

ONE CARD.
ONE SCRATCH.
ONE

ARJAMES

MEDIA



MEDIA KIT

November 2023

LET US INTRODUCE OURSELVES.

We're an award-winning out-of-home media agency based in New Jersey.

In simpler terms: we manage more than 1,000 transit shelters and media placements in the No. 1 DMA in the United States. We help brands make an impact with their advertising by offering the opportunity to reach consumers where they live, work and play in the most densely-populated areas of the NY/NJ metro area.

WHY CHOOSE OUT-OF-HOME?

It's good for business.

And we wouldn't just say that without backing it up. Here's an example of what outdoor advertising (properly placed) can do for your brand:

OUTDOOR ADVERTISING DELIVERS!

- **10 BILLION** impressions each week
- Reaches **92 percent** of the population each week
- This week, **98 percent** of the population will see an outdoor advertisement.
- **Lowest cost per impression** of any medium

When the average consumer spends 70 percent of their waking hours on-the-go, you need to be prepared to reach them in motion. Outdoor advertising reaches consumers every day – regardless of what their media habits are.



WHY CHOOSE NEW JERSEY?

The Garden State is fertile ground for advertising.



Boasting the highest population density in the United States (14 times the national average), New Jersey is ideally located along major highways, roadways and transit lines in an area with over 1,000 people per square mile.

Sandwiched between New York City and Philadelphia, New Jersey brings in tourists from all over the country to its shopping, beaches, and hot spots like Atlantic City.

DEMOGRAPHIC OVERVIEW

- HHI \$100K+: 31.5%
- CBSA Population (18+): 15.55 million
- Average 7-day impressions per display: 36,000+

WHY CHOOSE US?



We know New Jersey, we know the business, and we'll get to know YOU.

We're a "boutique agency" by name, but we're no strangers to working with big brands (we've partnered with McDonald's, AT&T, Aetna, Dunkin Donuts and more). Our competitive edge is the combination of big-game experience with a personal touch and knowledge that's second to none – resulting in insightful, impactful solutions.

Our footprint is continuously growing in the DMA.

We're committed to world-class service, no matter if you're a small shop or a market-leading brand. Your advertising matters to us.

Our mission is simple: to help you do more with outdoor.





CREATIVE SOLUTIONS

It's in our DNA to find the best combination of display, placement and creative.

Transit shelters are landmarks for many of us, identifying intersections or areas of town along our route to the office. In the NY/NJ metro area, transit shelter advertising represents enormous opportunity – for both brand exposure and ROI.

They provide 24/7 exposure to your brand, and they reach commuting metropolitan audiences **at eye level**. That means the prominent, eye-catching advertising is seen naturally, without having to strain or turn.

Junior posters are above eye-level and often placed on the side of buildings, usually close to retail sites and on non-major thoroughfares in metropolitan areas. They're an effective method for capturing attention and driving activity with call-to-action messaging – making it important to place junior posters as close to the point of purchase as possible.

They're effective for targeted, local messages and for harder-to-reach audiences, while delivering **a lower CPM** than most outdoor advertising formats.



PLANNING RATES

New Jersey Bus Shelter Rate:

\$825 - \$1,425 per 4 weeks
(varies based on market)

New York and New Jersey Junior Poster Rate:

\$500 per 4 weeks

We'd love to work with you.

We're creative collaborators who are driven to find results, and a great partnership starts with a conversation. Let's connect.

+CONTACT US!

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