

REACH THE MASSES



Endless Possibilities. Amazing Results.



2024

TARGET YOUR AUDIENCE



Average Age Group:
24-54 years old




Affluent Trend
Setting Decision
Makers



White Collar
Professionals



Post Secondary
Education Level:
35% have a Bachelor's
Degree or Higher



Above Average
Median Incomes
of \$65k+



BY THE NUMBERS

By using the MediaUSA Skywalk Advertising venue, you can target tens of thousands of **upscale urban professionals** working downtown nearly every day! Add over **16,000 residents** living downtown & over 2.8 million visitors and guests that attend concerts, conventions, sporting events, & other attractions, and your reach is incredible!

MediaUSA Skywalk Advertising venue WILL IMPACT YOUR BUSINESS!

- MediaUSA Skywalk Advertising panels provide **multiple impressions** daily to a concentration of executives, managers, white collar employees, business owners, upscale shoppers, & thousands of tourists.
- **Over 150,000 impressions** per panel per month reaching over 1 million impressions per month with a multiple buy campaign.

Coverage Areas Include Traffic To & From:

- Iowa Events Center, Wells Fargo Arena, HyVee Hall, Community Choice Auditorium, Nationwide Campus, Principal Insurance Group Campus, Federal & Government Buildings, theatergoers, law firms, financial institutions and thousands of upscale hotel guest staying downtown just to name a few (over 2,300 hotel rooms alone are located downtown).



MediaUSATM
SKYWALK ADVERTISING

UP CLOSE & PERSONAL

Get up close and personal with the masses in the heart of Des Moines!

- Downtown Des Moines skywalks are an interconnected collection of second story pedestrian walkways that connect downtown meeting and convention facilities, shopping, restaurants, businesses, entertainment hot spots, & hotels. This extensive skywalk system allows trend setting workers, residents, & visitors to navigate downtown Des Moines 365 days a year in climate-controlled comfort!
- Featuring nearly 5 miles of skywalks, this system attracts thousands of upscale urban professionals working downtown nearly every day. The Des Moines skywalk is the **largest concentration of working adults in the state!**
- MediaUSA's skywalk platform is strategically placed to **target high demand areas** within our market.

Our Products Include:

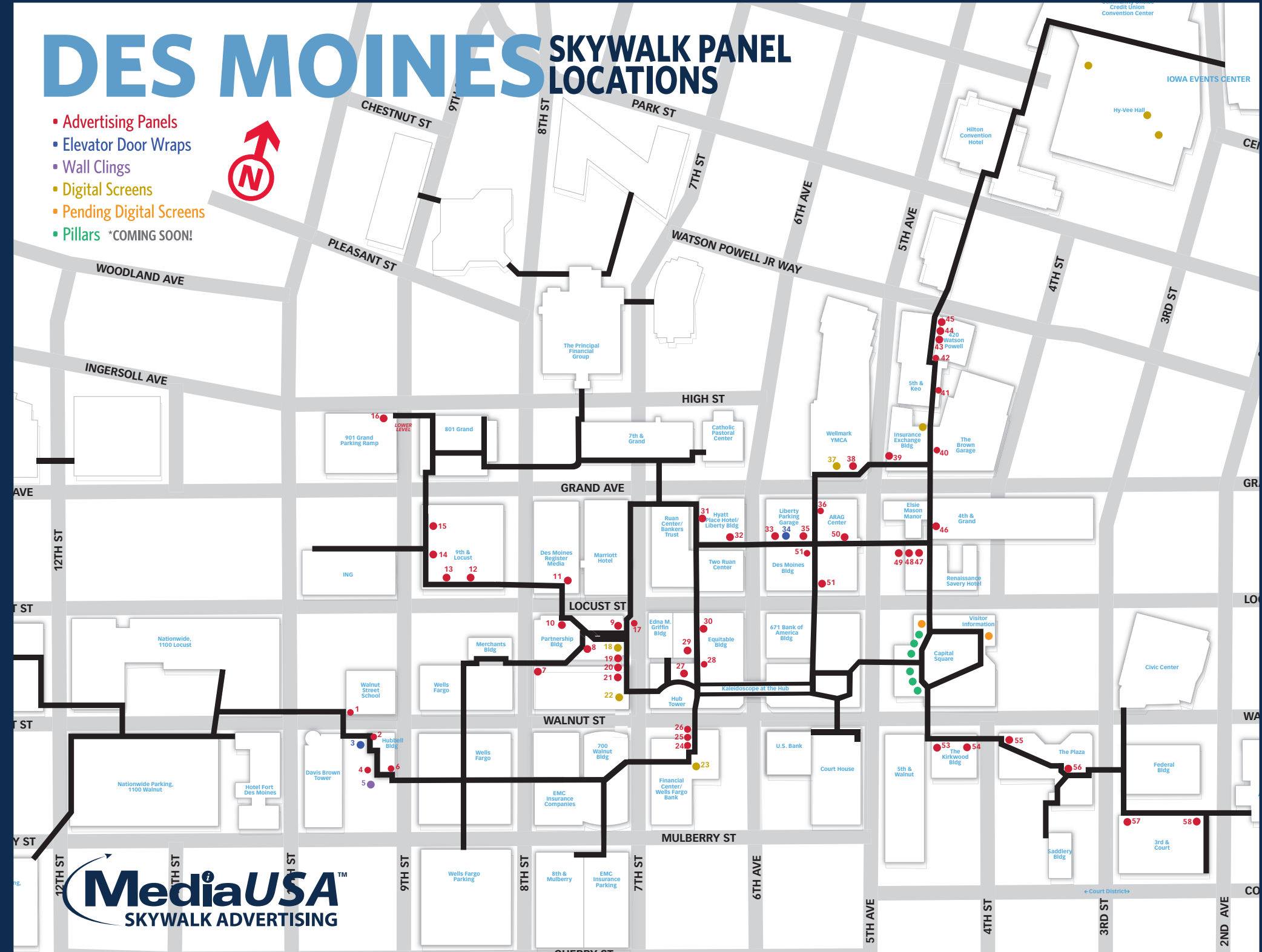
- Large Format Backlighted Ad Panels, Elevator Wraps, Wallscapes, Accent Clings, Floor Graphics & More!



MediaUSA
SKYWALK ADVERTISING

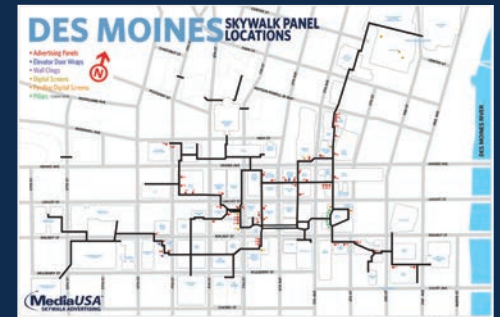
DES MOINES SKYWALK PANEL LOCATIONS

- Advertising Panels
- Elevator Door Wraps
- Wall Clings
- Digital Screens
- Pending Digital Screens
- Pillars *COMING SOON!



PRODUCT OVERVIEW

SKYWALK PANELS



Single Panel

Transparency Specs:
W= 23.5 in. x H= 36 in.
200 dpi resolution - CMYK



Full Panel

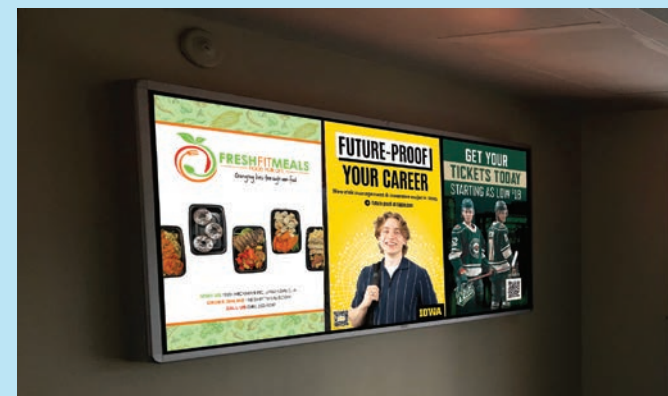
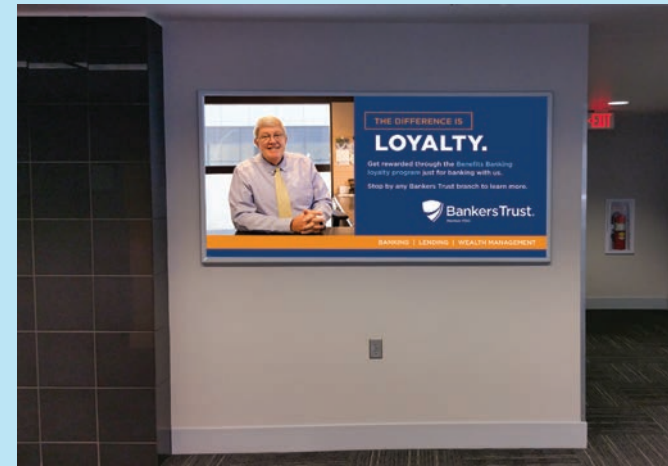
Transparency Specs:
W= 72.5 in. x H= 36 in.
200 dpi resolution - CMYK

Break through the clutter & register with your core consumer!

MediaUSA Skywalk Panels are BIG, BOLD, & BEAUTIFUL. Your message screams for attention across 6 feet of fully-illuminated, eye-catching signage.



PRODUCT OVERVIEW SKYWALK PANELS



PRODUCT OVERVIEW BROCHURE PROGRAM

Brochure Distribution: Combine the power of visual graphics with the power of our brochure distribution & your advertising program becomes an instant track-able success!

Sales Partner: Brochure racks attach to the face of your advertising message. Customers can take your brochure with them to view in the comfort of their home, office, or hotel room.

Daily Maintenance: MediaUSA staff travel the skywalk daily, assuring that brochures will be in racks when your customers want them.

Send Your Message With Your Consumer: Brochure racks to fit any size collateral attach to the face of the panel. Turn-key implementation, MediaUSA maintains and restocks daily!



PRODUCT OVERVIEW

UNIQUE APPLICATIONS

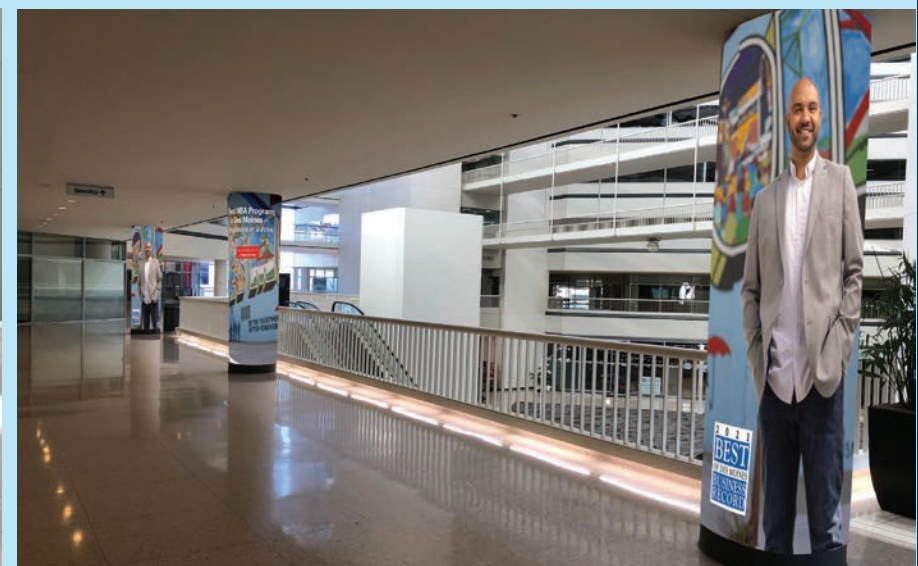
Wall Dominations



PRODUCT OVERVIEW

UNIQUE APPLICATIONS

Elevator Clings • Pillars • Accents



PRODUCT OVERVIEW

DIGITAL iBOARD

iBoard Monitors

These eye catching digital displays attract attention to your customers and allows you the flexibility to feature a variety of graphics. Custom designed programming to meet your campaign, the iBoard is the perfect way to feature your business and products

Get YOUR digital campaign started today!

Digital Display Specs

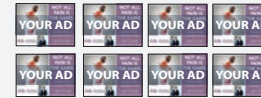
Display Ad Size: W= 65.4 in. x H= 36.8 in. (150 dpi)

*Please keep all important text within 1.5 inches of outer edge.

EMAIL artwork to Kristina at kristina@mediausainc.com
or contact 800-567-8526 ext. 23

100% ADVERTISING SHOW

Eight- 7.5 second spots (including transitions)
480 screens per hour | Video Available



75% ADVERTISING SHOW

Six- 7.5 second spots (including transitions)
360 screens per hour | Video Available



50% ADVERTISING SHOW

Four- 7.5 second spots (including transitions)
240 screens per hour | Video Available



25% ADVERTISING SHOW

Two- 7.5 second spots (including transitions)
120 screens per hour | Video Available



MediaUSA
SKYWALK ADVERTISING

515-288-0044 | 800-567-8526 | 666 Walnut Street • Suite 2304 Des Moines, IA 50309

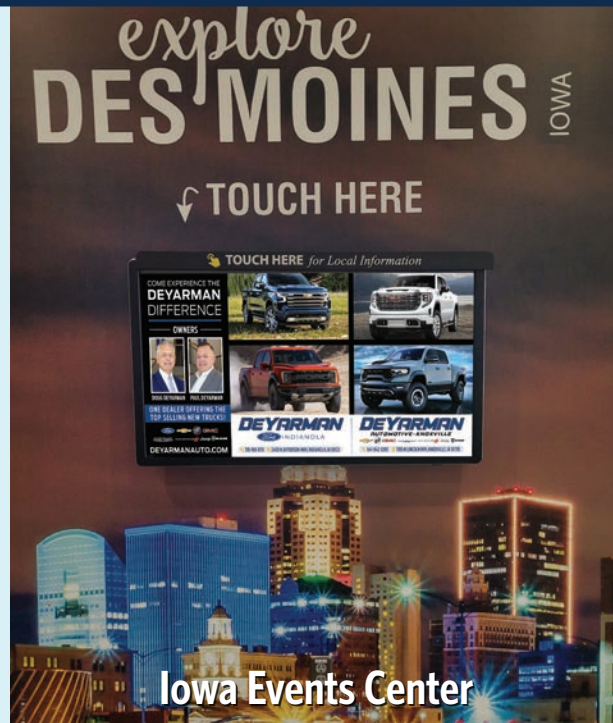


Financial Building



YMCA Building

MediaUSA
SKYWALK ADVERTISING



RATES & PRODUCTION

Unbeatable Cost Per Thousand!

Monthly Rates :

- Single Panel (23.5" x 36") = \$300.00
- Full Panel (72.5" x 36") = \$750.00
- Brochure Distribution = \$60.00
- Wall Clings* (per sq. ft.) = \$12.00
- Pillar Wraps (per pillar) = \$700.00
- Elevator Clings* (per door) = \$750.00
- Digital Program
 - 100% Show = \$2,400.00 | 75% Show = \$1,800.00
 - 50% Show = \$1,200.00 | 25% Show = \$600.00

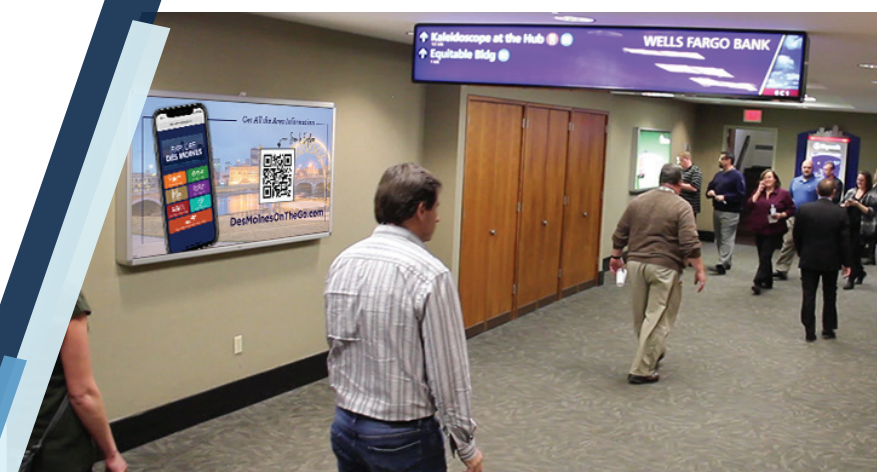
Production Fees:

- Single Panel (23.5" x 36") = \$75.00
- Full Panel (72.5" x 36") = \$125.00
- Cling Material = \$12.00 per sq. ft.
- Creative Hourly Rate = \$75.00

Discounts:

- Multiple Locations 5%
- Twelve Month Term 5%
- Non-Profit Discount Available

*All platforms outside of backlit displays must be pre-approved by building management, including pre-approval of creative elements. Larger size applications may be available. Production cost shown are estimates based on past execution, rates will change based upon actual size of application.



MediaUSA™
SKYWALK ADVERTISING



**Thank you for the opportunity to present
MediaUSA's Skywalk Advertising Platform.**

**I am confident our skywalk program will provide you with great impact
and exposure to an upscale demographic that is sure to target your audience.
I look forward to a long and lasting partnership with you and your business!**

Joe Stasi

Office 515-288-0044 | Cell 515-991-4259

joe@mediausainc.com

www.skywalkads.com

666 Walnut Street • Suite 2304 | Des Moines, IA 50309

