

BIG BOARDS

CMS is excited to be working once again on the Air Jamaica Jazz & Blues Festival "The Art Of Music" to be held from January 24-26, 2008. Recognizing the growing attendance and the continued need for an inspired venue, event organizer Turn key Productions has moved the festival to a new seaside location. While remaining in Rose hall, the festival has moved from the driving range at the Cinnamon Hill Golf Course to a seaside clearing in between the ocean and the 8th fairway, using the ruins of an ancient aqueduct as a backdrop. This 11th annual festival has grown into a world-renowned jazz event and will have an all-star line-up including Diana Ross, Anita Baker, Jill Scott, Billy Ocean, Taj Mahal, Hugh Masakela, Marjorie Whylie, Ryan Shaw, Yerba Buena, Chalice, Nikki Yanofsky and many more!

As many will recall, four years ago, we added a special opportunity to advertise on five giant video screens that we call the "Big Boards." Located on either side of the main stage, two in the center of the venue as well as in the food court, your message will be broadcast in full color in the center of where the action is, actively reaching the entire audience, an estimated 35,000+ people over the three nights. Your 30 sec. spot or 7-10 sec. still image tag will run at all times when there are no performances: at the opening of the show - from when the doors open to the beginning of the first act - during set changes as well as after the show. There will be a minimum of 3 set changes with an average time between sets of 25 Min. What better way to captivate an audience than to entertain them while they wait?

- Visible in all the key areas throughout the venue site
- Looped feed for repeat impressions throughout the evening, totaling a minimum of 20 per night
- Reaching the affluent Jamaican demographic, as well as international dignitaries

Only a select few clients can be offered these special video tag loops. Limited space further enhances this medium's effectiveness by not crowding advertisers. Once the allocated tag spots have been sold, no more creative can be accepted. Please see rate card for video options.

My Kindest Regards,



Tom Jonas
Vice President
CMS world media



SCHEDULE:

Thursday - January 24th

ANITA BAKER

Friday - January 25th

JIZZ SCOTT

Saturday - January 26th

DIANA ROSS

BILLY OCEAN

TAJ MAHAL

MARJORIE WHYLIE

YERBA BUENA

NIKKI YANKOFSKY



JT TAYLOR

CHAZICE

RYAN SHAW

HUGH MASAKELA

..AND MANY, MANY MORE!

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CMS is proud say that the following companies have been or are on the Big Boards.

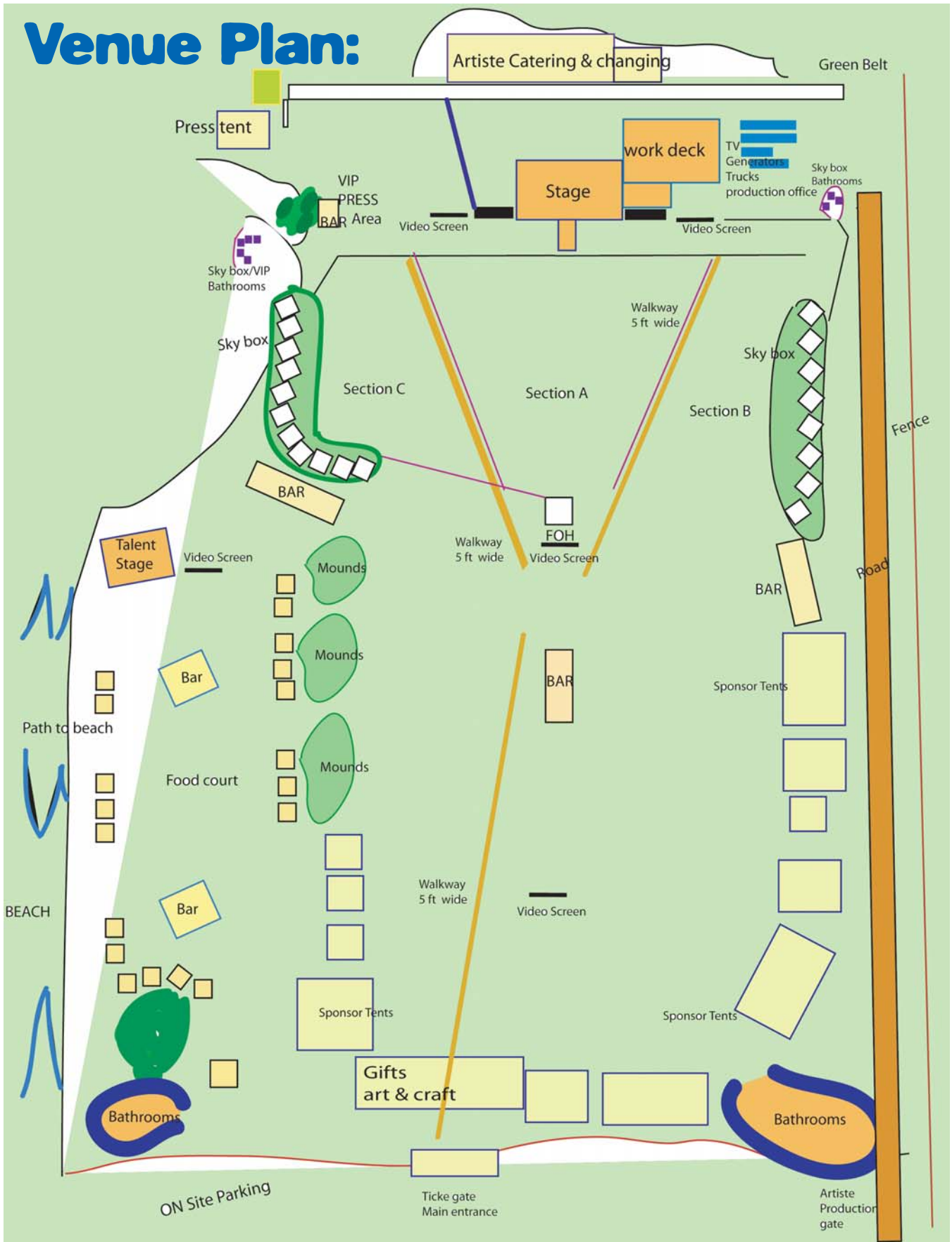
Jamaica Money Market Brokers
Jamaica National Building Society
Caymanas Track Limited
Cari-Med
RBTT Union Bank Jamaica Ltd.
Pan Caribbean Financial Services Limited
Jamaica International Insurance Company Ltd.
Petroleum Corporation of Jamaica
British Caribbean Insurance Company
Best Dressed Foods
Bank of Nova Scotia Jamaica Ltd.
Wisynco Trading
Lacelles Wine & Spirits
Airports Authority of Jamaica
NCB
Grace Kennedy Remittance
- Western Union
- FX Trader
Motor Sales & Service Co. Ltd.
- Mitsubishi
Kingston Industrial Garage
- Land Rover
- Subaru



Key Insurance
Jamaica Yellow Pages
Soft Sheen Carson
Coca Cola
Hardware & Lumber
John Cook Limited Land Rover
John Cook Limited Jaguar
Air Port Authority of Jamaica
Jamaica International Insurance
Stuart's Auto (Suzuki)
Grace Foods
Subway
Tastee Ltd
Taj Mahal (Ball Watches)
BMW (Stewart's Auto)
Digicel
Air Jamaica
National Health Fund
Life of Jamaica
Good Year Jamaica

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Venue Plan:



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