



# VAST Billboards

## Site Card

Updated Aug 2023

# Why work with VAST?



Proudly New Zealand owned and operated



Invested in providing the latest digital technology



Nimble, flexible and responsive in a fast-paced advertising environment



Quality billboards providing effective advertisement graphics



Member of Interactive Advertising Bureau of NZ and Out of Home Media Association of Aotearoa



# Why DOOH?



Unavoidable + High Impact



High Reach + Frequency



Creative Flexibility



Relevant, Real-time + Dynamic content



Better Data + Targeting





# OUR GROWING NETWORK

32 794k 240 10

UP TO

Active sites  
nationwide

Daily impressions  
nationwide

Active billboards  
nationwide each week

Planned new  
sites across  
5 regions



# SITE LOCATIONS Christchurch

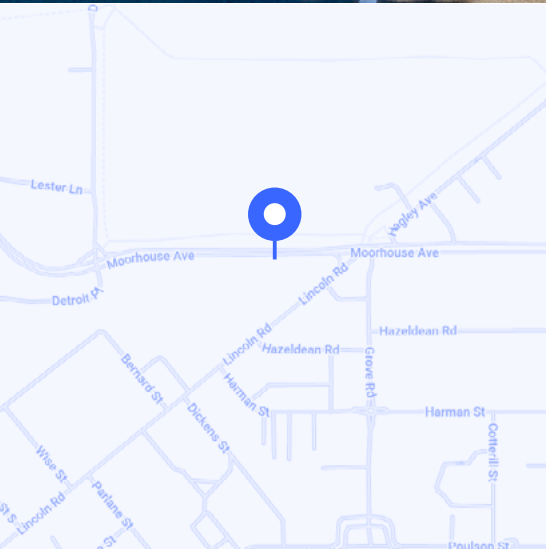


# 26 MOORHOUSE

Inbound



Outbound



## 26 Moorhouse Avenue, Addington



**Traffic Directions**  
East & West



**Weekly Impressions**  
176,125



**Screen Size**  
3m x 6m

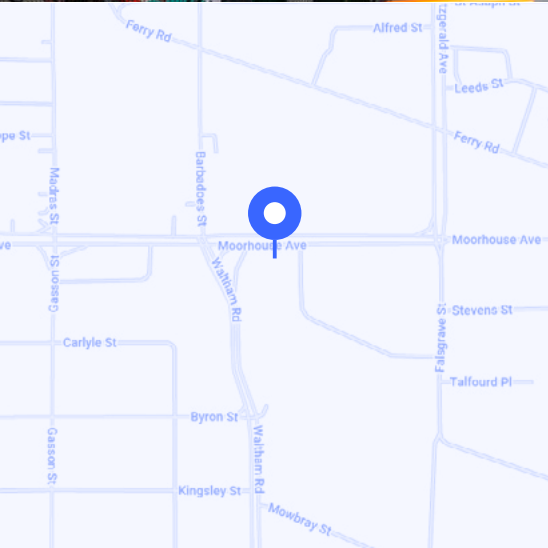


**Digital Duration**  
8 seconds



# 460 MOORHOUSE

## Inbound



## 460 Moorhouse Avenue, Waltham



**Traffic Directions**  
West-flowing



**Weekly Impressions**  
184,216



**Screen Size**  
3m x 6m



**Digital Duration**  
8 seconds

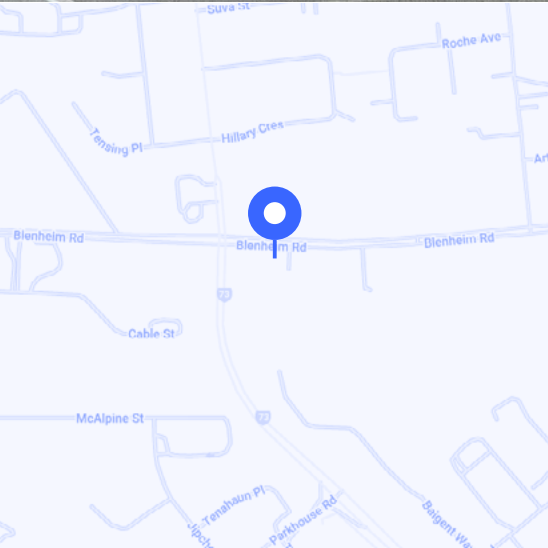


# BLenheim

Inbound



Outbound



## 447 Blenheim Road, Upper Riccarton



**Traffic Directions**  
East & West



**Weekly Impressions**  
53,398



**Screen Size**  
6m x 4m



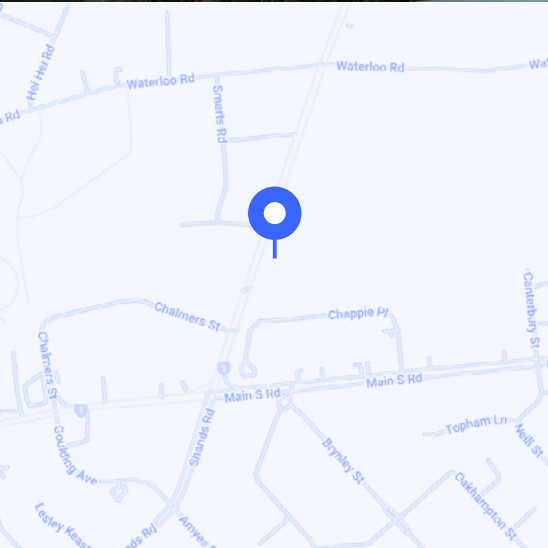
**Digital Duration**  
8 seconds

# CARMEN

Inbound



# Outbound



## 20 Carmen Road, Hornby



**Traffic Directions**  
North & South



**Weekly Impressions**  
151,550



**Screen Size**  
6m x 3m

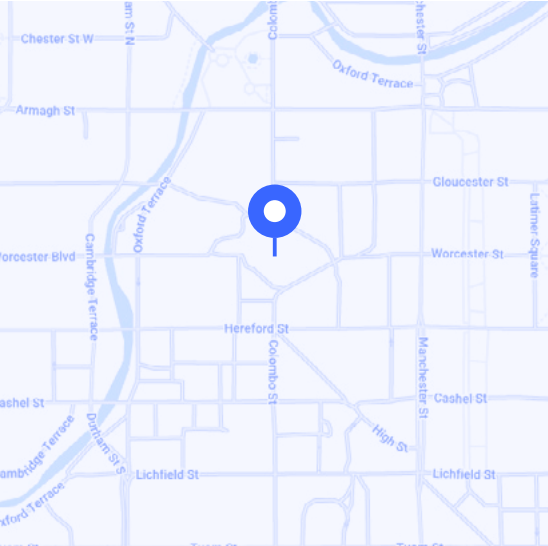


**Digital Duration**  
8 seconds



# CATHEDRAL

## Pedestrian



## Cathedral Square, Christchurch Central



Pedestrian  
foot traffic,  
tram travellers



**Weekly Impressions**  
20,000 Estimate



**Screen Size**  
6m x 3m



**Digital Duration**  
8 seconds

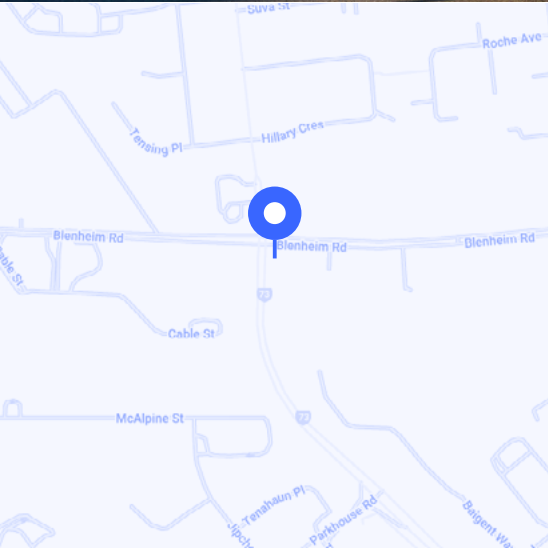


# CURLETT'S

Inbound



Outbound



## Curletts/Blenheim intersection, Upper Riccarton



**Traffic Directions**  
North & South



**Weekly Impressions**  
297,027



**Screen Size**  
8m x 4m



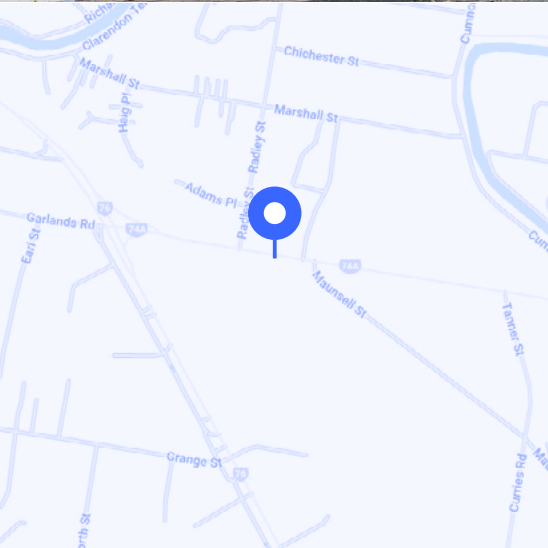
**Digital Duration**  
8 seconds

# GARLANDS

Inbound



Outbound



## 69 Garlands Road, Woolston



**Traffic Directions**  
East & West



**Weekly Impressions**  
22,965



**Screen Size**  
6m x 3m



**Digital Duration**  
8 seconds



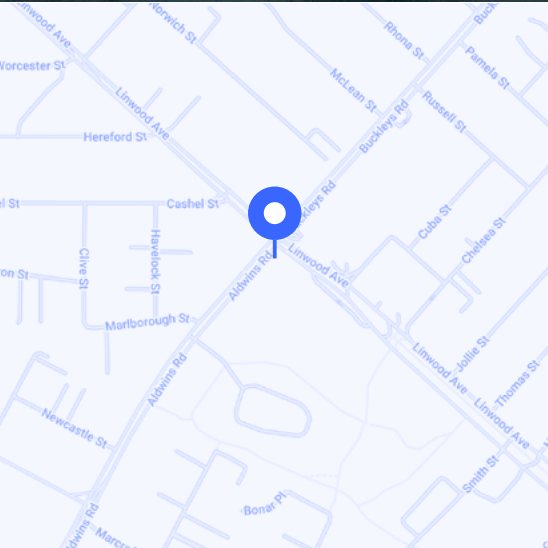
# LINWOOD

Outbound



# ALDWINS

Outbound



## 248 Linwood Avenue, Linwood



**Traffic Directions**  
North & South



**Weekly Impressions**  
236,573



**Screen Size**  
8m x 4m



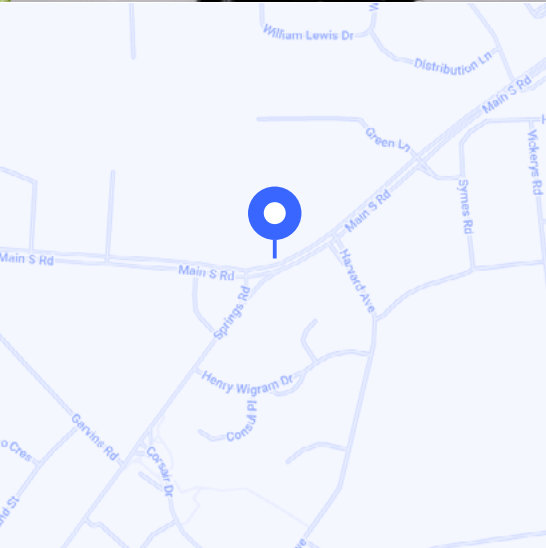
**Digital Duration**  
8 seconds



# MAIN SOUTH

Inbound

Outbound



## 234 Main South Road, Wigram



**Traffic Directions**  
NE & SW



**Weekly Impressions**  
207,961



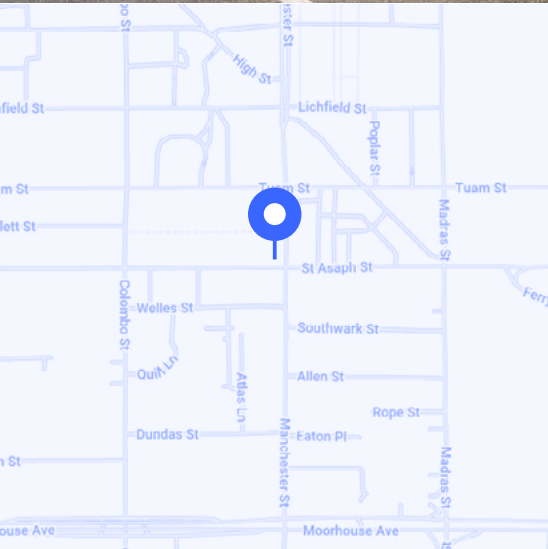
**Screen Size**  
6m x 3m



**Digital Duration**  
8 seconds

# MANCHESTER

## N & W-bound



### 93 Manchester St, Christchurch Central



**Traffic Directions**  
North & West



**Weekly Impressions**  
65,308



**Screen Size**  
6m x 3m

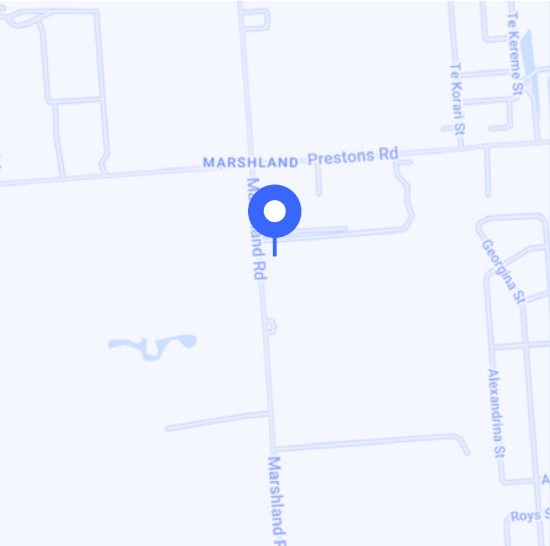


**Digital Duration**  
8 seconds



# MARSHLAND

## Inbound



### 410 Marshland Rd, Marshland



**Traffic Directions**  
South-flowing



**Weekly Impressions**  
256,904



**Screen Size**  
3m x 6m

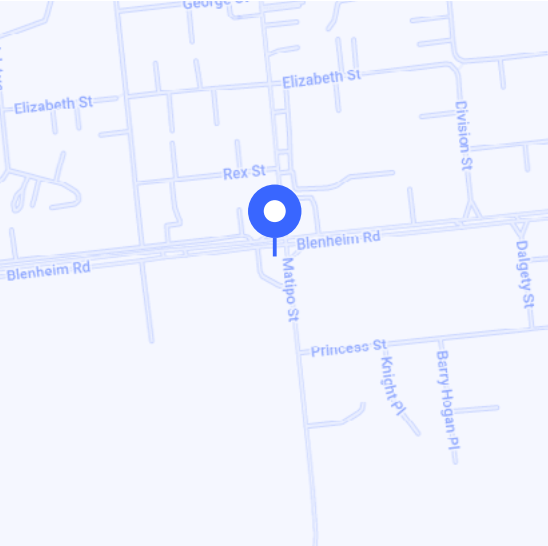


**Digital Duration**  
8 seconds



# MATIPO

## Outbound



### 149 Blenheim Road, Middleton



**Traffic Directions**  
South & West



**Weekly Impressions**  
289,730



**Screen Size**  
6m x 3m

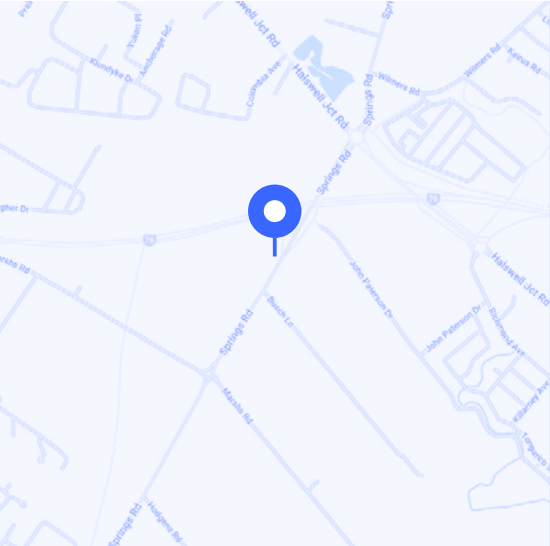


**Digital Duration**  
8 seconds



# SPRINGS

## Outbound



### 312 Springs Road Halswell



**Traffic Directions**  
South-flowing



**Weekly Impressions**  
63,259



**Screen Size**  
6m x 3m



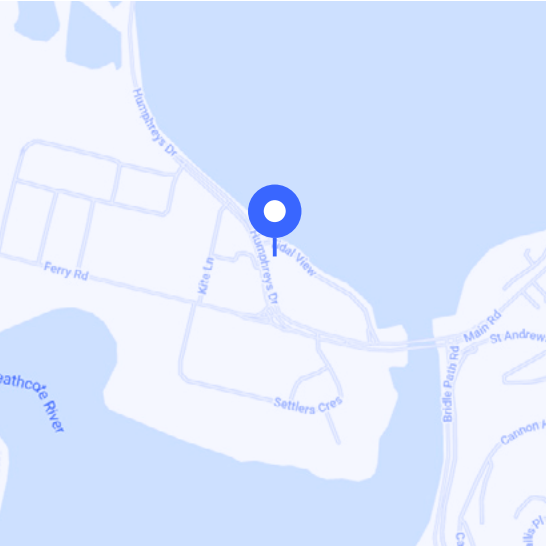
**Digital Duration**  
8 seconds

# TIDAL VIEW

## Inbound



## Outbound



### Tidal View, Ferrymead



**Traffic Directions**  
East & West



**Weekly Impressions**  
64,799



**Screen Size**  
6m x 3m

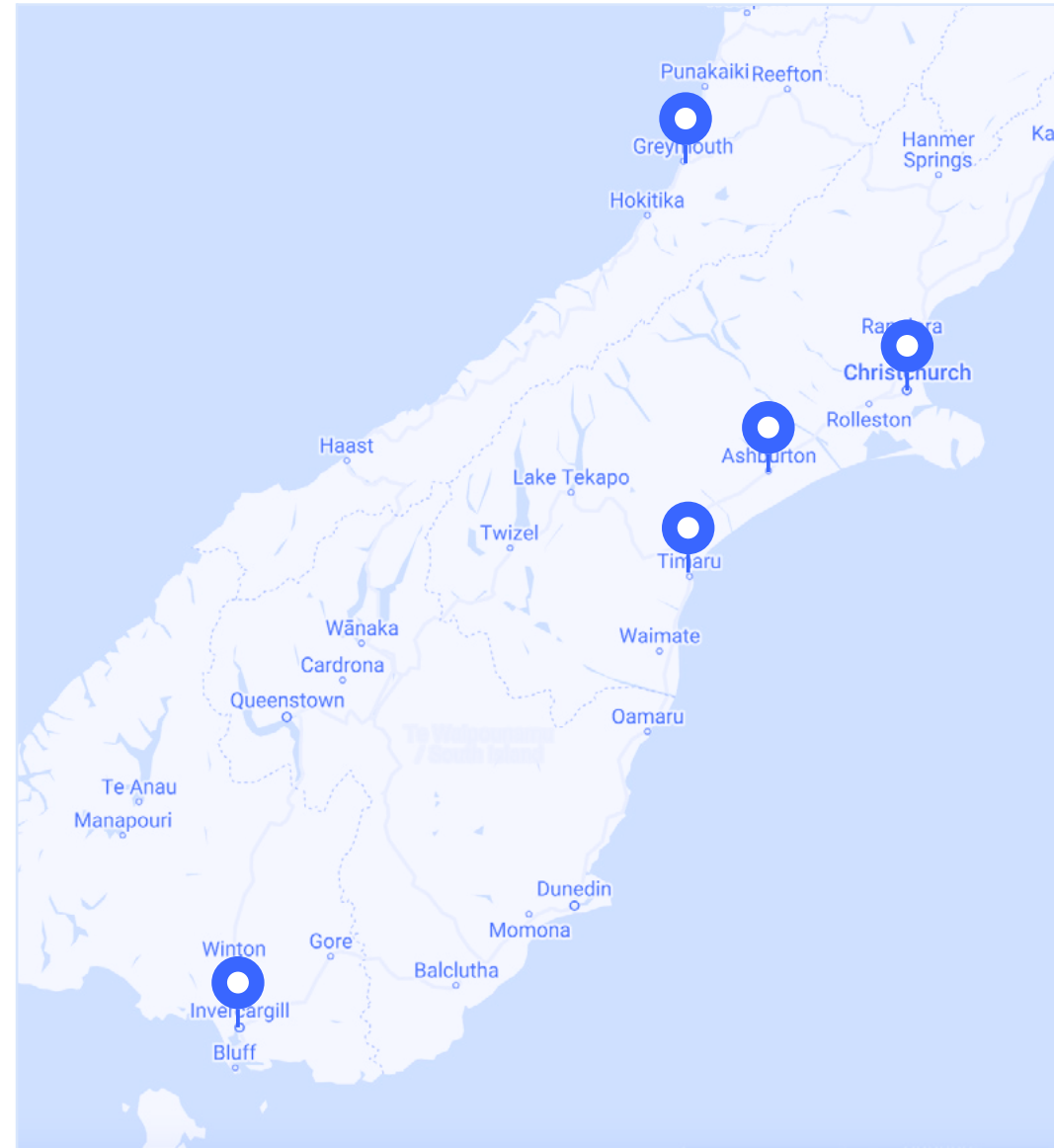


**Digital Duration**  
8 seconds



# SITE LOCATIONS South Is. Regions

Site Name	Town	Impressions*	Orientation
<b>Ashburton SH1 – Inbound</b>	Ashburton	53,398.53	Portrait
<b>Ashburton SH1 – Outbound</b>	Ashburton	53,398.53	Portrait
<b>West – Inbound</b>	Ashburton	46,955.02	Landscape
<b>West – Outbound</b>	Ashburton	46,955.02	Landscape
<b>Tay – Inbound</b>	Invercargill	37,683.36	Portrait
<b>Tay – Outbound</b>	Invercargill	49,536.06	Portrait
<b>Tainui – Inbound</b>	Greymouth	18,378.5	Portrait
<b>Tainui – Outbound</b>	Greymouth	16,425	Portrait
<b>Timaru SH1 – Inbound</b>	Timaru	65,394.42	Landscape
<b>Timaru SH1 – Outbound</b>	Timaru	52,313.1	Landscape
<b>Bridge – Inbound</b>	Timaru	65,410.66	Landscape
<b>Bridge – Outbound</b>	Timaru	52,329.34	Landscape

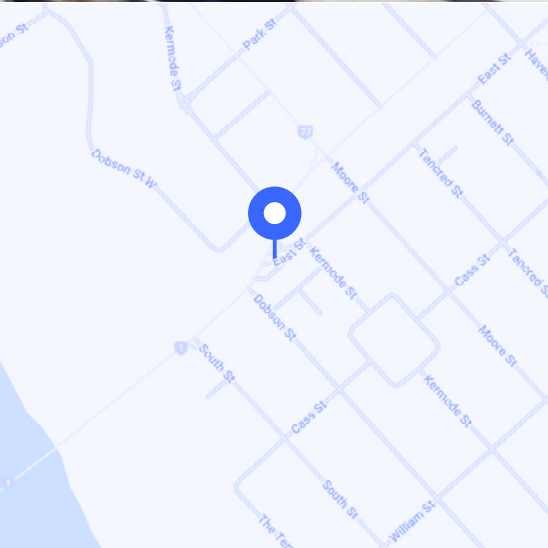
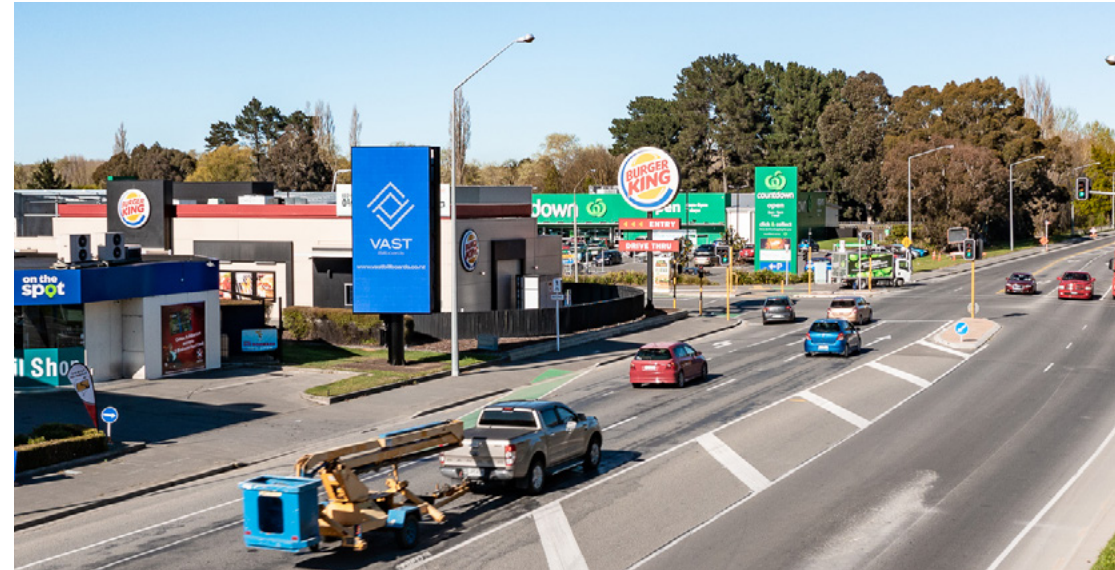


# ASHBURTON SH1

Inbound



Outbound



## State Highway 1, Ashburton



**Traffic Directions**  
NE & SW



**Weekly Impressions**  
53,398



**Screen Size**  
3m x 6m



**Digital Duration**  
16 seconds

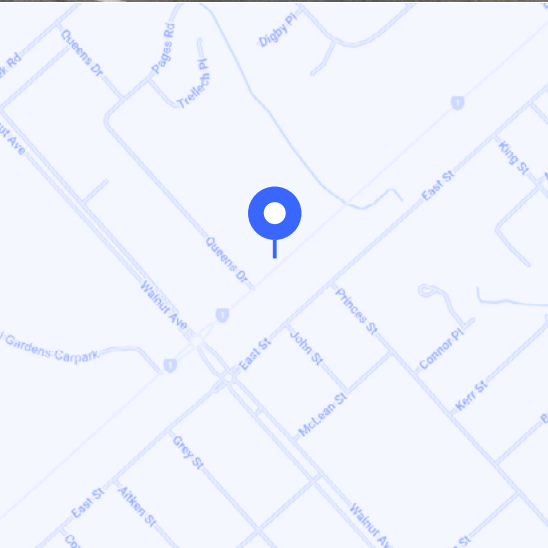


# WEST

Inbound



# Outbound



## 363 West Street, Allenton



**Traffic Directions**  
NE & SW



**Weekly Impressions**  
46,955



**Screen Size**  
3m x 6m



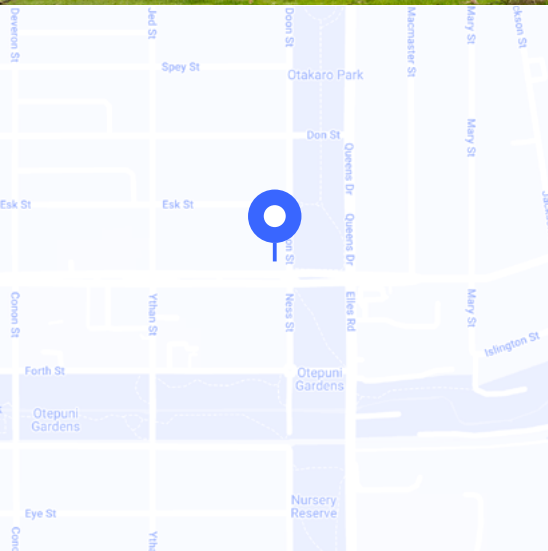
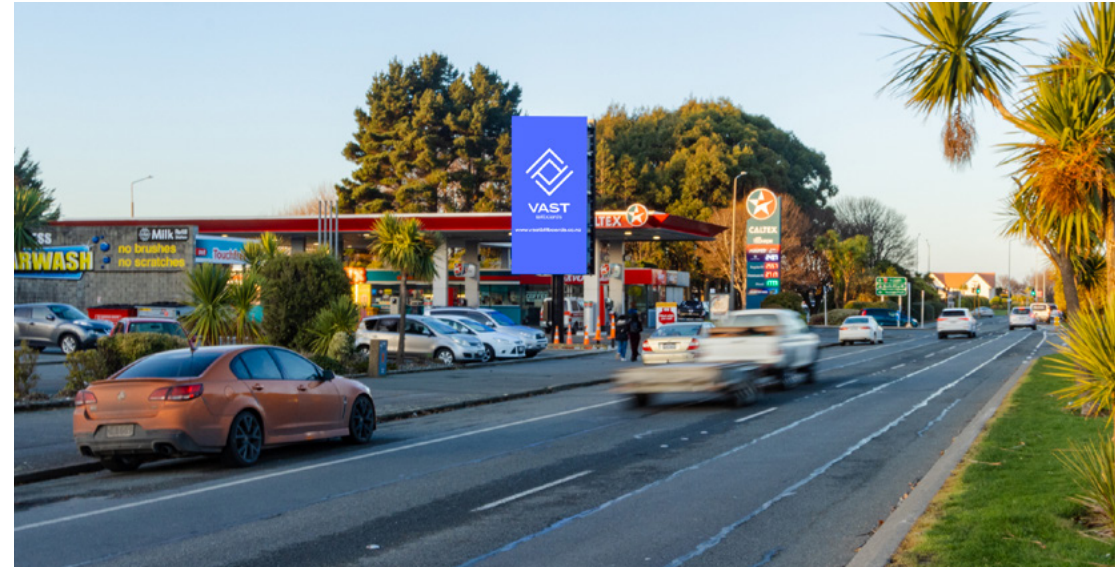
**Digital Duration**  
16 seconds

# TAY

Inbound



# Outbound



## 198 Tay Street, Invercargill



**Traffic Directions**  
East & West



**Weekly Impressions**  
IB 37,683  
OB 49,536



**Screen Size**  
3m x 6m



**Digital Duration**  
16 seconds

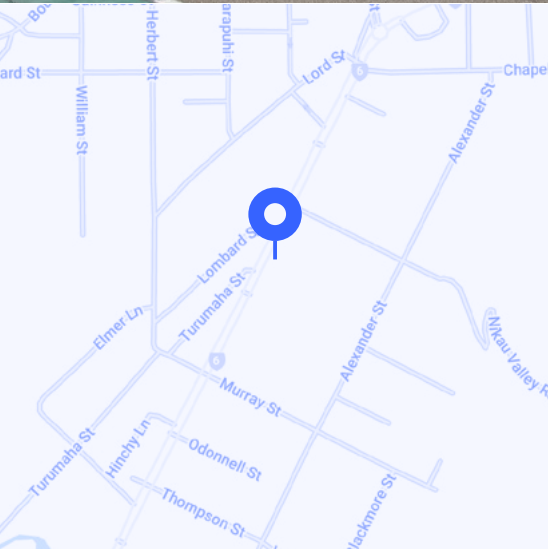


# TAINUI

Inbound



# Outbound



## 119 Tainui Street, Greymouth



**Traffic Directions**  
North & South



**Weekly Impressions**  
18,378



**Screen Size**  
3m x 6m



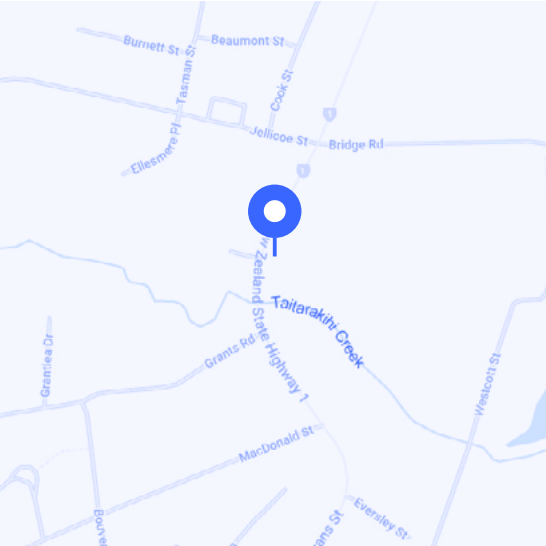
**Digital Duration**  
16 seconds

# TIMARU SH1

## Inbound



## Outbound



## 233 Evans Street, Smithfield, Timaru



**Traffic Directions**  
North & South



**Weekly Impressions**  
65,394



**Screen Size**  
6m x 3m



**Digital Duration**  
16 seconds

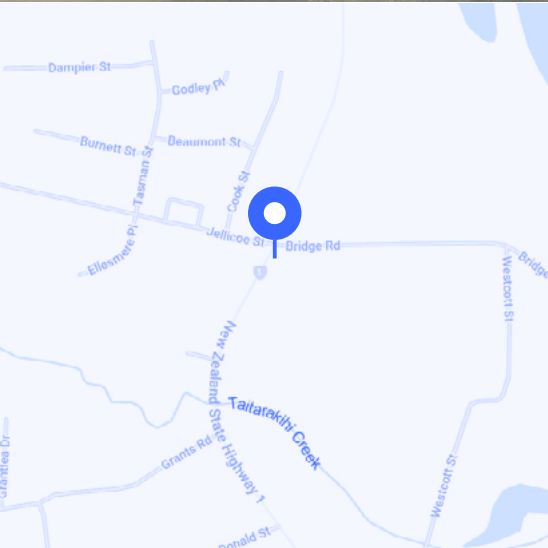


# BRIDGE

Inbound



Outbound



## 233 Evans Street, Smithfield, Timaru



**Traffic Directions**  
North & South



**Weekly Impressions**  
65,410



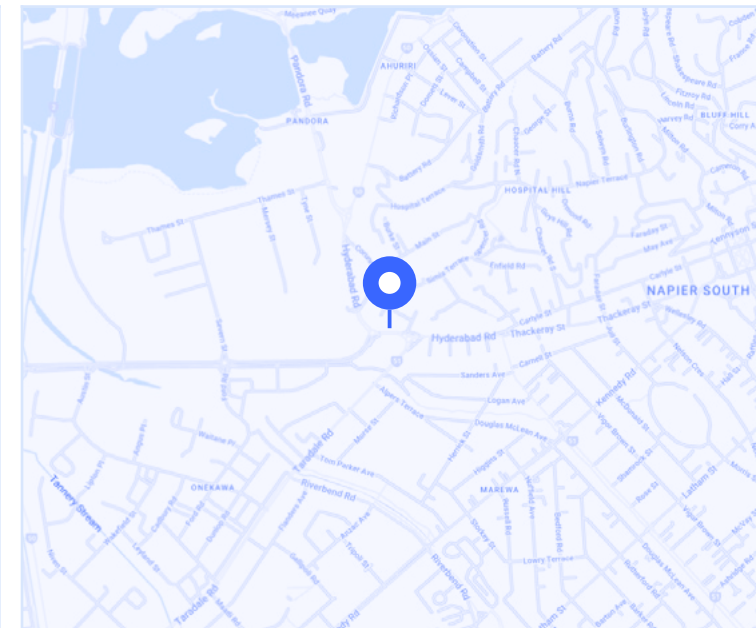
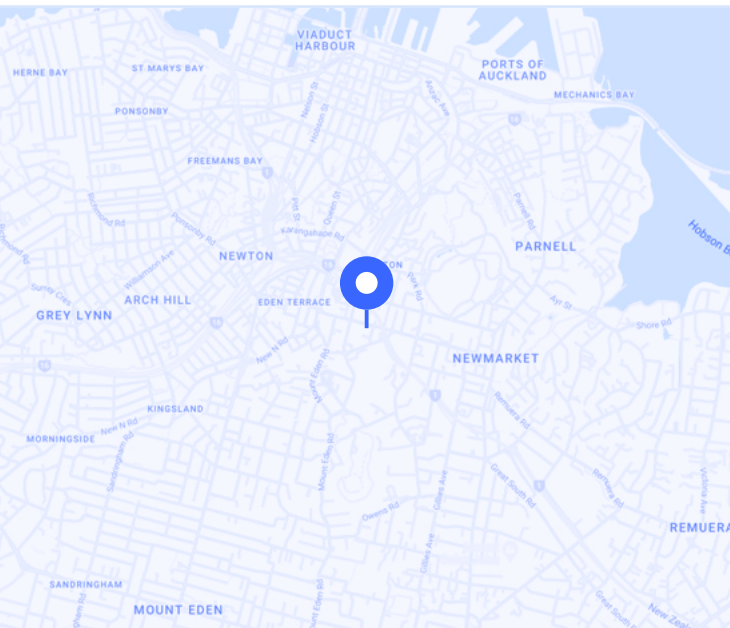
**Screen Size**  
6m x 3m



**Digital Duration**  
16 seconds

# SITE LOCATIONS North Island

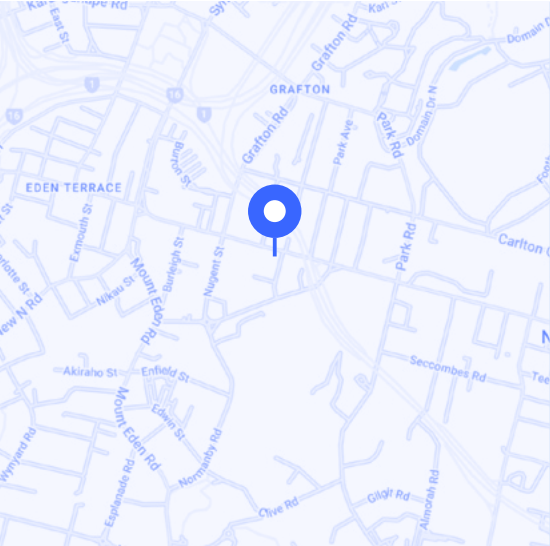
Site Name	Location	Weekly Impressions*	Orientation
<b>Khyber Pass – Outbound</b>	Grafton, Auckland	146,875.19	Landscape
<b>Bryce – Northbound</b>	Hamilton CBD	83,720.27	Portrait
<b>Hyderabad – Outbound</b>	Marewa, Napier	97,240	Portrait





# KHYBER PASS

## Outbound



**175 Khyber Pass Road, Grafton, Auckland 1023**



**Traffic Directions**  
SE-flowing



**Weekly Impressions**  
146,875



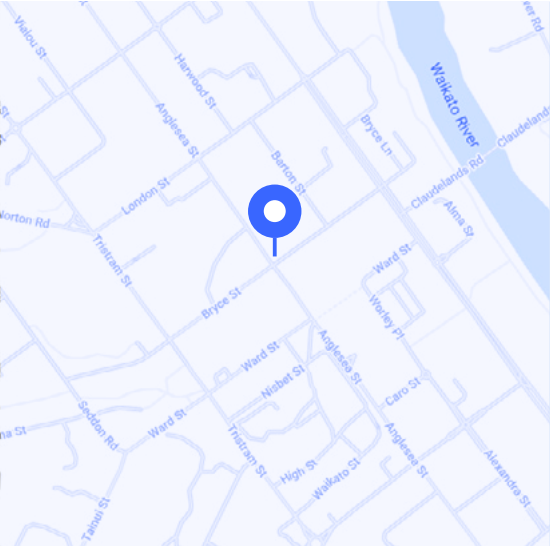
**Screen Size**  
6m x 3m



**Digital Duration**  
16 seconds

# BRYCE

## Hamilton CBD



### 70 Bryce Street, CBD, Hamilton



**Traffic Directions**  
NE & NW



**Weekly Impressions**  
83,720



**Screen Size**  
3m x 5m

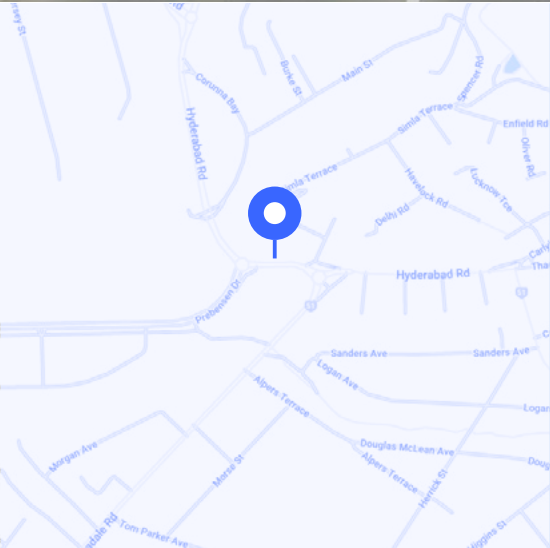


**Digital Duration**  
16 seconds



# HYDERABAD

## Outbound



**28 Hyderabad Road, Marewa, Napier**



**Traffic Directions**  
N & W-flowing



**Weekly Impressions**  
97,240



**Screen Size**  
3m x 6m



**Digital Duration**  
16 seconds

# SITE SPECS North Island

All digital billboards display static creative content on rotation, every 16 seconds, with a maximum of 8 x total advertisers.

Content upload is free of charge. All rates are excluding GST.

Site + Traffic Direction	Location	Impressions*	Orientation	Screen ID	Weekly rate	Artwork specs
Khyber Pass – Outbound	Grafton, Akl	146,875.19	Landscape	VAST-KhyberPass	\$950	760 x 360 pixels
Bryce – Northbound	Hamilton	83,720.27	Portrait	VAST-Bryce	\$850	360 x 600 pixels
Hyderabad – Outbound	Napier	97,240	Portrait	VAST – Hyderabad	\$900	360 x 760 pixels





# VAST TECHNOLOGY

## Absen

Absen is an integrated service provider in the LED display industry, offering mainly turnkey solutions to customers on LED display applications.

Absen technology has been tested to handle the harsh elements of New Zealand and to perform for 100,000 hours. Absen is the light of the world.

Absen has a state-of-the-art manufacturing facility. Absen is committed to pushing the industry forward with the development of quality standards and innovations to meet the ever-changing demands of customers.

## seedooh

Seedooh creates system-to-system automation, whilst also verifying all relevant data sets to global best practice standards. Manual steps in the reporting process are inefficient and present an opportunity for error or tampering.

Seedooh drives efficiency and confidence, by removing the need (and ability) to handle data manually – without placing additional risk or load on sophisticated DOOH network operations, or on media campaign execution processes and post-analysis.

## LANDMARKS ID

LANDMARKS ID is a real-world insights platform that helps brands learn more about their customers.

De-identified, aggregated and privacy compliant, LANDMARKS ID insights inform VAST Billboards and its advertising partners on the brand preferences and behavioural attributes of the audiences that travel past each billboard location.

By empowering advertisers to select VAST Billboard locations based on the specific target audience the advertiser is seeking to reach, VAST Billboards is offering its advertisers the most compelling audience targeting solution available in the market, nationwide.

# VAST TECHNOLOGY

## **Broadsign**

Broadsign is the global leader in out-of-home marketing solutions.

Powering over 425,000 displays worldwide.

Offering SOC II-certified security and stability, Broadsign's software is the solution of choice for creating impactful experiences in premium OOH environments of every kind.

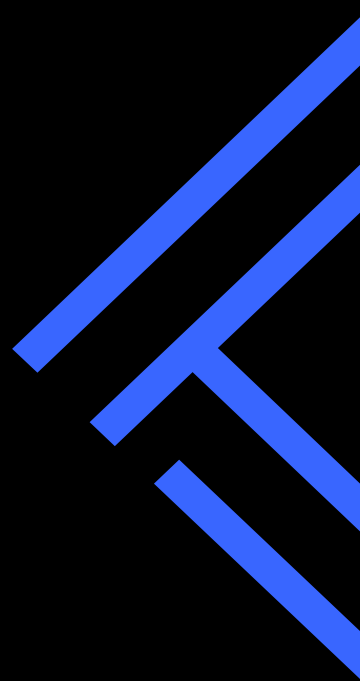
## **Calibre**

Calibre is the industry standard audience measurement tool for the out-of-home market in New Zealand. Endorsed by the Out-of-Home Media Association of Aotearoa, it encompasses nearly 85% of New Zealand's out-of-home touchpoints, unifying the industry under one measurement currency. Calibre provides standard reach and frequency measures, rich behavioural and demographic audience insights, and a customised planning dashboard for identifying optimal campaign sites.

\* Weekly impressions data is supplied by Calibre Measurement NZ, based on the period January 2022 - January 2023

## **VISTAR**MEDIA

Vistar Media is the leading global provider of programmatic technology for digital out-of-home (DOOH). With a mission of enhancing every OOH transaction with automation, data and measurement, Vistar has established the most comprehensive marketplace for programmatic out-of-home transactions via a demand-side platform (DSP), supply-side platform (SSP), and data management platform (DMP). Vistar also offers core infrastructure software for media owner networks, via the Vistar Ad Server and device and content management platform (Cortex).





# PROUDLY SUPPORTING



**BrainTree** A wellness centre  
for brain health

**inspire**  
FOUNDATION

**entre**  
Spark your spirit

**KORU  
CARE**  
CHRISTCHURCH

**THANK YOU**

**VAST**

Billboards