



GOLD
METROPOLITAN
MEDIA

THE Name in City Light Pole Banners



Brighten up City Streets with Outdoor Light Pole Banners

- City Light Pole Banner advertising reaches busy commuters 24/7.
 - Studies show consumers spend **70%** of their waking hours away from home. -*Outdoor Advertising Association of America (OAAA)*
- Target busy commuters with outdoor advertising that **cannot be put down or turned off.**

- Specialized location planning offers **geographic flexibility** and location targeting.
- City Light Pole Banners are an **incredibly cost effective** form of outdoor advertising and can provide a **greater return on your investment**.



- Studies show that in a one month period, 91% of U.S. residents (age 16 and older) who traveled in a vehicle noticed a form of outdoor advertising and **79% noticed a form of outdoor advertising** during a week period. -*Outdoor Advertising Association of America (OAAA)*
- City Light Pole Banners create a streetscape impression that is **impossible to ignore**.
- Engaging outdoor advertising leads to **high brand recall**.

- **Enhance mobile and online marketing efforts** by reinforcing campaign messaging while the target audience is away from home.



- Studies show **outdoor advertising drives more online activity** per advertising dollar spent than any other traditional media. Outdoor advertising is 382% more effective than TV, 200% more effective than print, and 63% more effective than radio in driving consumers online. -*Outdoor Advertising Association of America (OAAA)*
- City Light Pole Banners are an **exclusive** outdoor advertising **tool for non-profit organizations**.



How Can Gold Metropolitan Media Help?

At Gold Metropolitan Media, we're dedicated to helping you reach your marketing goals with City Light Pole Banners. Our turnkey approach makes outdoor advertising simple. We handle the location planning, permitting, production, and installation. No project is too big or small. We can also accommodate graphic and signage needs beyond City Light Pole Banners.

Contact us today to learn more!



Contact Us Today!

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