GORILLA ADZ USA

MULTIMEDIA MARKETING COMPANY

BILLBOARDS + DIGITAL BILLBOARDS RATE CARD 2019



BILLBOARDS / BULLETINS + DIGITAL.

Billboards Bulletins - NYC 5 Borough

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	4 WEEK REACH	4 WEEK FREQ.
DOMINATE	50	\$962,500	43,475,983	35.10%	7.5
SPECIAL	25	\$480,700	21,737,997	20.10%	6.6
IMPACT	15	\$288,750	13,042,795	12.70%	6.3
ACTIVATE	10	\$192,500	8,695,397	8.70%	6.1
UNIT	PER UNIT	\$19.200	869.520	-	-

Billboards Walls - NYC 5 Borough

PACKAGE	# OF UNITS	4 WEEK RATE
UNIT	PER UNIT	\$12,000-60,000

Billboards Bulletins - Asian Coverage

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	4	\$52,800	-
IMPACT	3	\$39,600	
UNIT	PER UNIT	13,200	-

Billboards Bulletins - Hispanic Coverage

PACKAGE	# OF UNITS	4 WEEK RATE
DOMINATE	4	\$39,600
UNIT	PER UNIT	9.900

Billboards Bulletins - 42ND STREET CUBE PABT/ TIMES SQUARE 45'H x 90'W 2 Minute Loop

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	
1 spot/ :15	1	\$60,000	3,576,476	

Digital Billboards Bulletins - NETWORK 14'H x 48'W & 20'H x 60'W / 64 Second Loop

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
1 snot/ :08	10	\$198,000	18 800 000

Billboards Bulletins - PENN DIGITAL WRAP/ MIDTOWN 65'H x 40'W / 65'H x 42'6"W 3 Minute Loop

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
1 spot/ :8	1	\$110,000	2,454,392



Billboards Bulletins	- TIME	SQUARE	TRIO Size Var	y 2 Minute Loop
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PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
1 spot/:15	3	\$82,500	12,758,476

Billboards Bulletins - 1500 BROADWAY/ TIME SQUARE 40'H x 55'W x 72'2"W 100% Share of Voice + Static Unit 2 Minute Loop

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	2	\$357,500	9,996,120

Billboards Bulletins - JAVITS CENTER/ HUDSON YARDS 22'1"H x 29' W 3 Minute Loop

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
1 SPOT/ :8	2	\$16,500	1,689,496

Billboards Bulletins - HELSMSLEY WALKWAYS/ MIDTOWN Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATION	10	\$82,500	-

Billboards Bulletins - BAYCHESTER DIGITALS / BRONX Size Vary 48 Second Loop

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	
1 SPOT/ :8	5	\$8.800		

Billboards Bulletins - 5 TIMES SQUARE/ TIME SQUARE Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	6	\$110,000	12,449,212

Billboards Bulletins - TIMES SQUARE TOWER/ TIMES SQUARE Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	
DOMINATE	9	\$660,000	24,840,276	

Billboards Bulletins - E-WALK DOMINATION/ TIME SQUARE 65'H x 40'W/ 65'H x 42'6"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	7	\$71,500	7,355,712



Billboards Bulletins - NOHO DOMINATION/ NOHO NYC Size Vary

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	3	\$203,500	1,193,104

Bulletins - INSIDE DOMINATION/ TIME WARNER CENTER Size Vary 2 Great Room Banners, 20 Internal Kiosks. 9 Digital Presence Screens

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	INSTALL/PRODUCTION
DOMINATE	31	\$99,000	7,268,636	\$30,000

DISPLAYS - EAST HAMPTON AIRPORT 72'H x 48'W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	2	\$23,100	

DISPLAYS - ENTRANCE AIRPORT/ EAST HAMPTON AIRPORT 72'H x 48'W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	1	\$12,000	-

POSTERS - BREEZEWAY AIRPORT POSTERS/ EAST HAMPTON AIRPORT 72'H x 48'W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.	
DOMINATE	2	\$23,100	-	Ī

MAGAZINE RACK DISPLAY - EAST HAMPTON AIRPORT 25"H x 55.25"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	1	\$11,550	

POSTERS - TARMAC WAITING AREA/ EAST HAMPTON AIRPORT 69"H x 48"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	1	\$11,550	

POSTERS - TARMAC OF AIRPORT/ EAST HAMPTON AIRPORT 58"H x 34"W & 33.5"H x 72"W

PACKAGE	# OF UNITS	4 WEEK RATE	4 WEKK IMP.
DOMINATE	2	\$23,100	



URBAN PROJECTION.

Projector/ Image

	# OF CONSECUTIVE NIGHTS	TOTAL NET MEDIA RATE	RATE PER NIGHT
Ī	1	\$9,947	\$9,947
	2	\$11,973	\$4,937
	3	\$14,973	\$3,991
	4	\$17,763	\$3,494
	5	\$18,851	\$3,347
	7	\$24,784	\$3,212
	10	\$29,981	\$2,788
	20	\$51,870	\$2,488

Projector/Motion

	# OF CONSECUTIVE NIGHTS	TOTAL NET MEDIA RATE	RATE PER NIGHT		
Ī	1	\$9,947	\$9,947		
	2	\$9,875	\$4,937		
	3	\$11,975	\$3,991		
	4	\$13,977	\$3,494		
	5	\$16,753	\$3,347		
	7	\$22,486	\$3,212		
	10	\$27,883	\$2,788		
	20	\$49,772	\$2,488		



LIVEBOARDS.

SUBWAY STATION MEDIA - NYC LIVEBOARD NETWORK 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
800	:15	\$495,000	\$321,750	\$209,137	\$135,939
400	:15	\$275,000	\$178,750	\$116,187	\$75,521
200	:15	\$181,500	\$117,975	\$76,684	\$49,844
800	:10	\$330,000	\$214,500	\$139,425	\$90,626
400	:10	\$192,500	\$125,125	\$81,331	\$52,864
200	:10	\$99,000	\$64,350	\$41,827	\$27,187
800	:05	\$181,500	\$117,975	\$76,684	\$49,844
400	:05	\$99,000	\$64,350	\$41,827	\$27,187
200	:05	\$55,000	\$35,750	\$23,237	\$15,104

SUBWAY STATION MEDIA - MANHATTAN LIVEBOARD NETWORK 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
400	:15	\$412,500	\$268,125	\$174,281	\$113,282
200	:15	\$220,000	\$143,000	\$92,950	\$60,417
100	:15	\$121,000	\$78,650	\$51,122	\$33,229
400	:10	\$209,000	\$135,300	\$88,302	\$57,396
200	:10	\$104,500	\$67,925	\$44,151	\$28,697
100	:10	\$55,000	\$35,750	\$23,237	\$15,104
400	:05	\$110,000	\$71,500	\$46,475	\$30,209
200	:05	\$60,500	\$39,325	\$25,561	\$16,614
100	:05	\$33,000	\$21,450	\$13,942	\$9,062

SUBWAY STATION MEDIA - BROOKLYN LIVEBOARD NETWORK 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
400	:15	\$231,000	\$150,150	\$97,597	\$63,438
200	:15	\$126,500	\$82,225	\$53,350	\$34,740
100	:15	\$71,500	\$46,475	\$30,209	\$19,636
400	:10	\$121,000	\$78,650	\$51,122	\$33,229
200	:10	\$66,000	\$42,900	\$27,885	\$18,125
100	:10	\$38,500	\$25,025	\$16,266	\$10,573
400	:05	\$66,000	\$42,900	\$27,885	\$18,125
200	:05	\$38,500	\$25,025	\$16,266	\$10,573
100	:05	\$22,000	\$14,300	\$9,295	\$6,042

LIVEBOARDS.

SUBWAY STATION MEDIA - TIMES SQUARE LIVEBOARD CONCOURSE 180 Second Loop Video/Static

# OF UNITS	SPOT LENGTH	TOTAL 4 WEEK RATE	TOTAL 2 WEEK RATE	TOTAL WEEKLY RATE	TOTAL DAILY RATE
36	:15	\$71,500	\$46,475	\$30,208	\$19,636

DIGITAL TRANSIT.

SUBWAY STATION MEDIA - SUBWAY DIGITAL NETWORKS/ NEW YORK CITY COVERAGE

NETWORK	LOCATION	4 WEEK RATE	4 WEEK CIRCULATION	# OF SCREENS	SPOT LENGTH
HUDSON YARDS	WEST MANHATTAN	\$49,500	482,808	33	15 SECONDS
TURNSTYLE AT COLUMBUS CIRCLE (INTERIOR)	UPPER WESTSIDE	\$33,000	3,595,600	16	15 SECONDS
TURNSTYLE AT COLUMBUS CIRCLE (EXTERIOR)	UPPER WESTSIDE	\$16,500	3,595,600	7	5 + 15 SECONDS
MTA METROCARD VENDING MACHINE	CITYWIDE	\$66,000	-	1649	20 SECONDS

