

2023

# LASTING IMPRESSIONS

Same Weekend Getaway

D. BARRETT

**More Rewarding**

SAPPHIRE PREFERRED

[chase.com/Sapphire](https://chase.com/Sapphire)

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9 EVERY DAY

WIN UP TO \$350,000 IN REAL MONEY

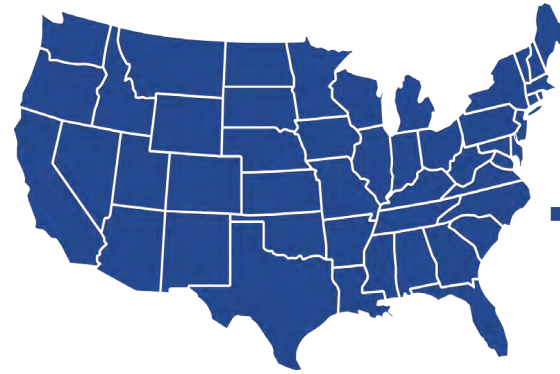
PLAY TODAY!

MONOPOLY

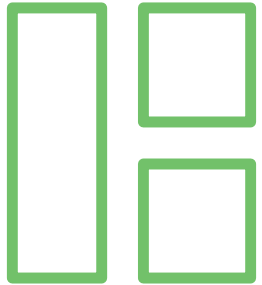
**SIGHT  
SOUND  
MOTION**

DIGITAL | VIDEO | AUDIO

**26,000+**  
LOCATIONS



**100%**  
COVERAGE  
**TOP 30 DMAs**  
208 DMAs COVERED NATIONWIDE



**38,000+**  
SCREENS

# VENUES

CINEMA LOBBY, BAR & RESTAURANT,  
C-STORE, GROCERY, HOSPITALITY,  
RETAIL LIFESTYLE CENTER

**7.2B**  
IMPRESSIONS  
(4-WEEK, ALL IMPRESSIONS)



**VICE-FRIENDLY  
BAR  
NETWORK**

ALCOHOL\*  
CANNABIS  
SPORTS BETTING  
TOBACCO

\*Grocery also allows alcohol ads.



**PROGRAMMATIC  
INTEGRATION**  
VISTAR MEDIA  
HIVESTACK  
PLACE EXCHANGE



# VENUE OVERVIEW



Velocity Media Network connects advertisers with the right audience at the right venue in their daily journey.

## MOBILE RETARGETING

Amplify the reach and impact of your media campaign with mobile advertising. We work with trusted mobile companies to extend campaign messaging to mobile users near our media placements.

## AUDIENCE MEASUREMENT



### CINEMA LOBBY\*

LOCATIONS: 455  
SCREENS: 1,400  
DMA: NATIONWIDE  
4-WEEK IMPRESSIONS: 500M



### BAR & RESTAURANT

LOCATIONS: 18,900  
SCREENS: 21,800  
DMA: NATIONWIDE  
4-WEEK IMPRESSIONS: 2.7B



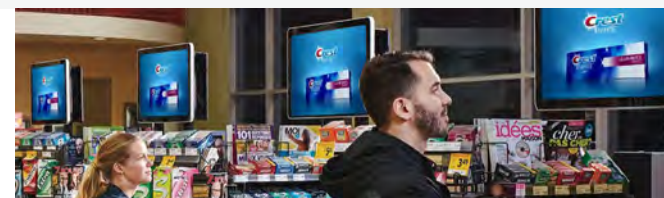
### C-STORE

LOCATIONS: 5,980  
SCREENS: 11,900  
DMA: NATIONWIDE  
4-WEEK IMPRESSIONS: 3.3B



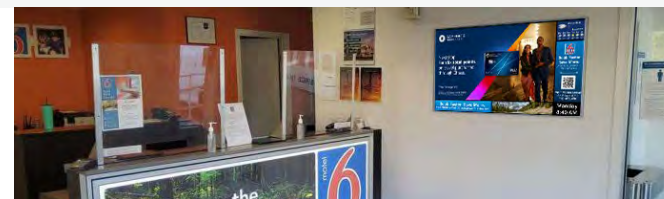
### GROCERY\*

LOCATIONS: 2,700  
SCREENS: 2,800  
DMA: NATIONWIDE  
4-WEEK IMPRESSIONS: 115.8M



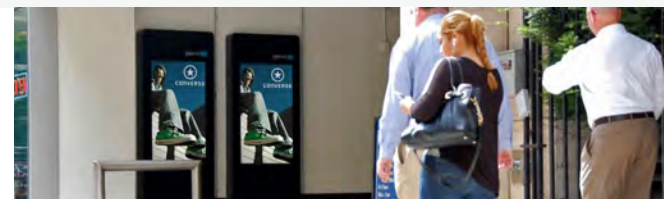
### HOTEL\*

LOCATIONS: 655  
SCREENS: 655  
DMA: NATIONWIDE  
4-WEEK IMPRESSIONS: 24.5M



### RETAIL LIFESTYLE CENTER

LOCATIONS: 60  
SCREENS: 109  
DMA: LA/BOS/DC/PHIL/BALT/SAN FRAN  
4-WEEK IMPRESSIONS: 181.5M



\*Denotes venues where Velocity manages programmatic sales.

# TOP MARKET COVERAGE

Ad Board ▼

Impact Wall ■

DMA	DMA MARKET	CINEMA	BAR & RESTAURANT	C-STORE	GROCERY	HOTEL	RETAIL LIFESTYLE CENTER
1	New York	◆	◆	◆	◆	◆	
2	Los Angeles	◆	◆	◆ ▼	◆	◆	◆
3	Chicago	◆	◆	◆ ▼	◆	◆	
4	Philadelphia	◆	◆		◆	◆	◆
5	Dallas-Ft. Worth	◆	◆	◆ ▼	◆	◆	◆
6	San Francisco-Oak-San Jose	◆	◆	◆	◆	◆	◆
7	Washington, DC (Hagrstwn)	◆	◆	◆	◆	◆	◆ ■
8	Houston	◆	◆	◆ ▼	◆	◆	◆
9	Boston (Manchester)	◆	◆	◆	◆	◆	◆
10	Atlanta	◆	◆	◆	◆	◆	
11	Phoenix (Prescott)	◆	◆	◆ ▼	◆	◆	
12	Tampa-St. Pete (Sarasota)	◆	◆	◆ ▼	◆	◆	
13	Seattle-Tacoma	◆	◆	◆	◆	◆	
14	Detroit	◆	◆	◆ ▼	◆	◆	
15	Minneapolis-St. Paul	◆	◆	◆	◆	◆	
16	Miami-Ft. Lauderdale	◆	◆	◆	◆	◆	
17	Denver		◆	◆ ▼	◆	◆	
18	Orlando-Daytona Bch-Melbrn	◆	◆	◆ ▼		◆	
19	Cleveland-Akron (Canton)		◆	◆ ▼	◆		
20	Sacramento-Stkton-Modesto	◆	◆	◆	◆	◆	
21	Charlotte	◆	◆	◆ ▼	◆	◆	
22	Portland, OR		◆	◆	◆	◆	
23	St. Louis	◆	◆	◆ ▼	◆	◆	
24	Pittsburgh	◆	◆	◆	◆	◆	
25	Indianapolis		◆	◆ ▼	◆		
26	Baltimore	◆	◆	◆	◆	◆	◆
27	Raleigh-Durham (Fayetteville)		◆	◆ ▼	◆	◆	
28	Nashville	◆	◆	◆ ▼		◆	
29	San Diego	◆	◆	◆	◆	◆	
30	Salt Lake City		◆		◆	◆	





# CINEMA LOBBY NETWORK

En route to the silver screen, excited moviegoers interact with our high-impact digital signage which both cinema and third-party advertisers can leverage to create a marquee moment with a young, affluent audience.



## MEDIA OPTIONS

- 42"-55" digital posters located in high-traffic areas of theater lobby with audio enabled
- 7' high-impact, digital standees/bus shelters at select locations
- Digital screens play a mix of static and video content including upcoming movies and third-party advertising

## RETAIL OWNERS



## AUDIENCE MEASUREMENT



## METRICS

**500M**  
4-WEEK  
IMPRESSIONS

**1,400**  
SCREENS

**3MIN**  
PLAYLIST LOOP

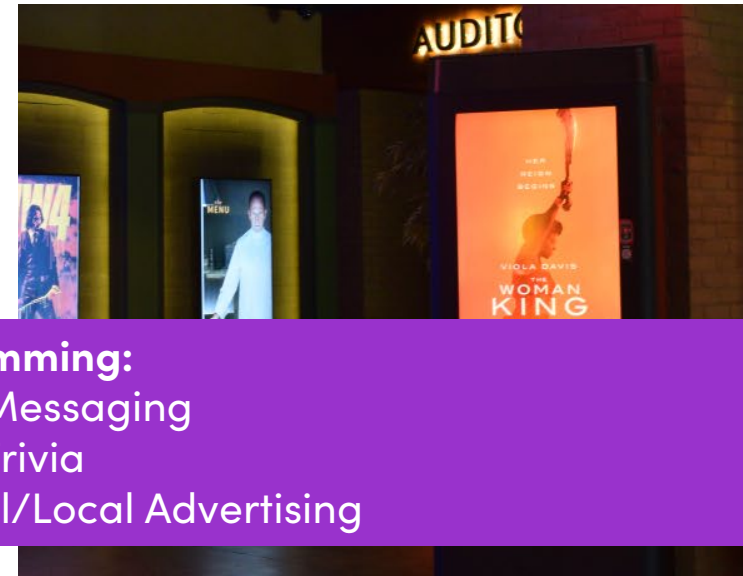
**455**  
LOCATIONS

**80%** OF TOP  
30 U.S. MARKETS COVERED

**CONTACT:** [mediasales@velocitymsc.com](mailto:mediasales@velocitymsc.com)







**Programming:**  
House Messaging  
Movie Trivia  
National/Local Advertising









# BAR & RESTAURANT NETWORK

Create a buzz with a receptive and engaged audience by tapping into our network of interactive digital screens at 18,000+ bars and restaurants nationwide.



## MEDIA OPTIONS

- Both static and video digital screens
- Interactive capabilities: surveys, gaming, store locator, and data capture
- Mobile app with 1.4MM downloads and over 250,000 users monthly

## SPECIALIZED ADVERTISER

### VICE-FRIENDLY

- Designated 21+ audience network available
- Compliant and approved for alcohol, cannabis, sports betting and tobacco

## AUDIENCE MEASUREMENT

geopath


## METRICS

 **2.7B**  
4-WEEK  
IMPRESSIONS

 **21,800**  
SCREENS

 **5MIN**  
PLAYLIST LOOP

 **18,900**  
LOCATIONS

 **100%** OF TOP  
30 U.S. MARKETS COVERED

CONTACT: [mediasales@velocitymsc.com](mailto:mediasales@velocitymsc.com)

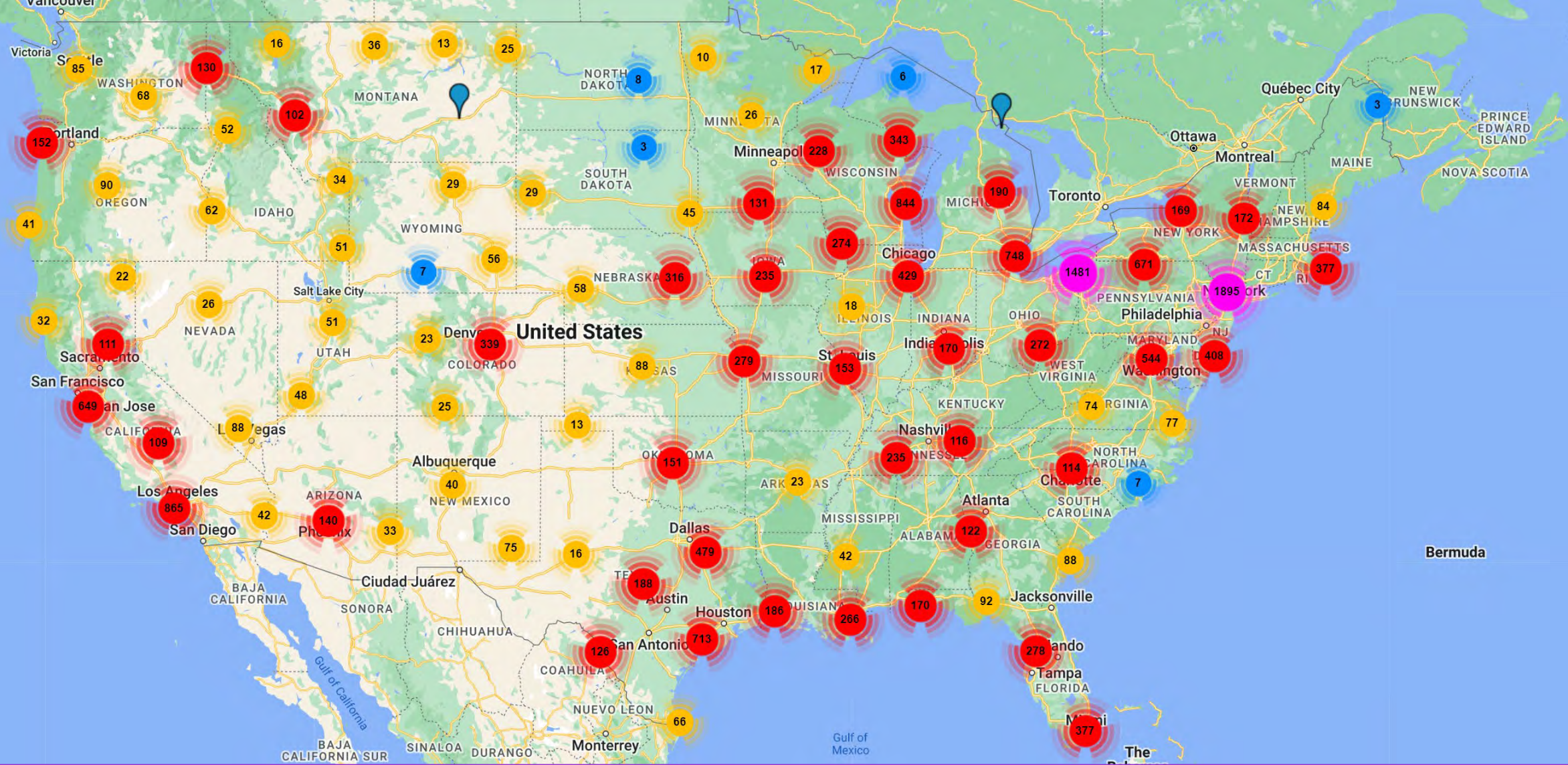
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# BAR & RESTAURANT COVERAGE

18,000+ bars across 200 DMAs

[Bar & Restaurant Interactive Map](#)

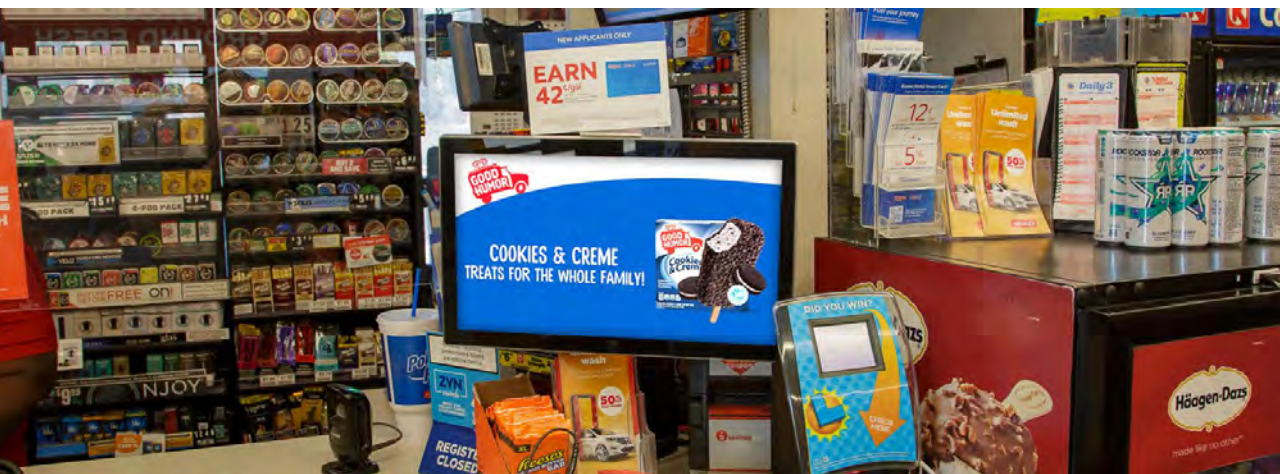






# C-STORE NETWORK

With the ability to reach a loyal and consistent customer base, our nationwide C-Store network consists of large format and point of sale digital media opportunities to ignite the on-the-go consumer.



## MEDIA OPTIONS

- Walk-up screens at point of purchase (9" x 17" Screens | 2+ per store)
- 7' - 14' ad board digital walls in store
  - Available in 10% of locations nationally
- Messages delivered 2-3 times over the course of shopper visit

## RETAIL OWNERS



## DATA & REPORTING

- Impressions based on reported Circle K Transactions
- 28,000 transactions per store per month

## METRICS



**3.3B** MONTHLY IMPRESSIONS



**11,300** SCREENS



**4MIN** PLAYLIST LOOP



**5,980** LOCATIONS



**93%** OF TOP 30 U.S. MARKETS COVERED

CONTACT: [mediasales@velocitymsc.com](mailto:mediasales@velocitymsc.com)

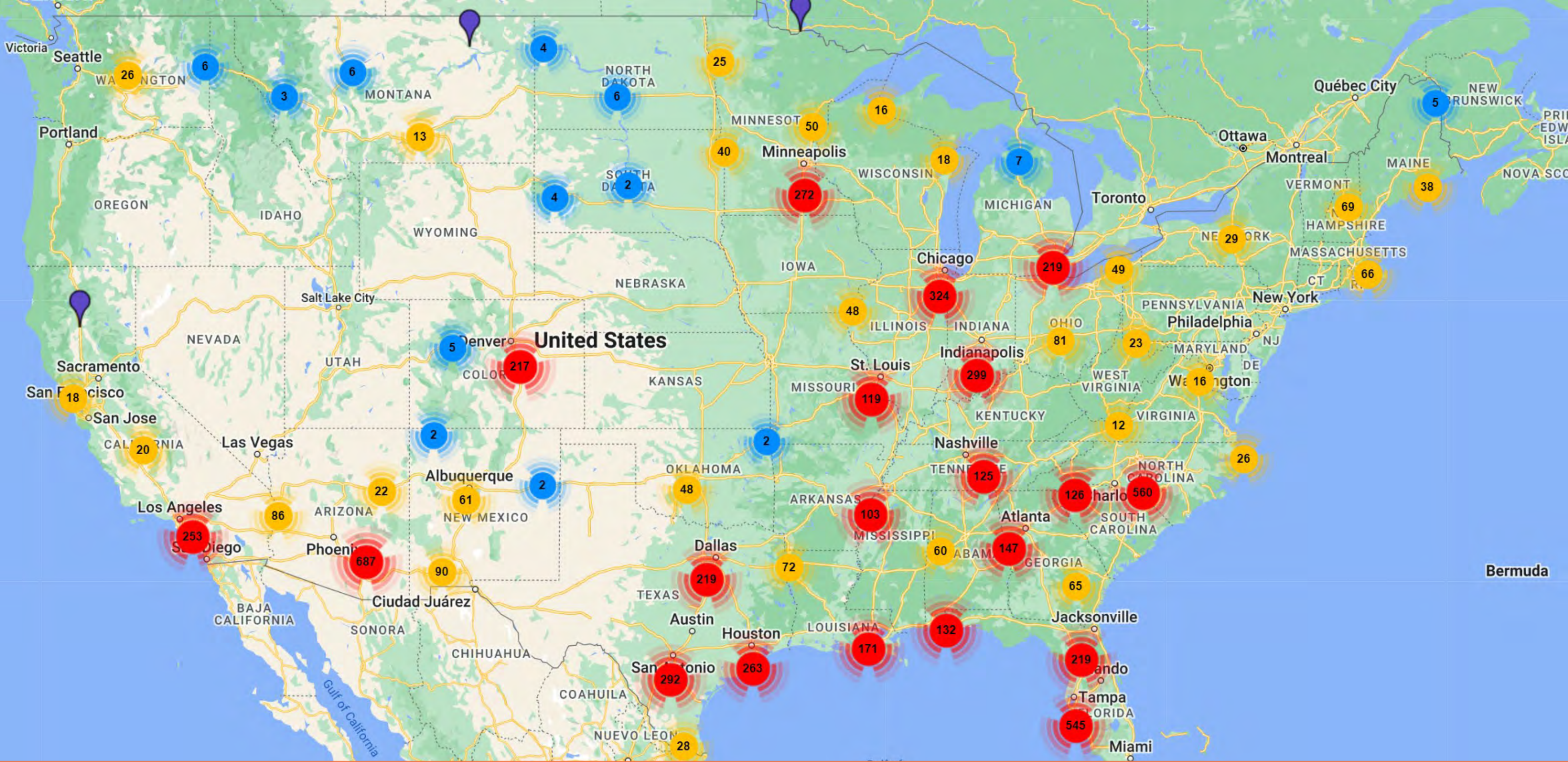
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# C-STORE COVERAGE

Walk-Up Screens – 5,900 Locations

Digital Ad Boards – 600 Locations

[Circle K Interactive Map](#)







# GROCERY NETWORK

Our high-impact digital screens are placed in premium Grocery stores with prime positioning to reach consumers through their shopping experience at entrance, as they shop, at checkout and as they exit.



## MEDIA OPTIONS

- 30-32" digital displays at checkout and entrance/exit of grocery stores nationwide
- Walk-up screens at point of purchase visible throughout shopping journey (NYC)

## RETAIL OWNERS



## AUDIENCE MEASUREMENT



## METRICS

**115.8MM**  
MONTHLY  
IMPRESSIONS

**2,800**  
SCREENS

**3MIN**  
PLAYLIST LOOP

**2,700**  
LOCATIONS

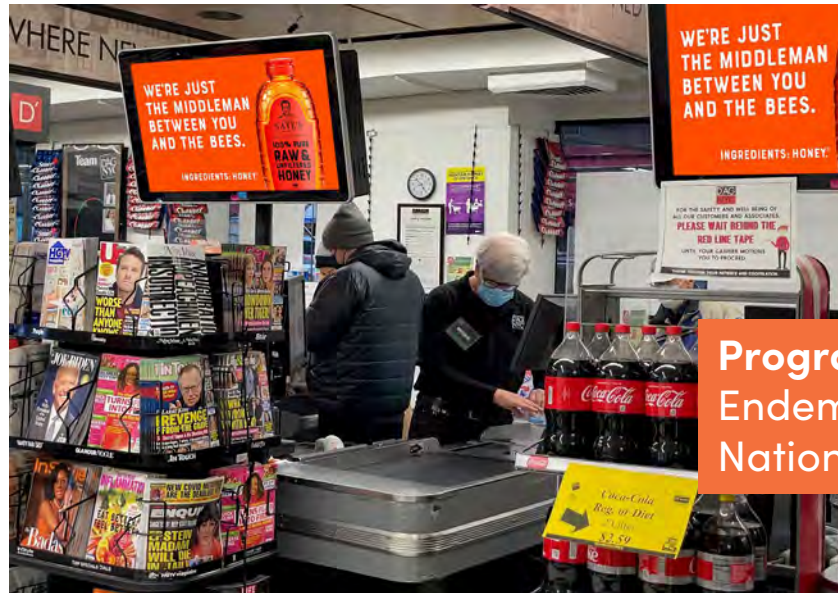
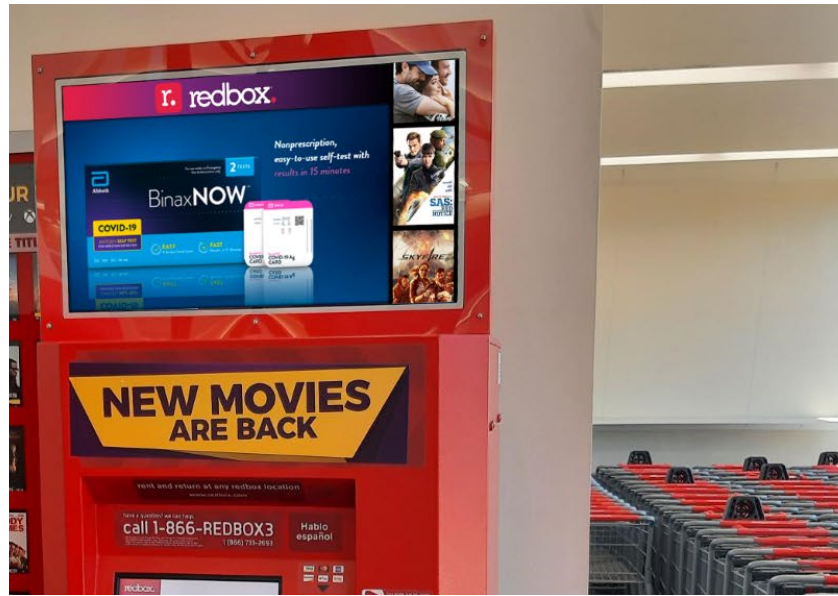
**93%** OF TOP  
30 U.S. MARKETS COVERED

**CONTACT:** [mediasales@velocitymsc.com](mailto:mediasales@velocitymsc.com)

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**Programming:**  
Endemic Content  
National/Local Advertising



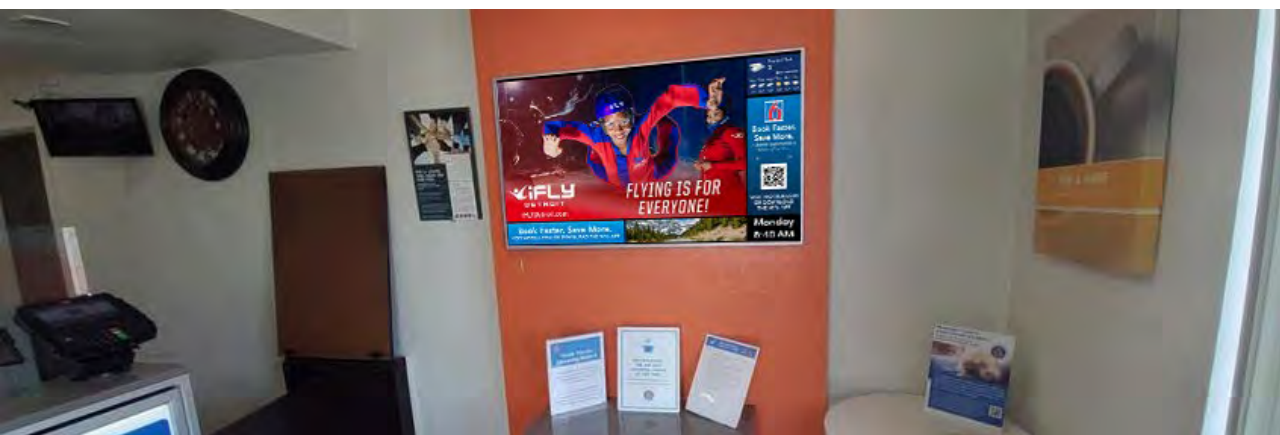






# HOTEL NETWORK

Include your products or services in the virtual recommendations offered by our novel digital concierge-like network of lobby signage to influence a ready-to-spend traveling audience.



## MEDIA OPTIONS

- Digital concierge 50" screens located at check in area of lobby

## RETAIL OWNERS



## AUDIENCE MEASUREMENT



## METRICS

**24.5M**  
MONTHLY  
IMPRESSIONS

**655**  
SCREENS

**3MIN**  
PLAYLIST LOOP

**655**  
LOCATIONS

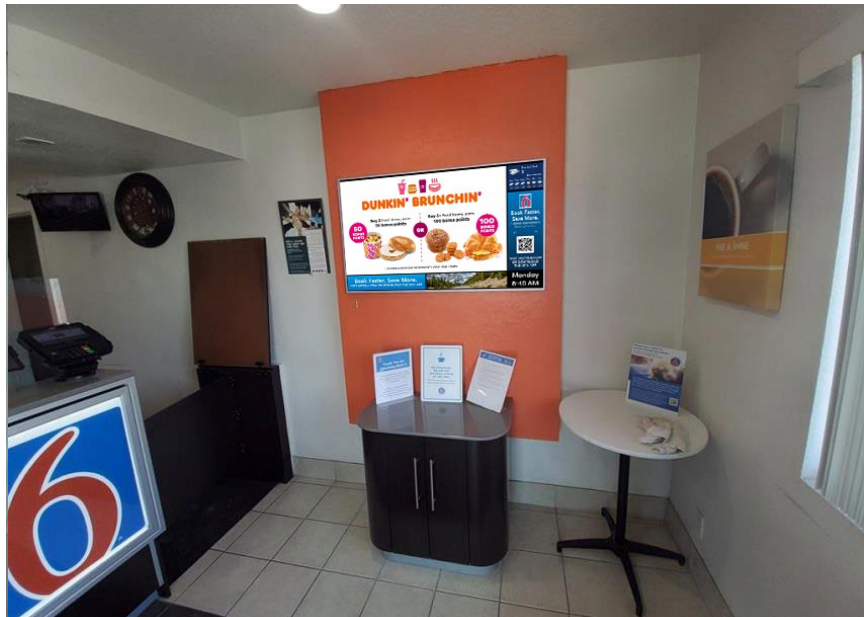
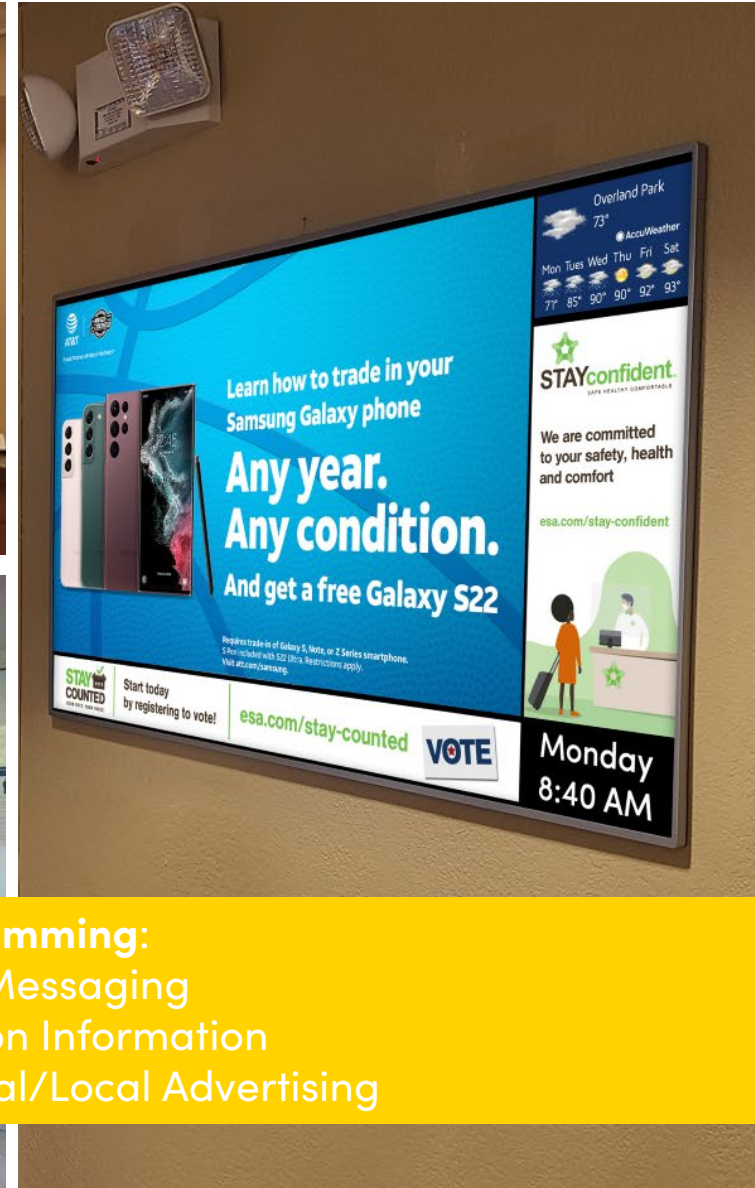
**93%** OF TOP  
30 U.S. MARKETS COVERED

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**Programming:**  
Hotel Messaging  
Location Information  
National/Local Advertising









# RETAIL LIFESTYLE NETWORK

Located in the hub of the community, our digital screens are strategically placed in high-traffic areas near retail, grocery, big box, and pharmacy locations to get your message noticed on daily outings.



## MEDIA OPTIONS

- 50" and 70" portrait screens, located in Lifestyle Centers, mostly anchored by grocery, pharmacies and other essential businesses, frequently visited throughout a month
- Media locations in many affluent suburban areas as well as Washington D.C. urban streets close to federal government office and tourist attractions
- Impact wall and digital screens available at L'Enfant Plaza (Washington D.C.)
  - 1 Large 8' x 13' digital wall is also available, located on path to Metro
  - L'Enfant Plaza (Washington D.C.) - 13 portrait screens, sized 57" x 32", placed throughout high-traffic areas in L'Enfant Plaza, a mixed-use center which houses 5 Metro lines, shops, offices, and The International Spy Museum

## AUDIENCE MEASUREMENT




## METRICS

 **455M**  
4-WEEK  
IMPRESSIONS

 **130**  
SCREENS

 **3MIN**  
PLAYLIST  
LOOP

 **70**  
LOCATIONS

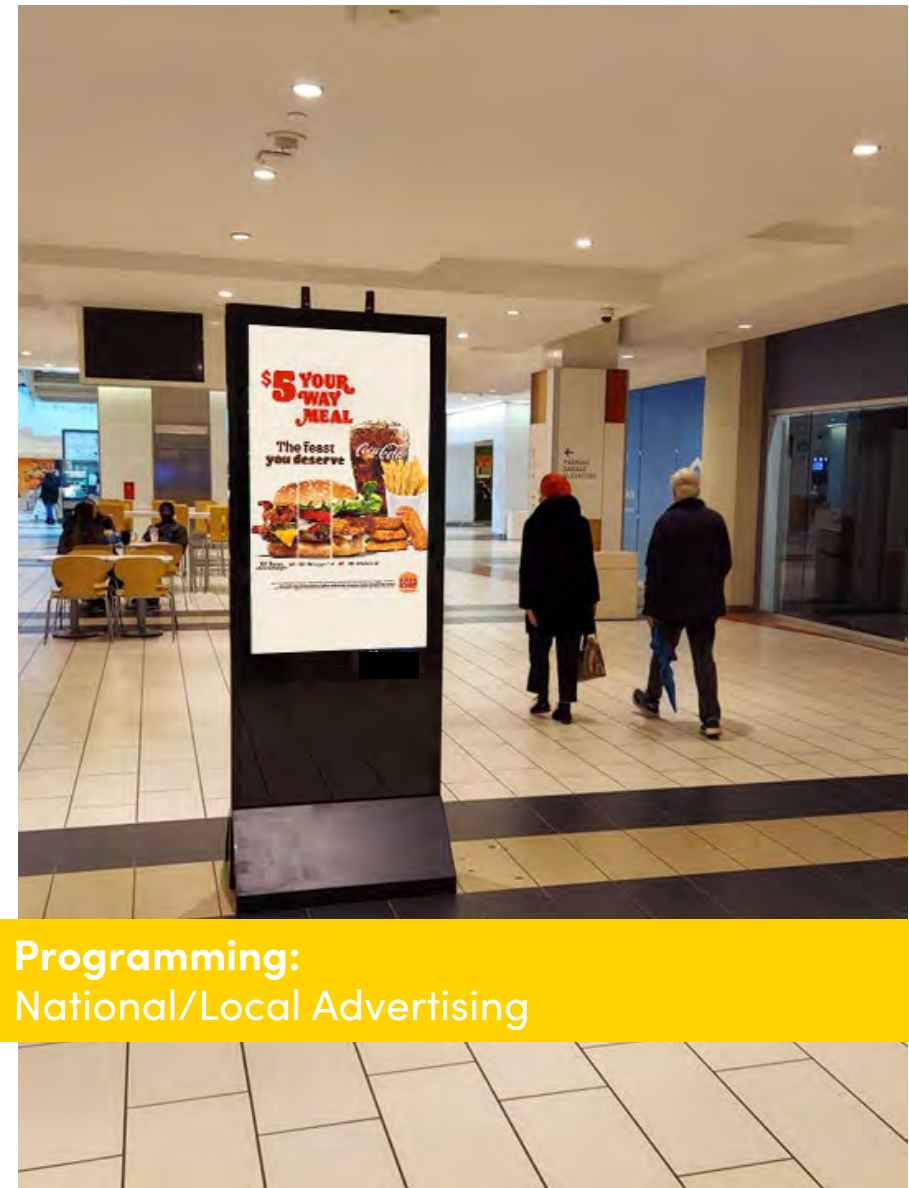
 **27% OF TOP 30**  
U.S. MARKETS COVERED  
LA, PHIL, DAL, SAN FRAN, DC, HOU, BOS, BALT

CONTACT: [mediasales@velocitymsc.com](mailto:mediasales@velocitymsc.com)

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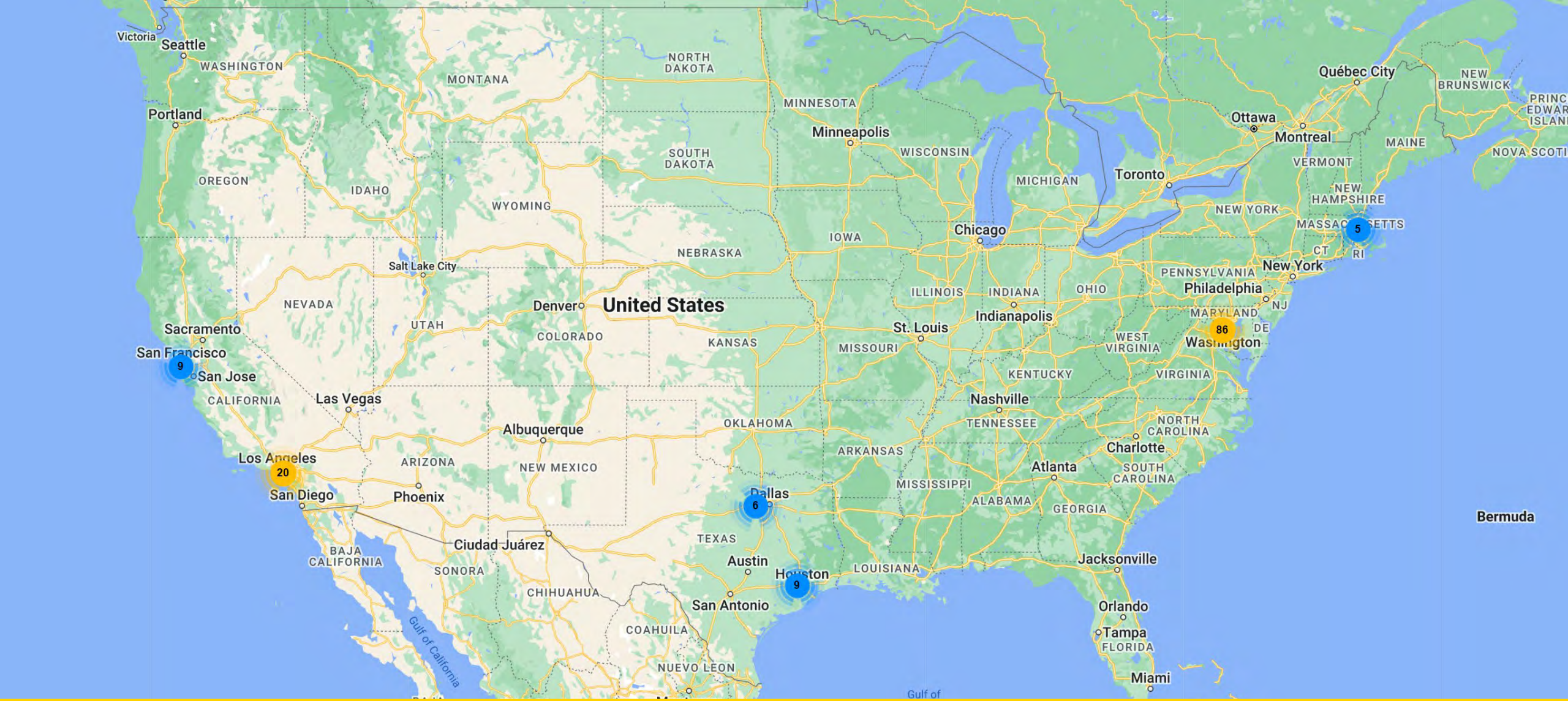






**Programming:**  
National/Local Advertising





# RETAIL LIFESTYLE COVERAGE

70 Locations

[Retail Lifestyle Interactive Map](#)





# AD RESTRICTIONS BY NETWORK



Category restrictions by network.

CATEGORY RESTRICTION	BAR & RESTAURANT	C-STORE	GROCERY	HOTEL	LIFESTYLE CENTERS	CINEMA
Hard Alcohol (Liquor)		X		X		X
Soft Alcohol (Beer/Wine)		X		Non-alcoholic only		X
Tobacco		X	X	X	X	X
Cannabis			X	X	X	X
CBD			X	X	X	X
Addiction/Substance Abuse			X	X		X
Gambling			X	X		X
Casino				X		X
Lottery						
Sports Betting				X		X
Political		X	X	X		X
Pharmaceutical						
Healthcare						
Tourism						

All creative subject to approval.

No competitive advertising.

Alcohol, cannabis, sports betting, etc. only approved in states where messaging is legal.





- ✔ Open Exchange
- ✔ Always On Deals
- ✔ Private Marketplace Deals

## PROGRAMMATIC BUYING ACCESSIBLE ON MULTIPLE PLATFORMS

Velocity is integrated with key programmatic partners across the DOOH landscape so you can buy on the platform that works best for you and your clients.

### SSP PARTNERS

VISTAR MEDIA

PLACE EXCHANGE

Hivestack

### DSP PARTNERS

VISTAR MEDIA

ubimo

AdQuick

ADOMNI

OutMoove

ADKOM

yahoo!

ADELPHIC  
BY VIANT

MediaMath

theTradeDesk

AMOBEE

DOmedia

Display &  
Video 360

onescreen.ai

fivetier





# IN GOOD COMPANY JOIN TRUSTED ADVERTISERS

**COLD STONE**  
**BOO BATTER™**  
 ICE CREAM  
**IS BAAACK!**

TREAT OR TREAT™

**Bring Home Holiday Favorites**

**Coca-Cola**  
 ORIGINAL TASTE  
 Delicious & Refreshing

**Sprite**  
 LIMITED EDITION

Get to the stadium like a champ.

Reserve your ride up to 30 days in advance. >

Uber Reserve  
 Get your ride right.

**STARBUCKS™**  
**SUGAR & SPICE MAKE SHOPPING EXTRA NICE**

At a Starbucks café in Target or where you buy groceries

Restrictions apply. See Starbucks.com/terms for details.

**5%**  
 ON TRAVEL  
 purchased through Chase

**3%**  
 AT DRUGSTORES

**3%**  
 ON DINING  
 including takeout

**1.5%**  
 ON EVERYTHING ELSE

**UTAH**  
 This is our season.  
 Join us.

Why Winter Exists

[VISITUTAH.COM](http://VISITUTAH.COM)

Original

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**TULSA KING**

NEW SERIES  
 NOW STREAMING

EXCLUSIVELY ON  
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No more  
 "I was just teaching  
 my son how to  
**BRAKE. BRAKE.**  
**BRAAAAAAKE!"**  
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**SEAFOOD TACO COMBO**  
**CATCH 2 OR 3**

Mix and match any two of three seafood tacos with rice and beans.

TRY OUR SEAFOOD TACOS WITH OUR NEW PINEAPPLE SALSA, CHIPOTLE MARINADO & CHIPOTLE MARINADO SAUCE.

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# Thank You

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