



## The New Year Means New Opportunities for Your Marketing Budget

The New Year poses new opportunities in outdoor advertising, specifically in City Light Pole Banners. City Light Pole Banners are an incredibly cost effective niche form of outdoor advertising that offers ample opportunity to promote your next event, program, or campaign. At Gold Metropolitan Media, City Light Pole Banners are our specialty and we are the only company in California whose primary focus is the implementation of City Light Pole Banner campaigns. With over 30 years of experience, we're the leading experts in reaching everyday commuters on busy streets in Los Angeles, San Francisco, and throughout California. We strongly believe the repetition of a marketing message creates a streetscape impression that is impossible to ignore. As experts in our field, the Gold Metropolitan Media team handles every step of the City Light Pole Banner location planning, permitting, production, and installation process. If you're interested in learning more, visit our website or call us today!



# Revolution Media, Sister Company of Gold Metropolitan Media, Provides Expert Advertising Services

When Gold Metropolitan Media launched in 2014, the company owner, Andy Gold, partnered with long-time friend and owner of Revolution Media, Mike Vizvary. Revolution Media ([www.revolutionmediainc.com](http://www.revolutionmediainc.com)) is a well-known marketing and media buying agency that started in Los Angeles in 2001. Like Gold Metropolitan Media, the Revolution Media team is highly respected in the industry for their expertise and integrity. They also strongly believe in communication, service, and partnership. Revolution Media handles the planning and buying for all media types including TV, Radio, Digital, Mobile, Print, OOH, Cinema, Search, and SEO.



Revolution Media works with a wide range of clients but specializes in Entertainment/Events, Retail, and Automotive. They know how to deliver ROI, create awareness, and most importantly, drive traffic and ticket sales. Gold Metropolitan Media and Revolution Media have extensive knowledge of non-profits, museums, and civic events. Both agencies work with the California Science Center and have executed successful campaigns for the Space Shuttle Endeavour, Dead Sea Scrolls, Pixar, and others, making sure that all media outreach works together. If you're looking for great ideas for a new campaign or want to evaluate existing advertising outreach, contact Gold Metropolitan Media or Revolution Media today.





**Give a second life to retired light pole banners.**

*Create unique products or own your own unaltered banner set.*



## **GMM Upcycling Offers Additional Marketing Opportunities**

Gold Metropolitan Media also offers the opportunity to repurpose used City Light Pole Banners. Through GMM Upcycling, a program of Gold Metropolitan Media, your organization can upcycle City Light Pole Banners into useful products. Selling upcycled products in your organization's gift store or using products as incentives for membership or giveaways is a great way to share banner campaigns with the public. Many people also request to purchase unaltered banners of their favorite show or program. Explore the many GMM Upcycling options on our website at [www.gmmupcycling.com](http://www.gmmupcycling.com) or contact us today to discuss upcycling options.



**Contact Us Today!**  
**(800) 755-9GMM**

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**GOLD**  
METROPOLITAN  
**MEDIA**

**THE Name in City Light Pole Banners**