

## Pole Kiosk Advertising Rates

Pole Kiosks are one of the most efficient and impressionable ways of advertising and branding. It is one of the most commonly seen advertising mediums. Pole Kiosk Advertising comprises of putting up small and compact advertising panels on electric poles, back to back in a row on major city roads. Being placed back to back at extremely short distance, the same ad gets viewed again and again by the audience. This medium has a lot of popularity amongst advertisers at present and it is available in all cities and all big and small roads. There are various criteria that determine the cost of this medium and thus before investing in this medium advertisers need to compare the rates on the basis of these criteria-

- **City-** City is the primary factor that determines the range in which the cost of any particular medium might lie. As different cities differ in aspects of cost of living, population, demand for the mediums, cost of labour etc. the rates for pole kiosk advertising can also differ widely. Usually the tier 1 cities have the highest rates due to the high demand and cost of labour but at the same time due to high traffic in these areas, these ads get a much wider reach in these cities than those in the smaller cities.
- **Locality-** The specific locality selected in the city to place these ads can also create a massive difference in the cost as well as impact of pole kiosk ads. At all major roads and locality that entertain high traffic have extremely high demand amongst advertisers and thus the rates for advertising there are on the higher side. And while pole kiosks in small streets and localities with less traffic are relatively cheaper, they would also have a smaller reach in comparison to the ones in prime locations.
- **Size-** Pole Kiosks come mostly in 3 standard sizes in most cities- small, medium and large and according to the size of the displays, the printing charges are determined thereby affecting the total cost.
- **Number of kiosks on the street-** When it comes to pole kiosk ads, unlike other mediums advertisers cannot purchase a single medium. They come in stretches i.e. all kiosks on a street and advertisers have to buy all kiosks that lie in a single stretch and thus, the rates vary according to the number of kiosks. The higher the number of pole kiosks the higher would be the total rent, printing and mounting charges.
- **Quantity-** Quantity here refers to number of stretches that an advertiser selects. The higher the demand the greater would be the bargaining power of the advertiser and thus lower would be the cost per kiosk.

- **Duration-** While the minimum duration of these ads is 30 days but advertisers can rent the ad space for a longer period of time. The longer the duration of the campaign the lesser would be the cost per month. Besides this the advertisers only have to pay the printing and mounting cost once.
- **Illumination-** Illumination is also an important factor that cannot be ignored while investing in this medium. Illumination not only has impact on the cost of the campaign but also the overall impact and brand visibility. The backlit pole kiosks have internal illumination and have visibility even at night time. Because of this, they are slightly more expensive but the overall impact and the result makes it worth it. Besides this, there are non-illuminated options also available known as non-lit ads, these ads relatively cheaper compared to backlit ones but they only have day visibility.
- **Agency-** Agency or the vendor you select for the execution of your campaign also creates a vast difference in cost. But cost shouldn't be sole criterion when selecting the agency as the execution and the effectiveness of the agency also plays a key role. It is advisable not to buy services directly from vendors and instead go through with a trusted agency as they not only have greater bargaining power but also ensure smooth and hassle-free execution.

## **Why hire Excellent Publicity for Pole Kiosk Advertising Campaign?**

Excellent Publicity is an emerging and fastest growing advertising agency headquartered Ahmedabad with branch setups in Mumbai, Pune & Rajkot started its journey in the year 2012. Excellent Publicity is the one stop solution to provide best services to have remarkable ad campaigns all over the nation. We have as many years of experience in media buying, planning and execution and can provide high quality services with comparatively lower rates. Team Excellent has served thousands of clients and helped them in promoting their brands and reach the target audience successfully.

Team excellent is a talented, enthusiastic and well experienced group of people who provide a focused and to the point assistance to their clients and works with the motive of providing high quality services that combines creativity and value pricing. With Team Excellent's innovative ideas you can have ad campaigns that cut across all boundaries.

Our work speaks for itself when you see our clientele consisting of some of the most reputed brands of the world and India including Google, Swiggy, Indigo Airlines and various others. Our campaigns not only have helped brands increase their sales in the short run but have also done wonders for their long-term brand image.

With Excellent Publicity, your only job is to dream big for your brand while we do everything from ideation to execution.

For more details, contact us or write us at [inquiry@excellentpublicity.com](mailto:inquiry@excellentpublicity.com).