

Media Products

Tesoro Media offers several traditional forms of outdoor advertising for marketing and branding purposes.

Outdoor Media Platform: 8 Sheet Poster Displays

Description: A standardized Panel (usually 6' x 12', with 5' x 11' copy area) placed for exposure to vehicular as well as pedestrian traffic. Frequently used in suburban shopping areas as well as point-of-purchase locales. Also used in urban areas for neighborhood coverage.

Outdoor Media Platform: 30 Sheet Poster Displays

Description: The largest standardized poster format measuring 12'3" x 24'6" in overall size with a bleed copy area of 10'5" x 22'8". The units are primarily nestled into the local communities on secondary major arteries.

Outdoor Media Platform: Billboard and Bulletins

Description: A standardized outdoor format commonly measuring 14' x 48' in overall size. Either sold as permanent displays or in rotary packages. Billboard or bulletins as are commonly referred to includes odd sizes and can be term as a generalization of all traditional signage.

Outdoor Media Platform: Wallscapes and Spectaculars

Description: Walls and spectaculars are larger than life displays which are affixed to the exterior of buildings and structures. The sizes can range due to the various sizes of buildings. Production is typically done in a porous mesh.