



2023

Radio AirPlay Experts Sales Deck

Company Overview

Radio AirPlay Experts is a highly regarded guerrilla marketing agency that specializes in promoting and establishing brands for products and services. Our expertise lies in effectively conveying messages to consumers through the use of out-of-home (OOH) and guerrilla marketing techniques, which we believe are the most impactful means of advertising. We offer top-notch marketing services that aim to pique interest and enhance brand recognition on a global scale, utilizing various methods such as hand-to-hand promotion, lifestyle store drops, stencils, posters, stickers, and digital and outdoor billboard campaigns. Our impressive list of clients includes industry leaders such as DesignerCon, Goldenvoice, Youth to the People, Warner Brothers Records, Troubadour, Interscope Records, ComplexCon, Obey Clothing, Everlane, Golf, and Dries Van Noten. Our mission is to effectively promote any product or service through a dynamically integrated campaign. Radio AirPlay Experts, our unique approach to marketing, ensures that we are the go-to agency for effective and impactful marketing.

SERVICES

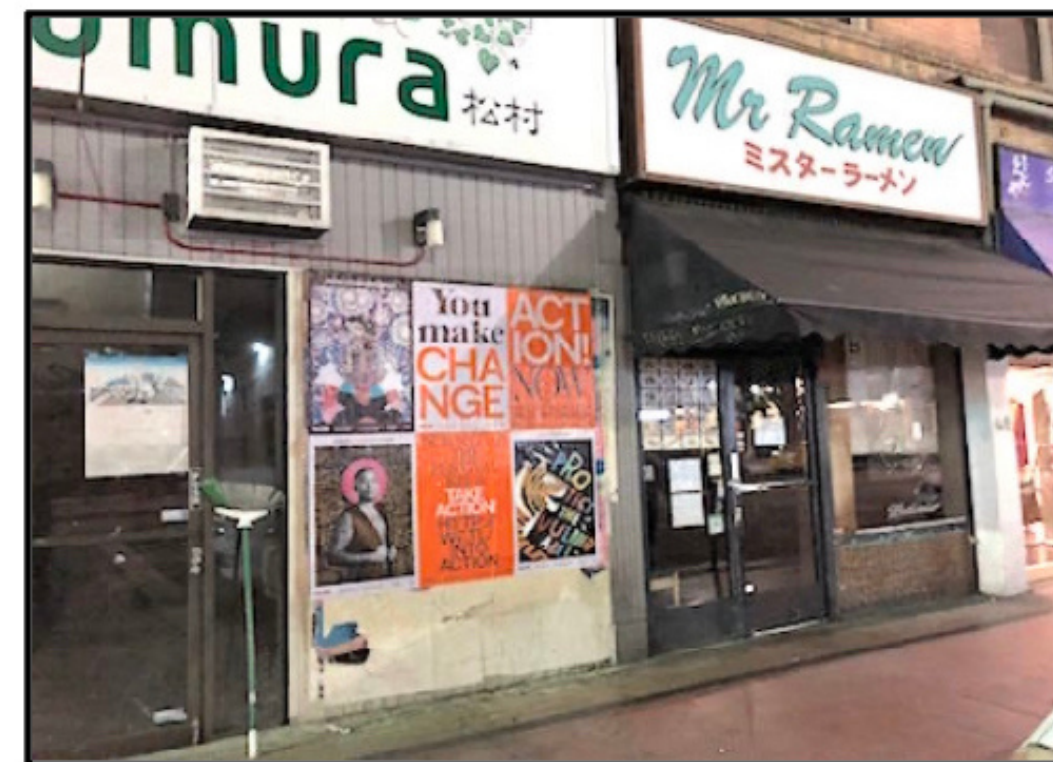


❑ WILD POSTING

■ Markets:

- | | |
|-----------------|--|
| ✓ Los Angeles | ✓ Chicago |
| ✓ New York City | ✓ Portland |
| ✓ Philadelphia | ✓ Dallas |
| ✓ San Francisco | ✓ Toronto |
| ✓ Seattle | ✓ London |
| ✓ Austin | ✓ Other Metro Markets (please inquire) |

*** 500 posters minimum per market***



❑ 22" x 28" Posters

- 2-Week Campaign 500 Posters = \$2,500
 - 20 Locations
 - Printing 500 Posters = \$700
 - ✓ Total = **\$3,200** (1 creative)
 - ✓ \$700 for additional creative
- 4-Week Campaign 1,000 Posters = \$5,000
 - 30 to 40 Locations
 - Printing 1,000 Posters = \$1,000
 - ✓ Total = **\$6,000** (1 creative)
 - ✓ \$700 for additional creative

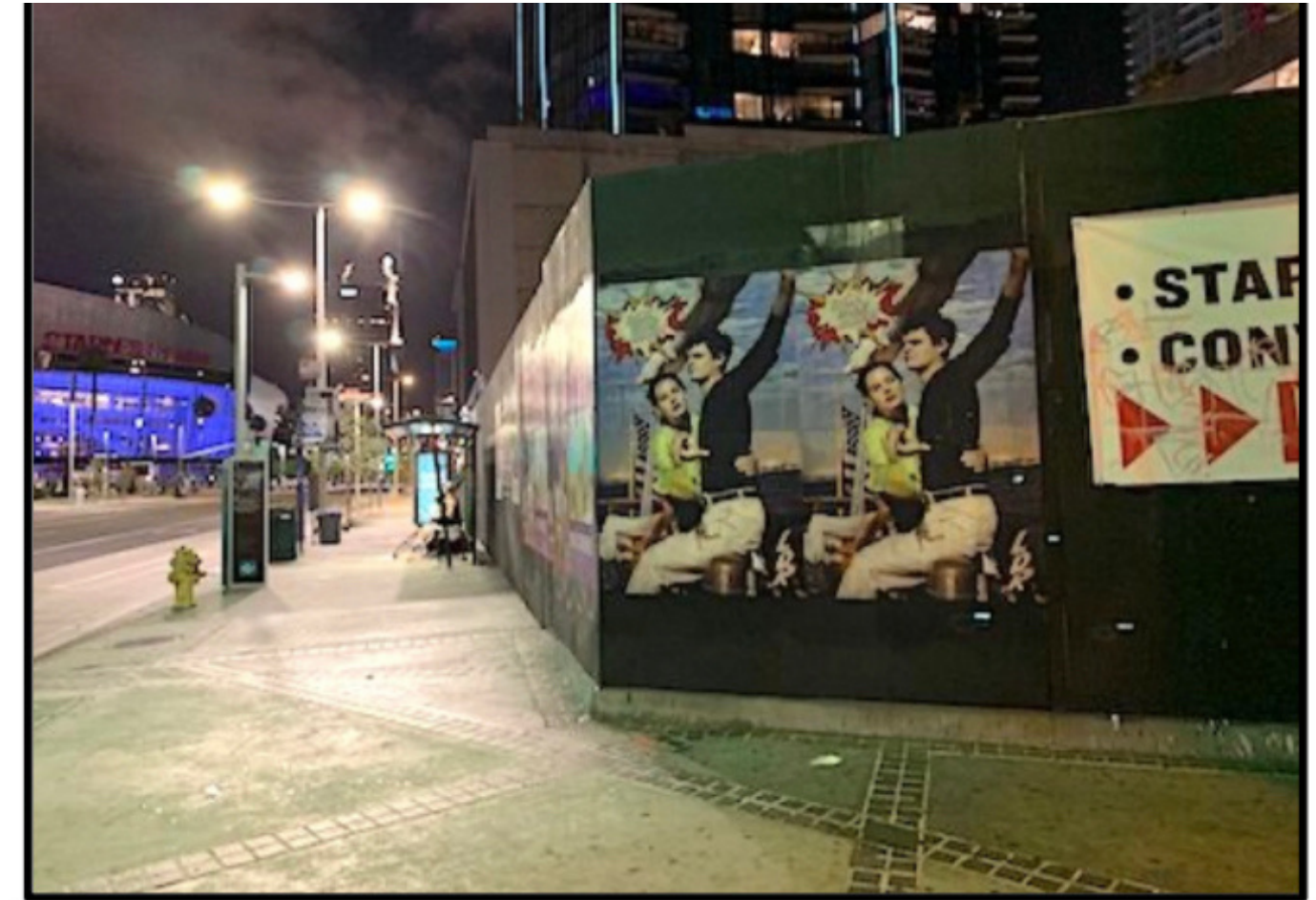
❑ 24" x 36" Posters

- 2 to 3-Week Campaign 500 Posters = \$2,500
 - 20 to 30 Locations
 - Printing 500 Posters = \$1,200
 - ✓ Total = **\$3,700** (1 creative)
 - ✓ \$1,000 for additional creative
- 4 to 6-Week Campaign
 - 30 to 40 Locations
 - Printing 1,000 Posters = \$1,500
 - ✓ Total = **\$6,500** (1 creative)
 - ✓ \$1,000 for additional creative

SERVICES

□ 48" x 72" Posters

- 2 to 4-Week Campaign 250 Posters = \$5,000
 - 30 to 40 Locations
 - Printing 250 Posters = \$3,397
 - ✓ Total = **\$8,397** (1 creative only)
- 4-Week Campaign 500 Posters = \$10,000
 - 40 Locations
 - Printing 500 Posters = \$4,800
 - ✓ Total = **\$14,800** (1 creative)
 - ✓ \$4,000 for additional creative
- 6-Week Campaign 750 Posters = \$15,000
 - 40 Locations
 - Printing 750 Posters = \$5,000
 - ✓ Total = **\$20,000** (1 creative)
 - ✓ \$4,000 for additional creative

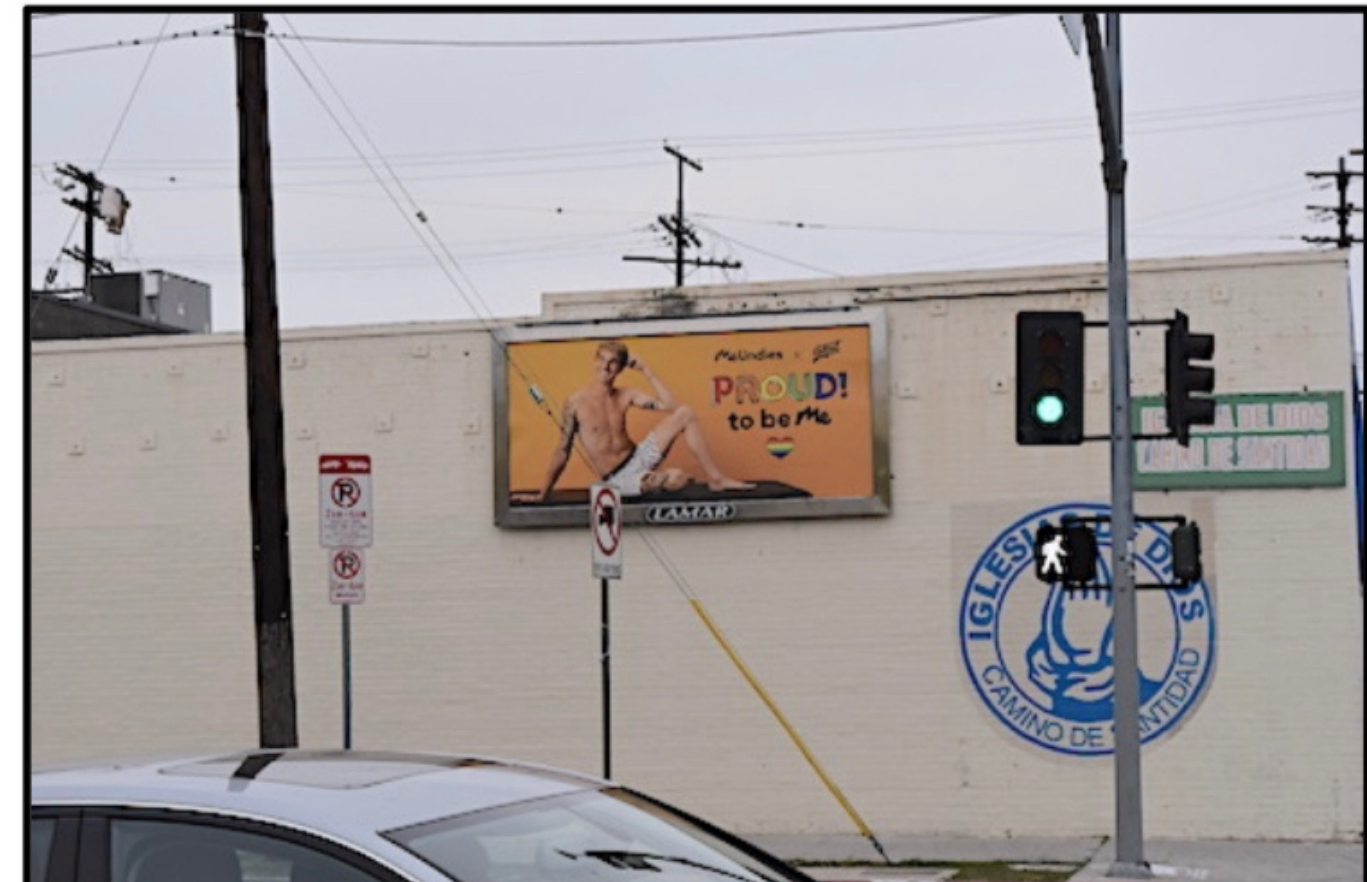
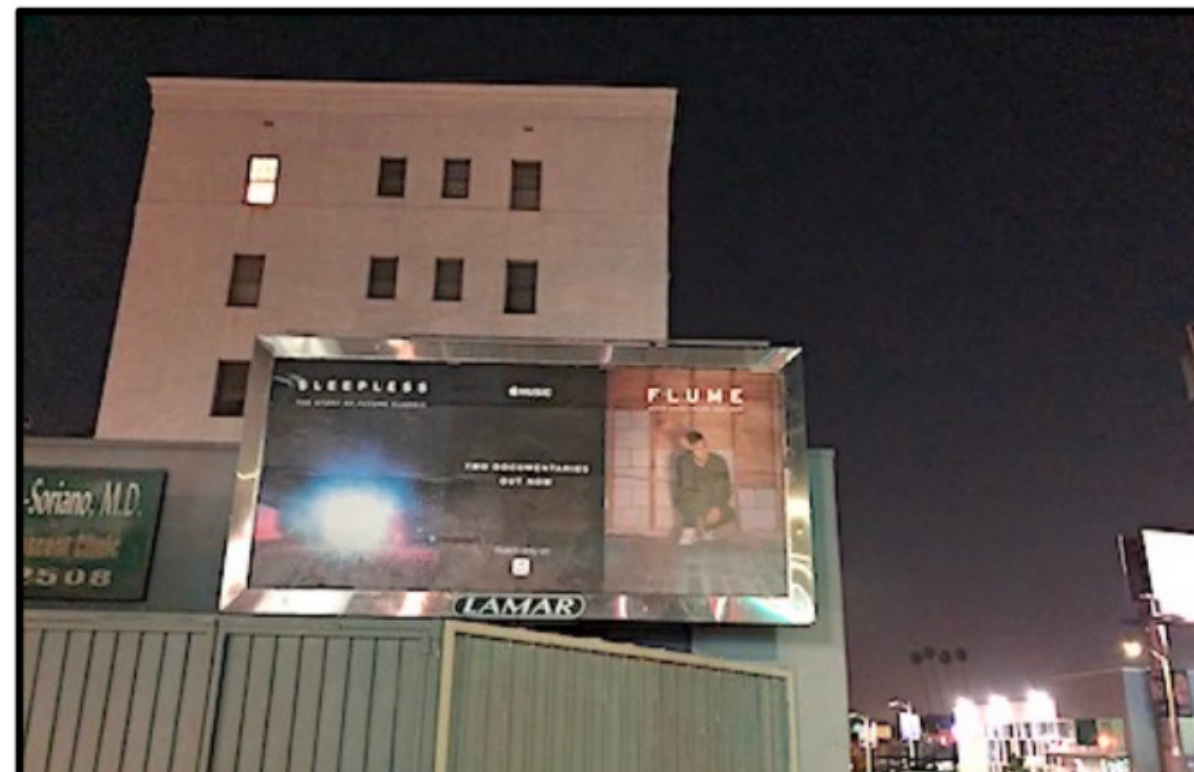


SERVICES

❑ BILLBOARDS

- Outdoor Billboards
- Digital Billboards
- Aerial Billboards
 - ✓ 4-Week Campaigns
 - ✓ All Metro Markets

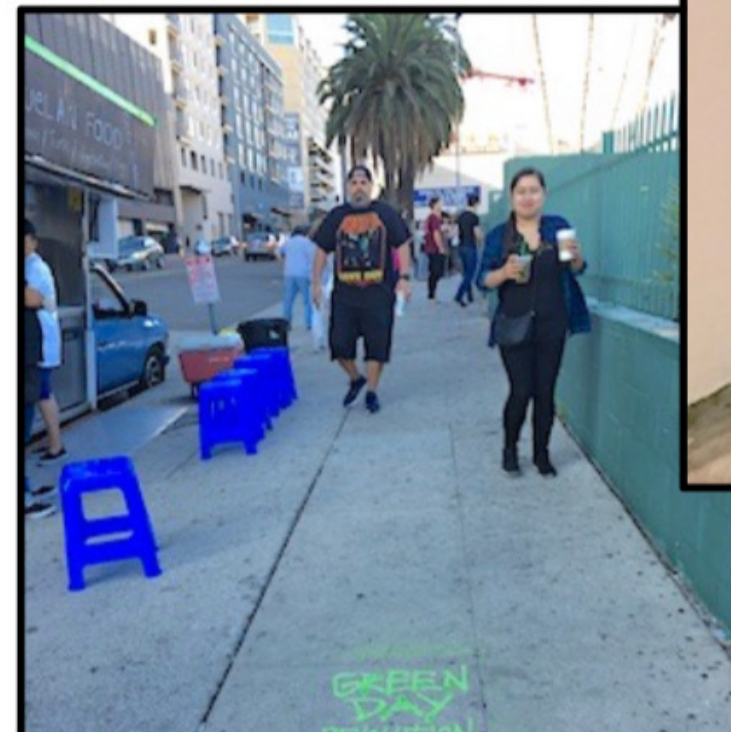
Please inquire for a quote.



SERVICES

❑ STENCILS (CHALK ONLY)

- High Foot Traffic Areas
- Markets:
 - ✓ Los Angeles
 - ✓ New York City
 - ✓ Philadelphia
 - ✓ San Francisco
 - ✓ Seattle
 - ✓ Austin
 - ✓ Chicago
 - ✓ Portland
 - ✓ Other Metro Markets (please inquire)
- 50 Tags per Market
 - ✓ **\$1,200** (includes stencil production & shipping)
- 100 Tags per Market
 - ✓ **\$2,000** (includes stencil production & shipping)

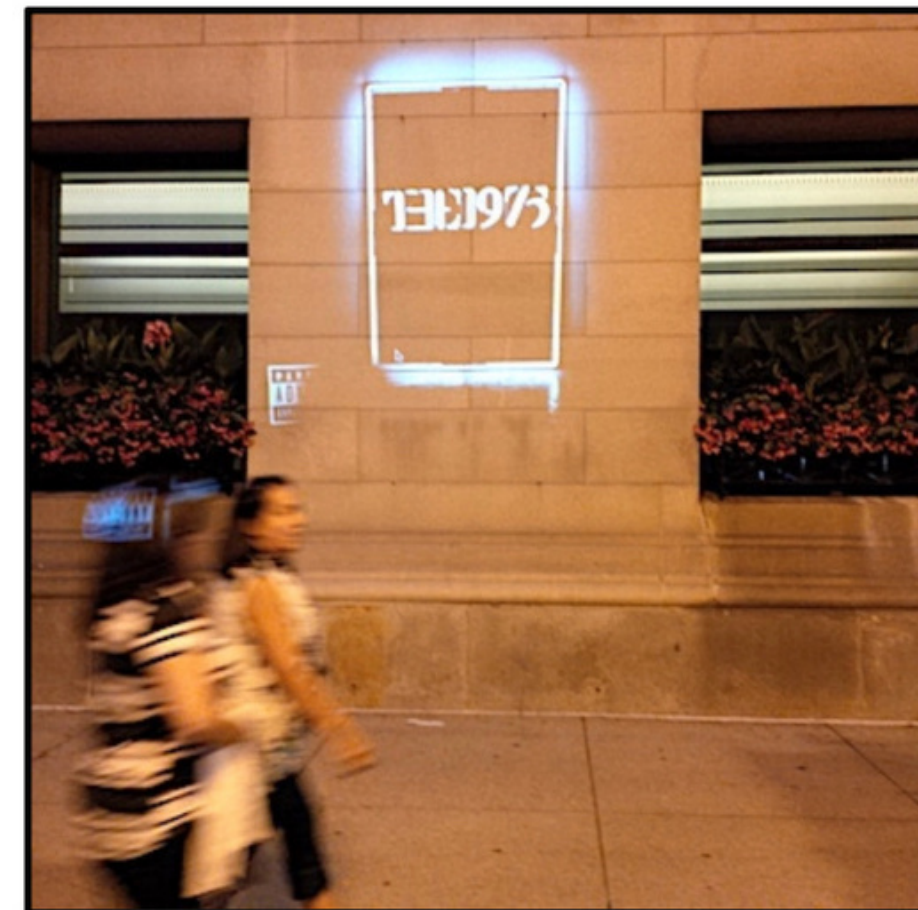
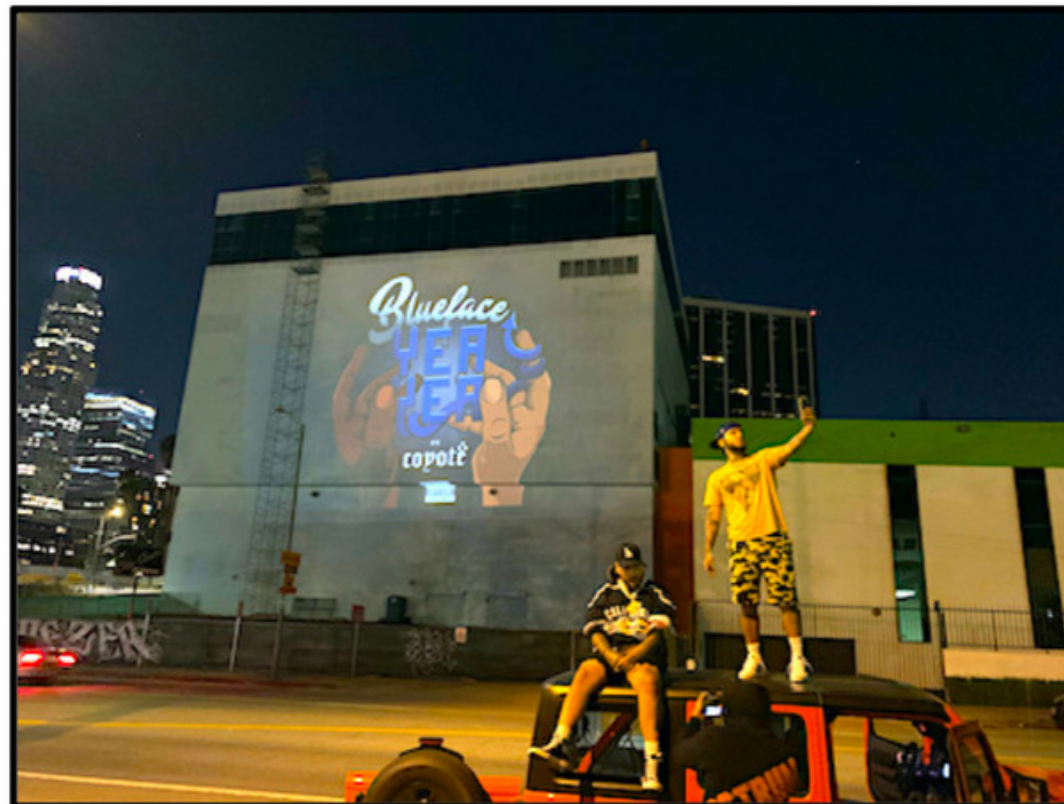


*** 50 tags minimum ***

SERVICES

❑ GUERRILLA PROJECTIONS

- Projected on a Building or Wall
- GoBo (best for single graphics)
 - ✓ 5 hours (1 b& w graphic) = **\$1,500**
 - ✓ 5 hours (1 full color graphic) = **\$2,000**
- Video Projection
 - ✓ 5 hours = **\$5,000-\$10,000**



SERVICES

❑ MURALS

- Major Metro Markets
- 4-Week Campaigns

Please inquire for a quote.



❑ RETAIL STORE DROPS

- Flyers, Stickers, Posters, etc.
- Major Metro Markets
 - ✓ 100 Stores = **\$1,000**
 - ✓ 200 Stores = **\$2,000**



**THANK YOU FOR YOUR INTEREST IN
WORKING WITH RADIO AIRPLAY EXPERTS**

For inquiries and information, please contact:

1-800-581-2060

Info@Topnotchpromo.com

