

KOS OUTDOORS



KOS MEDIA KIT

ABOUT US

In 2002, KOS Outdoors took the Out-of-Home industry by storm. Ten mobile billboards promoting a national car dealership traversed the Northeast for two months, drumming up buzz for our clients. The results were inspiring -20% growth in target impressions!

Since then, we have grown steadily and now include 20 Mobile Billboards, 10 Hummers, 13 Scooters, 12 Prius, 16 Segways, 5 Trivisions and a large roster for Street Teams and a portfolio of promotional options such as Table Top media. KOS vehicles were at Nassau Coliseum when Bruce Springsteen played and Giants Stadium when the Giants won against the Eagles. KOS is everywhere you want to be when it counts.

Our mission is to find the most efficient way to reach your target market and to make sure your message receives the highest degree of visibility possible. We treat each client as a new challenge and design a personalized media plan based on your unique goals and budget.

We are always looking for new ways to reach your targeted audience. That is why we are pleased to announce a new group at KOS Outdoors whose priority it is to seek out and execute inventive modes of advertising to reach elusive niche markets. This new research group will benefit our clients in their quest to reach small nested targets through buzzy Out-of-Home campaigns.



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Our Products and Services

Our Out-of-Home advertising materials and vehicles attract attention! All of our products listed below can be contracted separately or built into one package.

Mobile Billboards:

Be seen in all the right places at all the right times. Mobile billboards are the way to go if you want to reach a broad spectrum of people at a concert or sporting event, or if you just want to get the word out. Mobile billboards work well in conjunction with Street Teams or Segway teams or on their own. We tailor the media plan to you! With Satellite Tracking, clients have total control of their Mobile Fleet.



Vinyl Wrapped Vehicles:

We wrap a wide variety of body styles to get your brand on the move. In the past we have wrapped Prius', Hummers, and Passenger Vans for visibility at trade shows, concerts and metropolitan driving routes. Wrapped Vehicles work well in conjunction with mobile billboards and Street Teams or on their own.



Street Teams:

Our energized Street Teams are ready to build buzz on the street for your brand and products. Our teams are motivated, outgoing professionals who are thoroughly briefed before each assignment. We make sure that any team that we send out understands the product and the message you want to get across. They're ready to talk to your potential customers, distribute flyers, handle oversized signage, be your mascot, and otherwise build excitement around any event.



Promotional Materials:

When you hire our Street Team, add flyers, promo bracelets with custom printed messages, or custom keychains and pens and watch the interest grow. We can pass out any number or type of promotional items that would best highlight your brand. Promo item ideas: Tote Bags, Bracelets, Stickers, Candy, Pens, Keychains, Bar Napkins and Coasters, and More.



Segway Teams:

Equipping our Street Team with Segways is an exciting, eye-catching way to distribute promotional material. Each Segway is custom fit with its own mini-billboard — a shield that allows pedestrians in high density areas to see the creative. Deploying our "Street Team on Two Wheels" allows for maximum coverage of a targeted area.



Our Products and Services *(continued)*

Wall Projections:

Projecting your brand image or advertisement on an outward facing store wall is a cost effective way for reaching large target areas. Instantly create a spectacular billboard anywhere. We can customize the display to target any demographic. Projection is a fantastic medium for pedestrian and vehicular high traffic areas.



Floor Decals and Street Art:

Floor decals are highly visible and seductive attention grabbers. Decals can be installed indoors or outdoors, either on the street or sidewalk or in building lobbies, mall fairways, or on any other flat surface. Also consider using sidewalk chalk art to “draw attention” to your message. These methods are a powerful and colorful addition to your Street Team activities.



Specification for Vinyl Prints for Mobile Billboards

Dimensions of Vinyl:	<ul style="list-style-type: none"> The vinyl we print on is 12' x 24'.
Print area:	<ul style="list-style-type: none"> The live area that your ad/artwork must fit in is 9.5' x 21.5' (10.5" x 22.5" with bleed)
Grommets:	<ul style="list-style-type: none"> Grommets should be size #4 or larger and must be placed starting 2' 3" from the corners and a minimum of 2" from the outside edge. We require 9 grommets along the bottom of the vinyl with 29.25" between them and 4 grommets on each side with 30" between them. The grommets on top and bottom of the vinyl should align with each other, as should the grommets along the sides. The edges of the vinyl should be folded over twice and reinforced with pvc stripping.
Layout:	<ul style="list-style-type: none"> Mechanical layout size will be 9.5" x 21.5" (1" = 1' scale of actual size) All photographs and images must be at least 300 dpi at 100% of their mechanical layout size. Allow a minimum of a 1/4" bleed within the mechanical layout (will be 3" on final production)
Fonts/Type:	<ul style="list-style-type: none"> Convert all fonts/type to outline or provide the necessary fonts with the artwork Provide Mac fonts only. We can not work with PC fonts Include all suitcase and printer fonts

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Specification for Vinyl Prints for Mobile Billboards (continued)

Software/File Formats:

- Adobe Illustrator, Adobe Photoshop and Quark X-Press files for Mac are accepted.
- PDF files are not accepted.
- Adobe Photoshop files should be provided two ways. As a layered file with all elements in separate layers and as a flattened file as well.

Submission:

- CDs or DVDs are accepted.

Proofs:

- A color accurate proof must be provided with all artwork.

