



# POINT OF SALE

## The case for retail pole banners

### Smorgasbord Coverage

Shopping center pole banners reach a diverse buffet of retailers including supermarkets, pharmacies, hardware, big box and specialty retailers. With average of 75 locations per market across the top 50 DMAs, we're likely in your neighborhood.

### Visual Impact

Dominate the outside of stores with the largest media format at shopping centers. Banners hang low on the pole, while parking lot speeds assure a long read and dwell time. Meanwhile, your brand gets category exclusivity and avoids cluttered store interiors. All units are illuminated.

### Shopper Audience

Reach people when they are open to commercial messages with their wallets out and ready to purchase. Banners become part of people's everyday lives as consumers. They are part of the shopping experience.

### Digital Attribution

We've partnered with leading mobile data providers to deliver superior advertising attribution. Ask about custom studies to show sales lift from your out-of-home point-of-sale campaign.

**Contact us for  
Media Packages!**

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CONSUMER PACKAGED GOODS

