

# OSiK MEDIa

*Outdoor Media, Where you want it, When you want it.*

## Retail 1-Sheet Posters



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## 111R1 Retail 1-Sheet Posters

### Description:

Retail 1-Sheet Posters:

Size: 46"(h)x30"(w)

Framed.

Printed on Wet Strength 80 Lb. Paper  
with UV/Anti-Graffiti Coating.



### Description:

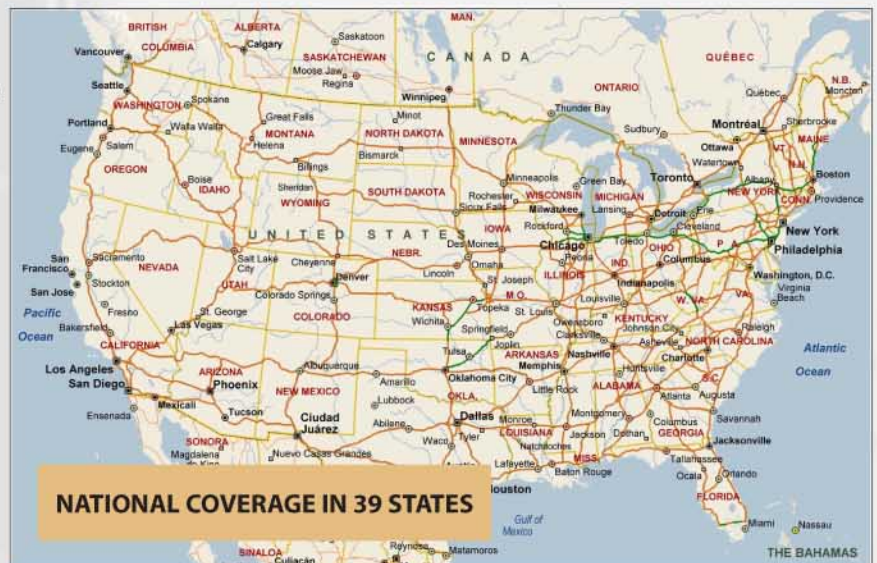
1-Sheet posters penetrate neighborhoods at a grass roots level. Posters are placed in prominent positions at the entrance of Convenience Stores, Liquor Stores and Smaller Retail Outlets.

These photo quality posters are hard to miss at eye level.

Because of their proximity to the consumer, 1-sheets combine the reach of outdoor with the properties of print, allowing for expanded text.

Locations are selected based on target demos and can be used in areas where other forms of Outdoor do not exist.

Buys can be done locally or nationally. Our distribution reaches the entire country in over 100,000 retail Locations.



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### C-Store Posters MARKET RANKING BY TOTAL POPULATION

\*BASED UPON CLARITAS 2008: DEMOGRAPHIC UPDATES

RANK	MARKET -DMA	POPULATION	COVERAGE QUANTITY	
			STANDARD	REPRESENTATIVE
1	New York	20,825,887	1,600	800
2	Los Angeles	17,945,970	1,500	750
3	Chicago	9,757,233	850	425
4	Philadelphia	7,852,015	750	375
5	SF/Oak/SJ	6,974,975	700	350
6	Dallas/Ft. Worth	6,814,645	700	350
7	Atlanta	6,414,970	700	350
8	Boston	6,239,239	650	325
9	Washington, DC	6,174,839	650	325
10	Houston	5,984,842	650	325
11	Phoenix	5,024,210	500	250
12	Detroit	5,010,243	500	250
13	Seattle	4,660,355	450	225
14	Minneapolis/St. Paul	4,449,252	400	200
15	Miami/Ft. Lauderdale	4,300,521	400	200
16	Tampa/St. Pete	4,297,007	400	200
17	Sacramento	4,052,639	400	200
18	Denver	3,895,026	400	200
19	Cleveland	3,882,565	400	200
20	Orlando	3,639,695	380	190
21	St. Louis	3,194,954	350	175
22	Portland	3,082,188	320	160
23	San Diego	3,046,861	320	160
24	Baltimore	2,881,019	300	150
25	Pittsburgh	2,821,405	300	150
26	Charlotte	2,813,389	300	150
27	Indianapolis	2,743,584	280	140
28	Raleigh/Durham/Chapel Hill	2,726,419	280	140
29	Hartford	2,615,761	280	140
30	Nashville	2,493,371	250	125
31	Kansas City	2,375,829	240	120
32	Columbus	2,316,601	240	120
33	Cincinnati	2,316,462	240	120
34	San Antonio	2,298,669	240	120
35	Milwaukee	2,256,618	230	115
36	Greenville, SC	2,099,719	200	100
37	Grand Rapids	1,991,822	200	100
38	Fresno/Visalia	1,929,924	200	100
39	Las Vegas	1,925,562	190	95
40	Norfolk	1,914,166	190	95
41	Harrisburg	1,900,567	180	90
42	West Palm Beach	1,891,985	180	90
43	Albuquerque	1,844,954	160	80
44	Birmingham	1,835,608	180	90
45	Memphis	1,793,767	160	80
46	Oklahoma City	1,721,797	160	80
47	Jacksonville	1,715,225	160	80
48	Austin	1,710,099	150	75
49	Greensboro	1,690,416	150	75
50	Louisville	1,647,341	140	70
51	New Orleans	1,622,269	140	70
52	Providence	1,610,075	150	75
53	Buffalo	1,597,991	150	75
54	Wilkes Barre/Scranton	1,504,120	130	65
55	Little Rock	1,402,932	100	50
56	Albany/Schenectady	1,376,424	100	50
57	Richmond	1,368,712	100	50
58	Mobile/Pensacola	1,351,136	100	50
59	Tulsa	1,341,924	100	50
60	Knoxville	1,307,173	90	45

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C-Store Posters MARKET RANKING BY **AFRICAN AMERICAN POPULATION**

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RANK	MARKET -DMA	POPULATION	COVERAGE QUANTITY	
			STANDARD	REPRESENTATIVE
1	New York	3,517,455	600	300
2	Atlanta	1,791,535	300	175
3	Chicago	1,729,988	300	175
4	Washington, DC	1,467,598	280	150
5	Philadelphia	1,439,253	280	150
6	Los Angeles	1,290,676	275	150
7	Detroit	1,067,661	225	150
8	Houston	1,008,600	225	150
9	Dallas/Ft. Worth	925,850	200	100
10	Miami/Ft. Lauderdale	897,094	200	100
11	Baltimore	794,312	180	100
12	Raleigh/Durham/Chapel Hill	757,835	180	100
13	Memphis	754,750	180	100
14	Norfolk	613,459	170	90
15	Cleveland	548,297	150	90
16	Charlotte	544,637	150	90
17	St. Louis	529,587	150	90
18	New Orleans	480,772	130	75
19	Orlando	475,807	140	80
20	Birmingham	467,674	140	75
21	SF/Oak/SJ	456,555	140	75
22	Tampa/St. Pete	451,287	140	75
23	Jackson, MS	436,423	130	70
24	Richmond	423,013	120	70
25	Columbia, SC	390,561	120	60
26	Jacksonville	376,602	120	60
27	Boston	333,232	120	60
28	Greensboro	323,794	120	60
29	Baton Rouge	319,335	120	60
30	Nashville	311,699	120	60

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### C-Store Posters MARKET RANKING BY HISPANIC POPULATION

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RANK	MARKET -DMA	POPULATION	COVERAGE QUANTITY	
			STANDARD	REPRESENTATIVE
1	Los Angeles	7,873,226	1,000	500
2	New York	4,303,977	700	350
3	Houston	1,974,393	350	175
4	Miami/Ft. Lauderdale	1,951,314	350	175
5	Chicago	1,896,277	350	175
6	Dallas/Ft. Worth	1,761,900	330	165
7	SF/Oak/SJ	1,539,808	320	160
8	Phoenix	1,411,161	270	135
9	San Antonio	1,234,914	250	125
10	Rio Grande Valley	1,076,136	240	120
11	Sacto/Stockton/Modesto	991,097	220	110
12	Fresno/Visalia	975,988	200	100
13	San Diego	934,860	200	100
14	Denver	793,516	190	95
15	El Paso	749,143	190	95
16	Albuquerque/Santa Fe	732,163	140	70
17	Washington, DC	670,114	140	70
18	Philadelphia	637,945	140	70
19	Orlando/Daytona Beach	614,592	140	70
20	Atlanta	613,059	140	70
21	Tampa/St. Pete	586,050	130	65
22	Las Vegas	532,045	130	65
23	Austin	496,030	130	65
24	Boston	433,641	120	60
25	Tucson/Sierra Vista	404,324	100	50
26	Bakersfield	359,132	100	50
27	Seattle	343,407	100	50
28	Portland	341,608	100	50
29	Corpus Christi	334,864	100	50
30	Monterey/Salinas	323,350	100	50