

AR James Media



2018 Media Kit

Why Out of Home (OOH) Advertising?

- ▶ In a digital world, OOH advertising can never be blocked, skipped or turned off. OOH enhances digital offerings with positioning and point of sale options.
- ▶ OOH creates mass exposure in targeted, niche demographics and specific zip codes not easily reached by other media.
- ▶ OOH advertising drives brand awareness by extending reach and frequency. It is the most efficient driver of mobile, social media and digital engagement.
- ▶ OOH outperforms digital, print, and radio. For every \$1 spent on OOH, approximately \$5.97* in sales is generated.

Why AR James Media?

AR James Media is an award winning, out of home media operator with over 1,000 advertising displays. We offer our advertisers the opportunity to reach consumers where they live, work and play in the most densely populated areas of the NY/NJ metro area, the #1 Designated Marketing Area (DMA) in the country.

Our carefully curated transit shelter and junior poster locations will be hand picked based on your advertising needs. Our transit shelters in Bergen County, with over 1,016,668* impressions per 4-week advertising period, are among the highest in the state. We are the premier out of home advertiser in Hudson County, a brand loyal, Hispanic majority consumer population that is a vital to the growth of your bottom line. Our expert knowledge and superb customer service will make AR James Media your only choice for out of home advertising.

*Geopath audited impression numbers

About Our Advertisers:

AR James Media works with a variety of local, regional and national advertisers to create brand awareness and move consumers to action.





About Our Audience:

AR James Media has mass exposure in New York and New Jersey, the #1 Designated Market Area (DMA) in the country. This DMA also ranks #2 in the Hispanic consumer population. 76% of Hispanic consumers report being influenced by out of home advertising. Our units are strategically positioned to capture the #4 DMA as well, Philadelphia.

Our units are audited by Geopath, which provides demographic-specific impressions, rating points, reach and frequency. Geopath generates standard audience measurements for out of home media.

Consumers take 1.1 billion trips daily with an average of 11 billion miles traveled per day



91%* of US residents age 16 or older notice out of home advertising



55%* of those who noticed a directional poster advertisement changed their plans to visit the business advertised

Get Creative With AR James Media!

Think outside the shelter! Create an unforgettable experience by adding 3-D extensions, shelter wraps, interactive QR codes or beacons for mobile connectivity. The shelter is not the limit!



Advertising Opportunities:

Transit Shelter 4-Week Net Rate:

Hoboken: \$1,325

Jersey City: \$775

All Other Locations: \$625 -\$675

Junior Poster 4-Week Net Rate: \$365



Do More With Outdoor!

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