

100 BUSHWICK

RETAILVISIONS

National Media Kit

2026 Edition

retailvisions.com

THE OPPORTUNITY

Retail media is the fastest-growing channel in advertising.

18%

Annual Growth
in Retail Media

eMarketer, 2025

85%

Of Grocery Visits Still Happen
In-Store

GroupM, 2025

<1%

Of Retail Media Spend Goes In-
Store — Massive Upside

eMarketer, 2024

Yet in-store digital media remains massively underpenetrated. Brands are shifting budgets to where purchase decisions happen — at the shelf, at the entrance, on the street.



WHO WE ARE

The In-Store Advertising Network Built for Impact.

Retail Visions connects brands with shoppers through high-brightness digital displays inside and outside independent retail stores nationwide. Our AI-powered screens deliver measurable results for advertisers and new revenue for retailers.

- **Street-Level Digital Media**
Exterior-facing screens in grocery storefronts and urban windows
- **Programmatic Enabled**
100% programmatic across all major SSPs and exchanges
- **1st-Party Sales Data**
Closed-loop attribution capability via retailer POS data
- **Full-Motion Creative**
4,000+ NIT displays, visible 24/7 in direct sunlight

Grocery Partners



+ more

WHY RETAIL VISIONS

Influence Purchase Decisions in the Last 10 Feet.

1st-Party Sales Attribution

Direct access to retailer POS data enables true closed-loop measurement. Link ad exposure to actual SKU-level sales — no modeled guesses.

Point-of-Purchase Placement

Screens positioned at store entrances, aisles, and checkout — reaching shoppers in the buying mindset, at the exact moment of decision.

Premium, Unavoidable Screens

4,000+ NIT full-motion displays that cut through clutter. Visible in direct sunlight, 24/7. Up to 10× brighter than a high-end home TV.

Unlike traditional OOH, Retail Visions proves ROI with real sales data — not estimated reach.

NETWORK AT A GLANCE

7,500+

Digital Screens

Combined RV + Evergreen
Digital Media (EDM)

6,000+

Locations

Independent Retailers
Nationwide

193+

DMAs Reached

Coast-to-Coast Coverage

2B+

Monthly Impressions

RV Network

24/7

Always On

Full-Motion, High-Brightness

49

States

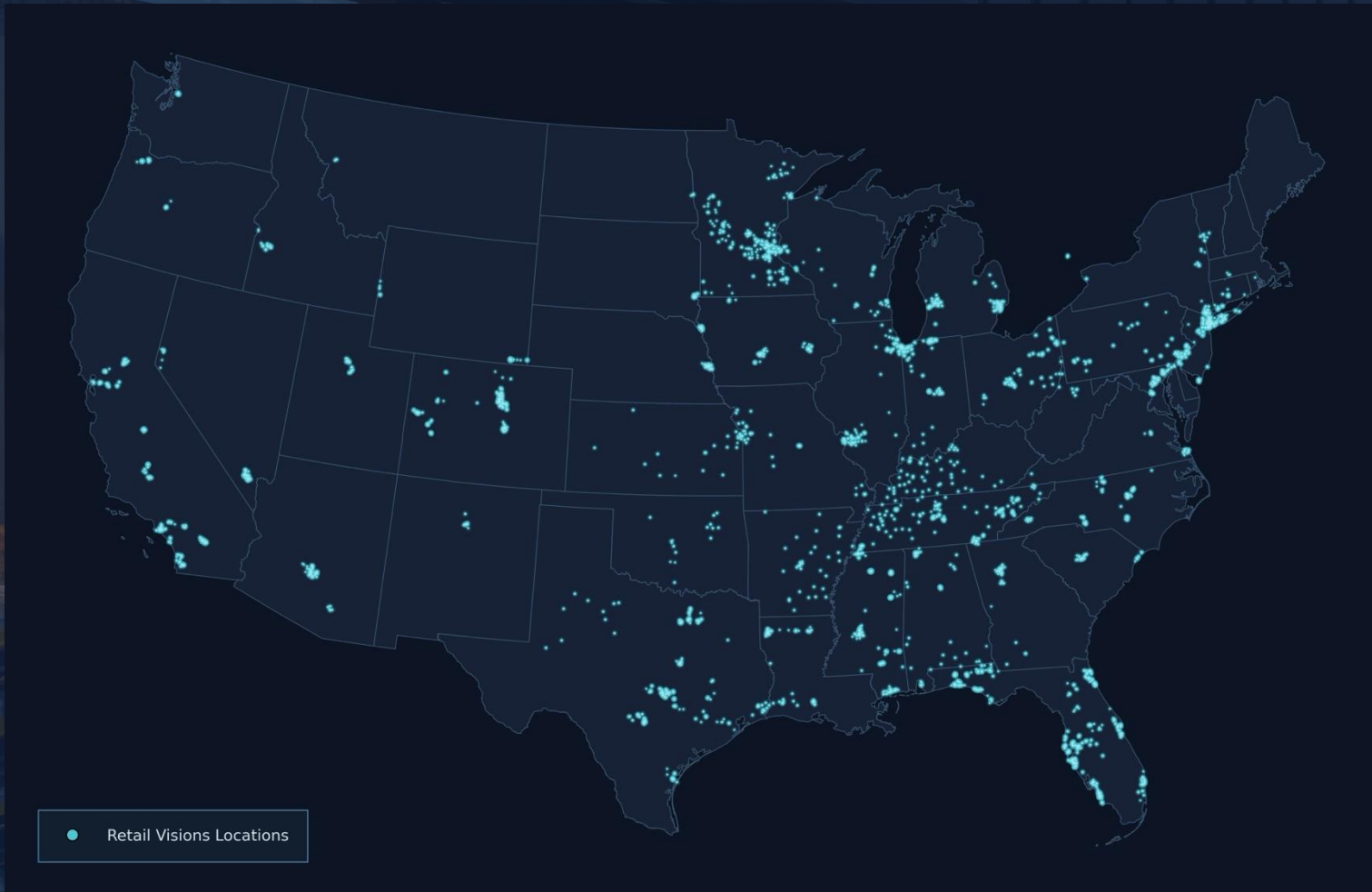
Coast-Coast Network

Screen counts include RV core (2,500+) and EDM (5,000+) networks. Impressions: SSP-reported actuals via Vistar, Place Exchange, Broadsign, Hivestack.



NATIONAL REACH

Coast-to-Coast Coverage. Across 193+ DMAs.



193+

DMAs Covered

6,000+

Store Locations

49+

States Covered

Strong presence in 8 of the top 10 DMAs, including New York, Los Angeles, Chicago, Dallas-Fort Worth, Houston, Atlanta, Tampa, and Minneapolis — with deep coverage across the South, Midwest, and Northeast Corridor.

MEDIA FORMATS

Our Screens, Your Canvas.



Grocery Entrance

1,507 screens

74.4% of RV network



Urban Panels

453 screens

22.4% of RV network



Grocery Interior

66 screens

3.2% of RV network



Local Business Interior

5,000+ screens

NEW to RV network

All screens accept full-motion creative (MP4, JPG, PNG). :10 and :15 second spot lengths. Audio accepted on select Local Business Interior.



GROCERY ENTRANCE

1,507

Screens · 74.4% of Network

Exterior-facing and full-motion, these units deliver impressions to hard-to-reach urban and rural audiences. Big, bold, bright, and clear — an advertising opportunity that can't be missed.

- ▶ Captures attention just before store entry
- ▶ Reaches shoppers at the point of purchase
- ▶ Ability to run 24/7 with 4,000+ NIT brightness
- ▶ Avg. 1,978 impressions per screen per month

SPECIFICATIONS

Brightness: 4,000+ NITs | Size: 45"—65" | Aspect: 9:16 Portrait
Loop: 2 min (:60 paid / :60 house) | Duration: :10, :15 sec

URBAN PANELS

453

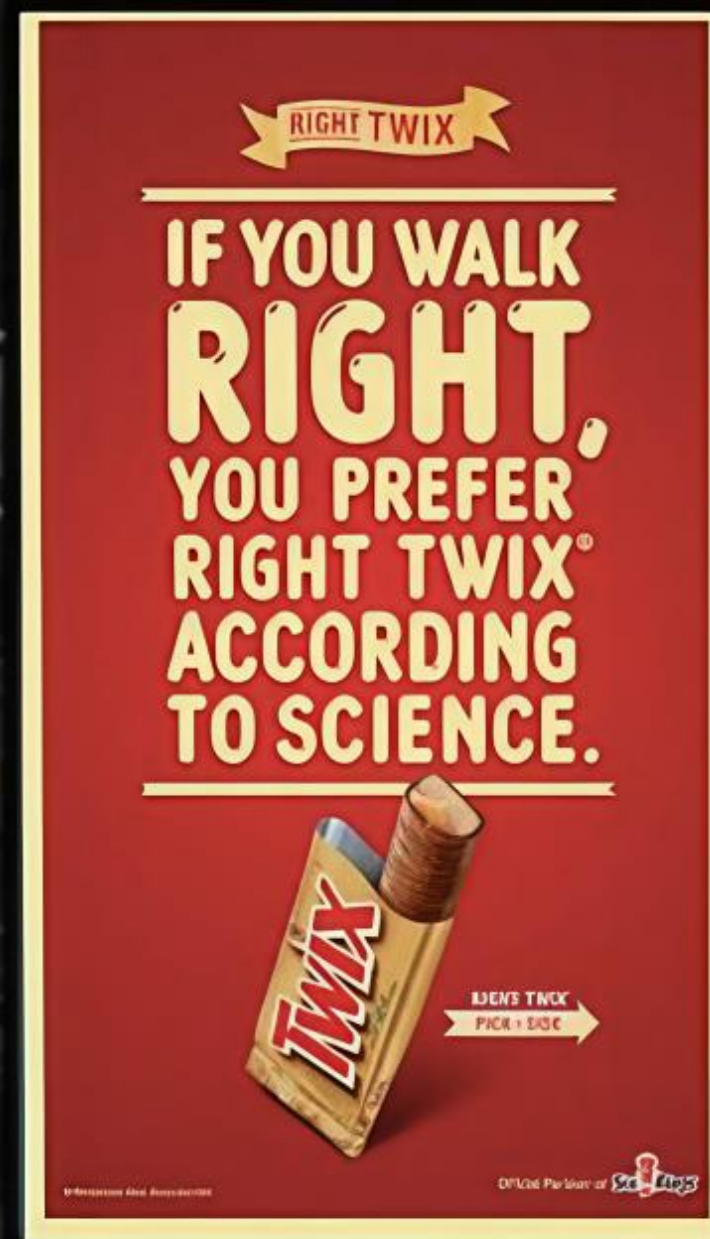
Screens · 76% of All Impressions

Available across NYC in all five boroughs, these street-level storefront digital windows deliver highly relevant messaging with maximum exposure to pedestrians and consumers.

- ▶ Located in street-level storefront windows
- ▶ Delivers highly relevant, contextual messaging
- ▶ Visible day and night — constant brand presence
- ▶ Avg. 26,342 impressions per screen per month

HIGHEST IMPACT FORMAT

Urban panels drive 76% of total network impressions with only 22% of screens — unmatched per-screen reach.





GROCERY INTERIOR — AISLE & CHECKOUT

66

Screens · Aisle (39) + Checkout (27)

Located in high-traffic grocery zones in the NYC DMA. Large, full-motion displays deliver eye-catching creative where buying decisions happen — influencing purchase behavior directly at the point of sale.

- ▶ Located where buying decisions happen
- ▶ Influences purchase behavior at point of sale
- ▶ Perfect for CPGs looking to boost in-store impact
- ▶ Avg. 11,894–12,301 impressions/screen/month

SPECIFICATIONS

Aspect: 9:16, 16:9, 4:3 | Size: 45"–65"

Loop: 2 min (:60 paid / :60 house) | Duration: :10, :15 sec

Local Business Interior

5,000+

Indoor Digital Screens · 200+ Cities

Retail Visions has expanded its network to include EDM's nationwide indoor digital billboard network — the largest community-based indoor billboard network in North America. Screens are placed in high-traffic retail locations, community venues, and local businesses across 200+ cities.

- ▶ Indoor digital billboards in high-traffic venues
- ▶ Community-based network since 2008
- ▶ Owner-operated for local market expertise
- ▶ Programmatic enabled for national campaigns

RETAIL:

- Grocery Stores
- Liquor Stores
- Convenience Stores
- Pharmacies

Health & Beauty

- Gyms
- Salons
- Spas
- Barber Shops
- Tattoo Parlors

Point of Care:

- Vet offices
- Doctors Offices
- Urgent Care

Miscellaneous

- Colleges
- Grade School
- Postal Service
- Office Buildings
- Hotels
- Bars
- Movie Theaters
- Entertainment





Packaged Inventory

Beer & Wine Drinkers

1,200+

screens within 500 ft of spirit-selling locations

- Most venues actively sell beer, wine & hard seltzers
- Beer, wine, and RTD beverages run 24/7
- Effective in boosting brand recall and engagement
- Flexible scheduling for dayparting to align with peak buying times
- Perfect for seasonal promotions and new product launches

Packaged Inventory

Spirits After Hours

250+

screens within 1,000 ft of spirit-selling locations

- "After Hours" — liquor spots run 5pm–6am
- Located near bars, clubs, and restaurants
- Targets busy nightlife zones
- Engages consumers before purchase or going out
- Ideal for promos, launches, and seasonal pushes

Dedicated network with proximity placement to nightlife venues



AUDIENCE

Reach Consumers in the Heart of Their Community.

Active Shoppers

53% Female / 47% Male

Household decision makers actively in the buying mindset — your ad reaches them when it matters most.

Diverse Communities

Multicultural Reach

Screens placed in culturally diverse neighborhoods. Bilingual ad capabilities for authentic, impactful messaging aligned with key cultural moments.

Untapped Audiences

Independent Retailers

Independent grocery stores and community retailers serve audiences that big-box chains miss — delivering reach where national brands have limited presence.

BEER, WINE & SPIRITS CAPABILITY

1,200+ screens within 500 ft of spirit-selling locations. Beer & wine run 24/7. "After Hours" spirits network (5pm–6am) with 250+ screens near bars, clubs, and restaurants.

Hispanic Audience Reach: Screens placed in busy Hispanic community grocery stores with bilingual ad support.

Highlighted Audience

Hispanic & Latin-American Reach

Unmatched community-level reach in high-density Hispanic neighborhoods

- Placed in busy Hispanic community grocery stores
- Consistent reach to culturally aligned shoppers
- Bilingual ads for authentic, impactful messaging
- Enhances cultural relevance and brand connection
- Delivers messaging at the point of purchase
- Aligns with key cultural moments and holidays





**MEGA
MILLIONS**

**Win \$500
MILLION!**



PLAY NOW

Notu will Clares a Jait Spamea!

Highlighted Audience

Value-Based Consumer

- Over-indexes on consumers seeking immediate financial upside (lottery, betting, credit access)
- Price-sensitive shoppers actively seeking deals and savings at point of entry
- Strong responsiveness to messaging tied to instant reward, quick wins, and low barrier entry
- Frequent visitors with repeat exposure reinforces app downloads

PROVEN RESULTS

Real Sales Lift, Verified by Real Purchase Data.

BUSHWICK

+44.9%

In-Store Sales Lift

National Cooking Oil Brand

Objective: Increase product awareness and sales during a key drive period across several major markets.

Execution: 10 sec ads on Urban Panels, Grocery Entrance & Aisle screens across identified markets.

Flight: 4 weeks | Impressions: 4.5M | Screens: 83

✓ Measured via 1st-party retailer SKU-level POS data

+19%

In-Store Sales Lift

Global Pasta Brand

Objective: Increase product sales across key markets in the United States.

Execution: 10 sec ads on Urban Panels, Entrance, Aisle, and Checkout screens in high-grossing markets.

Flight: 4 weeks | Impressions: 3.8M | Screens: 76

✓ Measured via 1st-party retailer SKU-level POS data

Additional case studies and vertical-specific results available upon request.

From Impression to Purchase: True Closed-Loop Attribution.



MEASUREMENT CAPABILITIES

- ✓ 1st-Party SKU-Level Sales Lift
- ✓ Comprehensive Campaign Reports
- ✓ Live Proof-of-Play Screenshots
- ✓ Online Retargeting of Exposed Viewers
- ✓ 3rd-Party Brand Lift Studies

Methodology: Impressions reported by SSP/ad exchange partners (Vistar, Place Exchange, Broadsign, Hivestack). Each impression = one ad play. Gross measured served impressions — no audience multiplier or OTS factor applied.

HOW TO ACTIVATE

Multiple Paths to Your Audience.

Open Exchange

Access RV inventory through any DSP via open programmatic auctions. Maximum reach and flexibility.

SSP / EXCHANGE PARTNERS

Vistar Media

Private Marketplace

Curated deal IDs for preferred access to premium placements and specific audience segments.

Place Exchange

Programmatic Guaranteed

Reserved inventory with guaranteed impressions. Fixed pricing, programmatic efficiency.

Broadsign

Direct Buys

Custom campaigns tailored to your goals. White-glove service with dedicated account support.

Hivestack

All screens are 100% programmatically enabled. Creative approval required prior to campaign launch.

TRUSTED BY

Brands That Trust Retail Visions.



Our locations are contextually relevant for brands looking to reach audiences in the buying mindset.

Specs at a Glance.

Digital Window Displays (Exterior-Facing)

Brightness	4,000+ NITs
Aspect Ratio	9:16, 16:9, 4:3
Resolution	1920×1080 / 1080×1920 min
Display Size	45"–65" (Portrait & Landscape)
Loop Length	2 minutes total
Paid Slots	:60 sec paid / :60 sec house
Spot Duration	:10 or :15 seconds
File Types	MP4, JPG, PNG
Audio	No audio

Interior Retail Displays (In-Store)

Brightness	High-brightness indoor
Aspect Ratio	9:16, 16:9, 4:3
Resolution	1920×1080 / 1080×1920 min
Display Size	45"–65" (varies by venue)
Loop Length	2 minutes total
Paid Slots	:60 sec paid / :60 sec house
Spot Duration	:10 or :15 seconds
File Types	MP4, JPG, PNG
Audio	No audio

Creative approval required. Assets due 5 business days before launch. Portrait + Landscape versions required. No competing grocers, political, personal injury, CBD/THC/vaping. Beer & wine allowed. Spirits in select locations after hours only.

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RETAILVISIONS

Let's Talk.

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retailvisions.com

Street-Level Digital Media Where Shopping Begins.