



**Encompass
Media Group**



MEDIA KIT

Mark Miller
mark@oohmediausa.com
561-707-0138

Marilyn Miller
marilyn@oohmediausa.com
561-628-5807
Marilyn Miller





**Encompass
Media Group**

oohmediausa
mobile out of home

WHY CHOOSE EMG?

- We have connected brands to consumers since 2001 with nationwide capabilities and local expertise.
- We enhance the customer experience with over 25 innovative Ad networks.
- Creative advertising solutions reach busy, on-the-go consumers in moments that matter for a positive, impactful result.
- Networks and exclusive partnerships can be targeted to reach consumers by demographics, ethnicities, HHI, zip codes, and more.





**Encompass
Media Group**

oohmediausa
out-of-home media

FOUR AREAS OF FOCUS



**ONE-SHEET POSTERS
STREET LEVEL & OUTFACING**



**OUT-OF-HOME
25+ NON-TRADITIONAL OOH
PLATFORMS TO REACH
CONSUMERS DIRECTLY**



**MERCHANDISING
POS PLACEMENTS AND
CPG IN-STORE SUPPORT**



**EXPERIENTIAL
REACHING AUDIENCES WITH
EXPERIENCES & ENGAGEMENT**



**Encompass
Media Group**

oohmediausa
out of home advertising

ONE-SHEET POSTERS

- 200K+ Locations
- Street Level
- Exterior Facing
- Low CPM
- High-Density Targeting
- Size: 30" x 46"
- Lead Time: 4-Weeks
- Close to Point-of-Purchase
- Locations across almost every DMA in the U.S.
- Target locations by neighborhood to reach audiences where other forms of OOH advertising don't exist.
- Influence consumer behavior in the most meaningful stage of the buying cycle.
- These large postings, installed at highly visible spots at each location, can't be missed by visitors entering, leaving or passing the venue.





**Encompass
Media Group**

oohmediausa
OUT-OF-HOME MEDIA

RETAIL WINDOW BULLETINS

- Available Nationwide
- Reach consumers as they enter locations and those passing by each day.
- This large-scale tactic is highly visible with vibrant printing and prominent positioning.
- By identifying the proper retail outlets, this network places your message front and center where it matters.
- This cost-effective targeted marketing tactic helps build brand awareness and spread important messages.
- Locations include convenience stores, grocery stores, pharmacies, laundromats, dry cleaners, etc.
- Visible 24/7
- Sizes Vary





CONVENIENCE STORES

- 200K+ Locations
- Street Level One-Sheet Posters
- Retail Window Bulletins
- Floor Graphics
- Counter Mats
- Counter Cards
- Take-Ones
- Front Door Signage
- Window Clings
- Coin Trays
- Cooler Clings
- Wrapped Bollards
- Sampling
- Product Placement
- Branded Sandwich Wraps
- Venue Dominations





**Encompass
Media Group**

oohmediausa
mobile advertising

MOBILE TRUCKS

- Nationwide Coverage
- GPS Tracking
- Digital & Static Mobile Billboards
- Full Size Wrapped Trucks
- Wrapped Fuel Tankers
- Full Size Wrapped Delivery Trucks
- Food/Coffee/Treat Trucks

DOUBLE DECKER BUSES

- Available in Boston, Orlando & Miami
- Full Three-Sided Bus Wraps
- +U.S. Bus Fleet (FLIXBUS)

FLIXBUS

TROLLEYS

- Available in Boston, Washington D.C., San Diego, & San Antonio.





DOOR HANGERS

- Nationwide Coverage
- GPS Tracking Available
- Attachments/Sampling
- Couponing
- Scratch-N-Sniff
- Die Cut
- Lenticular 3D Effects

BRANDED PIZZA BOXES

- 35K+ Pizzerias & Restaurants
- 12" & 16" Branded Pizza Boxes
- Window Clings
- Take-Out Food Containers
- Floor Graphics
- Branded Bags
- Sampling & Take-Ones

FOOD BAG INSERTS

- 200K+ Locations
- Large 4-Color Printed Inserts Placed in Delivery and Takeout Food Bags Before Distribution at Restaurants
- Sampling





CVS BAG INSERTS

- 7K+ CVS Pharmacy Locations
- Bag Inserts at CVS Pharmacy & Retail Check-Outs

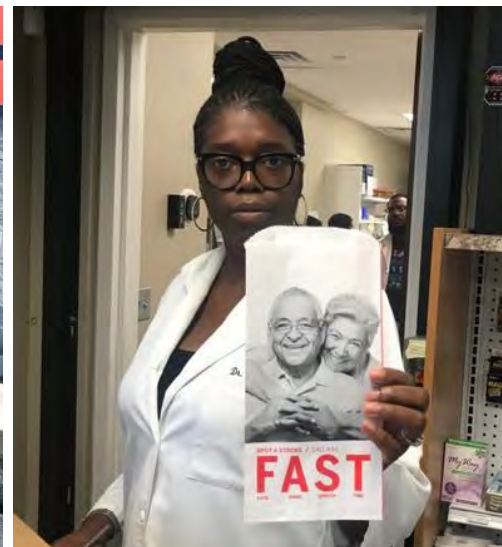


PHARMACY NETWORK

- 25K+ Independent & Chain Pharmacies
- Branded Prescription Bags
- Counter Cards
- Take-Ones
- Floor Graphics
- Shelf Talkers
- Walmart Kiosks
- Retail Window Bulletins

PHYSICIAN OFFICES

- Nationwide Coverage
- Wallboards
- Branded Exam Paper
- Counter Cards
- Branded Tissue Boxes
- Magazine Wraps
- Sampling
- Take-Ones



COFFEE NETWORK

- 55K+ Locations
- Coffee Sleeves
- Coffee Cups (in select markets)
- Free Coffee Day Promotions
- Sampling
- Floor Graphics
- Cooler Clings
- Counter Mats & Coin Trays
- Deli Bags & Sandwich Wraps

BAR NETWORK

- 60K+ Locations
- Branded Coasters
- Branded Napkins
- Branded Barware
- Restroom Wallboards
- Promotions/Sponsorships
- Domination

GAS STATION NETWORK

- 25K+ Locations
- Gas Pump Toppers
- One-Sheet Posters
- Wrapped Bollards
- Hose Talkers
- Nozzlers



LAUNDROMATS

- 20K+ Locations
- Wallboards
- Banners
- Floor Graphics
- Window & Door Signage
- Machine Clings
- Dominations
- Retail Window Bulletins

SALONS/BARBERSHOPS

- 100K+ Locations
- Wallboards
- Counter Cards
- Magazine Wraps
- Branded Premiums
- Window & Door Signage
- Dominations
- Backlit Displays
- Retail Window Bulletins

HARDWARE STORES

- 20K+ Locations
- Including True Value, ACE Hardware, & Do it Best
- Counter Mats
- Counter Cards
- Stand-Alone Banners
- Floor Graphics
- Dominations

ACE Do it Best
Hardware

True Value.





CASUAL RESTAURANTS

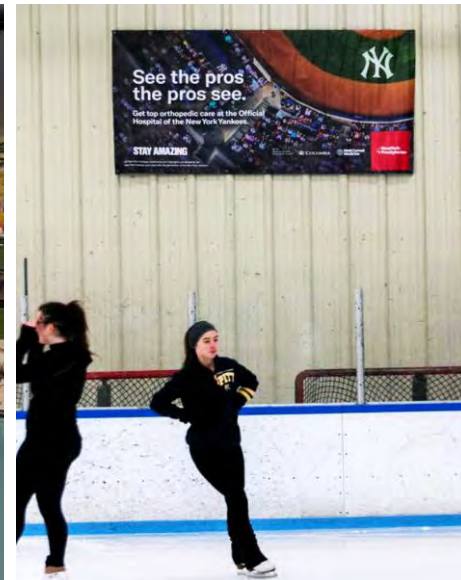
- 300K+ Locations
- Branded Containers
- Restroom Signage
- Branded Express Napkin Holders
- Fortune Cookies
- Branded Chopsticks
- Takeout Containers

DIGITAL SCREENS

- Nationwide Coverage
- Prominent Retail Exterior & Interior Digital Networks
- Walmart Kiosks
- News Racks
- Water Stations
- Fitness Clubs
- Ethnic Targeting Available

YOUTH SPORTS

- Digital Screens
- Back-lit Signage
- Display Boards
- Area Banners
- Posters
- Restroom Signage
- Concession Signage



MILITARY BASES

- 120 US Military Bases
- Stand-Alone & Wall Posters
- Banners
- Bowling Alley Digital Monitors
- Digital Screens



ADDITIONAL NETWORKS

- Dry Cleaners
- Liquor Stores
- Pet Groomers
- Airports & Activations





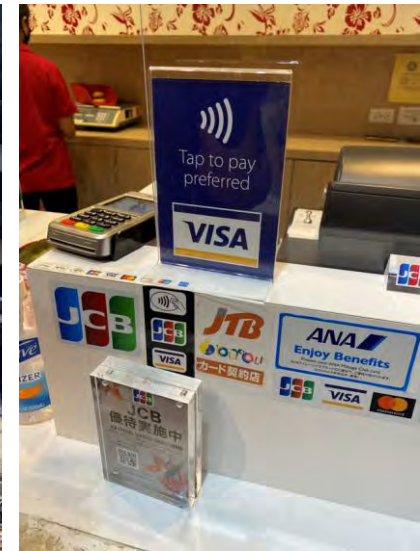
**Encompass
Media Group**

oohmediausa
PROFESSIONAL OUT-OF-HOME

MERCHANDISING SERVICES

- Let EMG maximize your placement, appeal, and, ultimately, your sales.
- EMG offers diverse services in the area of merchandising through its enormous field force and existing relationships with retail locations.
- EMG's proprietary field monitoring systems provide clients with detailed reporting to gauge success and adapt to new challenges.
- EMG develops thousands of custom plans for the most demanding projects for high-profile clients.

POS PLACEMENT & CPG IN-STORE SUPPORT





**Encompass
Media Group**

oohmediausa
mobile | social | digital

EXPERIENTIAL MARKETING

- EMG creates experiences for brands through mobile tours, PR stunts, installations, and engaging Brand Ambassadors.
- We can integrate social media, mobile applications, and video to make programs reach an extended audience long after the event has ended.
- The best ideas and results come from the collaboration between EMG and the client to make the dream campaign come true. We provide creative, effective, and innovative answers to brands' complex challenges.
- We help brands create a one-of-a-kind custom campaign that can run in any market of choice. The ability to pull in audiences and have their undivided attention is what we do daily.



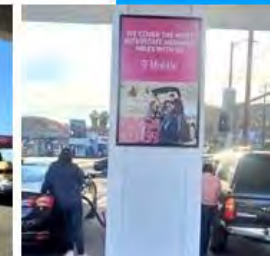
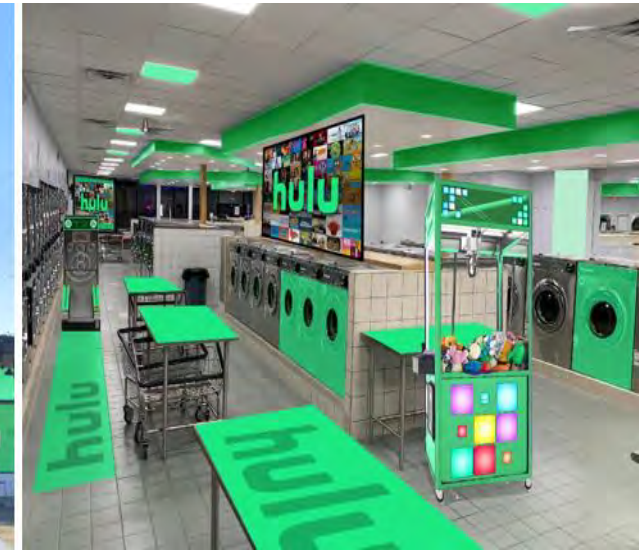


Encompass
Media Group

oohmediausa
PROFESSIONAL. ENGAGING.

VENUE TAKEOVERS

- EMG creates branding and engagement takeovers of venues, creating unforgettable moments and gathering widespread attention.
- Venue takeovers attract attention far beyond the square feet of the installation.
- Aside from the branded elements, the venues are a launchpad for social media posts, PR and press events, and engagement on multiple levels.





Encompass Media Group

oohmediausa

VENUE TAKEOVERS





**Encompass
Media Group**



INTERIOR DIGITAL RETAIL NETWORK

- We connect brands with key decision-making consumers in trusted, high-traffic environments with bright, captivating 24" digital displays.
- Interior digital placements are positioned in busy areas such as registers, entrances, and ATMs.
- Target a demographic of repeat customers.
- Rapid Deployment Available
- Available in 40 DMA's
- Average Visitor Age: 20-48
- 3-Minute Loop / 10-Second Spots (Flexible)
- Sample Locations Include:
 - Supermarkets/Grocery Stores
 - Convenience Stores
 - Salons/Health & Beauty Stores
 - Pharmacies & More





**Encompass
Media Group**

oohmediausa
DIGITAL OUT-OF-HOME

DIGITAL URBAN PANELS

- Located Throughout All Five NYC Boroughs
- Prominent Out-Facing In-Window Urban Panels
- Static and Full Motion Available
- Size: 3'W x 2'H (3940px x 3072px)
- Spot Lengths are Flexible (:10, :15, :30)
- Loop Length: 3 Minutes
- Low CPM
- High Visibility in Prime Locations
- Quick Lead Time & Turnaround
- Space for Creativity
- Close to the Point of Sale
- Busy Retail Locations
- More Markets Coming Soon!





**Encompass
Media Group**

oohmediausa
out of home media

DOUBLE DECKER BUSES



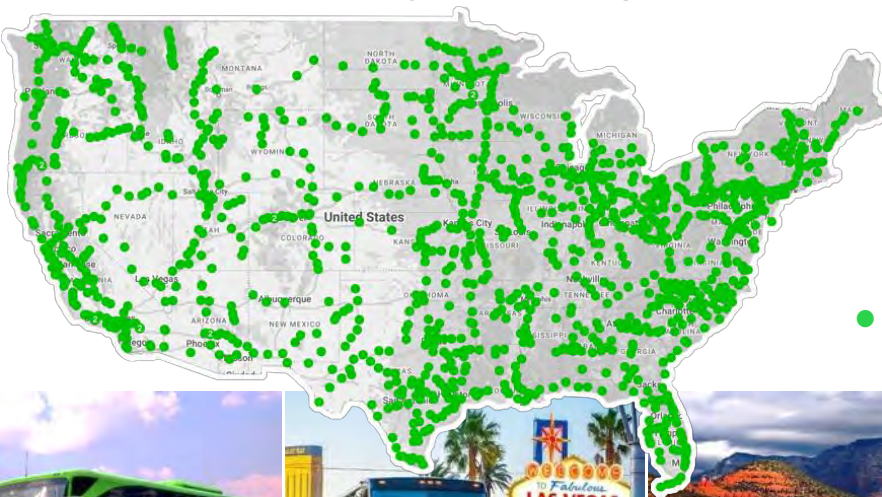
Boston, MA – Miami, FL – Orlando, FL



BRANDED REGIONAL U.S. BUS FLEET

EMG announces its newest branded travel platform – **FLIXBUS** branded buses. This nationwide network reaches consumers in downtown metropolitan areas as well as highway audiences in between. A tech-driven travel option, buses feature device charging, wireless networks, and app-driven trip planning. Each vehicle travels a circuit, meaning your message is seen regionally within a set number of cities.

Whether downtown or on the road, FlixBus buses – and your message – can't be missed!



- 200+ Buses
- 1300+ U.S. cities
- Regional corridors
- Full rear + 1/3 side wraps
- Full bus wrap potential
- Rider engagement available

- Programs of 1-12 months
- Choose your routes and cities
- GPS-tracked vehicles

- Ridership includes millennials, College students, young professionals, and more.

• Celebrating 10 years on the road!





Encompass
Media Group

oohmediausa
PROFESSIONAL MEDIA GROUP

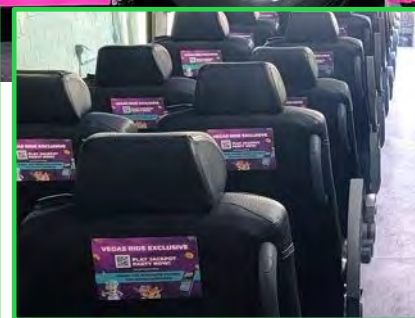
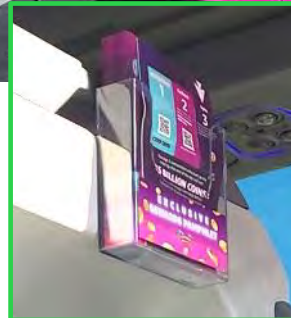
FLIXBUS

BRANDED REGIONAL U.S. BUS FLEET



Standard Branding Wrap Includes:

- 1/3 of the passenger side
- 1/3 of the driver side
- Full rear side



In-vehicle Engagement Potential Includes:

- Seat-back signage
- Take-ones
- Sampling



**Encompass
Media Group**

oohmediausa
OUT OF HOME MEDIA

EMG offers signage on Kiosks at Leading Retail Locations

- All kiosks are positioned in the interior or exterior front of the store.
- 25,000 locations available nationwide.
- Highly Visible
- Targeted Audience
- Extended Reach
- Cost Effective





Types of Kiosk Retail Bulletin Locations:

- 7-11
- Acme
- Albertsons
- Chevron
- Circle K
- CVS Pharmacy
- Doller General
- Family Dollar
- Food Depot
- Food Lion
- HEB
- Ingles Supermarket
- Jewel
- Kroger
- Safeway
- Walgreens
- Walmart





Kiosk Retail Bulletins

OOH Static Ad Placements on Redbox Kiosks at the Front of Stores

Retail Bulletin Combo:

- Top Strip (24" x 7")
- Bottom Bulletin (18" x 21.5")
- Top & Bottom Sold as a Combination
- Reach Consumers with brand messaging as they enter/exit retailers.
- All kiosks are positioned at the front of the store, either in the interior or exterior.

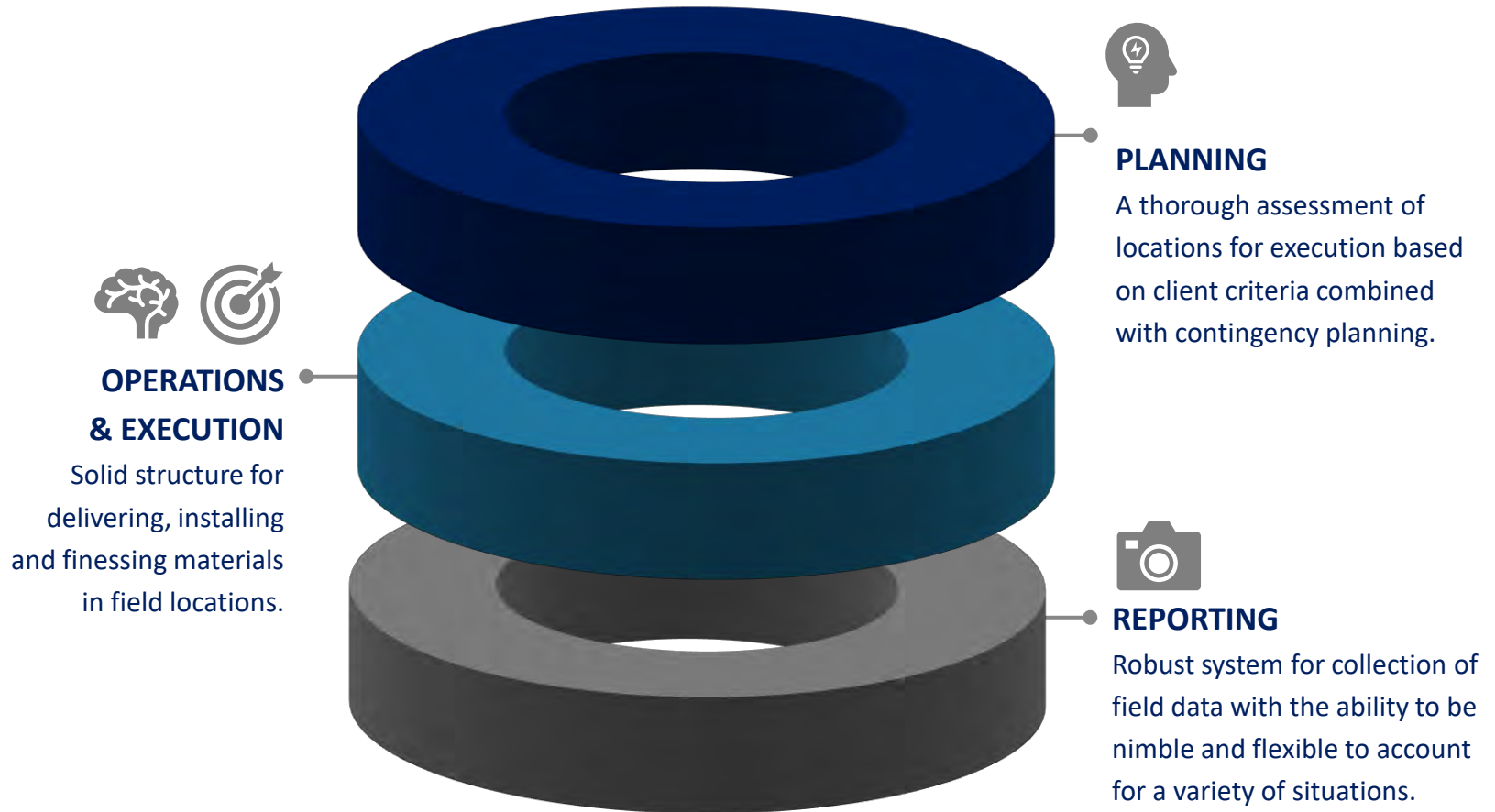
Targeting Capabilities:

- Retailer
- Geography (Zip Code, Radius, etc.)
- POI





KEYS TO A SUCCESSFUL PROGRAM





**Encompass
Media Group**



EMG IN THE NEWS

SEE OUR LATEST PR FEATURES IN POPULAR ONLINE PUBLICATIONS:

<https://techbullion.com/8-ways-government-agencies-are-engaging-with-their-communities-using-ooh-advertising/>

<https://marketbusinessnews.com/engagement-and-targeting-are-the-keys-to-marketing-success-for-government-agencies/329281/>

<https://socialmediaexplorer.com/social-media-marketing/remote-work-has-changed-branding-in-this-important-way/>

<https://exeleonmagazine.com/how-out-of-home-advertising-is-putting-brands-right-in-the-hands-of-consumers/>

<https://worldfinancialreview.com/traditional-no-more/>

The screenshot shows a webpage from TechBullion. The article title is "8 Ways Government Agencies Are Engaging With Their Communities Using OOH Advertising" by Henry Smith. The main image shows a hand holding a green OOH advertisement for Walmart's "Grand Opening Specials!" featuring a 25% discount on Pepsi and a 30% discount on bottled water. Below the image are social media sharing buttons for Facebook, Twitter, Pinterest, Email, and Print. The article text discusses the challenges of digital advertising and the effectiveness of OOH advertising for government agencies.

TECHBULLION HOME TECH NEWS FINTECH BLOCKCHAIN BIG DATA INTERVIEWS PRESS RELEASE

BUSINESS NEWS

8 Ways Government Agencies Are Engaging With Their Communities Using OOH Advertising

By Henry Smith

Government agencies may struggle to keep up with effective advertising in today's ever-changing digital world. What worked yesterday may be ineffective today, and staying relevant is critical to engaging with their communities.

While many organizations focus the bulk of their efforts on digital and social media, many of the world's top government agencies use these simple out-of-home (OOH) advertising tactics to expand their reach while boosting public knowledge and engagement.

"The challenge government campaigns face is that they often need to target their messages to a specific audience. Most traditional media options are broad-based and involve a lot of coverage that is missing the mark and involves a lot of waste," explain Adam Pierce and Don Winters, co-CEOs of EMG Media Group, a leading Out-of-Home (OOH) advertising company headquartered in New York.

TRENDING STORIES

- NETFLIX** Ads Are Coming to Netflix - Here's Who'll Be Impacted
- EBAY** What is the Best Use of buying an ebay account
- SONOS** Unwinding the Fascination Behind your Love: Fresh Find Store's Innovation of Electronic Products
- WORLD** How to Store Indian Mangoes and Make Them Last Longer?
- STRATEGY** Building a Social Proof Strategy for Your Ecommerce Store
- WINE** Artificial Intelligence finds a home in the vineyard: A revolution in the world of winemaking.
- LIBRA INCEN** Revolutionizing Gaming Rewards: LIBX Token, and the Power of Play to Earn
- OFFICE** Best Practices for Meetings on Office



**Encompass
Media Group**

oohmediausa
out of home media

QR CODE MARKETING





Encompass Media Group



SMALL SAMPLING OF CLIENTS

