

2019 Co-Op Programs

# NYSTIA



 | adams

# Poster Campaigns



eam

# POSTERS - BIG RESPONSE

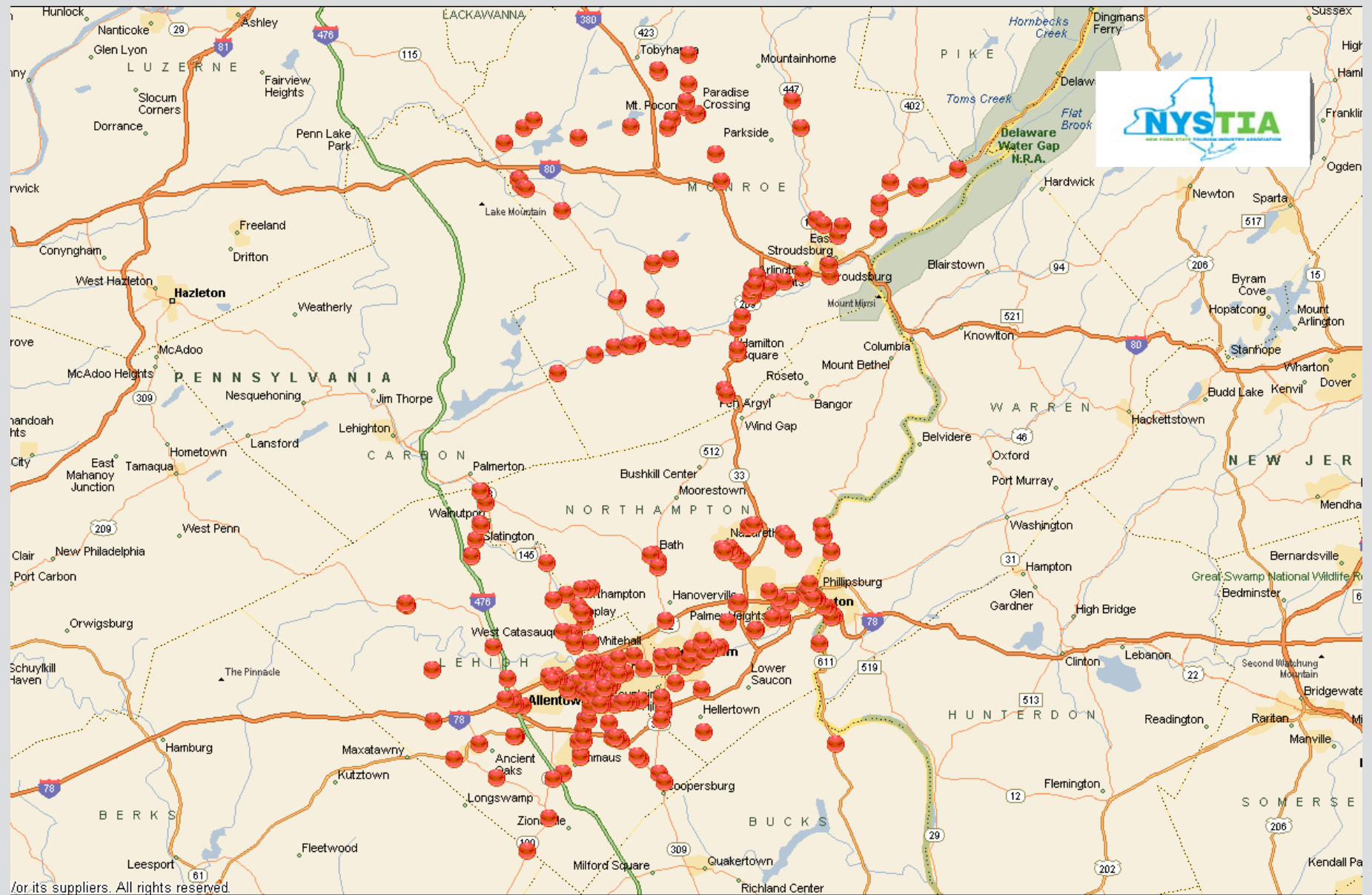


- Over 700 Well-maintained 12' x 25' structures
- Thoroughly saturates a market with several panels posted at once
- Provides high reach and frequency levels
- Lowest cost per thousand of any advertising medium
- Each Panel has its own unique TAB OOH Weekly Rating
- Showings are run for 4-Week cycles and cover wide geographic, or target areas.

## WHY POSTERS WORK...

If you're looking to saturate the market with your immediate message, poster panels are the way to go! Their ability to target a specific audience, along with the number of locations available, gives your message the most time to talk.





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Lehigh, Northampton, Carbon and Monroe County  
 Poster Coverage ● 755 Posters



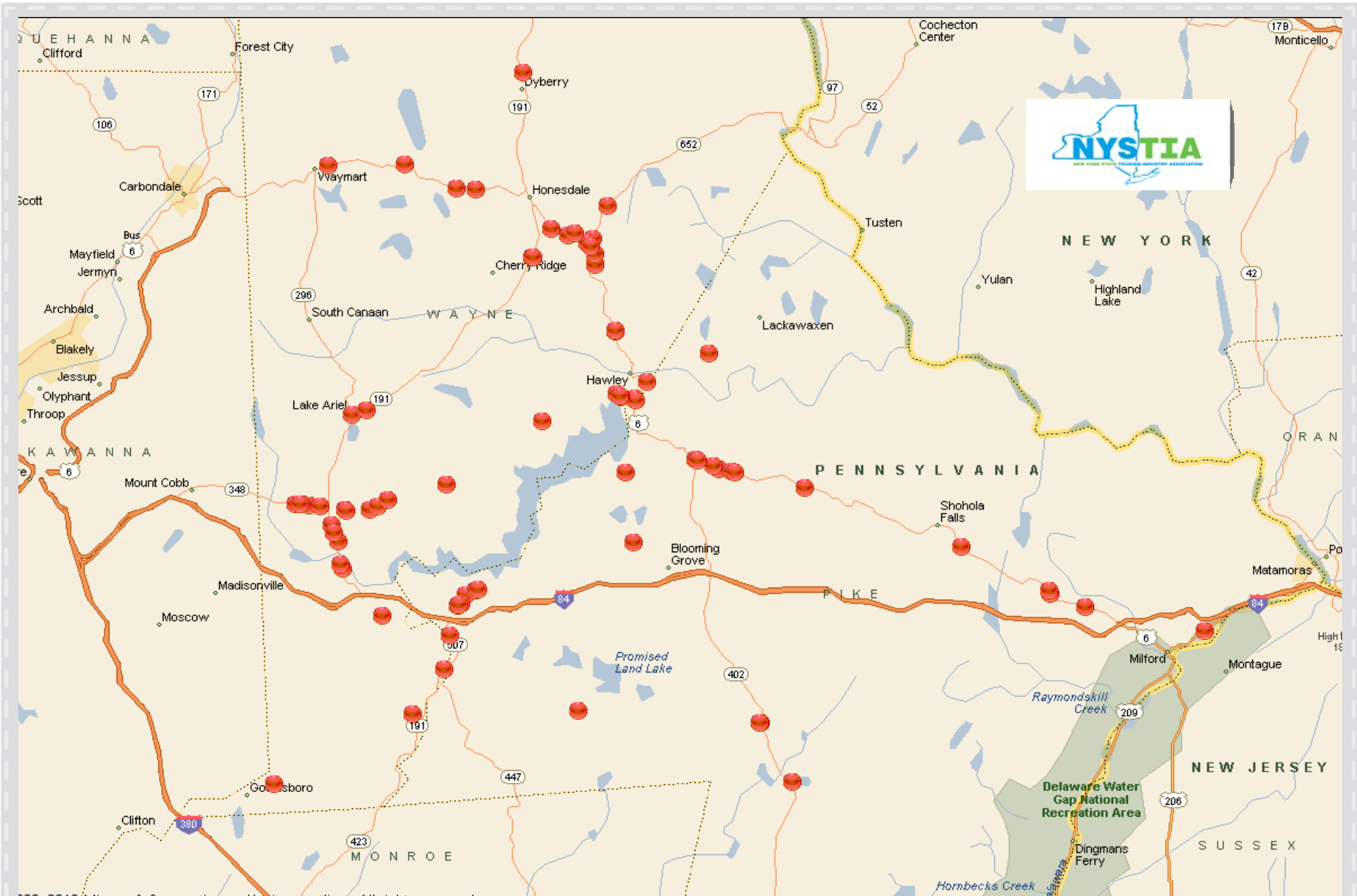
## Market Coverage by County:

Lehigh A18+ 283,228 ] Northampton A18+ 242,821  
Carbon A18+ 49,810 ] Monroe A18+ 134,815

# Posters	*Average 4-Week Cycle Impressions	Total 4-Week Investment (includes space, production & tax)
5	854,480	\$5,859
10	1,708,960	\$11,130
20	3,417,920	\$20,495

\*Based on current market averages.





Pike and Wayne County Poster Coverage ● 168 Units



## Market Coverage by County:

Pike A18+ 44,687 ] Wayne A18+ 42,006

# Posters	Average 4-Week Cycle Impressions	Total 4-Week Investment (includes space, production & tax)
5	336,080	\$5,330
10	672,160	\$10,071

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Account Executive

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**Thank you.**