SOOFA
ADVERTISING
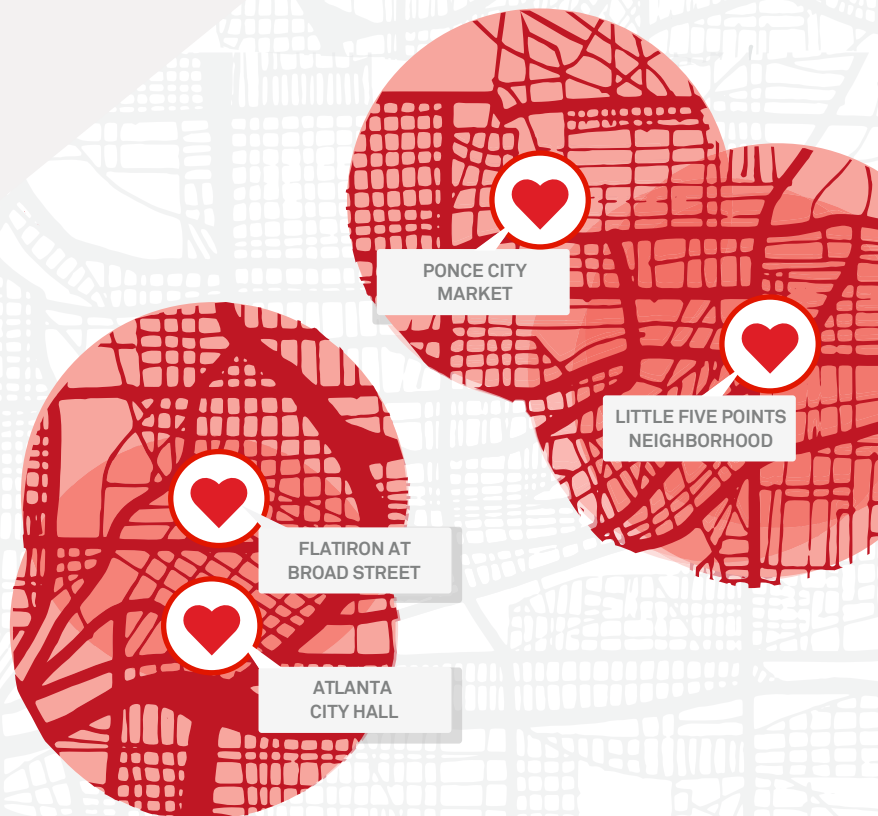
ADVERTISE IN ATLANTA'S MOST POPULAR AND DIVERSE NEIGHBORHOODS

Soofa Signs are a part of the fabric of Atlanta's most vibrant neighborhoods. We are located in the most walkable parts of the city and speak directly to consumers. We are pedestrian focused and allow for our advertising partners to upload relevant and new content in real-time.

From bustling downtown to Little Five Points, the "hippest square block in the south," Soofa has advertising opportunities in the most desirable spots around the city.

PONCE CITY MARKET

LITTLE FIVE POINTS NEIGHBORHOOD

FLATIRON AT BROAD STREET

ATLANTA CITY HALL

WHY SOOFA

- Our Signs reach the most desirable demographics: young, upwardly-mobile professionals, who are tech-forward with a focus on great products and a keen aesthetic.

- Our Soofa Sign cuts through mental ad-blockers, and in a sea of distractions, our electronic paper displays are calming and eye-catching.

- Unsure of what your campaign should look like? Soofa Talk allows you to test and iterate in real time.

- No content? No problem. Soofa offers consultative creative services to help you build the perfect campaign.

You can run Soofa Ads on any budget – *and for the first time in Out of Home advertising* – you only pay for the views you get. We measure impressions for you in real time.

8 out of 10
Adults say that they've seen an out-of-home ad in the past month

35% of Adults
Searched for brand info from an advertised product

22% of Adults
Accessed a coupon or discount code

26% of Adults
Talked about a product being advertised

21% of Adults
Visited a restaurant they saw advertised
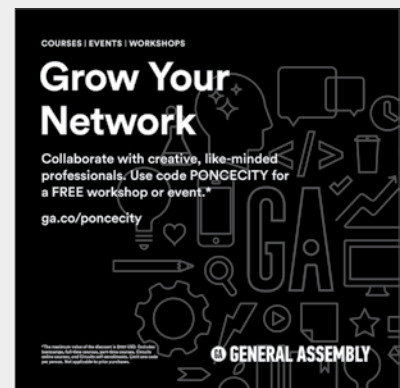
OOH Advertising Study, Nielsen On Location, 2016

soofa

ADVERTISING MADE SIMPLE

Our real-time content management platform enables brands to upload promotional ad creative within minutes; with their own budget, frequency, and desired locations.

No content? No problem. Soofa offers consultative and creative services to help you easily reach your target audience.

For design specs guides, please follow the link
www.soofa.co/specs

Example Atlanta Advertisements

"BEST VISION OF THE FUTURE" – *CES 2018*

Featured in: engadget   abc   FOX   TELEMUNDO