Look Banner Network

Hyper-local media at scale

Look Banners deliver high-impact messages in 170+ DMAs to verified audiences for both general market & retail.

Lookmedia

oohmediausa
media that turns heads!

Mark Miller   mark@oohmediausa.com   561.707.0138

Marilyn Miller   marilyn@oohmediausa.com   561.628.5807

3 WAYS TO BUY

Geography

Filter by geographic bounds (State, DMA, County, Zip) or distance from key locations to support awareness in specific areas.

Demographics

Using Placer.ai data, we know the true trade area of each property, and therefore the true audience profile of visitors. Filter by US Census (Income, Ethnicity, Age) and Experian Mosaic profiles, selecting locations that over-index for your target audience.

Retailer/Category

Support POS sales-lift campaigns by targeting specific retailers. Alternately, use store categories as a proxy to target your audience. Grocery stores draw household decision makers, pharmacies over-index for seniors, fitness clubs attract health-conscious shoppers etc.

THE RIGHT LOCATIONS

"45% of daily trips are taken for shopping and errands"*

Nearly **half of road traffic** is destined for shopping center parking lots – **the modern town square.**

It's where people go for **daily necessities**, entertainment and health. Our portfolio includes major big box stores, supermarkets, pharmacies and specialty retailers.

*geopath
AUDIENCE LOCATION MEASUREMENT

CONTEXT IS KING

Shoppers opt-in for commercial messages

This **general market audience** sees pole banners on a path to purchase, wallets open and ready to spend.

Unlike many interruptive media formats, banners become part of the experience for a receptive audience. It's also a **controlled media environment,** family-friendly with high standards for artwork.

VISUAL IMPACT

Eye-level media surrounds visitors

Look Banners hang **low on the pole**, typically just above the roofline of cars and **dominate the environment.**

Parking lot speeds ensure a **long read and dwell time.** A minimum of 12 faces (6 banners) per location means multiple impressions per visitor. Flexible placements, creative versions and number of banners optimize your impact. All units are illuminated with 100% share of view.

VERIFIED IMPRESSIONS

Connect brands with real measured audiences

We **geofence media locations** to collect anonymized mobile data, revealing visitors' home neighborhoods.

Matched to demographic info from US Census and Experian Mosaic this generates a **highly accurate picture** of who your messages are reaching. It makes planning easy and adds confidence to post-campaign reporting.
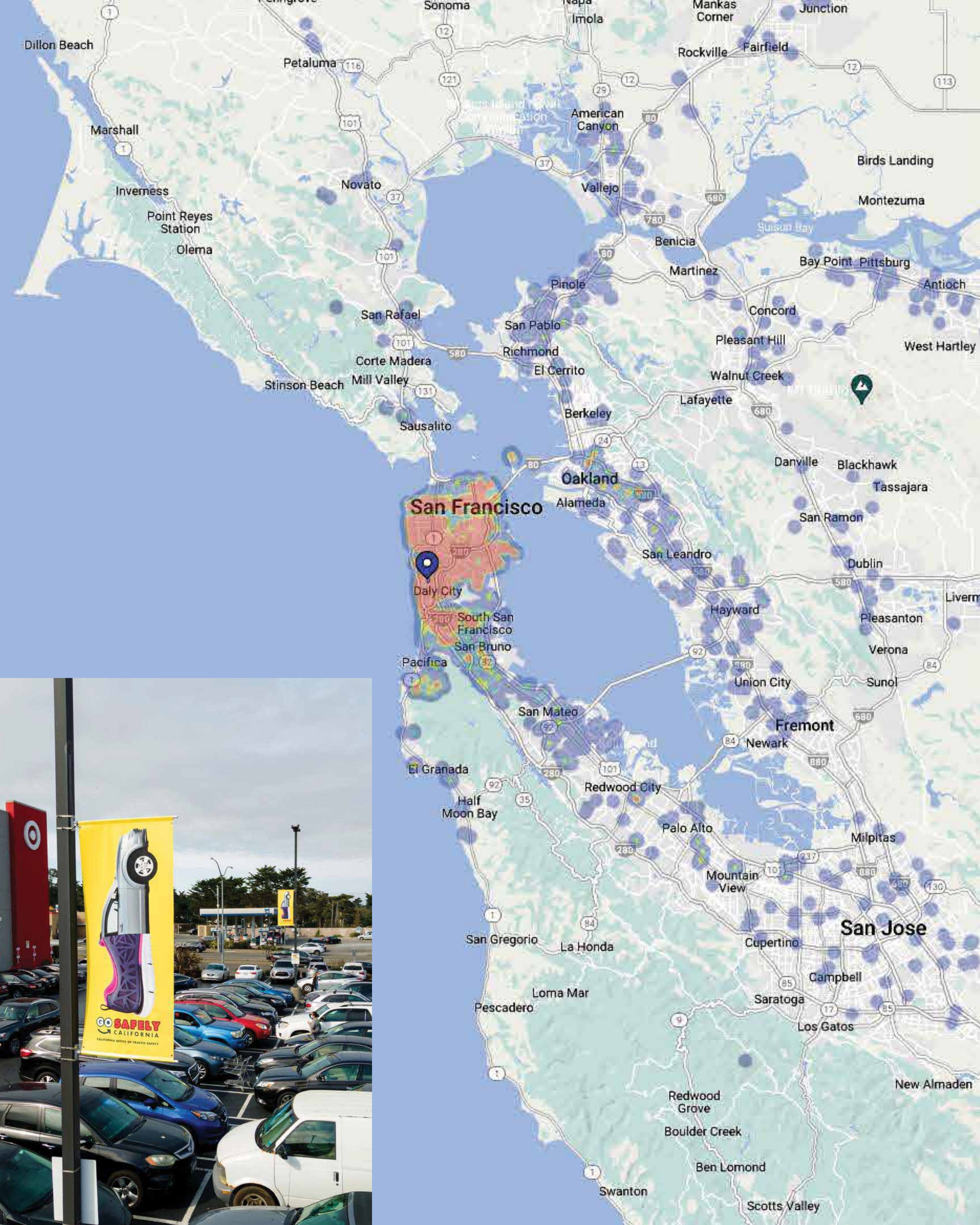
Westlake Center
Daly City, CA

MEDIA EXPOSURE

Unique Visitors per mo.	361,100
Visits per mo.	698,500
Frequency (x)	1.9
Avg. time per visit	65 min

MARKET IMPACT

DMA 18+ Pop	6,006,374
4-wk Impressions	3,049,588
GRPs	51

Source: Placer.AI

AUDIENCE

US Census

HHI	$114K
White	30%
Black	5%
Hispanic	21%
Asian	10%

Experian Mosaic, top 5 segments

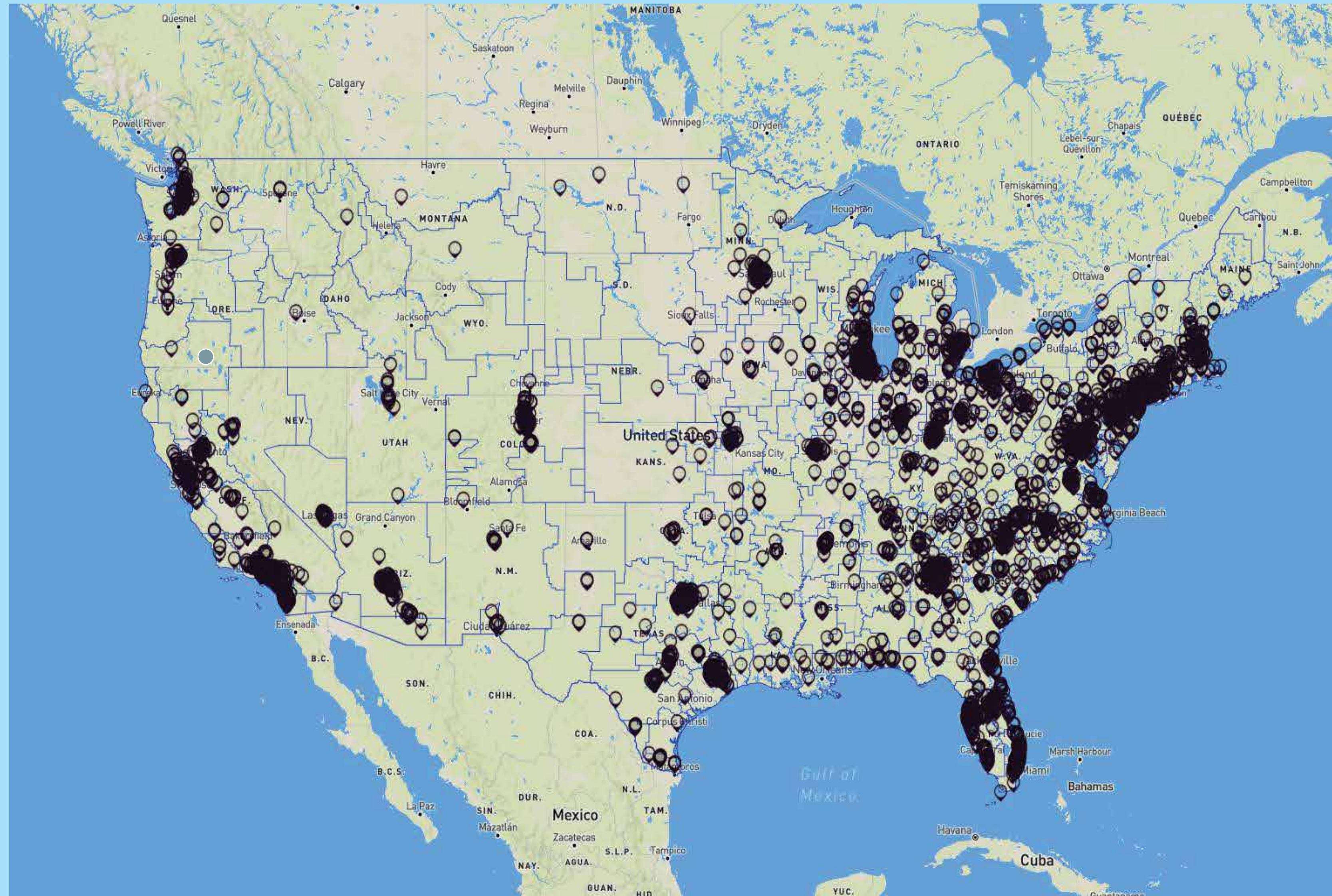|	
B – Flourishing Families	45%
G – Young City Solos	13%
A – Power Eleite	12%
K – Significant Singles	9%
C – Booming with Confidence	5%

NATIONAL COVERAGE

4,500+ locations in 170+ DMAs

Our footprint is continually growing –
what areas are you trying to reach?

EXPERT OPERATORS

Only pole banners

We are the leading provider of pole banner media, expert in both campaign planning and on-the-ground operations.

We leverage a comprehensive database of shopping centers nationwide and maintain long-standing relationships with 100s of real estate partners.

Our proprietary software is custom-built to mange our entire workflow, honed over the years, tracking each piece of our value chain.

There are lots of media options to choose from. If you select pole banners, know that THIS IS ALL WE DO and we are dedicated to over-delivering on your brand's objectives.

Look Media has created eye-catching marketing campaigns for top brands nationwide since 2006.

BRANDS WE SERVE

United Healthcare

T Mobile

Nestlé

PayPal

cricket
wireless

Your Name Here

mentos

Heineken

Crest

Capital One

FOX

pepsi

ULTA BEAUTY

aetna

Red Bull

WELLS FARGO

Humana

24 HOUR FITNESS

LONE STAR COLLEGE

food network

USDA

PNC

WesternUnion WU

WD-40