



HYPER-LOCAL AT SCALE

High-impact media in 170+ DMAs

Key Benefits

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

Context is King – This general market audience sees pole banners on a path to purchase, wallets open and ready to spend. They've opted-in for commercial messages.

Visual Impact – Eye-level banners surround visitors, and parking lot speeds ensure a long read and dwell time.

Verified Impressions – We geofence all locations, identify visitors' home areas and match them with US Census and Experian Mosaic demographic profiles, providing a very accurate picture of your audience.

National Coverage

4,500+ locations across 170+ DMAs and growing. Where are you trying to reach?

Banner Experts

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

Contract Terms & Specs

Period: 4-week

Size: 7'H x 3'W

Min: 12 faces (6 banners) per site

Illuminated?: Yes, all units

Exclusivity: 100% SOV

*Geopath

Lookmedia



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