

INTERSTATE

> OUTDOOR ADVERTISING



> ABOUT US

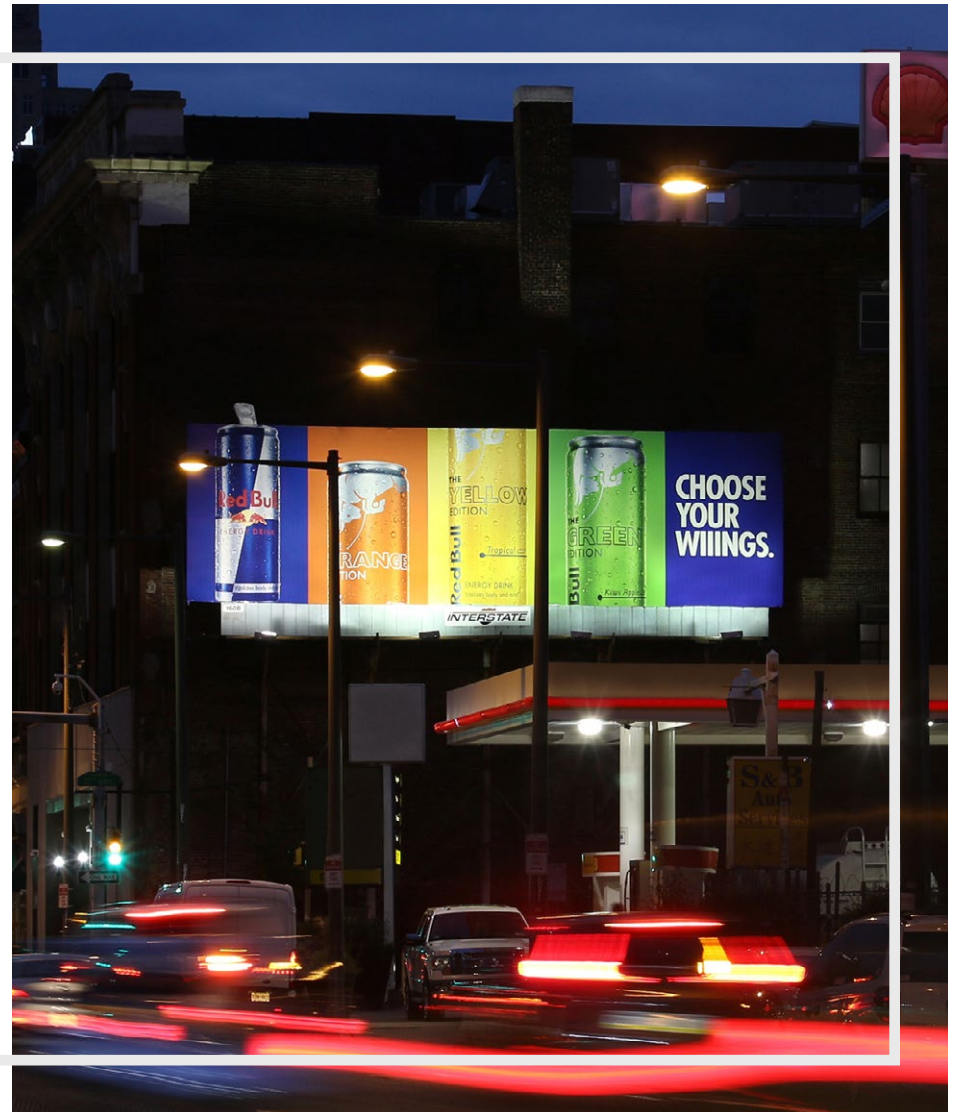
Our philosophy is simple: to evolve the way brands get their messages through by continuing to exist at the forefront of innovative design, emerging technologies and social purpose within the out-of-home space.

For more than three decades, we have delivered innovative, efficient and effective outdoor advertising campaigns, utilizing both traditional and non-traditional approaches.

What began in 1984 with outdoor advertising opportunities throughout the New Jersey, Philadelphia and New York markets, quickly evolved into one of the fastest-growing outdoor advertising companies in the nation.

Today, we are considered one of the most progressive companies of its kind, bringing new products and opportunities to the most desired markets in the United States.

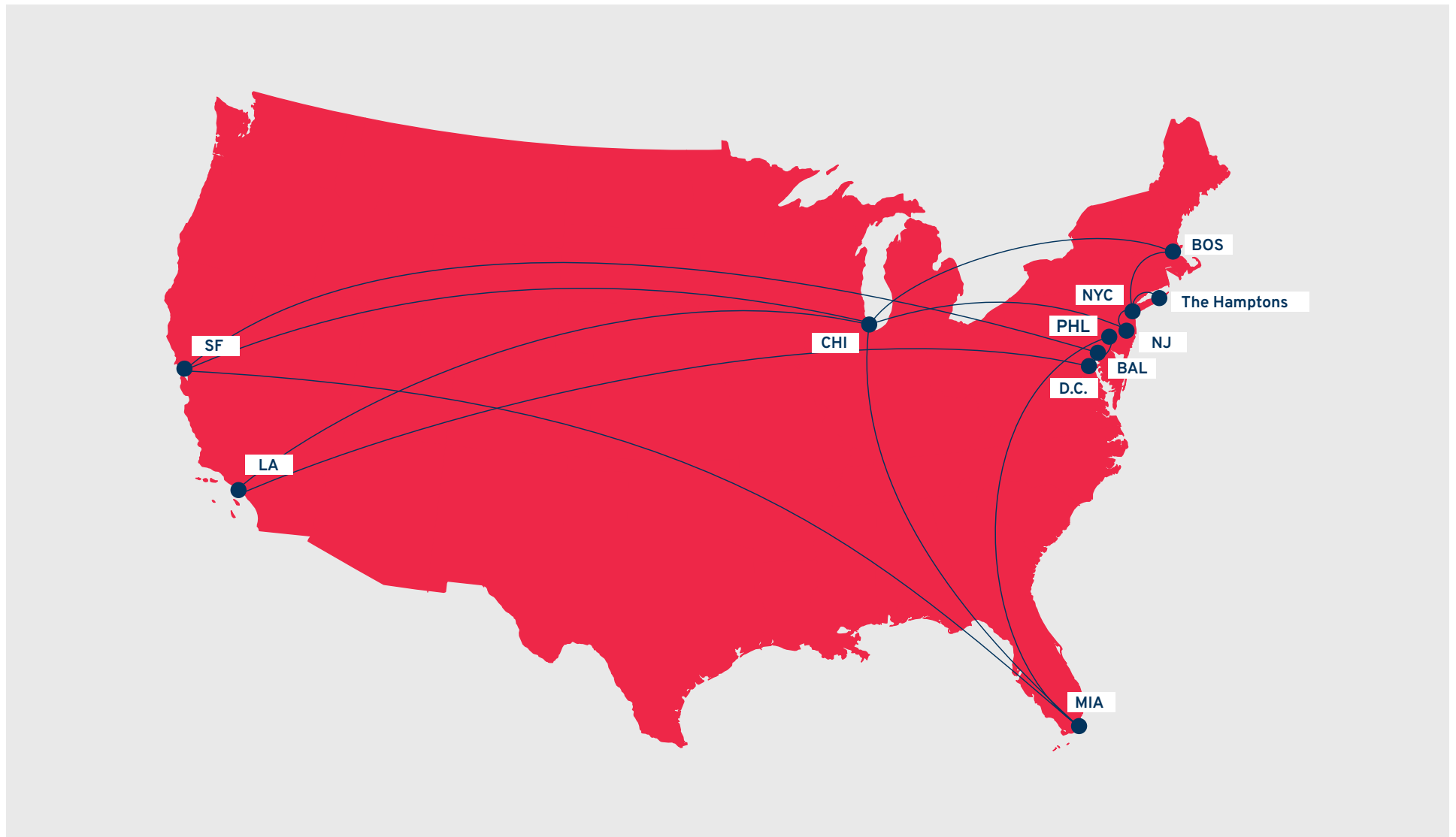
We provide an unmatched depth of knowledge, experience and understanding when it comes to all things out-of-home, and remain committed to the vision, values and dedication to outstanding customer service that we began with so many years ago.



> INVENTORY BY MARKET

	Bulletins	Posters	Digital	Transit	Ferries	Shelters	Newsstands	Kiosks	Vertaculars	Trestles	Wallscapes
Philadelphia / South Jersey	•	•	•	•		•	•				
New York City / North Jersey	•		•	•	•				•		
Atlantic City	•	•	•	•				•	•	•	
Trenton / Mercer County	•	•	•	•							
Baltimore				•							
Chicago	•										
Miami				•							
San Francisco	•										•
Los Angeles	•										
Washington, D.C.				•	•						
Boston	•		•								

> NATIONAL FOOTPRINT



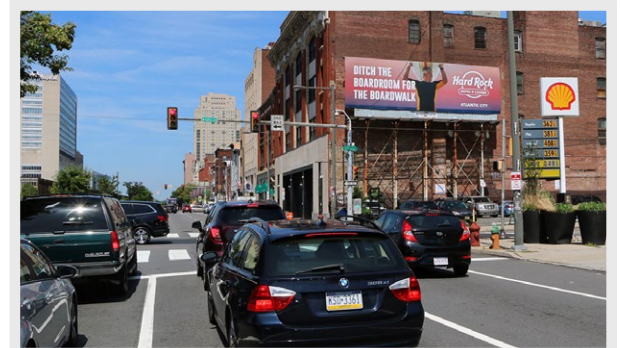
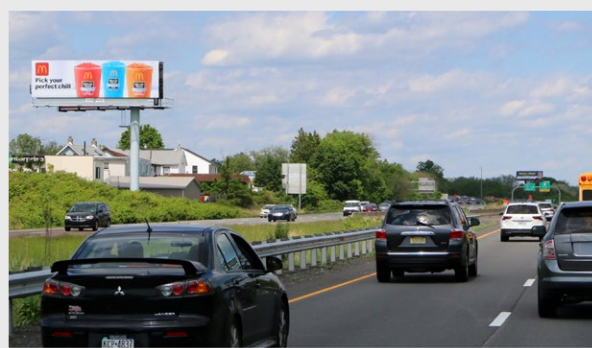
STATIC MEDIA

> BULLETINS

Bulletins are one of the most impactful standard-sized formats available in outdoor advertising. Located primarily along high-traffic roadways, their scale and placement help attract the attention of commuters. When customized with extensions and/or embellishments, these already eye-catching displays draw even more attention.

Markets

- Philadelphia
- Statewide New Jersey (NY + PHL DMA's)
- Chicago
- Los Angeles
- Boston

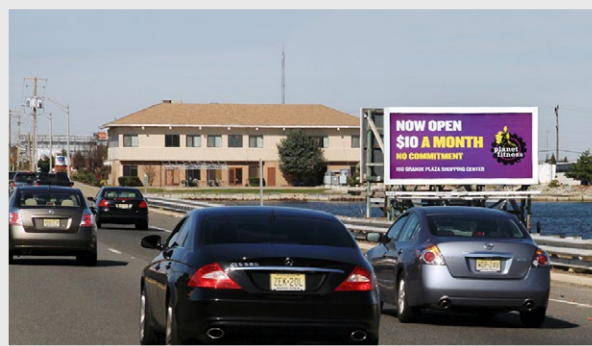


> POSTERS

Able to penetrate dense urban and suburban areas, including secondary arteries where other media may be limited, posters reach target audiences where they live, work, and play. Posters are often used for mass-market coverage, providing the presence needed to build brand awareness. From call-to-action to directionals to branding, posters offer a lot of versatility at an affordable price point.

Markets

- Philadelphia / South Jersey
- Trenton / Mercer County
- Atlantic City



> NEWSSTANDS

PHILADELPHIA, PA

Located along primary streets in high-traffic urban environments, newsstands are perfect for reaching mass audiences along their daily journeys. Street-level media offers generous sightlines for vehicular and pedestrian traffic alike. Newsstands are a great medium for brands looking to reach active consumers with targeted messaging.

Formats

Full Wraps	Custom Size
Full Backs	Custom Size
Back Panels	46.875"H x 84.25"W



> BUS SHELTERS

Bus shelter advertising provides 24-hour visibility to both pedestrian and vehicular traffic. Often bought in conjunction with other forms of outdoor advertising, bus shelters can be used for point-of-purchase, directional or micro-marketing campaigns. Our strategically located shelters offer advertisers the ability to reach specific demographic segments or deploy 'showing' programs for mass-market reach.

Markets

- Philadelphia DMA



> WALLSCAPES

Wallscapes generate presence and impact few media can equal. They accommodate a wide variety of unusual creative sizes and shapes, and provide high exposure and visibility to both vehicular and pedestrian traffic. Typically located in downtown districts, wallscapes often become landmarks in a city.

Markets

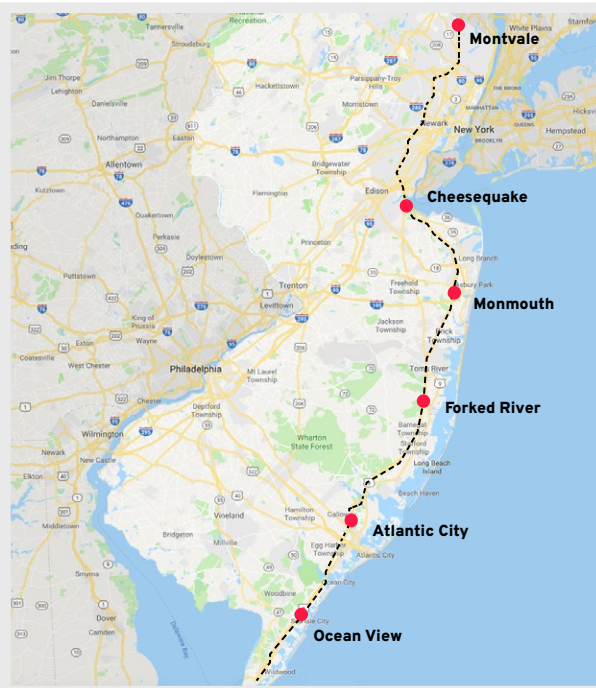
- San Francisco



> VERTACULARS

GARDEN STATE PARKWAY, NJ

Positioned at the entry and exit points of the Garden State Parkway's six rest areas, our vertaculars offer a rare opportunity to reach large-volume audiences along the Parkway's 173-mile length, where virtually no other out-of-home media exists.



> KIOSKS

ATLANTIC CITY, NJ

Eighteen-foot-tall and beautifully backlit, our kiosks command the attention of pedestrians walking the famous Atlantic City Boardwalk. These state-of-the-art, eye-level displays are strategically positioned along key areas of the boardwalk to help advertisers capture the attention of consumers as they're in a relaxed, yet captive, state of mind.



> TRESTLES

ATLANTIC CITY, NJ

Stretched across three lanes of traffic on both the inbound and outbound sides of the Atlantic City Expressway, our backlit trestle displays are truly one-of-a-kind. These large-format displays stay illuminated from dusk till dawn, reaching thousands of commuters daily. Their scale and location offer a uniquely memorable canvas for branded messaging.



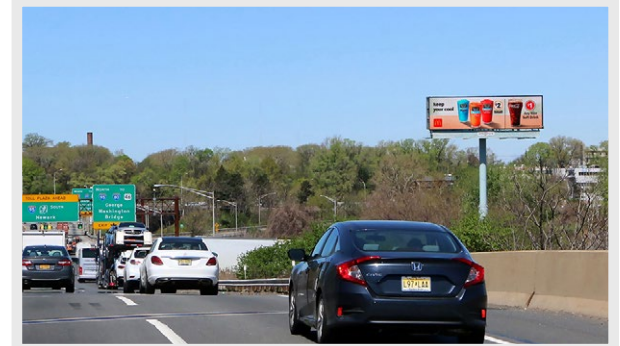
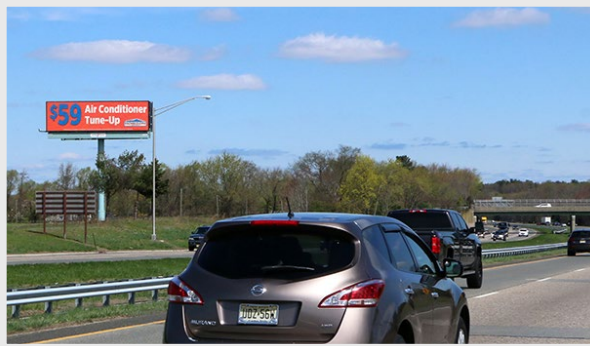
DIGITAL MEDIA

> DIGITAL BULLETINS

Digital bulletins are one of the most flexible formats of outdoor advertising. Brands can use dynamic content, conditional copy and RSS feeds to reach consumers with highly targeted, contextually relevant messaging. Ads can be changed weekly, daily or even hourly, and within conditional parameters such as time & temperature. Digital bulletins can be purchased by specific location, or a network of multiple locations, for targeted or mass-market reach.

Markets

- Philadelphia
- Statewide New Jersey (NY + PHL DMA's)
- Boston



TRANSIT MEDIA

> COMMUTER TRANSIT

NY, NJ, PA, BAL, DC, MIA

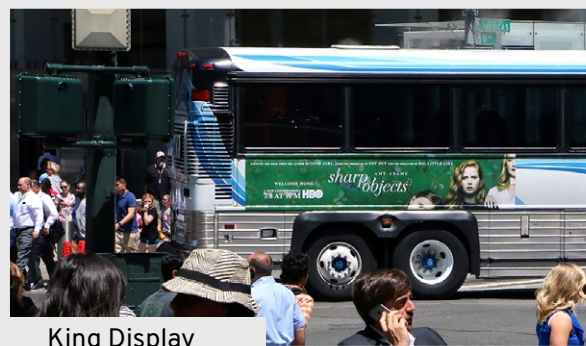
Used to reach motorists and pedestrians in virtually any urban and suburban location, transit media offers a unique canvas with which to engage audiences. It's a high recall medium thanks to its unparalleled reach and frequency. With both traditional media and signature products, transit advertising is one of the most effective forms of out-of-home, providing value and variety within a campaign.

Formats

Queens	30" x 88"
Kings	30" x 144"
Super Kings	30" x 243"
Ultra Super Kings	120" x 222"
Full Wraps	Special
Fullbacks	108" x 104.5"
Tails	21" x 70"



Full Wrap



King Display



Ultra Super King

> FERRY MEDIA

NEW YORK CITY, NY

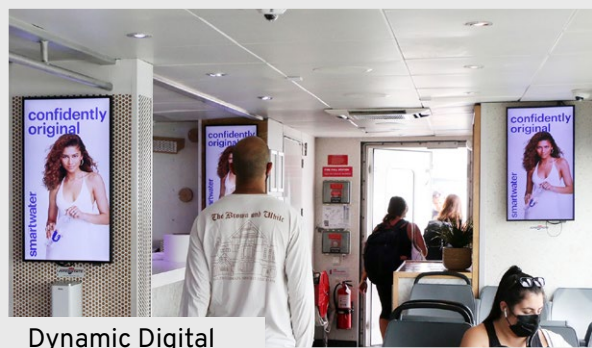
With state-of-the-art ferry vessels, brands can enjoy the perks of unique static and dynamic digital media placed throughout an environment rich in dwell time. Ferry media allows for maximum visibility as commuters approach from any direction. For additional impact, advertisers can dominate the vessels with a combination of on-board media and experiential activations.

Formats

Dynamic Digitals	Various
Table Wraps	45" x 13"
Direct Applications	Custom
Posters	33" x 21"



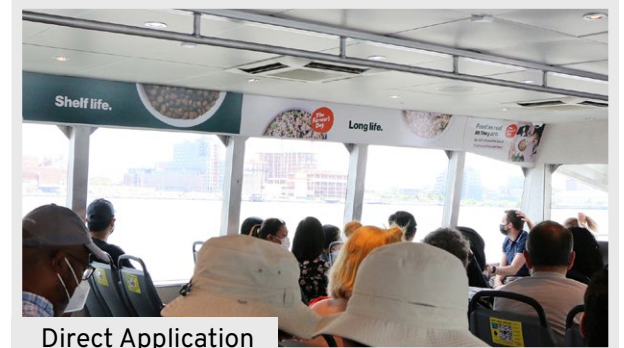
Dynamic Digital



Dynamic Digital



Table Wrap



Direct Application

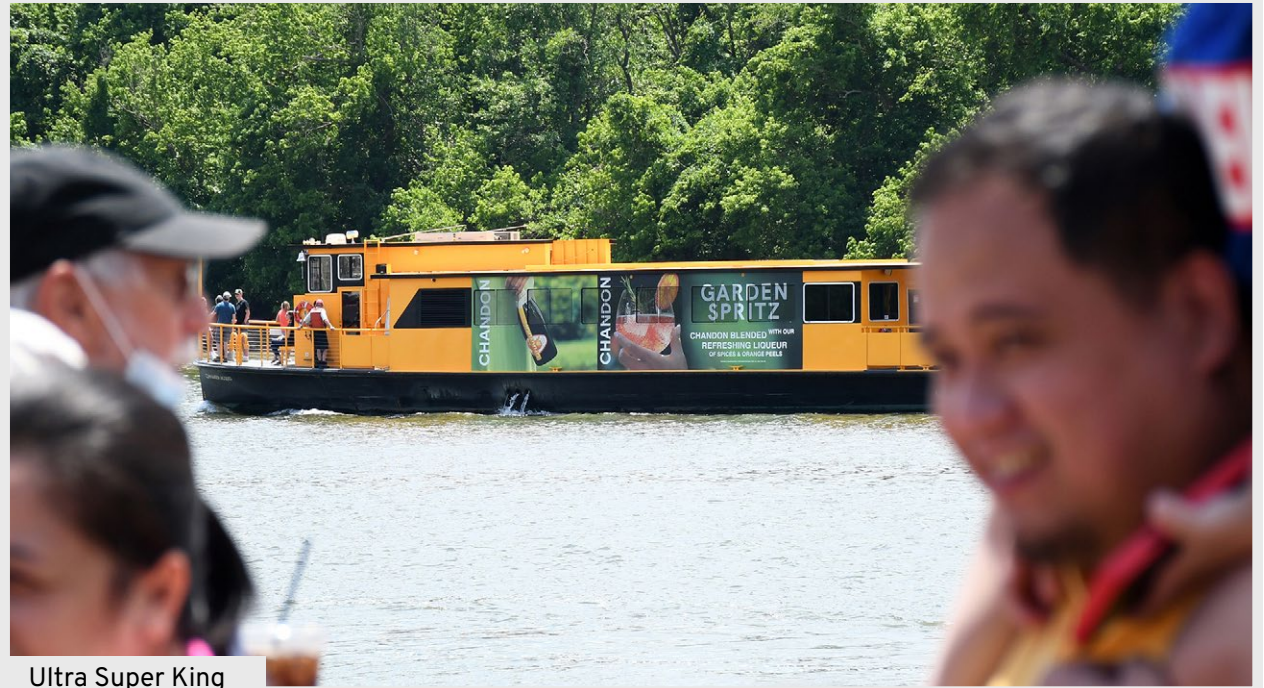
> WATER TAXIS

WASHINGTON, D.C.

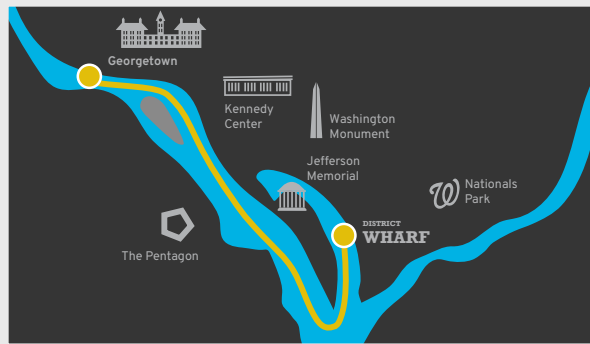
Used for both sightseeing and commuting, these vessels have become a vital part of D.C.'s waterfront ecosystem. Advertisers can use exterior wraps and large-format media to capture the attention of residents & visitors alike, as water taxis make their 25-minute trips up and down the Potomac River. These large-format displays will be enjoyed from numerous vantage points along both banks of the Potomac River, including restaurants, docks, walking/running paths, monuments, entertainment hubs, other boats, and more.

Formats

Full Wraps	Custom
Ultra Super Kings	Custom



Ultra Super King



Full Wrap

> WRAPPED TAXI VANS

Wrapped taxi vans put advertisers in front of millions of shore-goers from Memorial Day to Labor Day (and beyond, if requested). They reach riders, pedestrians and vehicular traffic along the 130-mile stretch of the Jersey Shore and the affluent villages of the Hamptons. These fully wrapped taxi vans intercept swells of locals and relaxed vacationers as they shop, dine and enjoy various attractions.

Markets

- New Jersey Shore
- The Hamptons



> COUNTY SHUTTLES

New Jersey

Shuttle media provides excellent coverage in areas where other outdoor advertising is restricted or limited. Like other forms of transit advertising, shuttle media is a great way to saturate markets and sub-markets with bold, colorful creative that will make an impact. With various display types available, shuttle advertising is a creative and cost-effective means to reach intended audiences.

Formats

Jr King	30" x 108"
Kong	72" x 96"
Full Wraps	Special



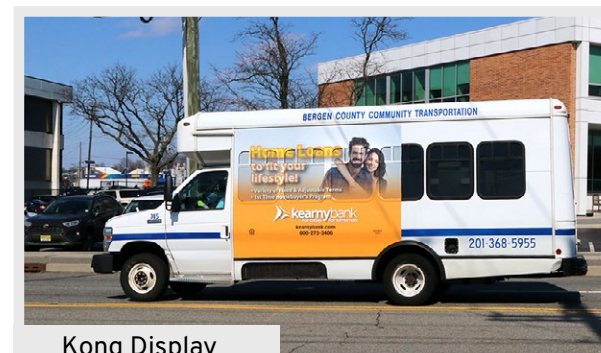
Full Wrap



Jr King Display



Kong Display



Kong Display

ACTIVATIONS

> EXPERIENTIAL ACTIVATIONS

SAMPLING, STAGING, SPECIAL EVENTS, BUILDOUTS

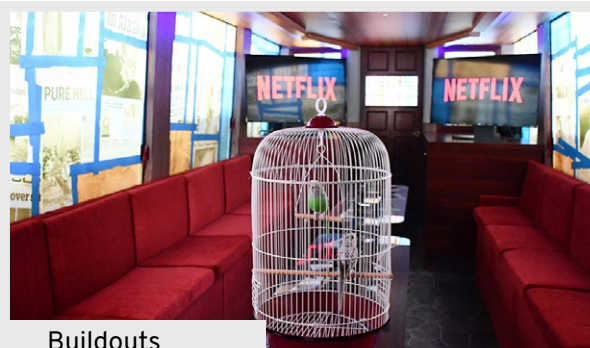
Sampling, staging, buildouts and event-based marketing programs offer advertisers unique opportunities to engage with new and existing customers. Our transit media can be used to have significant presence at sporting events like the Super Bowl, music festivals, parades, store openings and more. We understand the value of experiential marketing and work with advertisers to coordinate showstopping activations in our transit markets and beyond.



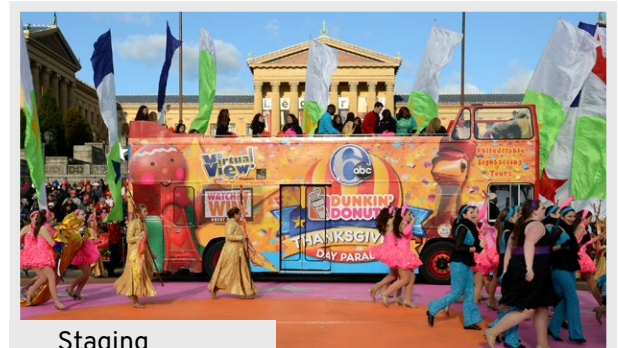
Sampling



Special Events



Buildouts



Staging

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OUTDOOR ADVERTISING

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Cherry Hill, NJ 08034

interstate**outdoor**.com

