

DEDICATED POSTING

This type of **POSTER** campaign gives you exclusivity at specific locations, only your posters will appear at a dedicated location and will create the attention-grabbing look of wallpaper. For maximum dramatic effect, this is the way to go!



FOCUS2MARKETINGINC.COM

TRADITIONAL SITES

Traditional sites are so named because this is the way advertising has been done for over 100 years: posting on empty walls, construction sites and other unused elements of the urban landscape.



FOCUS2MARKETINGINC.COM

Wild Postering is street-level advertising at high traffic locations in major cities. Small format poster which are suitable for street level posting because they are inexpensive to produce and quickly and cheaply refreshed in case of damage. Widely recognized and accepted element of American pop culture.

Everyone walks or drives on the street at some point during the day/night at virtual 100% reach! Reaches customer at eye-level with pedestrian and vehicular traffic alike.

LEASED SITES

Leased sites are walls which **FOCUS2** rents from building owners. Metal boards are mounted to the wall and all our posting at this site takes place within the borders of the board. This is the most form of street level billboard used!



FOCUS2MARKETINGINC.COM

SHARED POSTING

Sharing the boards with other advertisers is the most cost-efficient way to use **POSTERS**. At least two of your posters will be featured on every board throughout the target market giving your campaign the widest possible coverage!



FOCUS2
MARKETING