

GORILLA ADZ USA

MULTIMEDIA MARKETING COMPANY

STREET FURNITURE RATE CARD 2019



STREET FURNITURE.

STREET FURNITURE - VIDEO URBAN PANELS SIDEWALK FACING/ MANHATTAN & BROOKLYN 26.79"H x 47.62"W 90 Second Loop Video/Static

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEEK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------------------------|------------|-------------|-------------|--------------|--------------|
| PRIME PACKAGE (1 SPOT/:15) | 105 | \$385,000 | 18,884,940 | 31.7 % | 3.5 |
| 1 SPOT/:15 | 55 | \$247,500 | 8,457,081 | 17.8 % | 2.8 |
| 1 SPOT/:10 | 55 | \$159,500 | 5,638,054 | - % | - |
| 1 SPOT/:05 | 55 | \$88,000 | 2,819,027 | - % | - |

STREET FURNITURE - DIGITAL URBAN PANELS STAIRWELL FACING/ MANHATTAN & BROOKLYN 26.79"H x 47.62"W 64 Second Loop Video/Static

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEEK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------------------------|------------|-------------|-------------|--------------|--------------|
| PRIME PACKAGE (1 SPOT/:08) | 105 | \$209,000 | - | - % | - |
| 1 SPOT/:08 | 55 | \$108,350 | 7,601,059 | 15.2 % | 3 |

STREET FURNITURE - VIDEO URBAN PANELS SIDEWALK FACING/ MANHATTAN 26.79"H x 47.62"W 90 Second Loop Video/Static

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEEK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|------------|------------|-------------|-------------|--------------|--------------|
| 1 SPOT/:15 | 100 | \$357,500 | - | - % | - |
| 1 SPOT/:15 | 50 | \$220,000 | 7,714,314 | 16.6 % | 2.8 |
| 1 SPOT/:10 | 50 | \$154,000 | 5,142,876 | - % | - |
| 1 SPOT/:05 | 50 | \$82,500 | 2,571,438 | - % | - |

STREET FURNITURE - DIGITAL URBAN PANELS STAIRWELL FACING/ BROOKLYN 26.79"H x 47.62"W 90 Second Loop Video/Static

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEEK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|------------|------------|-------------|-------------|--------------|--------------|
| 1 SPOT/:15 | 100 | \$357,500 | - | - % | - |
| 1 SPOT/:15 | 50 | \$220,000 | 7,714,314 | 16.6 % | 2.8 |
| 1 SPOT/:10 | 50 | \$154,000 | 5,142,876 | - % | - |
| 1 SPOT/:05 | 50 | \$82,500 | 2,571,438 | - % | - |

STREET FURNITURE - DIGITAL URBAN PANELS STAIRWELL FACING/ BROOKLYN 26.79"H x 47.62"W 64 Second Loop Video/Static

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEEK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|------------|------------|-------------|-------------|--------------|--------------|
| 1 SPOT/:08 | 5 | \$10,450 | 754,992 | 1.6 % | 2.7 |

STREET FURNITURE - URBAN PANELS/ CITYWIDE 30"H x 60"W

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEKK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------|------------|-------------|-------------|--------------|--------------|
| DOMINATE | 240 | \$363,000 | 65,117,090 | 47.7 % | 8.1 |
| SPECIAL | 180 | \$271,700 | 48,837,818 | 43.2 % | 6.7 |
| IMPACT | 120 | \$181,500 | 32,558,545 | 36.2 % | 5.3 |
| ACTIVATE | 60 | \$90,750 | 16,279,273 | 24.2 % | 4 |
| CHERRY PICK | PER UNIT | \$1,650 | 271,321 | 0.6 % | 2.7 |

STREET FURNITURE - URBAN PANELS/ MANHATTAN 30"H x 60"W

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEKK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------|------------|-------------|-------------|--------------|--------------|
| DOMINATE | 88 | \$290,400 | 32,387,441 | 37.4 % | 5.1 |
| SPECIAL | 66 | \$217,800 | 23,559,608 | 28.9 % | 4.8 |
| IMPACT | 44 | \$169,400 | 15,421,254 | 20.2 % | 4.5 |
| ACTIVATE | 22 | \$84,700 | 7,732,396 | 10.7 % | 4.3 |
| CHERRY PICK | PER UNIT | \$5,500 | 376,965 | - % | - |

STREET FURNITURE - URBAN PANELS/ BROOKLYN 30"H x 60"W

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEKK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------|------------|-------------|-------------|--------------|--------------|
| IMPACT | 34 | \$44,880 | 6,584,297 | 8.0 % | 4.9 |
| ACTIVATE | 17 | \$26,180 | 2,826,535 | 3.9 % | 4.4 |
| CHERRY PICK | PER UNIT | \$1,540 | 180,514 | - % | - |

STREET FURNITURE - URBAN PANELS/ QUEENS 30"H x 60"W

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEKK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------|------------|-------------|-------------|--------------|--------------|
| IMPACT | 32 | \$42,240 | 7,167,883 | 8.4 % | 5 |
| ACTIVATE | 16 | \$21,120 | 3,614,369 | 4.6 % | 4.7 |
| CHERRY PICK | PER UNIT | \$1,320 | 215,777 | - % | - |

STREET FURNITURE - URBAN PANELS/ BRONX 30"H x 60"W

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEKK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------|------------|-------------|-------------|--------------|--------------|
| IMPACT | 18 | \$23,760 | 3,841,988 | 5.2 % | 4.4 |
| ACTIVATE | 9 | \$11,880 | 1,628,188 | 2.3 % | 4.2 |
| CHERRY PICK | PER UNIT | \$1,320 | 221,005 | - % | - |

STREET FURNITURE - URBAN PANELS/ HISPANIC COVERAGE 30"H x 60"W

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEEK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------|------------|-------------|-------------|--------------|--------------|
| DOMINATE | 66 | \$87,120 | 6,560,334 | 36.5 % | 4.8 |
| SPECIAL | 49 | \$64,680 | 4,870,551 | 31.2 % | 4.2 |
| IMPACT | 33 | \$43,560 | 3,280,167 | 24.4 % | 3.6 |
| ACTIVATE | 16 | \$21,120 | 1,590,384 | 4.2 % | 3 |
| CHERRY PICK | PER UNIT | \$1,320 | 99,399 | 1.1 % | 2.5 |

STREET FURNITURE - URBAN PANELS/ AFRICAN AMERICAN COVERAGE 30"H x 60"W

| PACKAGE | # OF UNITS | 4 WEEK RATE | 4 WEEK IMP. | 4 WEEK REACH | 4 WEEK FREQ. |
|-------------|------------|-------------|-------------|--------------|--------------|
| DOMINATE | 56 | \$73,920 | 6,876,664 | 41.5 % | 5.3 |
| SATURATE | 42 | \$55,440 | 5,157,498 | 36.2 % | 4.6 |
| IMPACT | 28 | \$36,960 | 3,438,332 | 28.60% | 3.9 |
| ACTIVATE | 14 | \$18,480 | 1,719,166 | 17.5 % | 3.2 |
| CHERRY PICK | PER UNIT | \$1,320 | 122,798 | 1.6 % | 2.5 |

Bench Advertising- Targeted Buy

| QUANTITY | 2 WEEK RATE | 4 WEEK RATE | 6 WEEK RATE | 8 WEEK RATE |
|----------|-------------|-------------|-------------|-------------|
| 30 | \$24,150 | \$31,500 | \$46,200 | \$60,900 |
| 60 | \$44,730 | \$58,380 | \$85,680 | \$112,980 |
| 90 | \$62,370 | \$81,270 | \$119,070 | \$156,870 |
| 120 | \$76,020 | \$99,120 | \$145,320 | \$191,520 |

Bench Advertising- General Market Exposure / Non-Targeted

| QUANTITY | 2 WEEK RATE | 4 WEEK RATE | 6 WEEK RATE | 8 WEEK RATE |
|----------|-------------|-------------|-------------|-------------|
| 30 | \$10,763 | \$13,650 | \$19,425 | \$25,200 |
| 60 | \$19,530 | \$24,780 | \$35,280 | \$45,780 |
| 90 | \$29,295 | \$37,170 | \$52,920 | \$68,670 |
| 120 | \$31,920 | \$40,320 | \$57,120 | \$73,920 |



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