



SKY

ADVERTISING  
BRANDING  
MARKETING

**SKY ADVERTISING**  
**Coldwell Banker Warburg**  
New York OOH Media Planning Deck  
05.22.24



# ***BUS ADVERTISING***

**Market:** New York

**Unit #: 75**

**Media:** Ultra Super Kings

**Location:** Manhattan

**Unit Size (H x W):** 102"H x 222"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

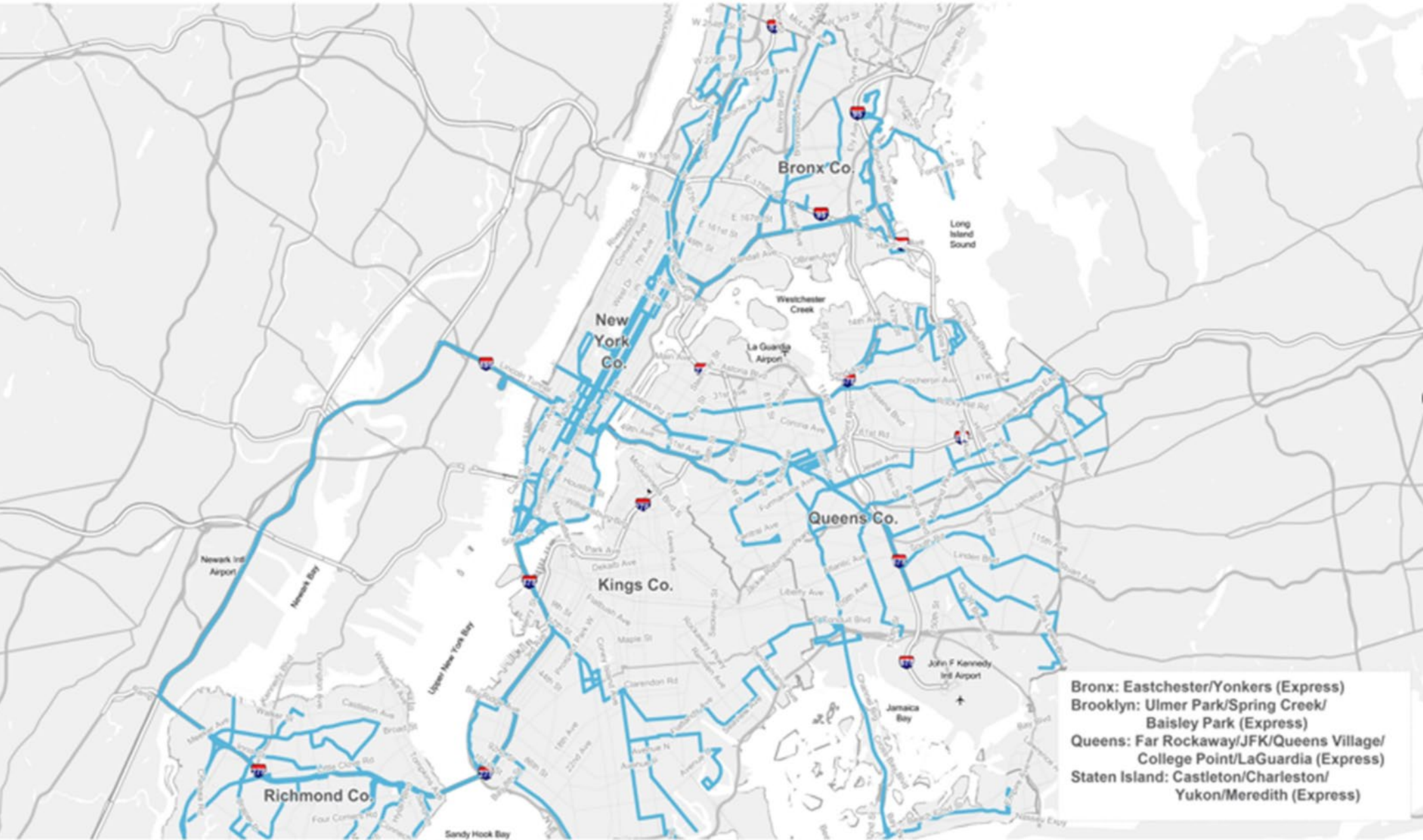
**4-wk Media Cost:** \$175,000

*Production & Install is not included and is additional*



**Market:** New York

**Media:** Ultra Super Kings / BUS COVERAGE





**Market:** New York

**Unit #: 75**

**Media:** Super King Size Bus Posters

**Location:** Manhattan

**Unit Size (H x W):** 30"H x 235"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$140,000

*Production & Install is not included and is additional*







**Market:** New York

**Unit #: 75**

**Media:** King-Size Bus Posters

**Location:** Manhattan

**Unit Size (H x W):** 30"H x 144"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$105,000

*Production & Install is not included and is additional*



**Market:** New York

**Unit #: 75**

**Media:** King-Size Bus Posters

**Location:** Manhattan

**Unit Size (H x W):** 17.5"H x 50"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$26,500

*Production & Install is not included and is additional*





***SUBWAYS***

**Market:** New York

**Unit #: 450**

**Media:** Subway Livecard MAX

**Location:** E, F, G, R, 4, 7, L, J, M, 2,5

**Unit Size (H x W):** 26.49" & 47.8"

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$344,000: 15/ Spot





**Market:** New York

**Unit #: 1000**

**Media:** Interior Cards Subway

**Location:** Systemwide

**Unit Size (H x W):** 11"H X 46"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$76,000

*Production & Install is not included and is additional*



**Market:** New York

**Unit #: 1000**

**Media:** Interior Cards Subway

**Location:** Systemwide

**Unit Size (H x W):** 11"H X 70"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$88,000

*Production & Install is not included and is additional*





**Market:** New York

**Unit #: 1000**

**Media:** Interior Cards Subway

**Location:** Systemwide

**Unit Size (H x W):** 22"H X 21"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$76,000

*Production & Install is not included and is additional*



**Market:** New York

**Unit #:** 200

**Media:** Liveboards Station Network

**Location:** Manhattan Network/200 Screens

**Unit Size (H x W):** 50" & 65" Portrait Screens

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$258,000

*Production & Install is not included and is additional*



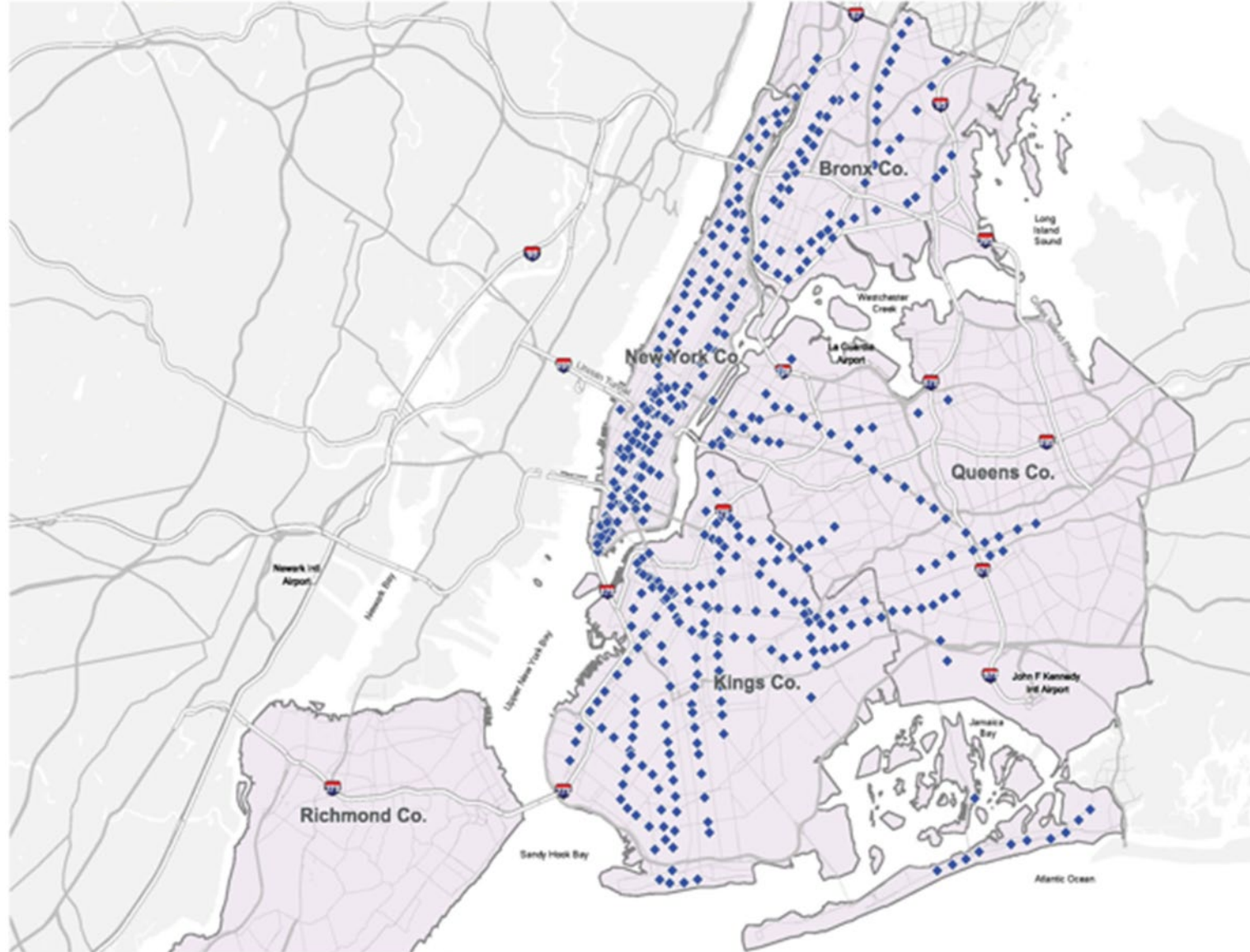


**Market:** New York

**Unit #: 200**

**Media:** Liveboards Station Network

**NYC: Digital Liveboard All Posted Stations**



**Market:** New York

**Unit #: 60**

**Media:** Two-Sheet Posters

**Location:** Manhattan

**Unit Size (H x W):** 45 7/8"H X 59 7/8"W

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$88,000

*Production & Install is not included and is additional*





**Market:** New York

**Unit #:** 100

**Media:** Digital Urban Panels

**Location:** Manhattan

**Unit Size (H x W):** 55" & 65"  
Landscape/Diagonal

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$175,000: 08 spot



**Market:** New York

**Unit #:** 100

**Media:** Video Urban Panel

**Location:** Manhattan

**Unit Size (H x W):** 55" & 65"  
Landscape/Diagonal

**Availability:** 9/9/2024 - 10/6/2024

**Planning Rates**

**4-wk Media Cost:** \$320,000: 15 spot

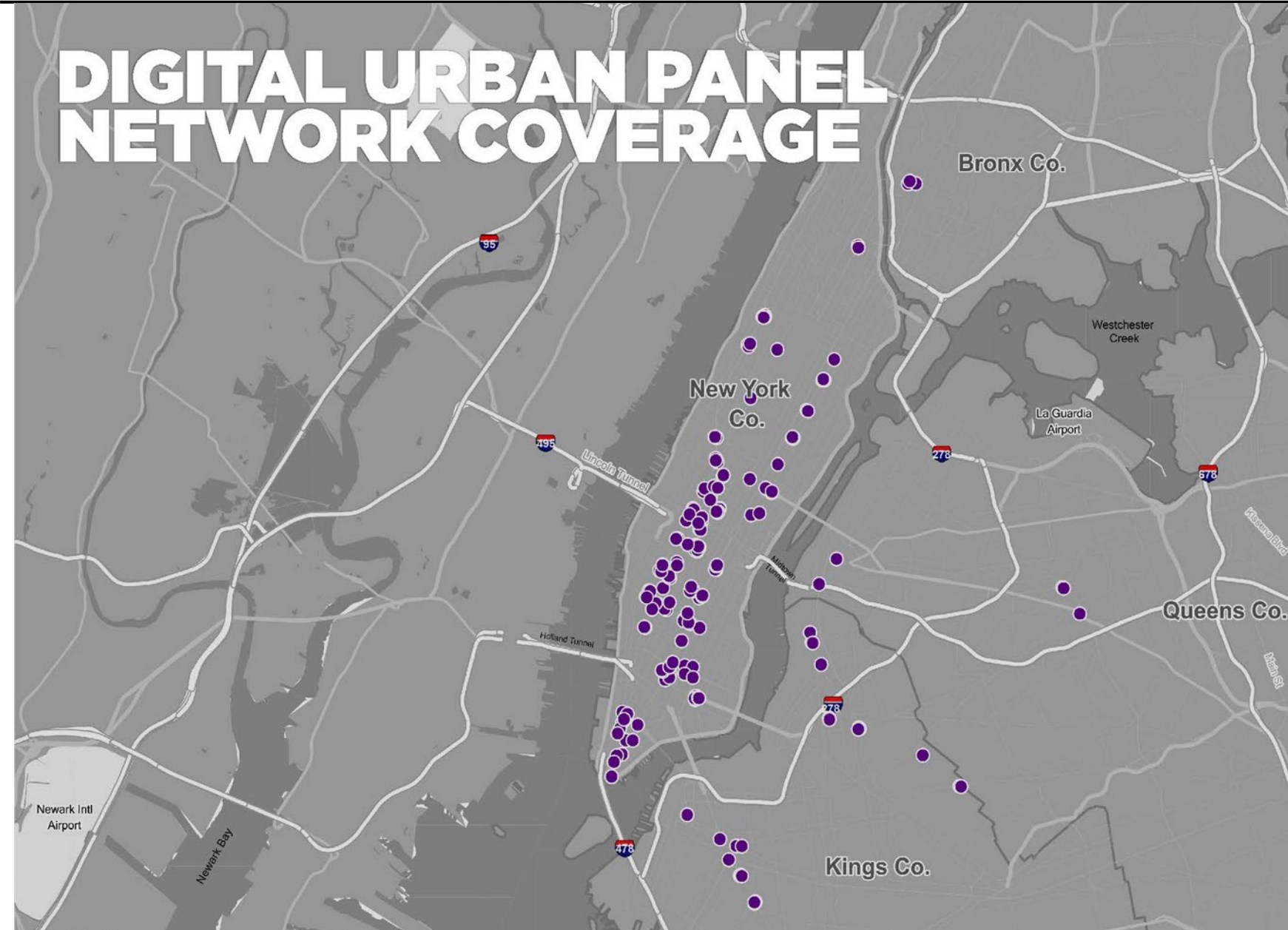




**Market:** New York

## Digital Urban Panels Network Coverage

# DIGITAL URBAN PANEL NETWORK COVERAGE



**PLANNING OVERVIEW**

Market	Media	Num of Units	Location Description	Copy Size	4-Week Media Net Rate	Start Date	End Date
<b>BUS ADVERTISING</b>							
New York	Ultra Super Kings	75	Manhattan	102"H x 222"W	\$150,000	9/9/2024	10/6/2024
New York	Super King Size Bus Posters	75	Manhattan	30"H X 235"W	\$120,000	9/9/2024	10/6/2024
New York	King-Size Bus Posters	75	Manhattan	30"H X 144"W	\$90,000	9/9/2024	10/6/2024
New York	Taillight Bus Displays	75	Manhattan	17.5"H X 50"W	\$22,500	9/9/2024	10/6/2024
<b>SUBWAY ADVERTISING</b>							
New York	Subway Livecard MAX	450	E, F, G, R, 4, 7, L, J, M, 2,5	26.49" & 47.8"	\$292,510	9/9/2024	10/6/2024
New York	Interior Cards Subway	1000	Systemwide	11"H X 46"W	\$65,000	9/9/2024	10/6/2024
New York	Interior Cards Subway	1000	Systemwide	11"H X 70"W	\$75,000	9/9/2024	10/6/2024
New York	Interior Cards Subway	1000	Systemwide	22"H X 21"W	\$65,000	9/9/2024	10/6/2024
New York	Liveboards Station Network	200	Manhattan Network/200 Screens	50" & 65" Portrait Screens	\$220,000	9/9/2024	10/6/2024
New York	Two-Sheet Posters	60	Manhattan	45 7/8"H X 59 7/8"W	\$75,000	9/9/2024	10/6/2024
New York	Digital Urban Panels	100	Manhattan	55" & 65" Landscape/Diagonal	\$150,000	9/9/2024	10/6/2024
New York	Video Urban Panel	100	Manhattan	55" & 65" Landscape/Diagonal	\$275,000	9/9/2024	10/6/2024



## **PLANNING OVERVIEW – MIN BUY REQUIREMENTS**

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- Bus Media – Minimum is the package shown on proposal/grid for Manhattan
- Subway Interiors (Static) – Minimum is 1000 interiors
- Subway Livecard Max – Minimum is the package shown on proposal/grid
- Subway 2-Sheets – They can be cherry picked
- Digital Urban Panels and Video Urban Panels – They can be cherry picked
- Subway Liveboards – You can buy per station. Each stations has a different number of screens.

# ***CINEMA ADVERTISING***



# The most sought-after audiences

30

Median age

60%

Multicultural

56%

Cord-cutters/cord-nevers

3x

Greater spend than the  
general population



# ADS AT THE MOVIES EXPECTED, PREFERRED & RATED HIGHER QUALITY



ADS HAVE A POSITIVE IMPACT

## ON MOVIEGOING EXPERIENCE

88%

"Expect to see ads at the movies"

80%

"Agree that ads at the movies are higher quality (like the SuperBowl)"

97%

Rated their moviegoing experience positively

Source: e-Works in-theater survey across 17 markets, March 11-13, 2022, n=1,083 A18-54



# Fast facts on the LEN (lobby entertainment network)

## What is the LEN?

- Network of flat screens located near concessions and other high-traffic areas
- HD video and digital sound
- ~96% of these Theaters (1,350+ sites); average of 2 per theater

## Lobby stats:



**~14 Minutes**

Lobby dwell time  
*(average)*

**30% Increase**

Average spend per ticket  
on concessions  
*(vs 2019)*



Sources: VAB 'I Know What You Did This Summer: Harnessing Harnessing Consumer Momentum at the Movies,' September September 2022, Epicenter 2023. Note: All programs subject to subject to circuit approval. lobby programs must be family family friendly. Availability dependent on inventory.

## LEN programming

- Two pieces of content (2:00) separated by ad pods (2:30)
- Loops from theater open to close
- All ad lengths available



# The Noovie Show

Editorial Content, Branded Content & Ads



SILVER

GOLD

PRE-TRAILER POD

COURTESY

TRAILERS

PLATINUM

TRAILERS



FEATURE FILM



# \$12.5K Program

## ONSCREEN

Silver CPT - On Screen

Period: 09/06/2024 - 10/31/2024 (8-Weeks)

Duration: 30

DMA	DMA#	Theater Code	Theater Name	Location	# of Screens	Estimated Spots	P2+ Projected Impressions	Net Media Costs	P18+ Projected Impressions
New York	1	AMC2112	19th St East 6	NEW YORK, NY	6	1,344	27,891	\$ 881	21,937
New York	1	AMC2102	84th Street 6	NEW YORK, NY	6	1,344	46,947	\$ 1,483	36,924
New York	1	AMC2116	Lincoln Square 13	NEW YORK, NY	12	2,688	133,784	\$ 4,226	105,223
New York	1	AMC2104	Orpheum 7	NEW YORK, NY	7	1,568	30,503	\$ 964	23,991
New York	1	RGL1320	Regal Union Square ScreenX & 4DX	NEW YORK, NY	17	3,808	65,802	\$ 2,446	51,754
					<b>5</b>	<b>48</b>	<b>10,752</b>	<b>\$ 10,000</b>	<b>239,829</b>

## LEN

LEN CPT - Lobby Screens

Period: 09/06/2024 - 10/31/2024 (8-Weeks)

Duration: 30

LEN Pods: 3

DMA	DMA#	Theater Code	Theater Name	Location			P2+ Projected Impressions	Net Media Costs	P18+ Projected Impressions
New York	1	AMC2112	19th St East 6	NEW YORK, NY			19,687	\$ -	15,484
New York	1	AMC2102	84th Street 6	NEW YORK, NY			33,139	\$ -	26,064
New York	1	AMC2116	Lincoln Square 13	NEW YORK, NY			94,439	\$ -	74,278
New York	1	AMC2104	Orpheum 7	NEW YORK, NY			21,529	\$ -	16,933
					<b>4</b>		<b>168,794</b>	<b>\$ -</b>	<b>132,759</b>

Program Totals	
Total Projected Impressions:	<b>473,721</b>
Total Media:	<b>\$ 12.5k</b>
Total Creative/Media Services:	<b>\$ -</b>
Total Production Services:	<b>\$ -</b>
<b>Total:</b>	<b>\$ 12.5k</b>

## PROPOSAL NOTES

- This deck is to be used for planning purpose only.
- Inventory in the deck does not show availability.
- Static Media: Production and Installation costs are not included and are additional.
- All transit media requires artwork / creative pre-approval from the MTA.





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**THANK YOU!**