



# **METRO MEDIA P A R T N E R S**

## MEDIA KIT

**METRO MEDIA PARTNERS**

132 E. Berry Street Phone: (260) 445-3450  
Fort Wayne, IN 46802 info@metromediapartners.com  
metromediapartners.com

### METRO MEDIA PARTNERS ADVERTISING BENEFITS:

- Extend the reach of your ad campaign and build frequency by broadening tv, radio, print, and internet beyond the home
- Deliver competitive cost-effective impressions
- Communicate effectively by eliminating media waste through careful demographic targeting and use of ooh data
- Convey point-of-sale reminders about products or services, moments before a purchase decision is made
- Offer directional support by providing proximity messaging to businesses and point-of-sale retailers
- Allow for direct response to your ad, with call to action messages by including website addresses, phone numbers/texting options, to extend the life of your campaign
- Work with our innovative team who will help you generate ideas to make your advertising more interactive and engaging.
- Bright LED backlit panels. Your Ad will POP.
- 3-D Build-Outs Available



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**FORT WAYNE MARKET**

Avg. Daily Impressions: 35,000

Avg. \*CPM: \$0.26

\*cost per thousand views

GENERAL MARKET NETWORK		
Number of Panels	Net Cost/4 Weeks	Net Cost/Panel
30	\$6,600	\$220/Panel
20	\$5,000	\$250/Panel
10	\$2,750	\$275/Panel

COLDWATER RD SINGLE PANEL NETWORK		
Duration	Number of Panels	Net Cost
52 Weeks	1 Panel	\$3,965
24 Weeks	1 Panel	\$1,980
12 Weeks	1 Panel	\$1,050

\*Back Panels are discounted.

PRIME NEIGHBORHOOD NETWORK		
Duration	Number of Panels	Net Cost
52 Weeks	1	\$3,300
24 Weeks	1	\$1,800
12 Weeks	1	\$975

3-D BUILD OUTS		
Duration	Number of Panels	Net Cost
52 Weeks	1	\$10,200
24 Weeks	1	\$5,100

Notes:

90 Day Cancellation with written notification.

Production not included. Prices are subject to change. Subject to terms and conditions.

\*Discounted pricing for back panels in certain areas.

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