



Four Steps to an Effective Outdoor Advertising 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 allow 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



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 the Bay Area.

your campaign.



Step 3: Production

Gold Metropolitan Media also works with the best equipment and materials to ensure outstanding durability and quality. Our production design team's trained eyes ensure that the image, color, and overall message of every banner campaign will have the highest level of effectiveness and success.



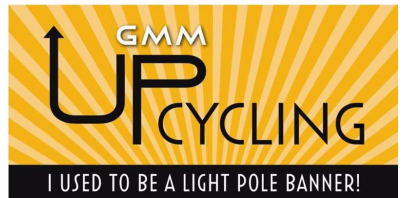
Step 4: Installation

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.

Giving a Second Life to Retired City Light Pole Banners

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. GMM's upcycled products are gaining popularity through our clients' retail efforts and our marketing driven web store. The Bowers "Mummies" City Light Pole Banners have recently become available for purchase on the GMM Upcycling web store. These unique banners won't last long, be sure to order yours today!



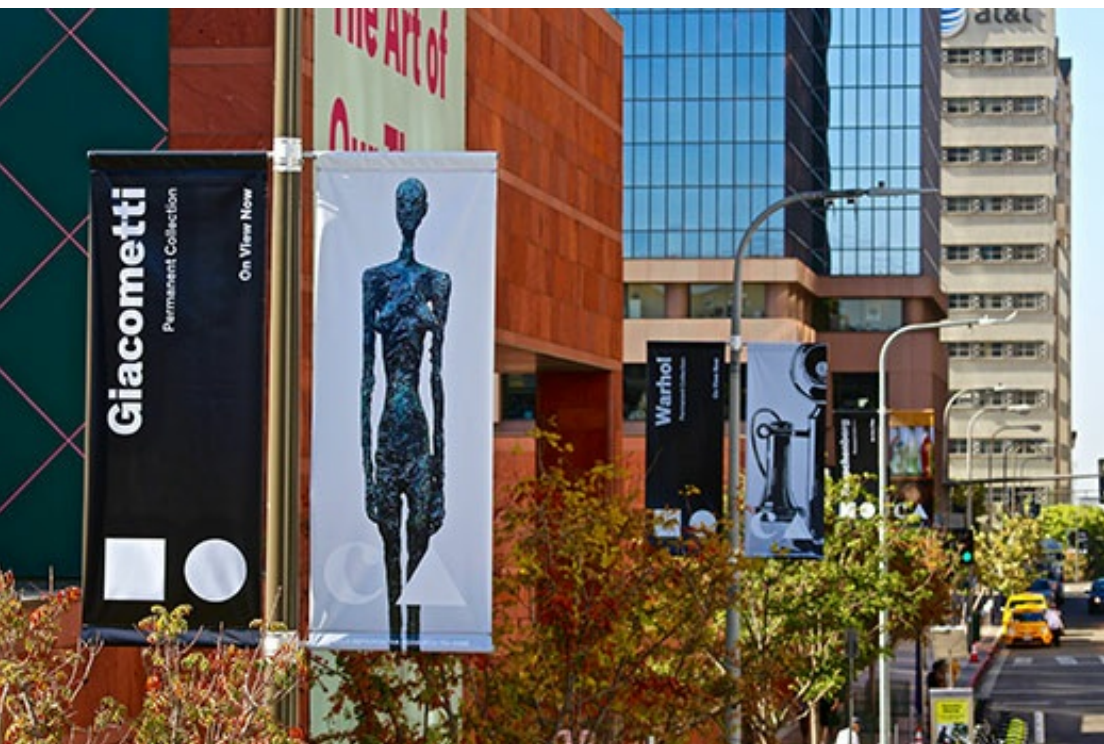


Give a second life to retired light pole banners.

Create unique products or own your own unaltered banner set.



Visit our web store at www.gmmupcycling.com or contact us at info@gmmupcycling.com



Gold Metropolitan Media - Your Leading Outdoor Advertising Partner

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. With over 30 years of experience, we are the leading experts in reaching everyday commuters on busy streets in Los Angeles, San Francisco, and throughout California.



Contact Us Today!
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GOLD
METROPOLITAN
MEDIA

THE Name in City Light Pole Banners