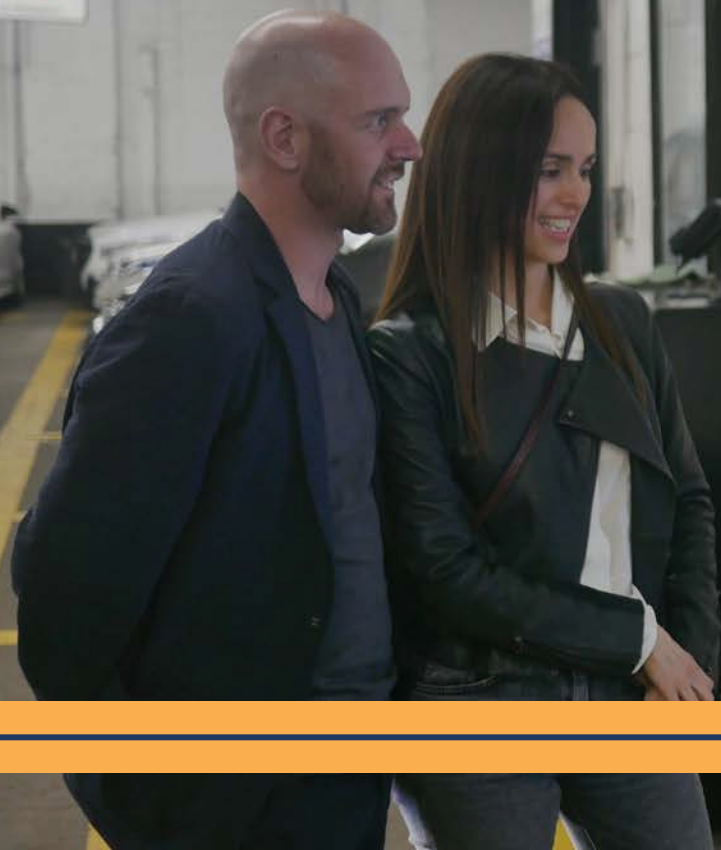


A LOT
MEDIA

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

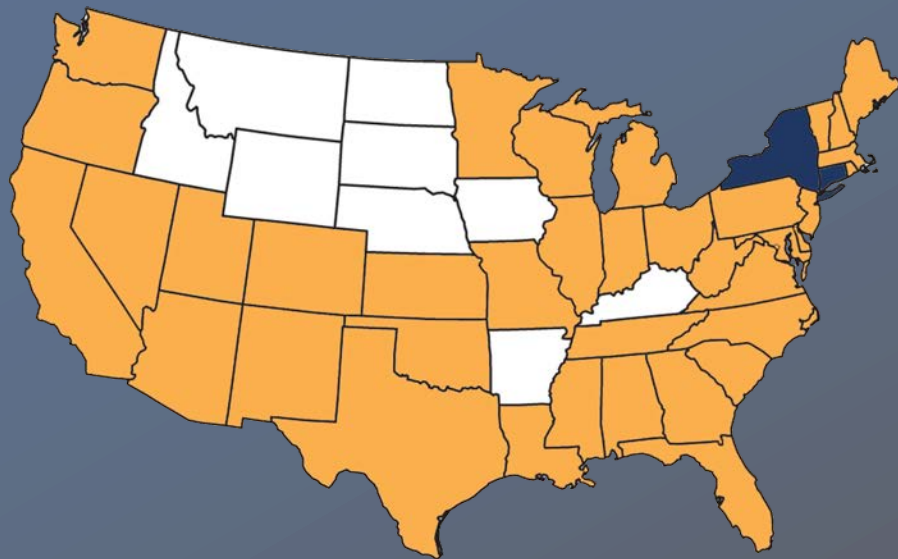
Connecting brands with on-the-go audiences in strategic parking garage locations throughout the country.

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)

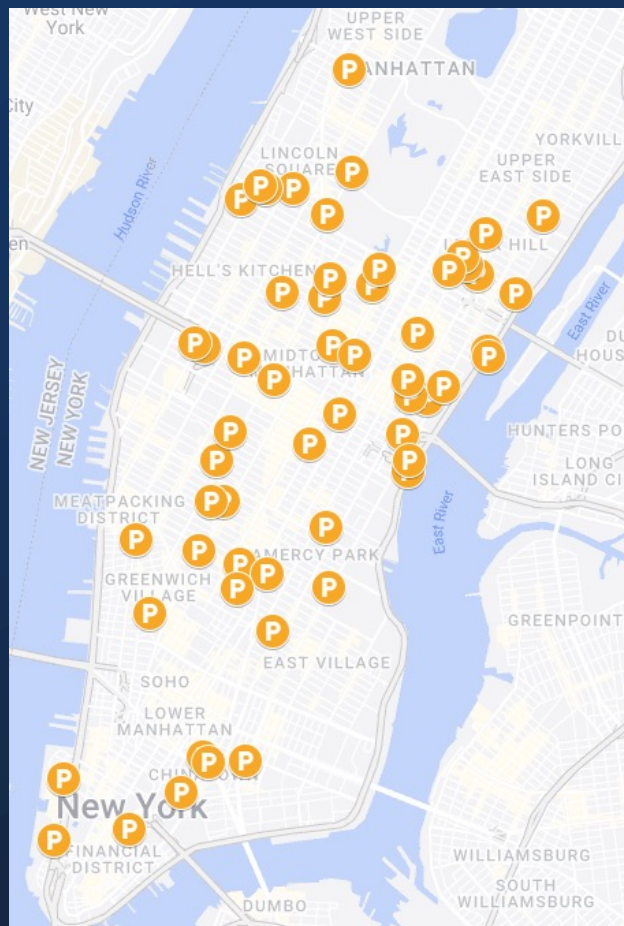


NYC Coverage

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:

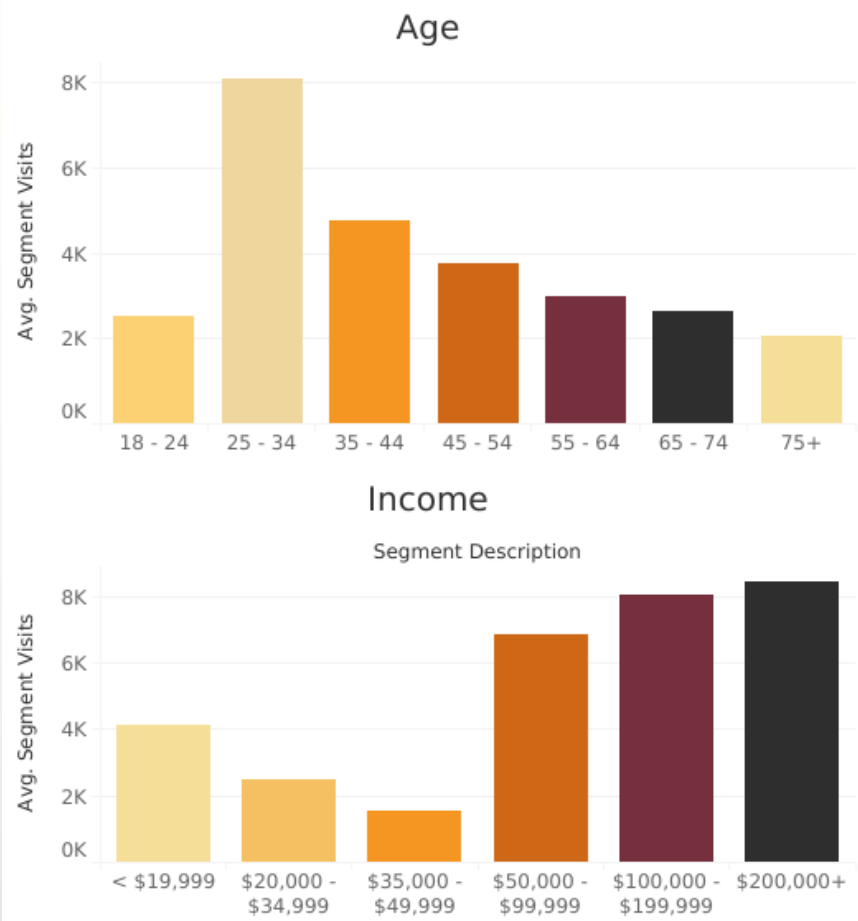
- Largest audience is 25-34 (30.2%)
- Smallest Audience is 75+ (7.6%)

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



A LOT MEDIA

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~~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 it's 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.

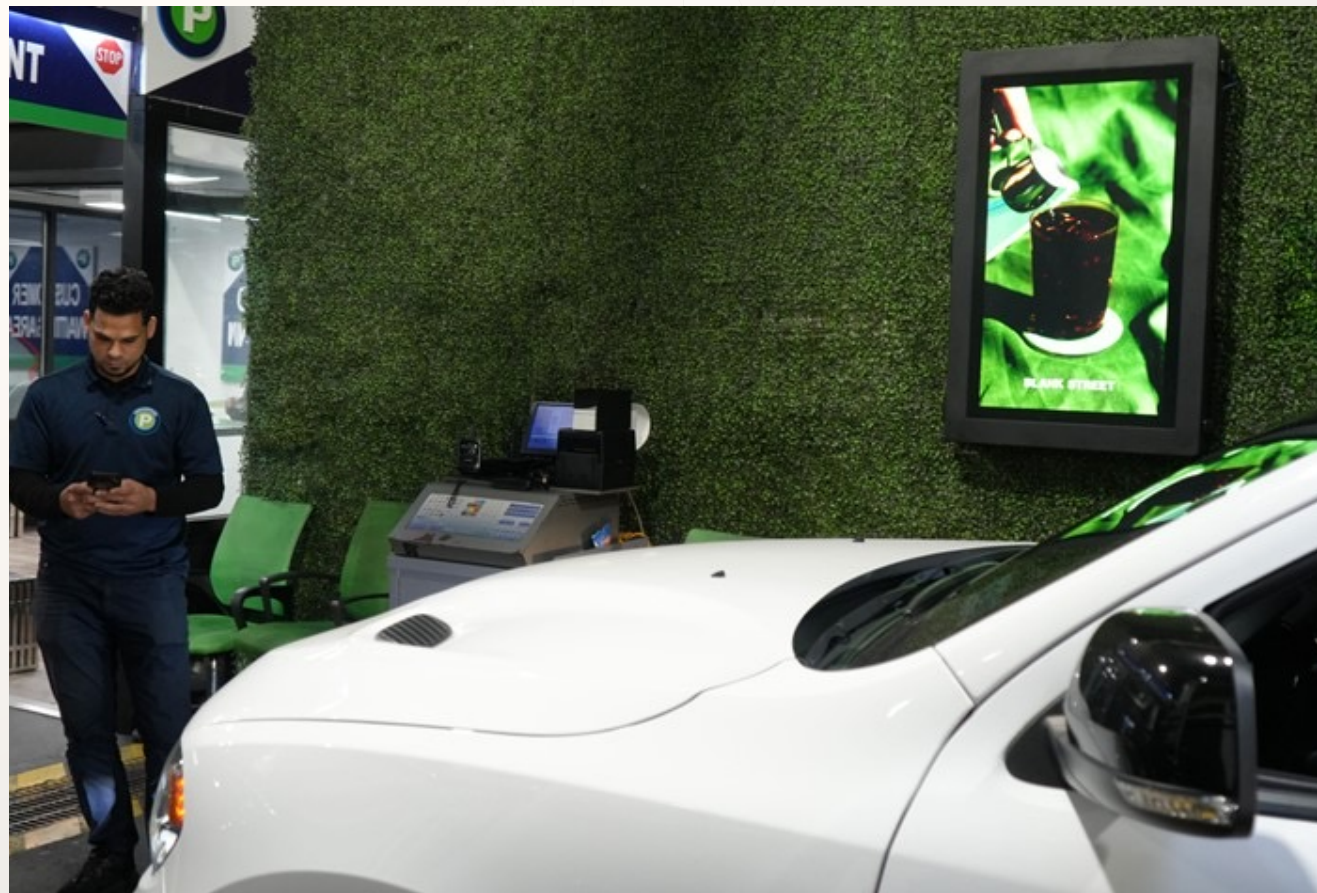
The client ran static & video creative with a 25% share of voice across ALM's NYC network.



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.

