

Creating a streetscape impression that is impossible to ignore.

GOLD METROPOLITAN MEDIA

Gold Metropolitan Media is dedicated to helping you reach your marketing goals, through an incredibly cost effective niche form of outdoor advertising. City Light Pole Banners, a term we coined years ago, is our specialty and we are the *only* company in California whose primary focus is the implementation of City Light Pole Banner campaigns.



CREATING UNFORGETTABLE STREETSCAPES FOR OVER 30 YEARS

The Gold Metropolitan Media team have been creating City Light Pole Banner programs for over 30 years. The first generation Gold brothers, Al and Don, owned a manufacturing business fabricating “point of purchase” advertising products for internationally recognized corporations. For the 1984 Summer Olympic Games, Gold Graphics was tasked with decorating event venues and city streets with light pole banners. Don’s son, Andy, took notice of the impact the Olympics banners had on various cities and began developing relationships with qualified organizations, which have lasted to this very day.

The Gold’s were immediately recognized as the leading experts for the implementation of City Light Pole Banner campaigns. Led by Andy, Gold Graphics became known for producing campaigns for large events (Super Bowls, World Cup Soccer, NCAA Final Four, and major museum grand openings and exhibits) as well as giving equal care and attention to smaller, local, neighborhood projects. Many years later Andy along with partner Mike Vizvary, brother Ken, and a handful of long-standing key team members started Gold Metropolitan Media in the summer of 2014. The Gold Metropolitan Media team continues to prove to be the leading experts in City Light Pole Banner campaigns.

From our beginnings...



...to today!



4 STEPS TO A GREAT CAMPAIGN

Step 1: Location Planning

The Gold Metropolitan Media team creates strategic location plans based on the highest impact we believe each banner campaign will make to metropolitan commuters. Our *extensive knowledge and database* allows us to recognize choice locations. We plot every banner placement through our mapping program and provide you with a visual diagram, giving you strategic market/area information for your campaign.



Step 2: Permitting

We know all the various ins and outs of city permit requirements. We are a *licensed vendor and contractor* and have years of experience with virtually *every major city* in the Los Angeles metropolitan area as well as San Francisco.



Step 3: Production

Gold Metropolitan Media also works with the best equipment and materials to *ensure outstanding durability and quality*. Our team works with your designers to perfect the image, color, and overall message of every banner campaign to ensure your success.

Overall, we strive to ensure every City Light Pole Banner campaign exceeds your expectations. The effectiveness and success of your marketing campaigns are our primary goals!

Step 4: Installation

The Gold Metropolitan Media crew installs every banner using the most durable installation systems to ensure your campaign is displayed properly and stays displayed properly. *We also maintain and remove every banner campaign with great care and efficiency*. In the event an installed banner needs our attention, we pride ourselves on our immediate response time.



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Additional Products and Services

Gold Metropolitan Media also has extensive experience in related event and venue signage. We can handle related graphic and signage needs including building banners, window and floor graphics, event signage, and more. Please do not hesitate to inquire about our capabilities beyond City Light Pole Banners.



Event and Venue Signage

GMM Upcycling

Instead of littering landfills with bulky marketing material, Gold Metropolitan Media strives to give City Light Pole Banners a second life. GMM Upcycling, a program of Gold Metropolitan Media, is committed to repurposing City Light Pole Banners into useful products for clients and the public alike. If you are interested in creating upcycled products from your banner campaign or excited to purchase upcycled products from previous banner campaigns, visit our web store at www.gmmupcycling.com or contact us at info@gmmupcycling.com.



Own a Piece of Pop Culture

Contact Us Today!

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