 60505, USA
Travel time: 14 mins

The interactive landing page contains more details about your business. You can announce news, share info, coupons, showcase discounts and provide turn-by-turn directions to your establishment.

Your CityPost is interactive and includes a “landing page” that allows people to find out more about your message.
Where does a CityPost appear?

1. CityPosts appear on our interactive bulletin board sorted by category and proximity.

2. CityPosts appear on the CityPost mobile app. Both are FREE for all small businesses.

3. CityPosts appear on our full screen broadcast loop for FREE when published, and then fall out of the loop when replaced by newer CityPosts.

4. Small businesses can also purchase dedicated ad slots, for a pre-set time, at a discounted rate.
Why CityPost my business?

- It's FREE and your street level messages appear in select high traffic destinations
- Connect with the community and reach residents and tourists on the streets near your business
- Show off your goods and services with photos and videos of new products, specials, coupons, events, directions
- Change messages as much as you want, anytime you want, with our online CityPost manager

- Track you messages 24/7 with extensive online data results
- Be a part of Smart City technology never before available and expanding through downtowns across the country
- Lots more Smart technologies Coming soon to the Aurora small business community
- Join for FREE at citypost.us, select Aurora and we’ll see you on the streets!
Yes, small businesses can purchase ad slots just like the major brands. You will receive a discounted rate which is listed below. Unlike free CityPosts, ads continuously rotate in our broadcast loop, over and over, for the purchased length of time.

City Content, which includes free small business CityPosts, enter into the broadcast loop and then fall out of the loop as new messaging is published to the broadcast.

SCM City Content is city centric-content for alerts, wifi information, mobile app info, encourage usage (ie; “Touch to find local restaurants.”), etc.

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<th>SCM City</th>
<th>Ad</th>
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Broadcast Loop

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Broadcast Loop Continued

### Small Business Ad Pricing:

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How do I CityPost?

If you can post to Facebook or Tweet then you can CityPost with ease. Please click the video above to see how simple it is to CityPost to the streets for FREE. ALL CityPosts are reviewed before they are showcased to the public.

Need assistance creating a Post? Please contact content@smartcitymedia.us for more information.
What are the specs for CityPost?

**Broadcast Poster Version 1**

- **Name, URL and Logo**: 300x300
- **Headline**: 55 characters max, Initial Caps
- **Image**: .jpg or .png 8 mb max
- **Video**: YouTube link or .mp4 20 mb max
- **Size**: 1030Wx720H

**Landing Page**

- **Window Size**: 900Wx450H
- **Image**: .jpg or .png 8 mb max
- **Video**: YouTube link or .mp4 20 mb max
- **Info text, Phone, Address for directions and send to mobile**

**Post COVID-19** - All broadcast loop content will automatically contain QR codes for users to scan with their mobile phones for contactless content delivery. Content providers will not need to do anything new to achieve this feature.

Need assistance creating a Post? Please contact content@smartcitymedia.us for more information.
What are the specs for CityPost?

Image: .jpg or .png
8 mb max

Video: YouTube link or .mp4 20 mb max

Poster Size: 1080Wx1770H

Window Size: 900Wx450H

Image: .jpg or .png
8 mb max

Video: YouTube link or .mp4 20 mb max

Info text, Phone, Address for directions and send to mobile

Broadcast Poster Version 2

Landing Page

Post COVID-19 - All broadcast loop content will automatically contain QR codes for users to scan with their mobile phones for contactless content delivery. Content providers will not need to do anything new to achieve this feature.

Need assistance creating a Post? Please contact content@smartcitymedia.us for more information.
Does CityPost provide interaction data?

Real-time engagement data can be viewed anytime on our online content manager at citypost.us. View stats by total clicks, clicks per kiosk, per hour, etc.
Where are Aurora CityPosts?

Click Here to See Map
What are the CityPost content rules?

Aurora CityPost Content Best Practices

- Keep messaging short and newsworthy
- Leave the viewer wanting more
- Use images and videos that you own or have rights to
- Consider sales or promotions that can be sent to mobile

Aurora CityPost Content Restrictions

- Obscenity;
- Hate speech, threats of violence, content promoting imminent lawless action;
- Child pornography;
- Defamation;
- Fraudulent speech;
- Speech promoting criminal conduct; and
- Speech presenting or promoting an imminent threat.
Frequently Asked Questions

Is advertising open to all small businesses?
Yes, both FREE and PAID options are available to all small businesses.

What defines a small business?
25 employees or less constitutes a small business for this program.

Can my post be in multiple content categories?
If desired, users can select up to 2 appropriate categories.

How many posts am I allowed?
Small businesses are allowed one post per business.

Can I change the content of my post?
Yes, you may change or edit the content of your post as much as you like. Please note that every edit will be reviewed before being placed back on the kiosk.

Is my content on every kiosk?
Yes, once approved your CityPost will be live on every Aurora CityPost. You cannot choose which kiosk your content will go to, it goes to the full network.

How long is my post on the kiosk?
For as long as you choose as we desire community inclusion for the network.

Are there any content restrictions?
Yes, please see page 13.

Who approves the content of my post?
The CityPost team reviews ALL content before.

How long does it take for my business to be approved for free ad space?
Businesses are approved in 24-48 hours, or sooner.

How long does it take for my post to go live on the kiosks?
A few hours to one day as all content is reviewed before being shown on the kiosk.

How is the directory populated?
The directory listings are provided by Foursquare.

How are the CityPosts organized?
CityPosts are organized in various City categories by proximity to the kiosk. Closer items are listed near the top.

Who maintains the kiosk and its content?
The kiosk hardware is maintained by Duke Energy One and the software and content is maintained by Smart City media.

Can I view the analytics for my post?
Analytics for your CityPost(s) are available in the campaign manager below your desired post.

Is my business on the kiosk if I do not register?
If your business is listed on Foursquare it will be found in the directory listings. If it is not, we encourage you to post your business on CityPost for free.

How many posts are on the kiosk at one time?
Depending on the City we have seen averages between 300-500 CityPosts listed, besides the directory listings.

Can the kiosk be viewed in Spanish?
Yes. The City has chosen the following 8 languages for CityPost Aurora: Spanish, Tagalog, Urdu, Hindi, Chinese, Polish, Arabic and French.

How do I report an issue or ask questions when attempting to sign up?
To report any issues with signup, or have a question about the sign up process, or have content questions please email content@smartcitymedia.us.

How do I report an issue with a kiosk?
To report any issues with a CityPost kiosk please call (844) 360-2432 or email citypost@duke-energy.com. Please reference the kiosk ID number located on the side of each kiosk.

Will a kiosk be placed closer to my business?
This is a pilot for digital information kiosks. If the pilot is successful, the City will consider expanding the number of kiosks. Kiosk placement is driven by a number of factors including but not limited to the availability of sufficient sidewalk space, marketability and ad revenue generation, areas deemed to have very high pedestrian and vehicle traffic flow, access to electrical hook up, community support, etc.

How many kiosks are there?
There are eight kiosks included in this initial pilot project. If the pilot goes well, the City will consider expanding the number of kiosks. See page 12.
Need assistance creating a Post?
Please contact content@smartcitymedia.us for more information.

Need assistance purchasing Ad Space?
Please contact sales@smartcitymedia.us for more information.