

# BIG BOARDS

## CELEBRATING 16 YEARS OF JAMAICA'S GREATEST AND THE WORLD'S BEST REGGAE!

CMS is excited to be working on the world's premier reggae festival - Reggae Sumfest. This 16th annual festival is to be held from July 13-19, 2008, in beautiful Montego Bay. Event organizer, Sumfest Productions, promises an all-star line-up including Keyshia Cole, Ne-Yo... and many more!

We have added a special opportunity to advertise on three giant video screens that we call the "Big Boards." Located on either side of the main stage and one in the center of the venue, your message will be broadcast in full color in the center of where the action is, actively reaching the entire audience, an estimated 30,000+ 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 20 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 (18-45), 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



REGGAE  
Sumfest™

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## Schedule:

### Thursday - July 17th

Lineup:

Beenie Man, Munga, Bounty Killer, Spice, Elephant Man, Harry Toddler, Mavado, Demarco, Busy Signal, Serani, Anthony B, Little Hero, Vybz Kartel, I Octane, Ninja Man, Wayne Marshall, Shane O, Danielle "DI", Voice Mail, Mystic Man, Erup, Chumps, Macka Diamond, Assassin, with Live Wyya Backing Band!

### Friday - July 18th

Lineup:

Keyshia Cole, Ne-Yo, Queen Ifrica, Pressure, Jah Cure, Courtney John, and Richie Spice and more!

### Saturday - July 19th

Lineup:

Beres Hammond, Tarrus Riley, Brick & Lace, Etana, John Holt plus many more to be announced.

**KEYSHIA COLE**

**JAH CURE**

**NE-YO**

**QUEEN IFRICA**

**PRESSURE**

**BERES HAMMOND**

**RICHIE SPICE**

**BOUNTY KIZZER**

**BEENIE MAN**

**AND 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

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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