

MEDIA KIT


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A photograph of a city street at dusk. The street is illuminated by streetlights and a large, glowing Coca-Cola sign. A white text box is overlaid on the left side of the image. The street has a tram lane on the left, and a pedestrian is walking across it. There are cars and a bus on the road. Buildings line the street, and an American flag is visible on the right. A sign for 'Quinn' is also visible on the right.

The ultimate
outdoor interactive
advertising platform.



**Soofa Signs
reach your
audience**
right in their
neighborhoods.

\$73k median HHI in markets
with Soofa Signs

56 Soofa cities
and expanding

Get your brand
in front of **young
professionals,
families, shoppers,
and students** in
our markets.





Northeast

Boston Metro

4.88 million people | **\$88,711** median HHI

Home to major tech companies and some of the world's most prestigious universities, Boston is ranked the 3rd most walkable city in the U.S., and is the 5th most densely populated city in the U.S.

Springfield Metro

631,000 people | **\$57,900** median HHI

This region is home to the Berkshires, stunning foliage along the Mohawk Trail, popular museums, Tanglewood music venue, Springfield's Symphony hall, and a host of universities including Smith College, Amherst University, and Mt. Holyoke College.

Albany Metro

880,381 people | **\$73,398** median HHI

Albany is the capital city of New York State. Downtown's huge Empire State Plaza has reflecting pools, an art-filled underground shopping concourse and The Egg, a striking performing arts center.

Northeast

Claremont–Lebanon Metro

217,300 people | **\$60,607** median HHI

This region is found in the upper Connecticut River Valley, stretching across the the New Hampshire/Vermont border. Visitors are attracted to the area for hiking, skiing, and leaf-peeping.

Manchester–Nashua Metro

415,247 people | **\$78,978** median HHI

New Hampshire's most populous area, Manchester-Nashua is an hour's drive to both Boston and the Atlantic Coast. Near scenic trails, ski areas, beaches and lakefronts, the area is also home to museums, theaters, and a minor league affiliate of the Blue Jays.

Providence Metro

1.62 million people | **\$70,967** median HHI

Providence, the capital city of Rhode Island, is home to Brown University and the Rhode Island School of Design. The Metro area covers the entire state of Rhode Island, extending into Southern Massachusetts.



Southeast

Atlanta Metro

5.95 million people | **\$65,345** median HHI

A top city for Fortune 500 companies and a hip hop and culinary hub. Home to 57 colleges and universities, Atlanta hosts a booming business center with the likes of Coca Cola, UPS, Delta Airlines, and Home Depot.

Wilmington Metro

297,533 people | **\$57,667** median HHI

Wilmington boasts a bustling tourism industry with populations surging in warmer months. In addition to being ranked as Best American Riverfront for its historic downtown, seaside towns in the area like Carolina Beach draw 1.5M visitors each summer.

Orlando Metro

2.61 million people | **\$61,876** median HHI

One of the most popular destinations in the United States, millions visit the Orlando metro each year to explore the many theme parks. The area is surrounded by lakes, parks, and nature preserves, attracting outdoor enthusiasts as well as theme park fans.

An aerial photograph of the Hollywood sign, which is a large white letter sign on a hillside in Los Angeles, California. The sign is set against a backdrop of green and brown hills. In the foreground, there are several houses and buildings, some with swimming pools, nestled in the hills. The sky is clear and blue.

West

Los Angeles Metro

13.2 million people | **\$77,774** median HHI

Greater Los Angeles is much more than the City of Angels. The region encompasses five counties in Southern California, covering almost 34k square miles, and is the largest US metro by land area.

Sacramento Metro

2.36 million people | **\$76,706** median HHI

Greater Sacramento straddles two key regions of California, the Central Valley and the Sierra Nevada mountains. The surrounding area includes various agricultural regions and popular destinations, including Lake Tahoe.

San Francisco Metro

4.73 million people | **\$114,696** median HHI

The San Francisco metro is home to multiple professional sports team, wineries, and many of the world's major tech companies. The year-round temperate climate and nearby mountains and coastline add to the draw of this cultural and culinary destination.

West

Salt Lake City Metro

1.23 million people | **\$80,196** median HHI

The Salt Lake City Metro is nestled in the Salt Lake Valley, located near the Great Salt Lake and the Wasatch and Oquirrh mountain ranges. Nearby Summit County attracts tourists and residents to ski resorts like Park City.

Hermiston-Pendleton Metro

88,432 people | **\$54,645** median HHI

Nestled in Oregon's Columbia River Valley, Hermiston is a fast-growing community known for its wide-open outdoor spaces and parks, recreational activities, and watermelons.

Phoenix Metro

4.95 million people | **\$67,896** median HHI

One of the largest metropolitan areas in the U.S., Phoenix continues to grow rapidly and residents flock to warmth and over 300 days of sunshine. A gateway to the Southwest, many are drawn to the region's expansive desert landscape.



Midwest

Chicago Metro

9.46 million people | **\$75,379** median HHI

The largest metro area in the Midwest and third largest in the nation, Chicago is home to renowned museums, multiple sports teams, and deep dish pizza. The city sits alongside Lake Michigan and is surrounded by expansive suburbs, extending into nearby Indiana and Wisconsin.

Detroit Metro

4.32 million people | **\$63,474** median HHI

Detroit has long been the center of the U.S. automobile industry—leading to its nickname “The Motor City”. The birthplace of Motown, Detroit is also known for its contributions to art and culture.

Toledo Metro

641,816 people | **\$53,573** median HHI

The Toledo metro borders Lake Erie is a part of what is known as the Great Lakes Megalopolis. Its largest city, Toledo, is the nicknamed the “City of Glass”, due to the rich history of glass production in the area.

You know who your
target audience is.
**We know where to
find them.**



CAMPAIGN CASE STUDY

Looking to reach shoppers around Boston? Advertise on Soofa Signs in **prime shopping destinations in the area.**

Our Sales team will work with you to **customize your campaign and neighborhoods based on your goals.**



Fenway

Shoppers, sports fans, young professionals & tourists

Population: **32,210**

\$67k avg. HHI

750,000 Soofa impressions per month



Seaport

Shoppers, sports fans, young professionals & tourists

Population: **3,443**

\$145k avg. HHI

1M Soofa impressions per month



Legacy Place

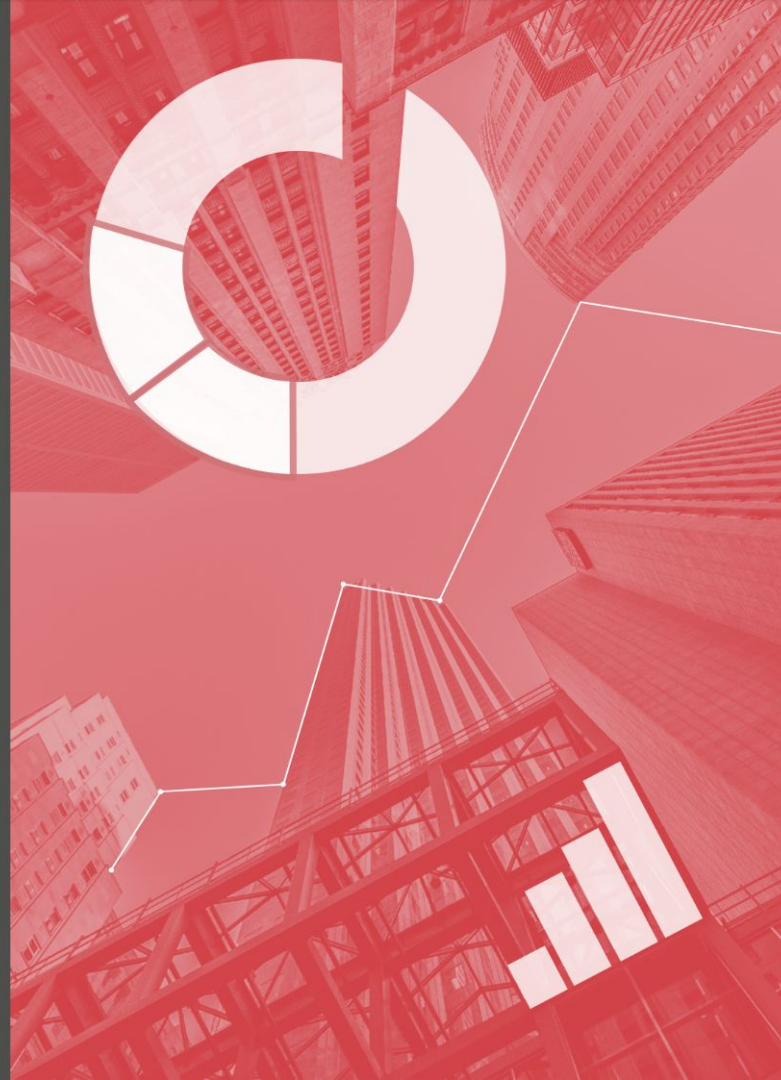
Shoppers, sports fans, young professionals & tourists

Population: **25,377**

\$103k avg. HHI

500,000 Soofa impressions per month

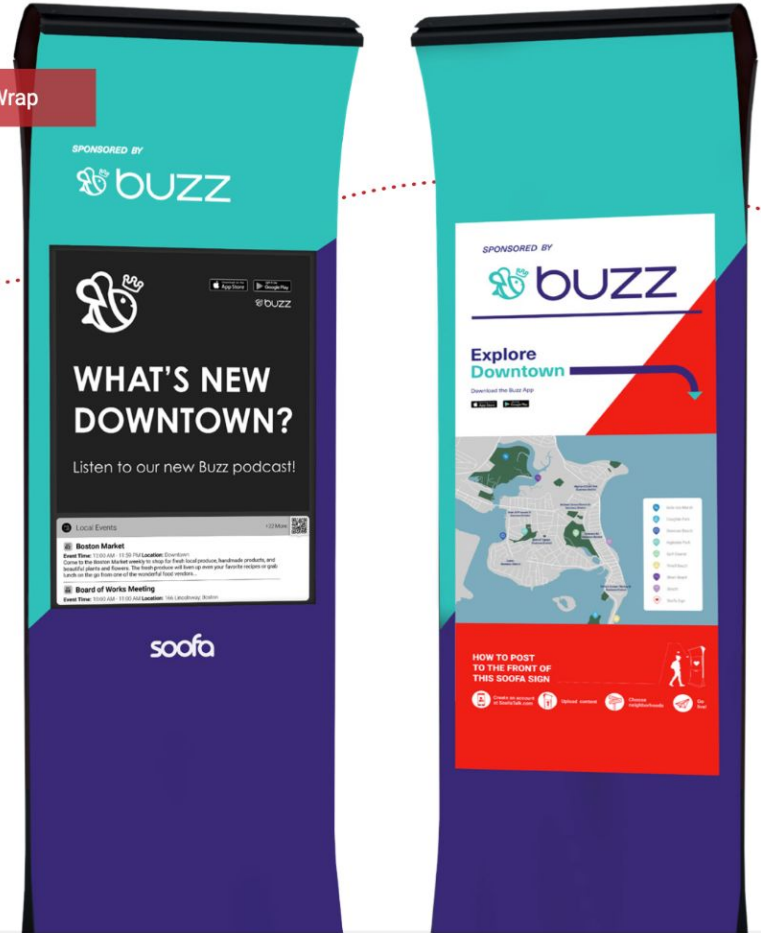
High-impact branding
for the right message
at the right time.



Vinyl Branding

Take over a Soofa Sign with full-color branding on the front, back, and sides.

Static Vinyl Wrap



Digital Advertising

Content on the Soofa digital screen can be changed anytime through our online portal.



Campaign measurement designed for data-driven marketers.

BASIC



Field Testing

Soofa will conduct one session interviewing passerby in the field to gain anecdotal feedback on perception of ads and branding.

ADVANCED



Foot Traffic

Monitor lift in web traffic and organic search traffic in Soofa markets. Compare to similar markets or pre/post campaign.



Online/App Engagement

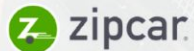
Measure lift in your site traffic and/or app conversion based on device exposure to Soofa campaign.



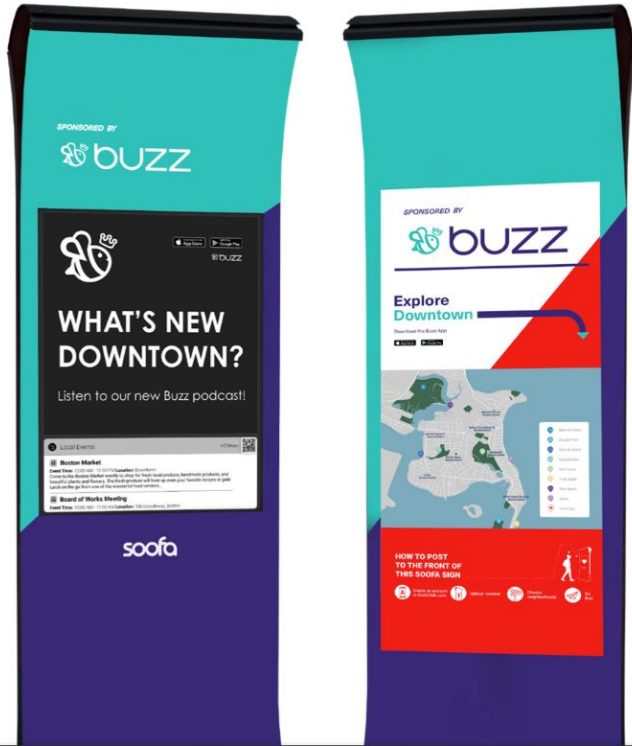
Brand Study

Field custom mobile surveys to measure pre/post campaign brand awareness & consideration.

Join the club.
You'll be in
good company.



Vinyl Branding



Digital Advertising



Contact us to get
a quote for your next
campaign.

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