



Retail Banner Network FAQ

What locations do you cover in market X? What's your retailer coverage?

We're in 310 CBSAs, with over 3,000 properties nationwide encompassing 100s of retailers. We're continuously updating our database as our developer partners acquire and sell properties. Please contact us with your specific campaign parameters and we'll return a location list with relevant matches.

What sort of properties are these?

Open-air shopping centers with supermarket, pharmacy and big-box anchors. People living within 3 – 5 miles visit these locations several times per week to purchase essential items.

How big are these shopping centers?

They range from 50,000 to 500,000 square feet of leasing space, which we estimate gets 36,000 to 360,000 visitors per month.

How do you calculate impressions?

We estimate the visitor traffic based on the gross leasing area (GLA) of the shopping center, and apply multiples per visitor and for the number of banners posted.

Aren't pole banners usually too high up to see well? We'd prefer something at eye level.

We place our banners just 6' – 8' off the ground, so they're very visible. Most are located in median strips so there is no risk of being hit by passing vehicles. (In contrast, banners on city utility poles must be placed 13' high to provide sufficient clearance, and are not as impactful as our Retail Banner Network.)

Will we be the only advertiser at a location?

Yes, you will have exclusive use of the space.

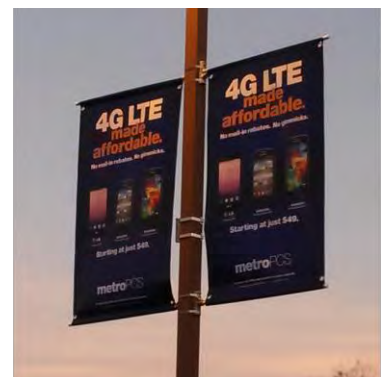
How big are the banners?

7'H x 3'W, double-sided.

How many banners do you put on each pole?

Either one or two banners, depending on your preference.

How many banners are sufficient to target a specific store?



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4 – 8 depending on the store size. It also depends on the number of light poles in front of and around the target store.

Does production need to be done by Look Media?

Yes. We handle production and installation to insure timely posting.

Can we run multiple creative?

Yes, you can print different creative on each side of the banner, and different creative per banner. However, beyond 2 creative versions there may be additional printing set-up costs.

Can we do special installations on the light poles?

Yes. We can do die-cut shapes, either with banners or with stiff corrugated plastic. We can also wrap the poles and dress them up in other creative ways pending approval by the property managers.

What's your relationship with the retailers?

We work with the shopping center developers, not the retailers.

Can you guarantee placement right in front of the store?

Much of the time we can, but retailers sometimes control the parking lot directly in front of their storefront. In those cases we can post in immediately adjacent areas, or along entrance drives.

Can we choose the placement of the banners at each shopping center?

Yes, but... because we deal with so many shopping centers, it becomes very time consuming to go back and forth to get approval for each pole placement. We prefer to choose the best available light poles for your target.

Can you show me any case studies? Who uses this media?

In addition to marketers targeting retail environments, our network is often used to fill gaps in out-of-home coverage. Affluent areas may lack OOH inventory, and banners can replace 30 sheets or transit panels for broad coverage, especially if other options are sold out.



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