



VAST Billboards

Site Card

Updated Apr 2024

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





Hamilton – Bryce



Christchurch – Carmen



Christchurch – 26 Moorhouse



Christchurch – Curletts

OUR GROWING NETWORK

40 727_k UP TO 340 8

Active sites
nationwide

Daily impressions
nationwide

Active billboards
nationwide each week

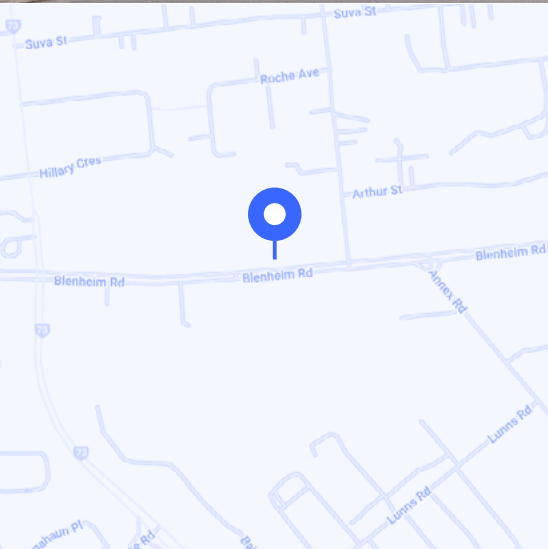
Planned new
sites across
10 regions

SITE LOCATIONS Christchurch



382 BLENHEIM RD

Inbound



382 Blenheim Road, Upper Riccarton, Christchurch



Traffic Directions
East-flowing



Weekly Impressions



Screen Size
6m x 3m



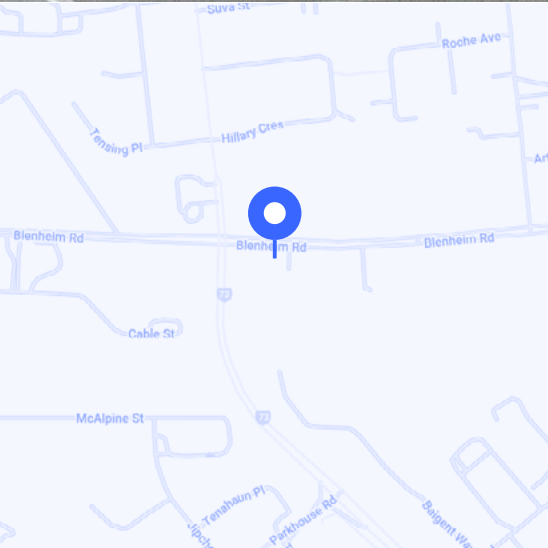
Digital Duration
8 seconds

447 BLENHEIM RD

Inbound



Outbound



447 Blenheim Road, Upper Riccarton, Christchurch



Traffic Directions
East & West



Weekly Impressions
163,978



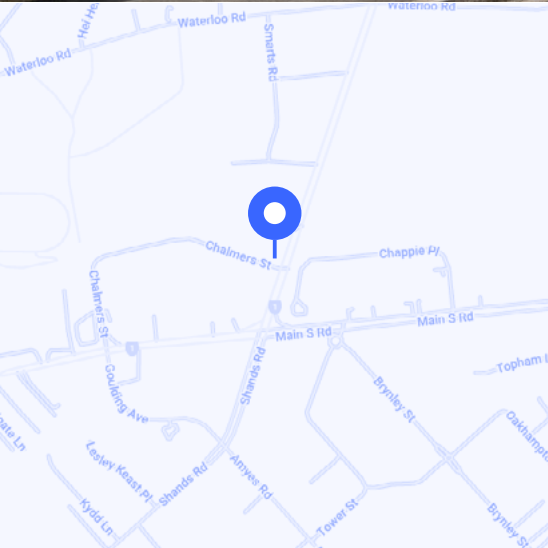
Screen Size
6m x 4m



Digital Duration
8 seconds

17 CARMEN RD

Northbound



17 Carmen Road, Hornby, Christchurch



Traffic Directions
North-flowing



Weekly Impressions
88,221



Screen Size
3m x 6m



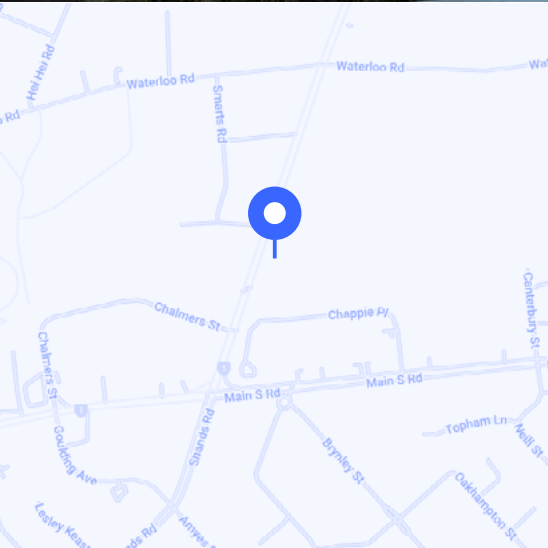
Digital Duration
8 seconds

20 CARMEN RD

Inbound



Outbound



20 Carmen Road, Hornby, Christchurch



Traffic Directions
North & South



Weekly Impressions
157,970



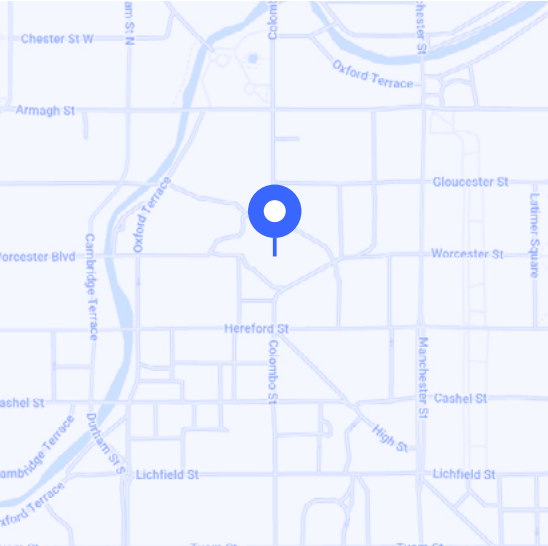
Screen Size
6m x 3m



Digital Duration
8 seconds

CATHEDRAL SQ

Pedestrian



Cathedral Square, Central City, Christchurch



Pedestrian
foot traffic,
tram travellers



Weekly Impressions
20,000 Estimate



Screen Size
6m x 3m

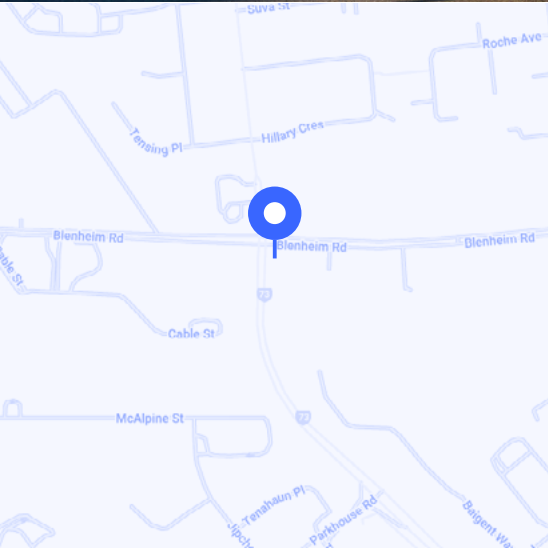


Digital Duration
8 seconds

CURLETT'S RD

Inbound

Outbound



447 Blenheim Road, Upper Riccarton, Christchurch



Traffic Directions
North & South



Weekly Impressions
IB 387,514
OB 279,730



Screen Size
8m x 4m

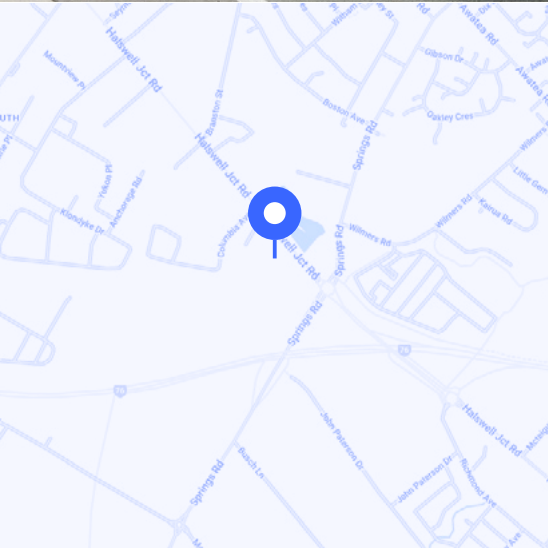


Digital Duration
8 seconds

HALSWELL JUNCTION RD

Inbound

Outbound



533 Halswell Junction Road, Hornby, Christchurch



Traffic Directions
NW & SE



Weekly Impressions
40,386.83



Screen Size
6m x 3m



Digital Duration
8 seconds

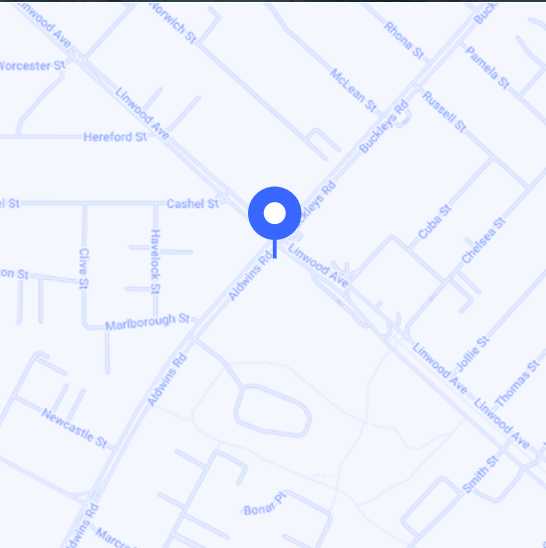
LINWOOD AVE

Outbound



ALDWINS RD

Outbound



248 Linwood Avenue, Linwood, Christchurch



Traffic Directions
North & South



Weekly Impressions
251,307



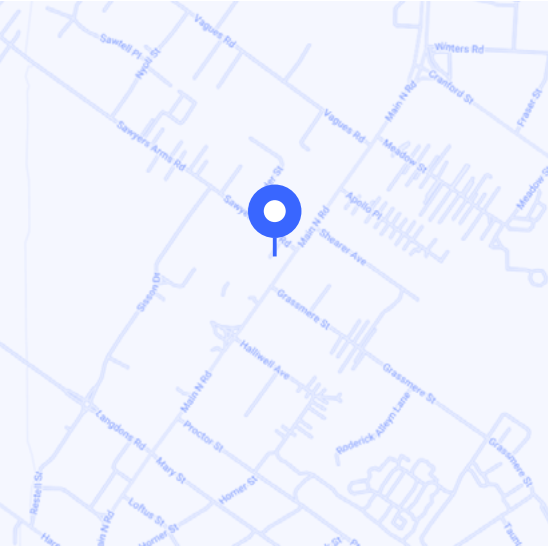
Screen Size
6m x 4m



Digital Duration
8 seconds

MAIN NORTH RD

Inbound



101 Main North Road, Papanui, Christchurch



Traffic Directions
SE-flowing



Weekly Impressions
102,478



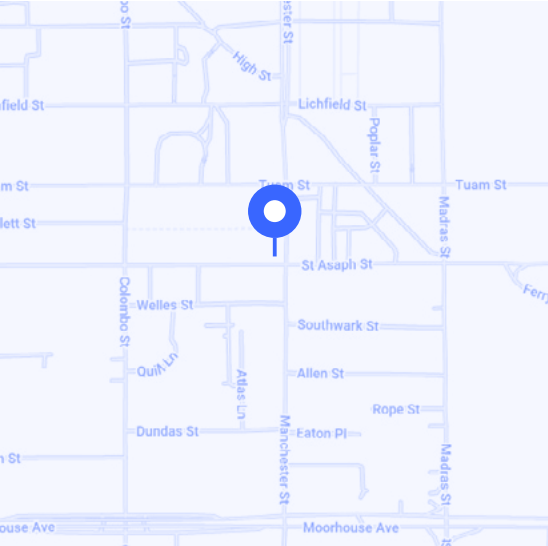
Screen Size
6m x 3m



Digital Duration
8 seconds

MANCHESTER ST

N & W-bound



93 Manchester St, Central City, Christchurch



Traffic Directions
North & West



Weekly Impressions
91,399



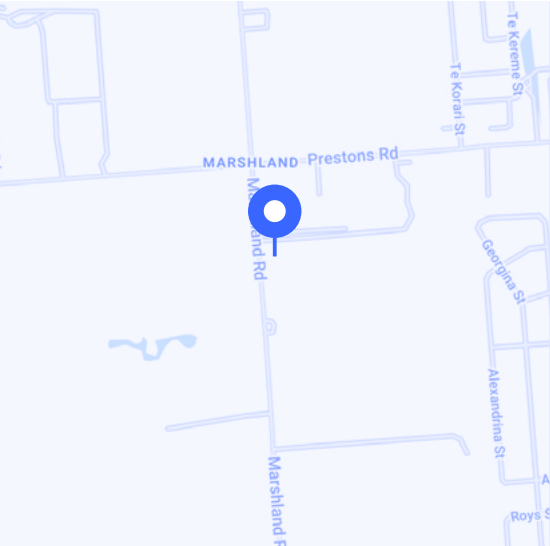
Screen Size
6m x 3m



Digital Duration
8 seconds

MARSHLAND RD

Inbound



410 Marshland Rd, Marshland, Christchurch



Traffic Directions
South-flowing



Weekly Impressions
64,970



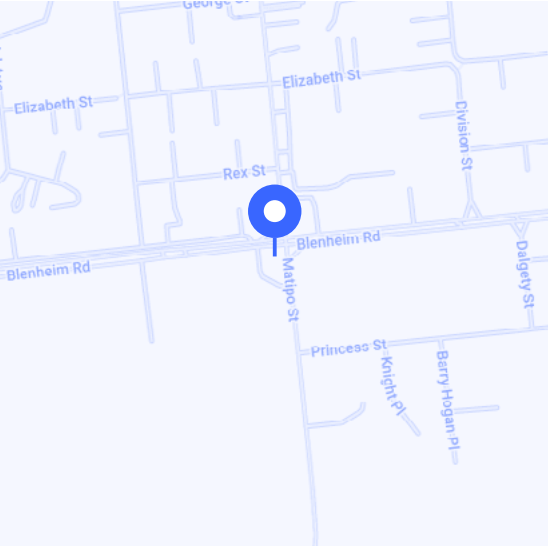
Screen Size
3m x 6m



Digital Duration
8 seconds

MATIPO ST

Outbound



149 Blenheim Road, Middleton, Christchurch



Traffic Directions
South & West



Weekly Impressions
108,435



Screen Size
6m x 3m

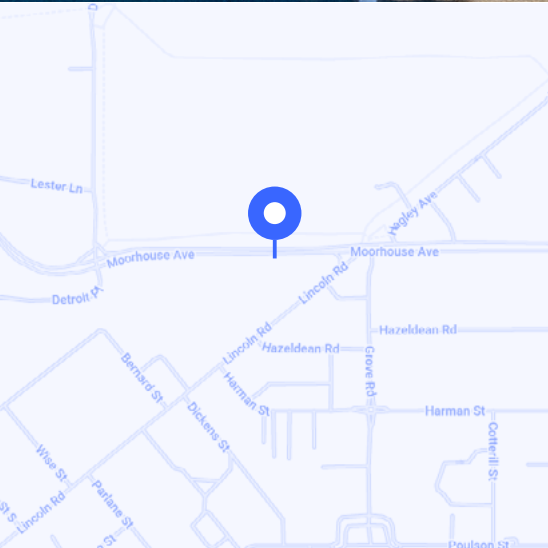


Digital Duration
8 seconds

26 MOORHOUSE AVE

Inbound

Outbound



26 Moorhouse Avenue, Addington, Christchurch



Traffic Directions
East & West



Weekly Impressions
184,723



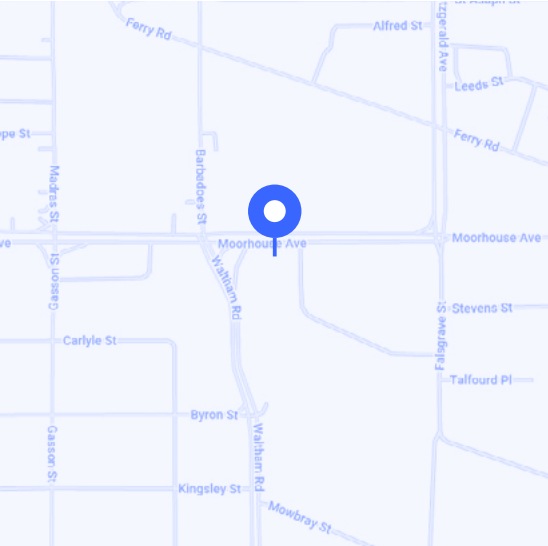
Screen Size
3m x 6m



Digital Duration
8 seconds

460 MOORHOUSE AVE

Inbound



460 Moorhouse Avenue, Waltham, Christchurch



Traffic Directions
West-flowing



Weekly Impressions
194,181



Screen Size
3m x 6m



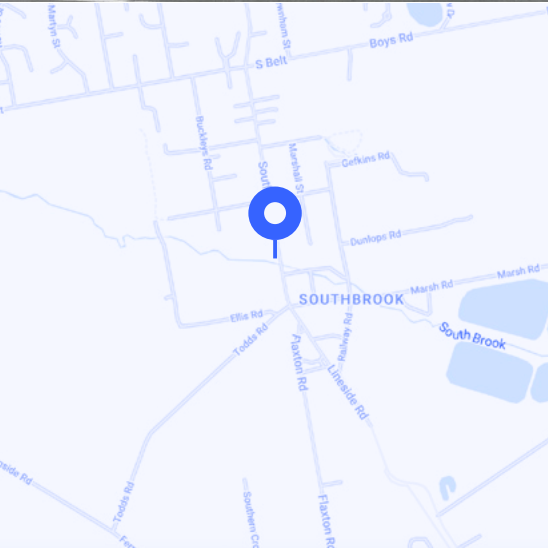
Digital Duration
8 seconds

SOUTHBROOK RD

Inbound



Outbound



13 Southbrook Road, Rangiora



Traffic Directions
North & South



Weekly Impressions
146,955



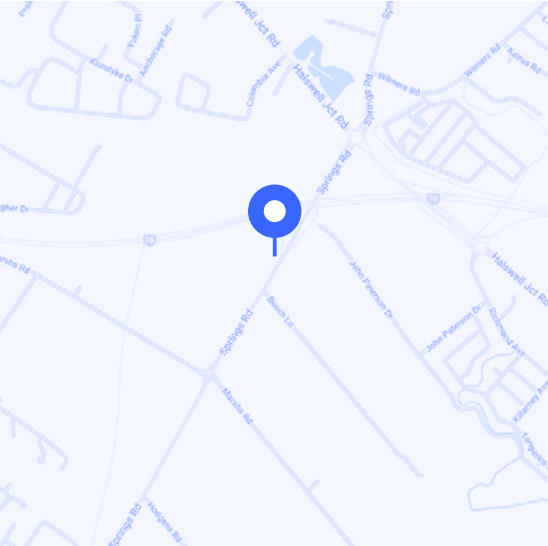
Screen Size
3m x 6m



Digital Duration
16 seconds

SPRINGS RD

Outbound



312 Springs Road, Halswell, Christchurch



Traffic Directions
South-flowing



Weekly Impressions
72,072



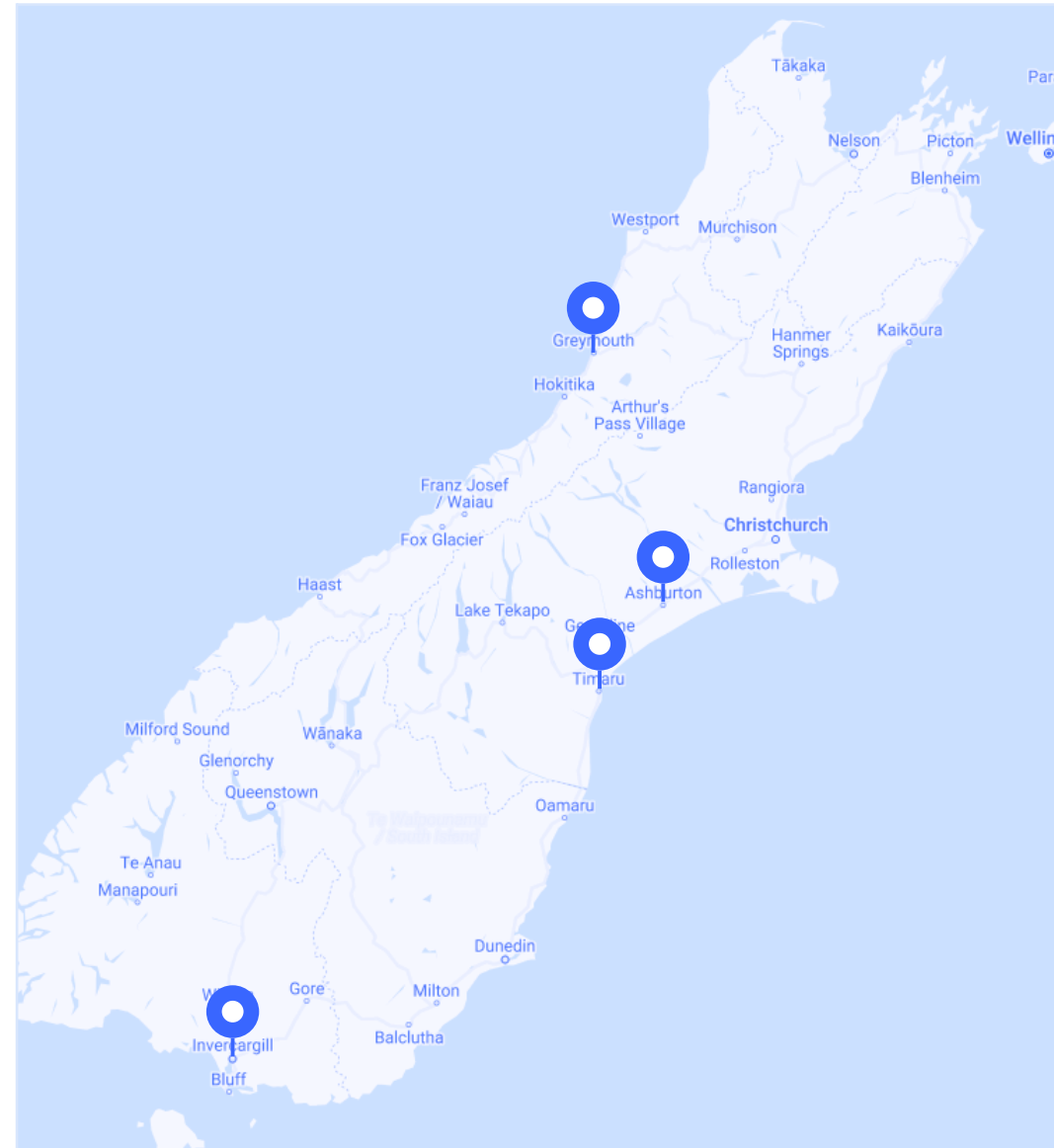
Screen Size
6m x 3m



Digital Duration
8 seconds

SITE LOCATIONS South Is. Regions

Site Name	Town	Impressions*	Orientation
Ashburton SH1 – Inbound	Ashburton	78,190.77	Portrait
Ashburton SH1 – Outbound	Ashburton	78,064.35	Portrait
West St – Inbound	Ashburton	75,804.00	Landscape
West St – Outbound	Ashburton	75,563.28	Landscape
Tay St – Inbound	Invercargill	158,331.54	Portrait
Tay St – Outbound	Invercargill	153,085.53	Portrait
Tainui St – Inbound	Greymouth	25,416.15	Portrait
Tainui St – Outbound	Greymouth	17,154.27	Portrait
Timaru SH1 – Inbound	Timaru	80,476.75	Landscape
Timaru SH1 – Outbound	Timaru	81,778.95	Landscape
Bridge St – Inbound	Timaru	84,556.80	Landscape
Bridge St – Outbound	Timaru	84,721.95	Landscape

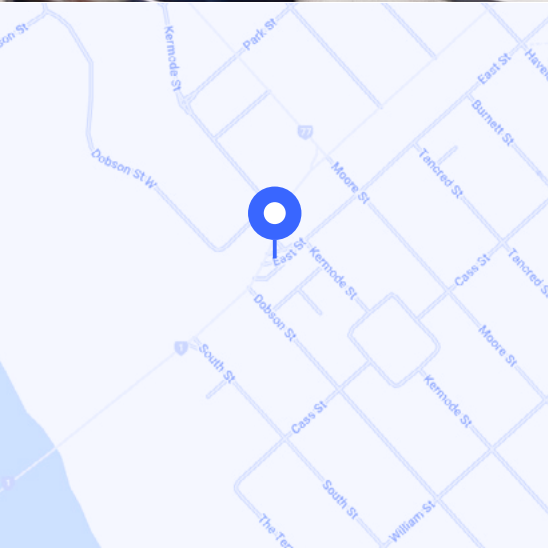
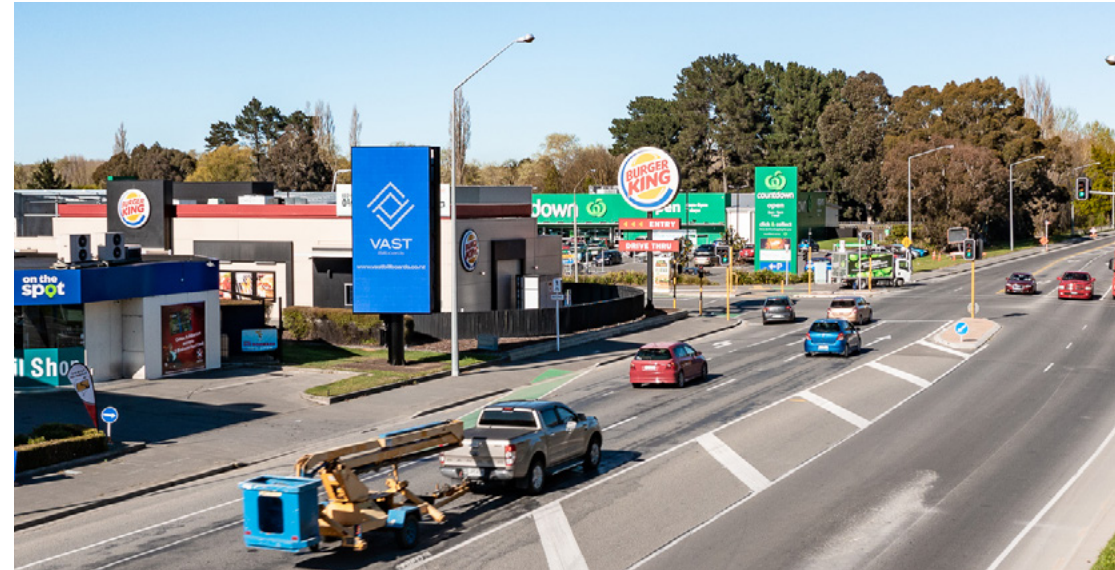


ASHBURTON SH1

Inbound



Outbound



14 State Highway 1, Ashburton



Traffic Directions
NE & SW



Weekly Impressions
78,064



Screen Size
3m x 6m



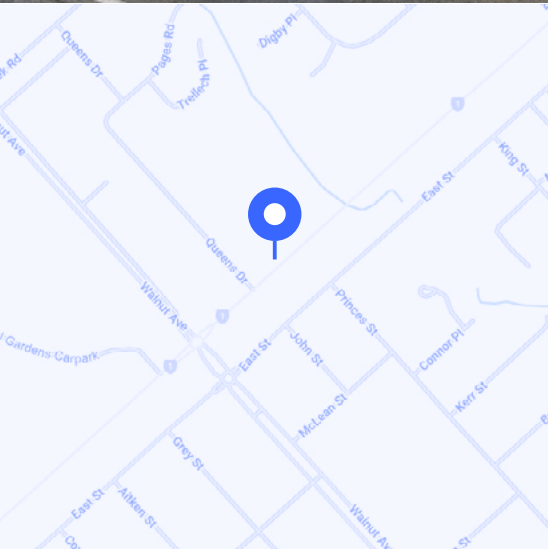
Digital Duration
16 seconds

WEST ST

Inbound



Outbound



363 West Street, Ashburton



Traffic Directions
NE & SW



Weekly Impressions
75,563



Screen Size
3m x 6m



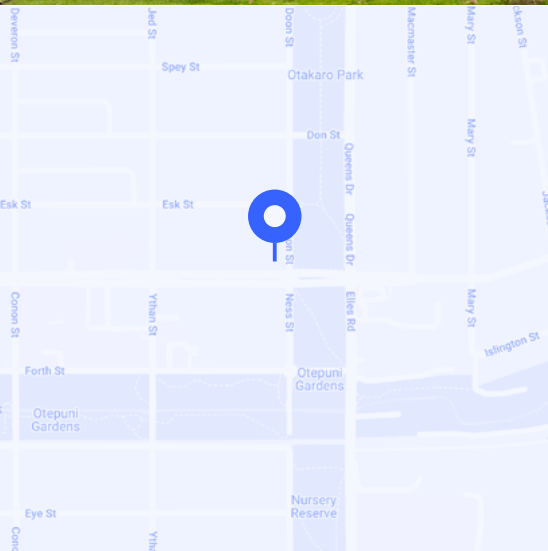
Digital Duration
16 seconds

TAY ST

Inbound



Outbound



198 Tay Street, Invercargill



Traffic Directions
East & West



Weekly Impressions
IB 158,332
OB 153,085



Screen Size
3m x 6m



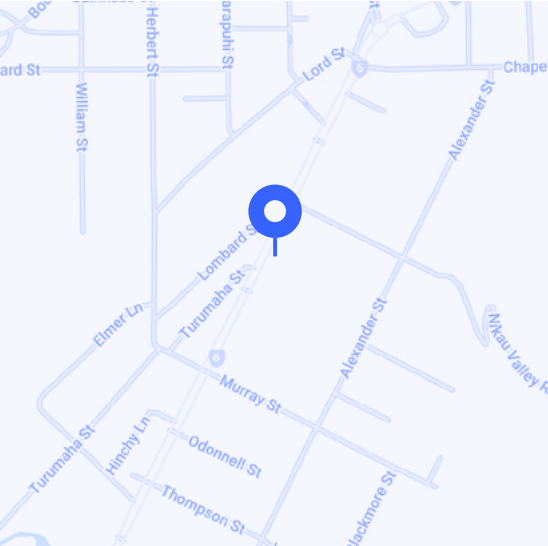
Digital Duration
16 seconds

TAINUI ST

Inbound



Outbound



119 Tainui Street, Greymouth



Traffic Directions
North & South



Weekly Impressions
IB 25,416
OB 17,154



Screen Size
3m x 6m



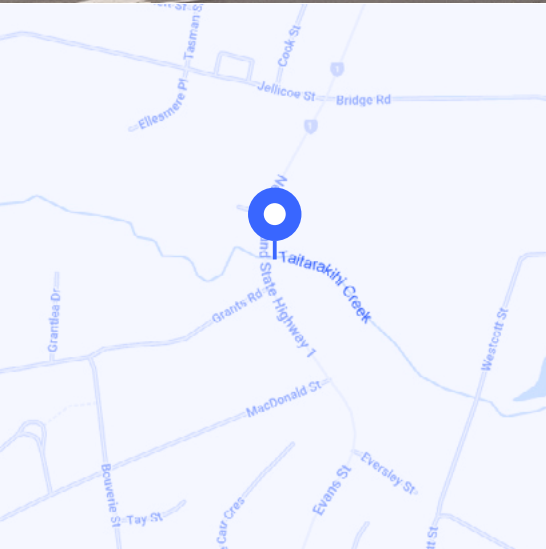
Digital Duration
16 seconds

TIMARU SH1

Inbound



Outbound



223 State Highway 1, Timaru



Traffic Directions
North & South



Weekly Impressions
80,477



Screen Size
6m x 3m



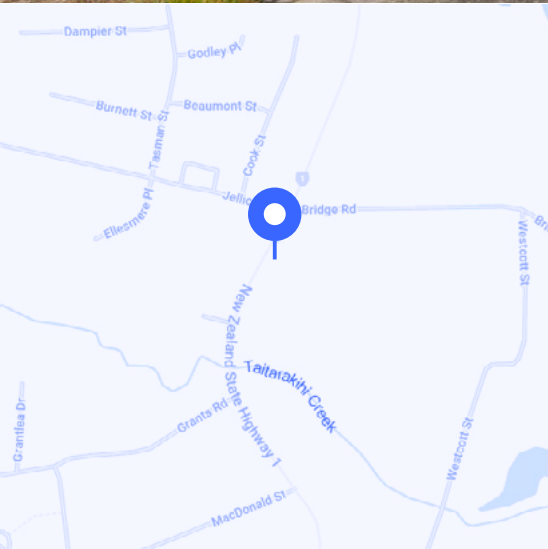
Digital Duration
16 seconds

BRIDGE ST

Inbound



Outbound



224 State Highway 1, Timaru



Traffic Directions
North & South



Weekly Impressions
84,557



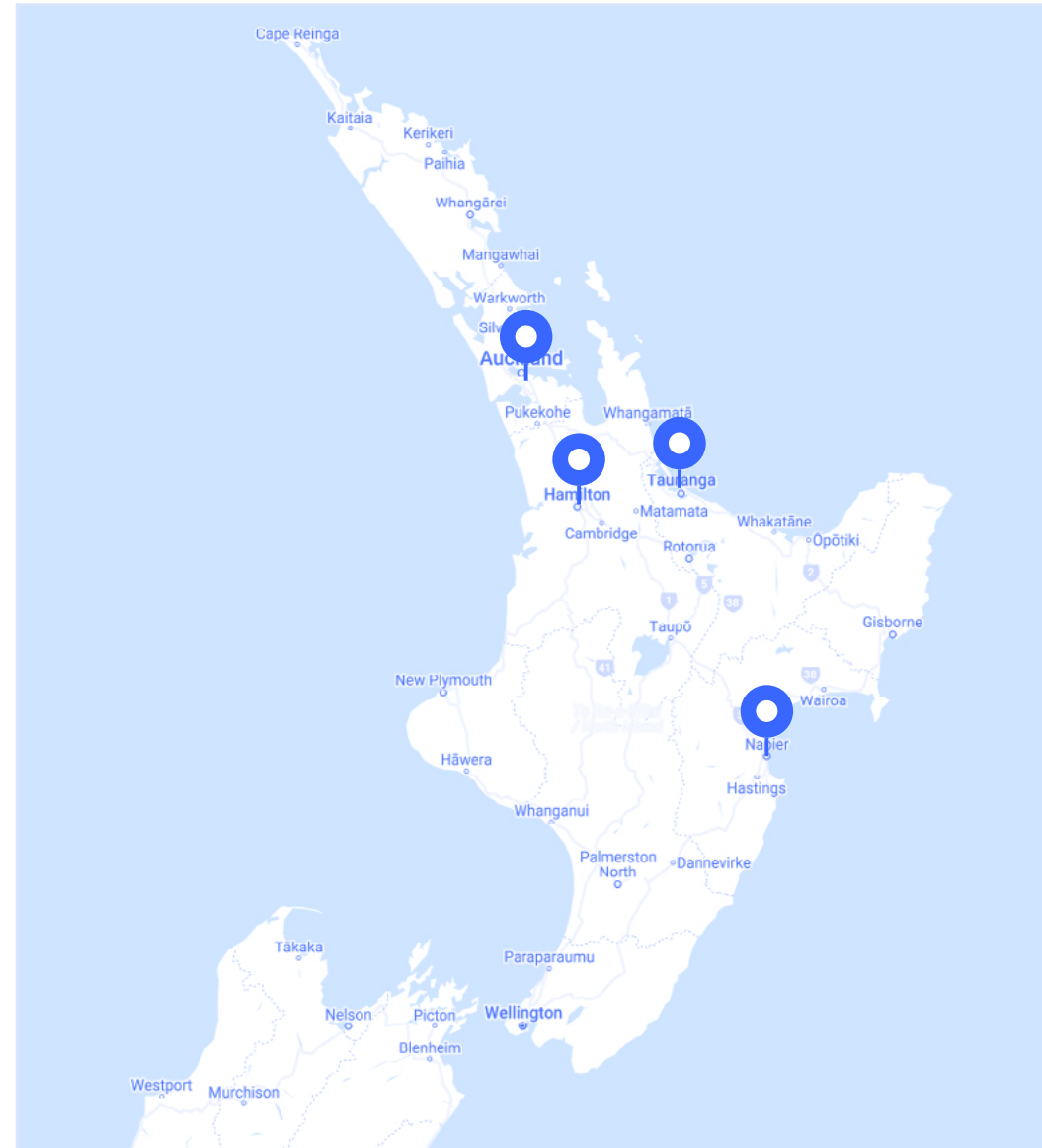
Screen Size
6m x 3m



Digital Duration
16 seconds

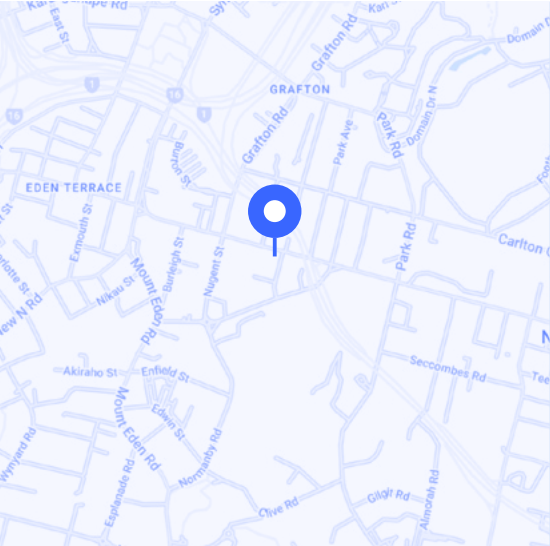
SITE LOCATIONS North Island

Site Name	Town	Impressions*	Orientation
Khyber Pass Rd – Outbound	Grafton, Auckland	163,430.18	Landscape
Great South Rd – Outbound	Penrose, Auckland	115,562.00	Landscape
Bryce St – Northbound	Hamilton CBD	115,084.30	Portrait
Marsh St – Inbound	Tauranga	98,315.90	Landscape
Marsh St – Outbound	Tauranga	98,333.20	Landscape
Hyderabad Rd – Outbound	Marewa, Napier	176,829.51	Portrait



KHYBER PASS RD

Outbound



175 Khyber Pass Road, Grafton, Auckland



Traffic Directions
SE-flowing



Weekly Impressions
163,430



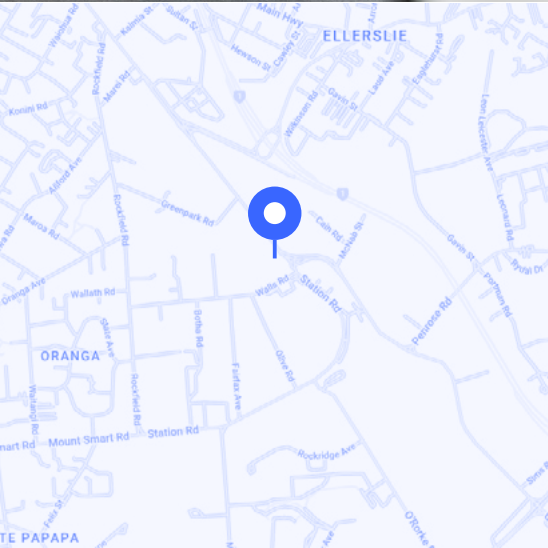
Screen Size
6m x 3m



Digital Duration
16 seconds

GREAT SOUTH RD

Outbound



551 Great South Road, Penrose, Auckland



Traffic Directions
South-flowing



Weekly Impressions
115,562



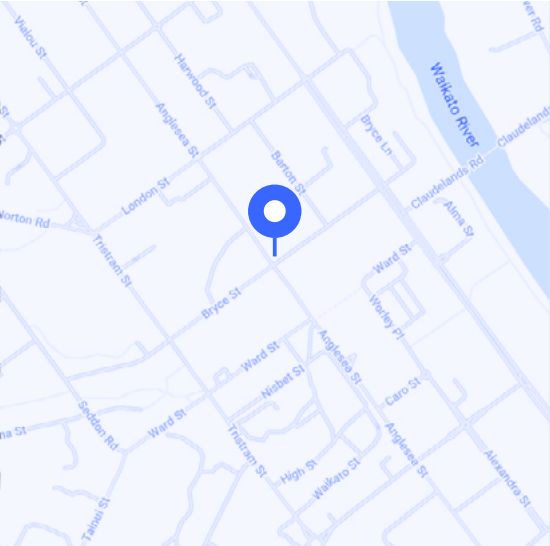
Screen Size
12m x 3m



Digital Duration
8 seconds

BRYCE ST

Hamilton CBD



70 Bryce Street, CBD, Hamilton



Traffic Directions
NE & NW



Weekly Impressions
115,084



Screen Size
3m x 5m



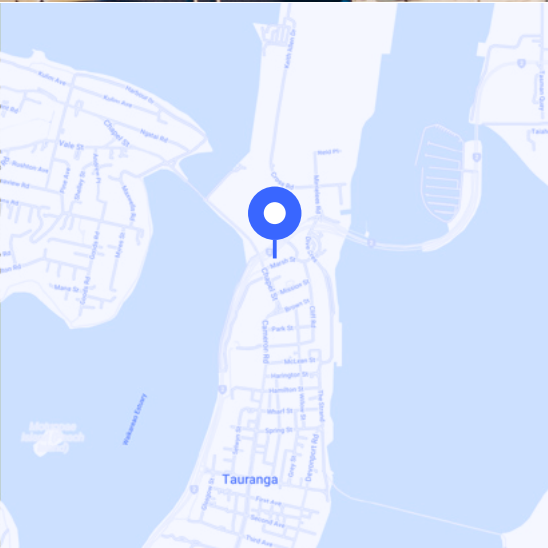
Digital Duration
16 seconds

MARSH ST

Inbound



Outbound



15 Marsh Street, Tauranga



Traffic Directions
North & West



Weekly Impressions
89,725



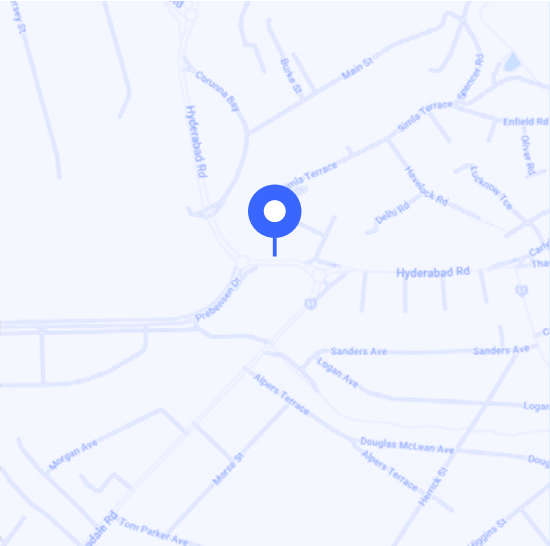
Screen Size
12m x 3m



Digital Duration
16 seconds

HYDERABAD RD

Outbound



28 Hyderabad Road, Marewa, Napier



Traffic Directions
N & W-flowing



Weekly Impressions
176,829



Screen Size
3m x 6m



Digital Duration
16 seconds

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.

veridooh

With its proprietary SmartCreative™ technology, Veridooh independently tracks, measures and verifies the performance of out-of-home (OOH) advertising campaigns. Veridooh is the preferred verification partner for IPG Mediabrand, Omnicom Media Group and GroupM in Australia. Clients include global brands such as Google, Amazon, Mercedes, Johnson & Johnson, Unilever, Sony, and McDonald's.

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 November 2023 - February 2024.

VISTARMEDIA

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