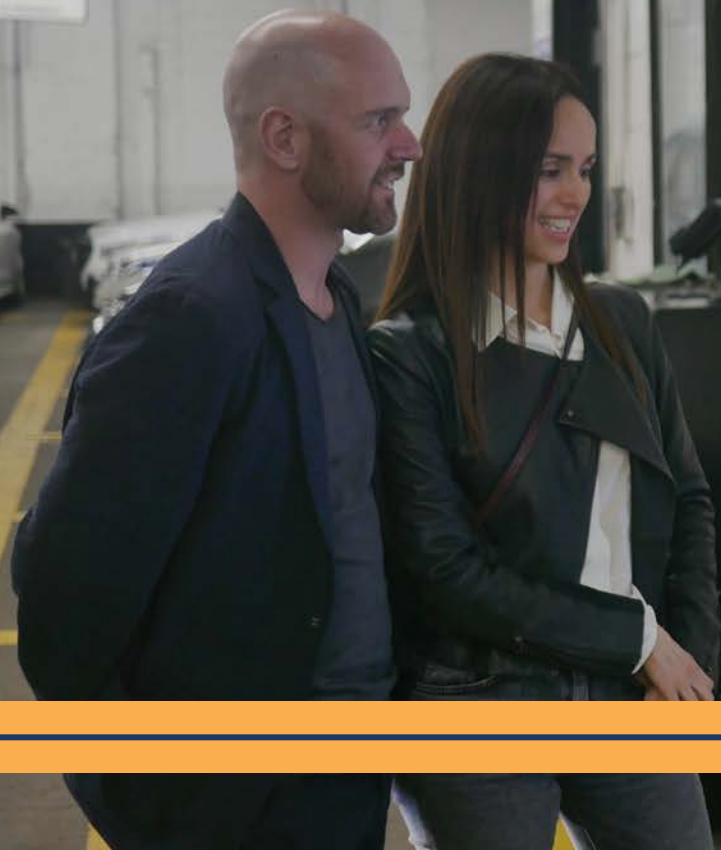


A LOT
MEDIA

CASHIER

The premier out-of-home advertising company specializing
in parking facilities across the United States.



TOGETHER WE CAN DO A LOT

A Lot Media Overview

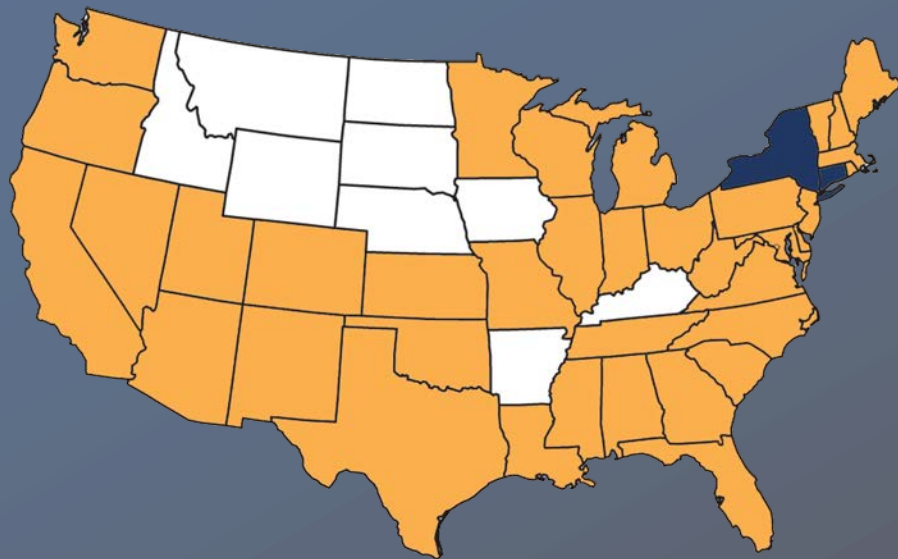
Connecting brands with on-the-go audiences in strategic parking garage locations throughout the country.

Access to 12,000 garages in 40 states that can be tapped into to develop bespoke OOH media networks.

In-house digital & static manufacturing facilitates turnkey and cost-efficient media placements.

Existing DOOH Networks

- Connecticut (30 Garages)
- New York City (56 Garages)



Market Dominations

We specialize in creating custom markets for clients. Utilizing our real estate reach and data insights, advertisers can dominate entire markets, targeting specific consumers segments, competitor locations, and more.

Our static and digital signage allow for high impact and dynamic messaging throughout these markets.



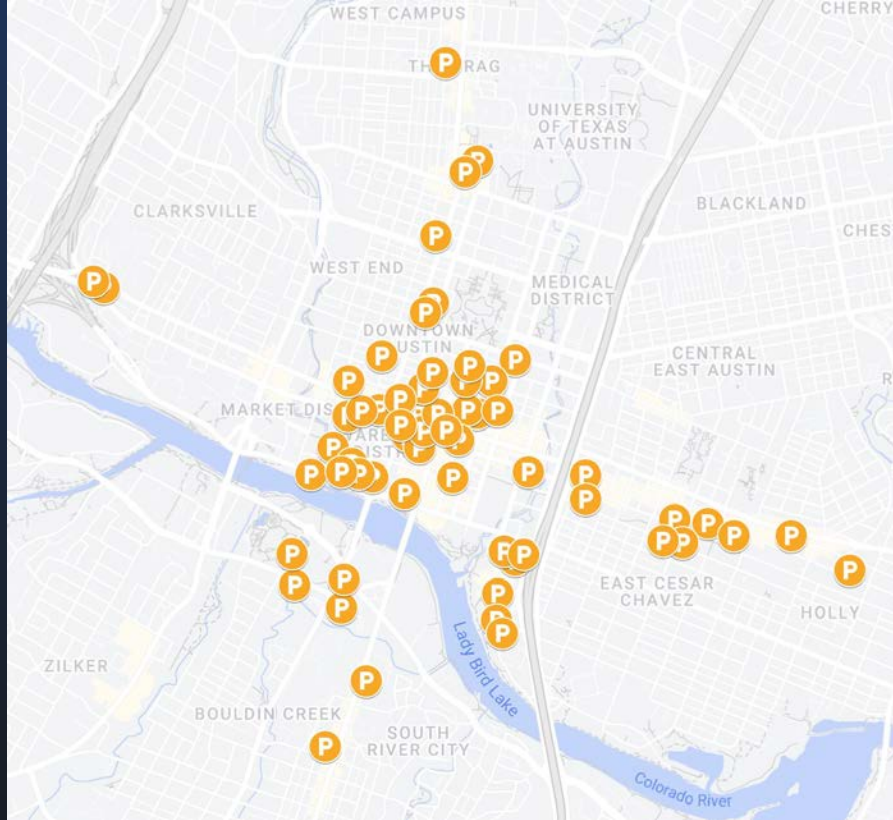
Market Dominations

Key Takeaways

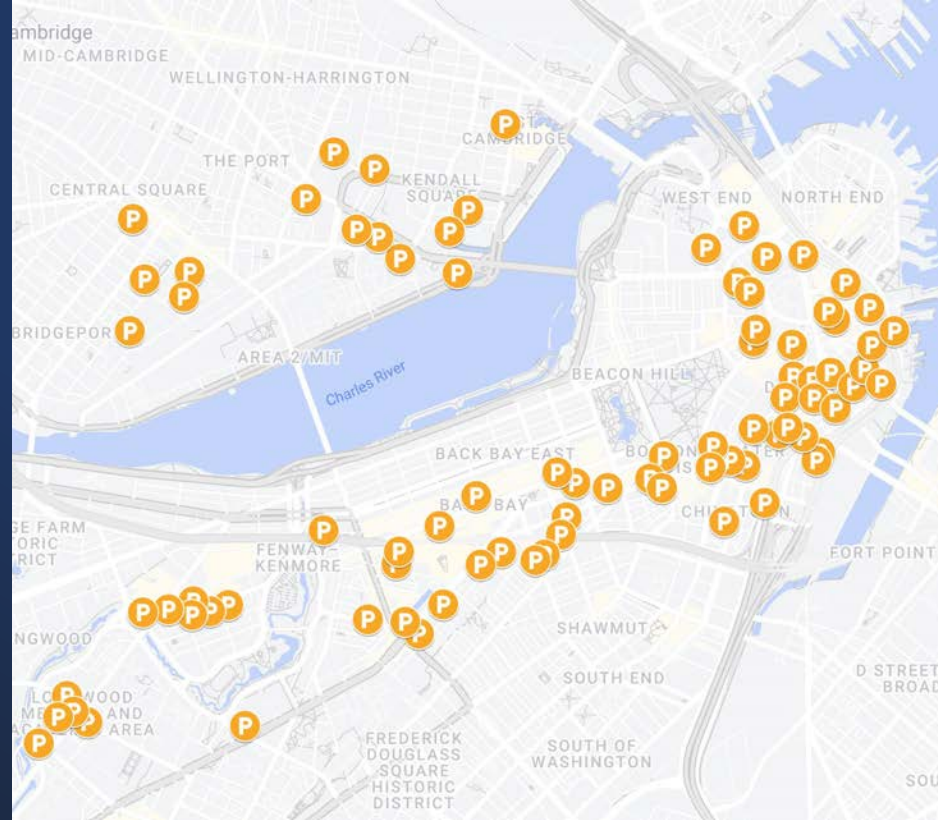
- Network can be completely customized by city with as few or as many locations as preferred.
- Mix of static (large format + reach/frequency) and DOOH
- 12-Week Lead Time
- 12-Month Minimum Campaign Length



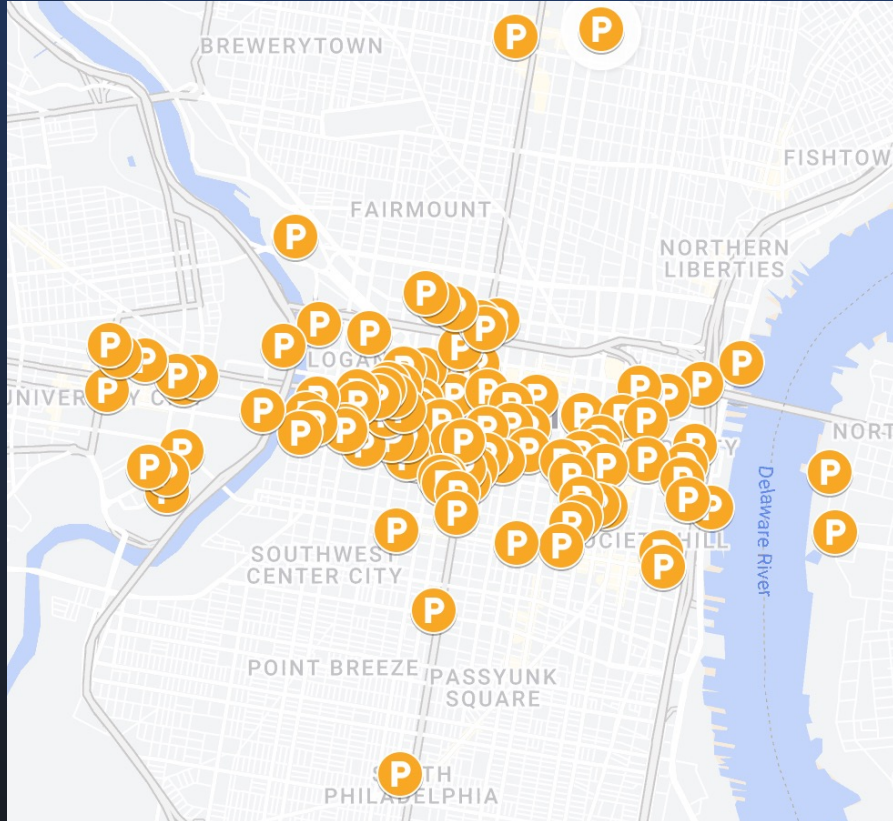
Austin, TX (64)



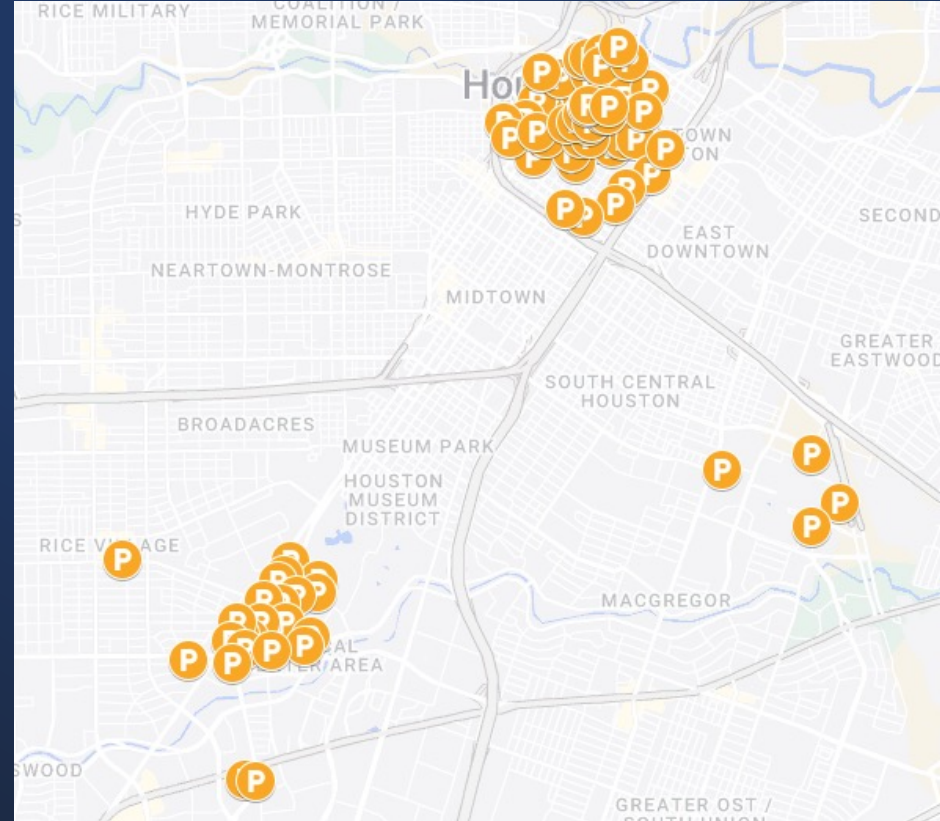
Boston, MA (89)



Philadelphia, PA (107)



Houston, TX (82)

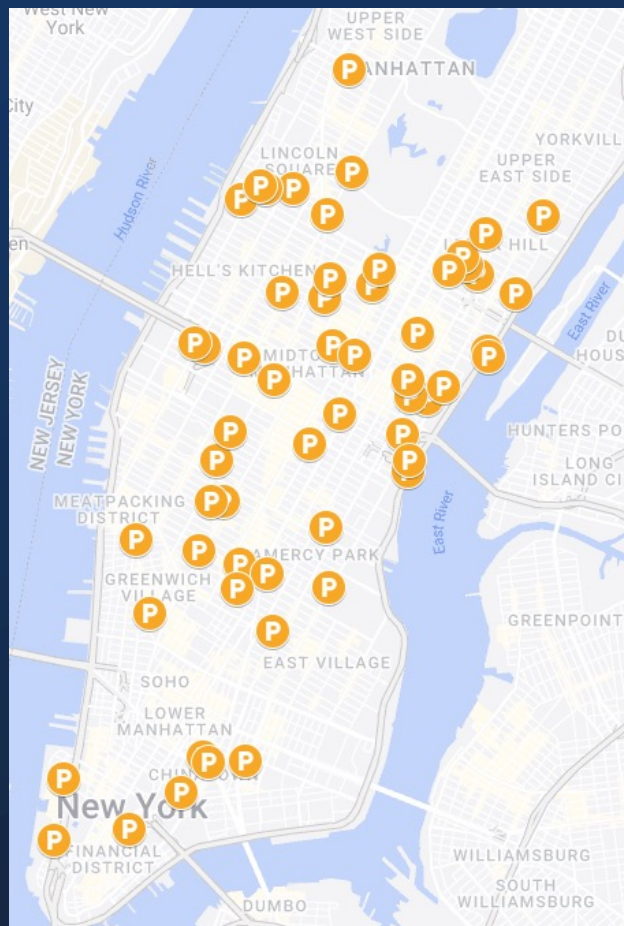


NYC Coverage

Our **NYC Network** spans all of Manhattan and includes sought-after areas of the city. These 56 locations were strategically selected for their proximity to restaurants, class-a office buildings, theaters, museums, retail, hospitals, and more.

NYC drivers are among the wealthiest and most established in the US:

- Full flexibility - can be bought run of network or cherry-picked by location
- 60-40 split of Manhattan residents vs. visitors
- All garages are public and serve a premium audience
- 9.5 minutes of average dwell time per person





52% earn over \$100k.

27% earn over \$200k.

41% of vehicles in NYC are luxury.



10-minute average wait time.

60% of audience is 18-44.

Our NYC Audience

Households with vehicles earn 48% more than households without vehicles.

Age:

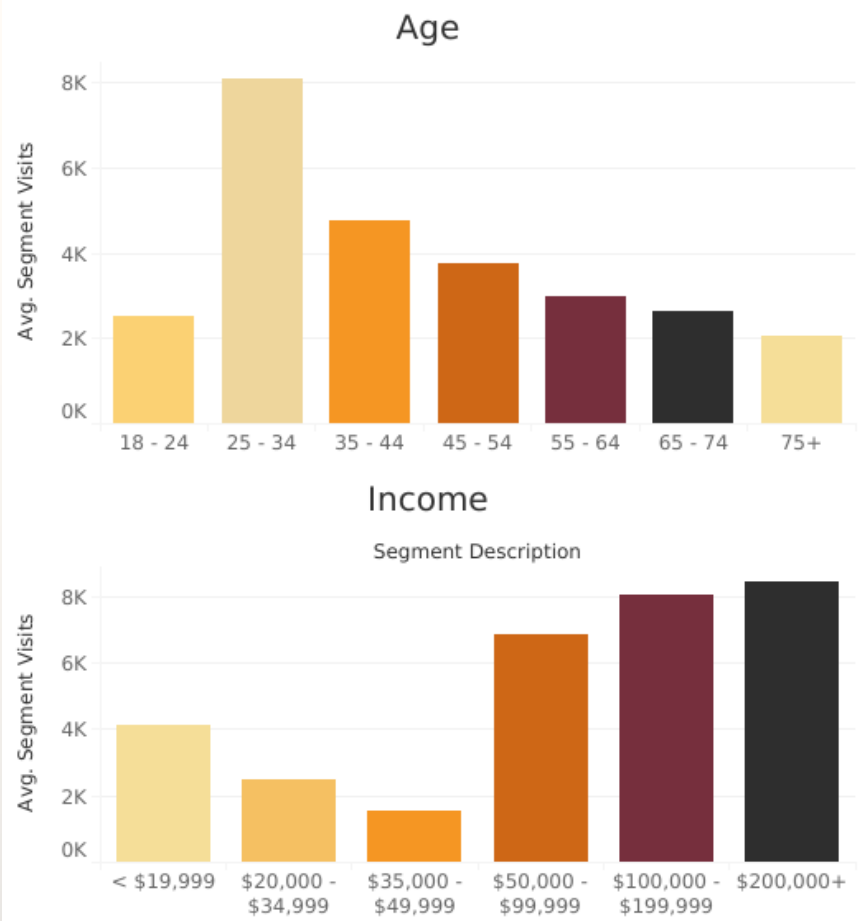
- Largest audience is 25-34 (30.2%)
- Smallest Audience is 75+ (7.6%)

Income:

- 54% earn over \$100,000 per year
- 29% earn over \$200,000 per year

Demo Insights:

- 81% have flown within the last 12 months
- 28% of the audience has seen a Broadway show in the last 12 months
- 53% are “very interested in fine arts”
- 25% have bought luxury jewelry in the last 12 months



Digital Ad Panels

Industry leading 10-minute dwell times with a captive, qualified audience.

Key Features & Benefits:

- Located in valet waiting lounges, elevator lobbies, payment areas, & the highest trafficked areas of the facilities.
- Full motion video, audio capable interactive displays.
- 55" standard screen size.
- (8) x :15 second slots, 2-minute loop



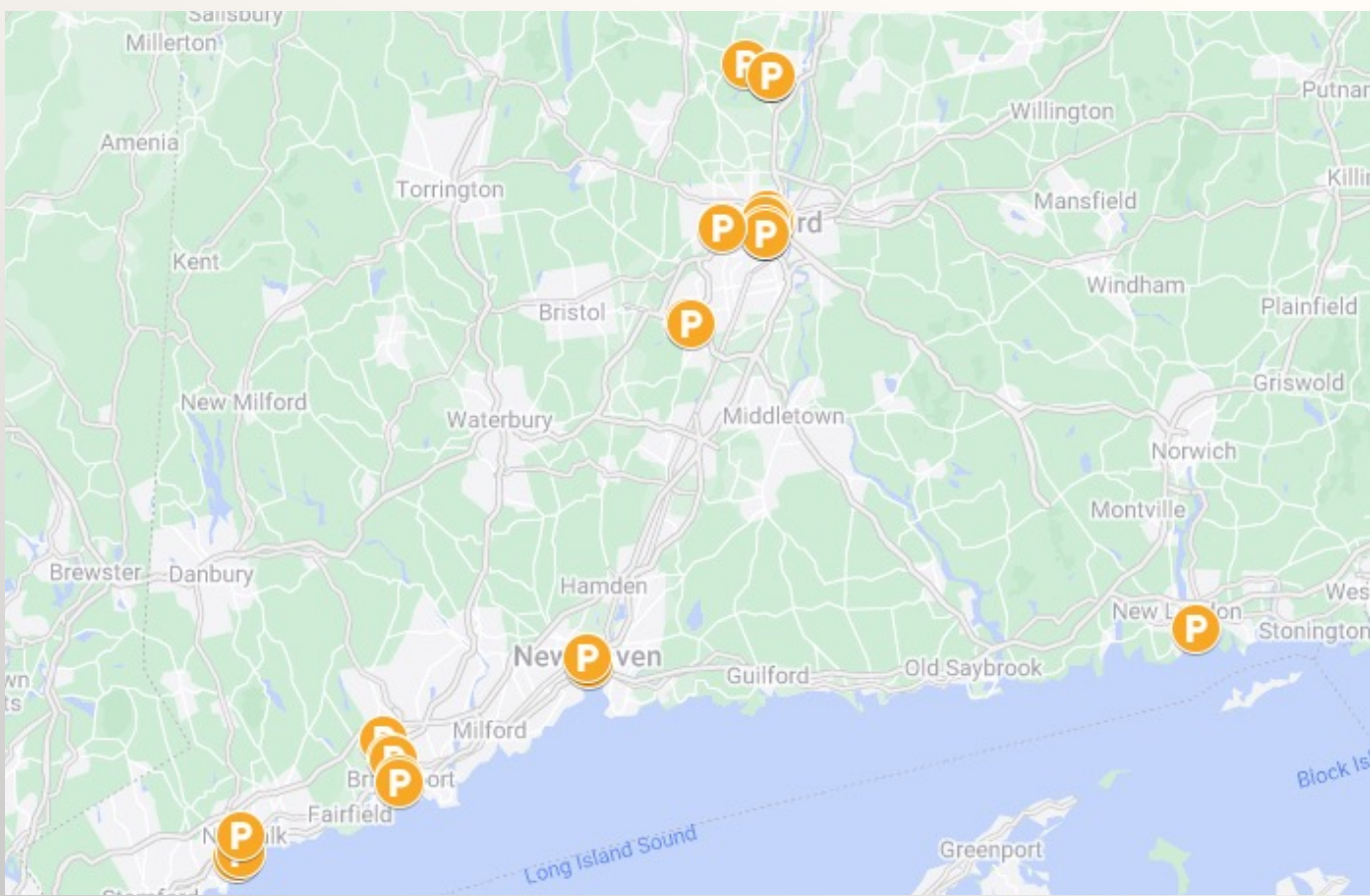
Hartford Healthcare Campaign Overview

Hartford Healthcare continued their statewide takeover campaign across 30+ garages throughout Connecticut.

The campaign positions Hartford Healthcare in front of a valuable on-the-go audience of CT residents, commuters, doctors and staff in strategically selected garages.

The client executed a creative refresh and optimized garage locations in 2023 to continue the successful partnership.





HHC Case Study Stats

- 30 Locations
 - Class A Office
 - Competitive Regions
 - 30 Locations
- Statewide Takeover
 - 50% SOV on Digital
 - 100% SOV on Static
- 31 Digital Signs
- 200+ Static Signs
- 190M Annual Impressions
- Competitive Exclusivity & Multi-year Commitment

Digital Dynamic Rate Board (DDRB)

Share the screen with
parking rate and building
information.

Key Features & Benefits:

- Posted at every entrance.
- Eye level as customers pull tickets and pay.
- Full motion video enabled.
- Bottom 1/3rd of 22"-65" high bright screen.



**Dominate these facilities
with large format static
offerings.**

Key Features & Benefits:

- Wrap the largest and most visible walls in the garage, viewable on entrance, exit, and while paying.
- Junior Poster and Custom sizing available.





Gate Arm Wraps

Be the first and last impression of all parkers as they enter and exit a facility.

Key Features & Benefits:

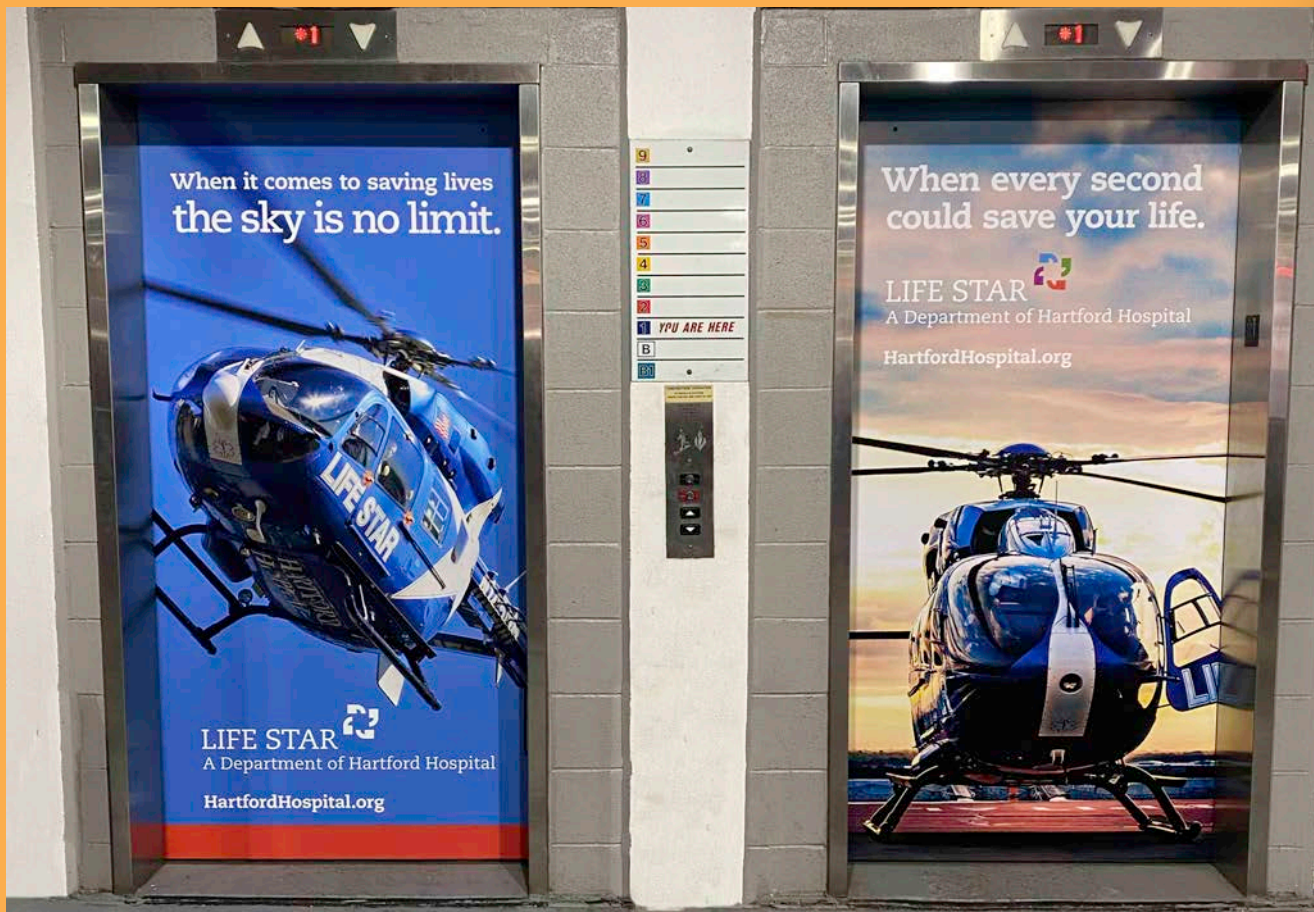
- Posted at every entrance & exit of facility.
- Eye level as customers pull tickets and pay.
- Motion enabled, capturing attention and allowing for creative copy.

Elevator Wraps

**Wait with customers
when there are no
distractions.**

Key Features & Benefits:

- Posted on elevator doors inside of facility.
- Up to 2 minutes of wait time per trip.
- Graphics move, capturing attention and allowing for creative copy.



A LOT MEDIA

JONAH LAZOWSKI
Founder & CEO
860.716.9084
Jonah@alotmedia.com
alotmedia.com

~~NEW~~ ~~YORK~~ ~~IS~~ ~~DEAD~~ LONG
LIVE
NEW
YORK



BLANK STREET
RECLAIM THE NEW YORK

TOGETHER WE CAN DO A LOT

Lucid Motors Campaign Overview

Lucid Motors, an electric luxury car company, wanted to increase awareness and drive new sales of the Lucid Air in Q4 and Q1.

A Lot Media's network of DOOH signage in Manhattan reaching affluent car owners & drivers was a perfect fit with Lucid's target customer audience.

Lucid ran multiple 15 second video spots across ALM's network with a 25% SOV.



RIMOWA

Campaign Overview

RIMOWA celebrated its 125th anniversary this year with an exhibition looking back on the cultural and technological forces that influenced its products over time (called “SEIT 1898”).

The client ran a high SOV (37.5%) campaign of video creative on cherry-picked screens near luxury retail stores and neighborhoods in Manhattan.



A Beautiful Noise Campaign Overview

A Beautiful Noise wanted to drive new ticket sales among New York residents and commuters from the tri-state area.

A Lot Media's combination of affluent audiences + high dwell time + full-motion video signage was a great fit for the client's media strategy.

The client ran static & video creative with a 25% share of voice across ALM's NYC network.



Blank Street Coffee **Campaign Overview**

Blank Street Coffee wanted to raise brand awareness among a hard-to-reach demo of affluent-skewing, young Manhattan residents, commuters & visitors.

The client ran a campaign on cherry-picked units near target cafes with dayparted creative that changed based on time of day, day of week, and responded to weather triggers to show iced vs hot drinks.



M&T Bank Campaign Overview

M&T Bank wanted to raise brand awareness and drive new customer acquisition in target zip codes of Connecticut over the Spring & Summer.

The client ran a 25% share of voice campaign in 19 cherry-picked garage locations that utilized a combination of digital kiosk + DDRB (see photo) media to reach residents & commuters around specific branch locations.

