

InPlay Media x drop^c

Digital Agency

PREMIUM · TARGETED · UNAVOIDABLE

Digital advertising network inside Lebanon's leading padel venues. Reaching a premium, high-attention audience where feeds and banners can't.

Your Audience Is Already in the Venue

InPlay Media was built by business owners who struggled to reach the right audience through traditional advertising. We saw padel venues across Lebanon filling with professionals, executives, and families every day, with no digital media presence at all. So we built one.

4K - 55"

LED SCREENS

Five

Locations

2.5 mins

CAMPAIGN LOOP

10 max

ADVERTISERS
/ LOOP

Digital presence in strategic locations

Floor-mounted portrait LED screens placed in high visibility areas of each club; lounges, lobbies, and waiting zones where visitors naturally pause, socialize, and look around before and after their match.

Built for real-world viewing

Short, rotating formats designed for quick recall and repeated exposure across a single visit. Reinforcing your brand every time a member walks through the venue.

Five Venues Across Lebanon

Screens are live across five Padel House locations, with more venues onboarding as the network expands.



Sin El Fil

Metn

2 screens · 3 courts



Kaslik

Kesrouan

2 screens · 2 courts



Fouad Chehab

Kesrouan

2 screens · 3 courts



Zalka

Metn

3 screens · 4 courts



Country Lodge

Metn

2 screens · 2 courts

A High-Value Audience, Fully Present

Padel in Lebanon skews toward professionals, business owners, and families with strong discretionary spend. An audience that's increasingly hard to reach through social feeds alone.

Who's in the Venue

Professionals & executives · Business owners · Families · Students · Premium consumers

~ 6,800

AVG. MONTHLY VISITS

30-40 mins

AVG. DWELL TIME /
SESSION

Smart Daypart Targeting

MORNING

Business owners and executives.
Higher female participation.

EVENING

Working professionals and university students.
Young adults unwinding after classes or work.

Screen & Creative Specifications

SCREEN ORIENTATION	RESOLUTION	SCREEN SIZE	LOOP LENGTH	SPOT DURATION
Portrait	4K	55"	2.5 Mins	15 Seconds

Creative Requirements

File type: MP4 / MOV
Resolution: 2160 x 3840px
Aspect ratio: 9:16
Existing social video ads can typically be repurposed at no added production cost.

QR Code Integration

Every placement can carry a scannable QR code, connecting screen visibility to a direct action; a website visit, a booking, or an inquiry, with performance tracked per campaign.

Category Exclusivity

Available for full-year partners seeking category-exclusive presence across the network.

Campaign Options

Flexible packages built around venue reach, campaign length, and category exclusivity. Contact us for a tailored proposal.

Single Venue

Rate card

- 1 venue of your choice
- Check rate card for pricing
- QR generation

Multi Venue

\$750/ 2 weeks

- 5 venues, synchronized
- Flexible creative swaps
- QR generation & tracking
- Playcount & ad time reports

Category Exclusive

\$15,000/ year

- Full network, all venues
- Category exclusivity
- First right of renewal
- Dedicated account support
- QR generation & tracking
- Playcount & ad time reports

How It Works

1

Book a Call

Discuss goals & venues

2

Choose Package

Venues & duration

3

Submit Creative

Or repurpose existing

4

Go Live

Screens across network

5

Track Results

QR & reporting