



DOMINATE

**POLE POSITION – THE MOST FAVORABLE SPOT
AT THE START OF A RACE.**

Large vinyl banners at shopping center entranceways get your message in front of consumers just as they begin to shop.

Ideal positioning and repetitive placement make for memorable, actionable ads at point-of-sale.

Dominate the last 100 feet to the store and close the gap between traditional out-of-home media that may be miles away, and cluttered in-store promotions.

18-20%
\$Sales lift

shown by independent studies attests to the value of parking lot media. An uncluttered environment, unexpected placement and at-store location makes this a powerful way to move the needle.

9
visits per month

by the typical shopper to their neighborhood supermarket, provides great frequency in a hyper-local way.

2,400+
shopping centers

nationwide provides broad coverage
& flexibility

ABOUT POLE BANNERS

Pole banners put your brand at the entrance of shopping centers nationwide. Utilizing light poles in the parking lots, we hang banners in a way that dominates the scene in an uncluttered environment, visible to all shoppers before they enter the store.

The positioning – about 8 feet off the ground – and the repetitive images on every pole make a strong impression, and allow for very flexible creative executions

Our centers are anchored by supermarkets, big box, pharmacy and specialty retailers. No matter your audience, reach them directly by placing ads exactly where you want - by mall, by market, by store anchor, by category or by a variety of demographic criteria, giving you great coverage and flexibility.

Size

5' x 3'
7' x 3'

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Available in **310 CBSAs**, reaching all major retailers including supermarkets, big box, pharmacy and specialty retailers

