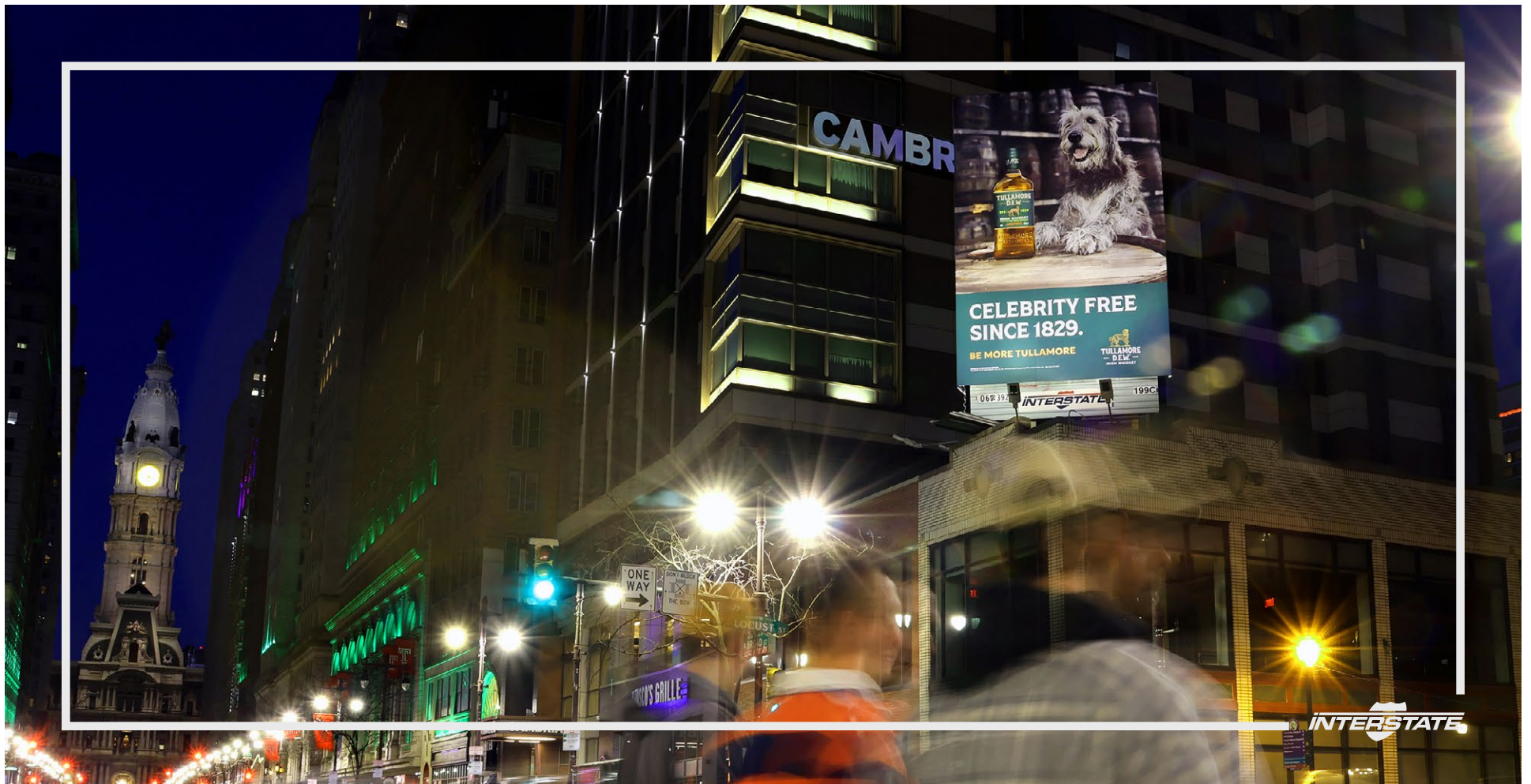


# INTERSTATE

> OUTDOOR ADVERTISING



## > ABOUT US

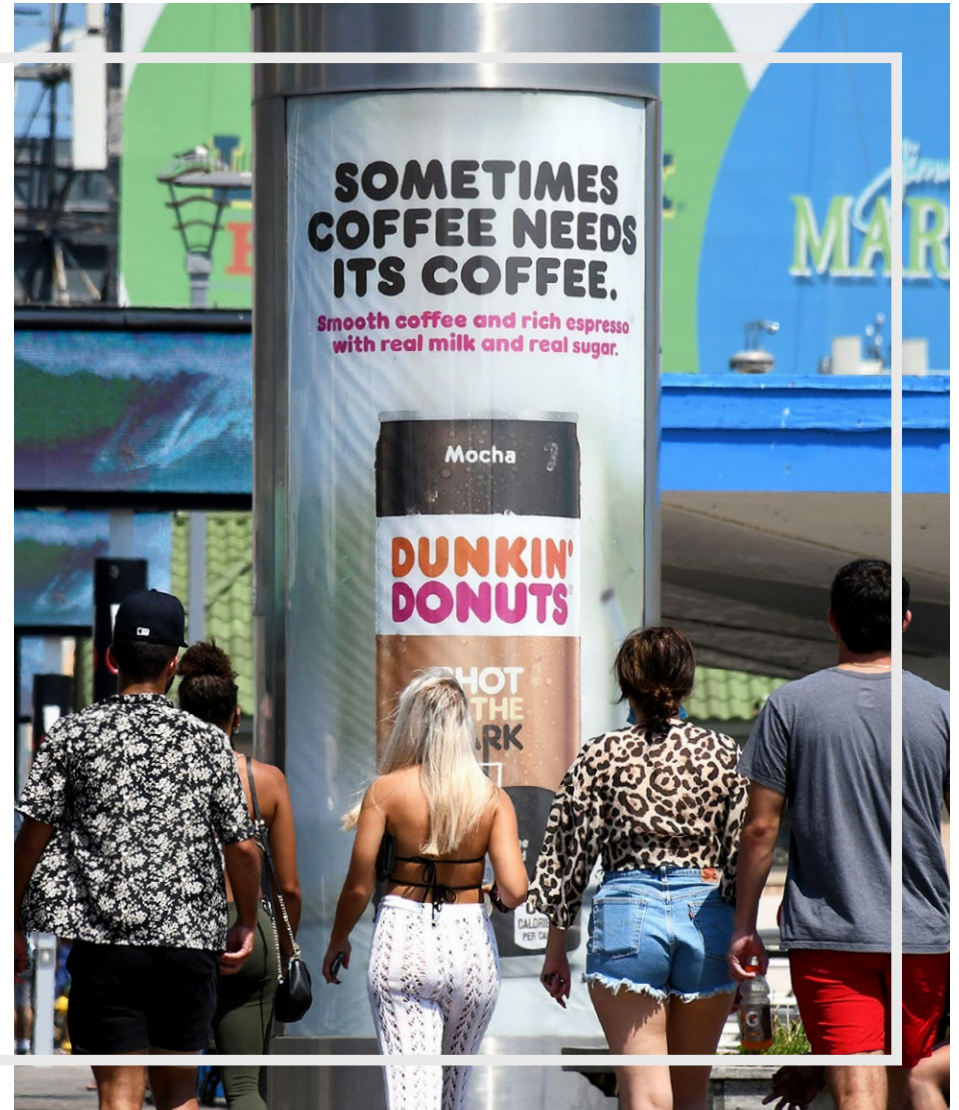
Our philosophy is simple: to evolve the way brands get their messages through by continuing to exist at the forefront of innovative design, emerging technologies, and social purpose within the out-of-home space.

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.

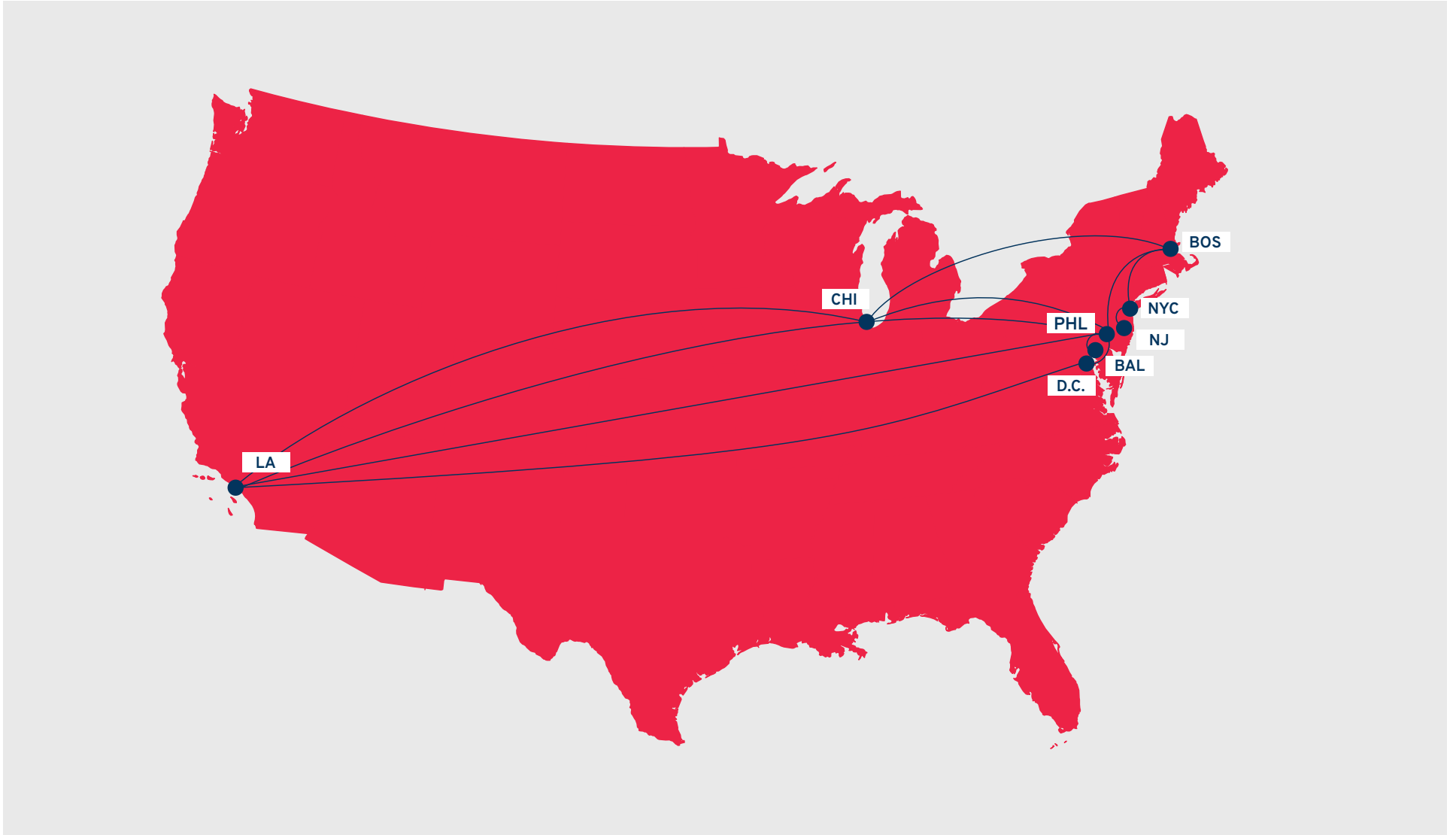
We provide an unmatched depth of knowledge, experience and understanding when it comes to all things out-of-home, and remain committed to the vision, values and dedication to outstanding customer service that we began with so many years ago.



# > INVENTORY BY MARKET

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

# > NATIONAL FOOTPRINT



# **STATIC MEDIA**



# > BULLETINS

## MULTI-MARKET

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

## MULTI-MARKET

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

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



Full Back



Full Wrap



# > BUS SHELTERS

PHILADELPHIA DMA

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

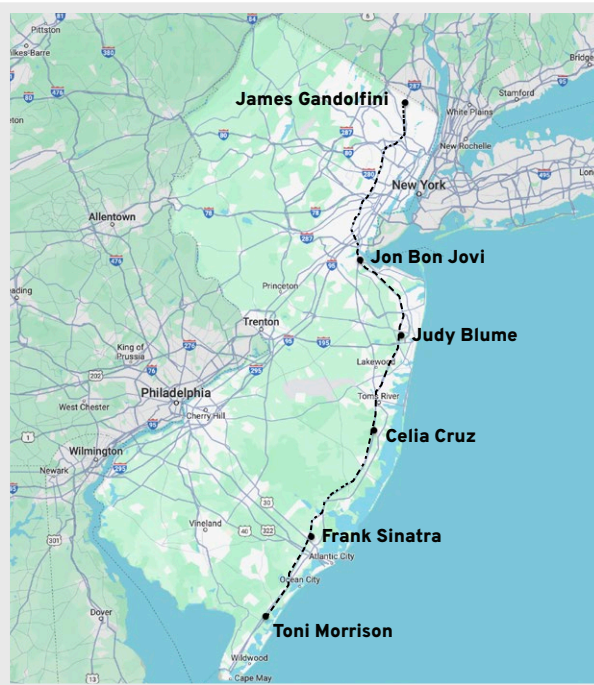




# > VERTACULARS

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.

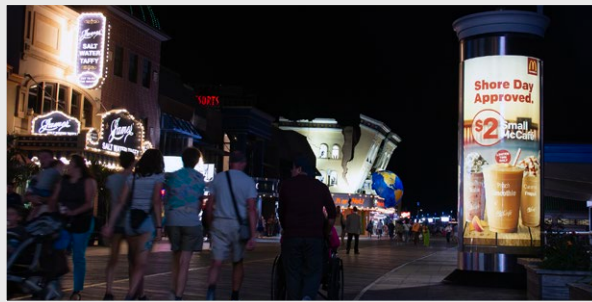




# > KIOSKS

## ATLANTIC CITY

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

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.

### Formats

Trestle Display 9'H x 60'W





# > LIFEGUARD TOWER DISPLAYS

LOS ANGELES

LA County lifeguard towers watch over 20 beaches that stretch 25 miles of scenic LA coastline. Home to world-famous surfing competitions, volleyball tournaments, and other waterfront events, these beaches are the county's biggest attraction. At the center of this bustling beach activity, stand 125 lifeguard towers, flanked by our eye-catching displays (250 total). From Malibu to San Pedro, there's no better way to reach millions of beach-goers than with Lifeguard Tower Displays.

## Formats

Tower Display      4'H x 5'W



# **DIGITAL MEDIA**



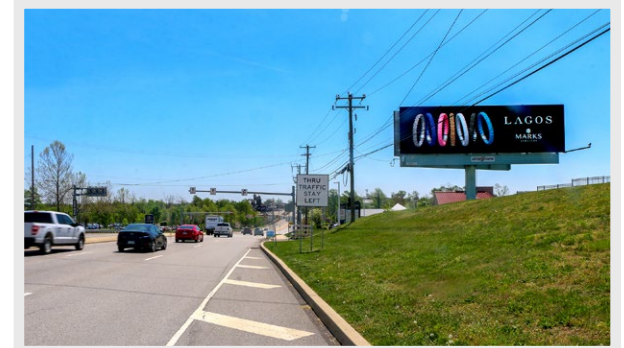
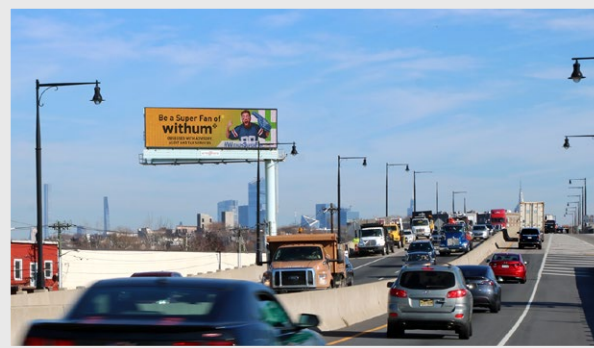
# > DIGITAL BULLETINS

## MULTI-MARKET

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

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. Additionally, our large-format transit media is available for activations, including event-based charter campaigns, staging, and other experiential components.

## 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



# > DOUBLE DECKERS

## PHILADELPHIA

Double deckers break through the clutter of city cores, reaching locals and visitors as they travel to/from restaurants, museums, hotels, shops, sports venues, convention centers, and other attractions. These 'rolling billboards' are one of the most impactful forms of transit advertising, providing a captivating medium with which to reach and influence audiences.





# > WRAPPED TAXI VANS

## NEW JERSEY SHORE POINTS

New Jersey's crown jewel remains its 130-mile stretch of coastline. Our wrapped taxi vans put advertisers in front of millions of shoregoers from Memorial Day to Labor Day (and beyond, if requested). These wrapped taxis provide unparalleled coverage, reaching riders, pedestrians, and vehicular traffic throughout the shore's numerous beach communities. Nothing makes it easier to reach swells of locals and relaxed vacationers as they shop, dine, and enjoy various shore attractions than our wrapped taxi vans.

### Markets

- New Jersey Shore





# > 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

**FERRY MEDIA**



# > FERRY MEDIA

NEW YORK CITY

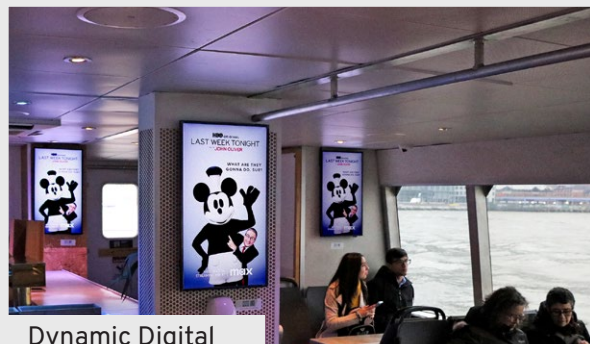
With state-of-the-art ferry vessels, brands can enjoy the perks of unique static and dynamic digital media placed throughout an environment rich in dwell time. Ferry media allows for maximum visibility as commuters approach from any direction. For additional impact, advertisers can dominate the vessels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

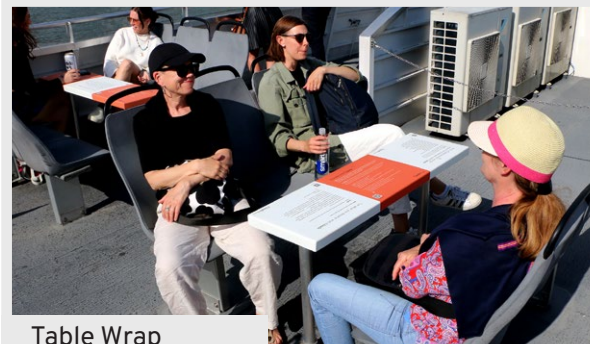
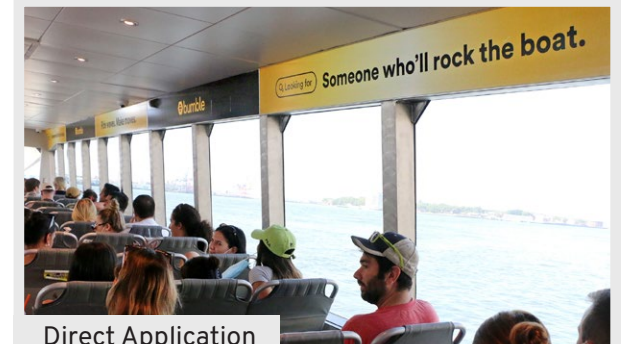


Table Wrap



Direct Application

# **ACTIVATIONS**



# > EXPERIENTIAL ACTIVATIONS

## MULTI-MARKET

Sampling, staging, build-outs, and charter programs offer advertisers opportunities to engage with new and existing customers in exciting and meaningful ways. Our transit media can be used to have significant presence at sporting events, music festivals, parades, store openings, and more, while our ferry media can be supersized with brand ambassadors, build-outs, and other unique activation components. We understand the value of experiential marketing and work with brands to coordinate memorable experiences in our transit and ferry markets.



Event Charters



Brand Ambassadors



Sampling



Build-Outs

# INTERSTATE

## OUTDOOR ADVERTISING

> 905 N. Kings Highway  
Cherry Hill, NJ 08034

[interstateoutdoor.com](http://interstateoutdoor.com)

