



BUSHWICK

# RETAILVISIONS

## National Media Kit

2026 Edition

[retailvisions.com](http://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.



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



## EDM Indoor

5,000+ screens

NEW to RV network

All screens accept full-motion creative (MP4, JPG, PNG). No audio. :10 and :15 second spot lengths.



## 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

## EDM INDOOR NETWORK

# 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
- ▶ Combined with RV: 7,500+ total screens

*EDM impression data pending — will be integrated into network totals.*





## MEDIA FORMAT

# Beer & Wine

---

# 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

## MEDIA FORMAT

# Spirits After Hours

## 250+

screens within 1,000 ft of spirit-selling locations

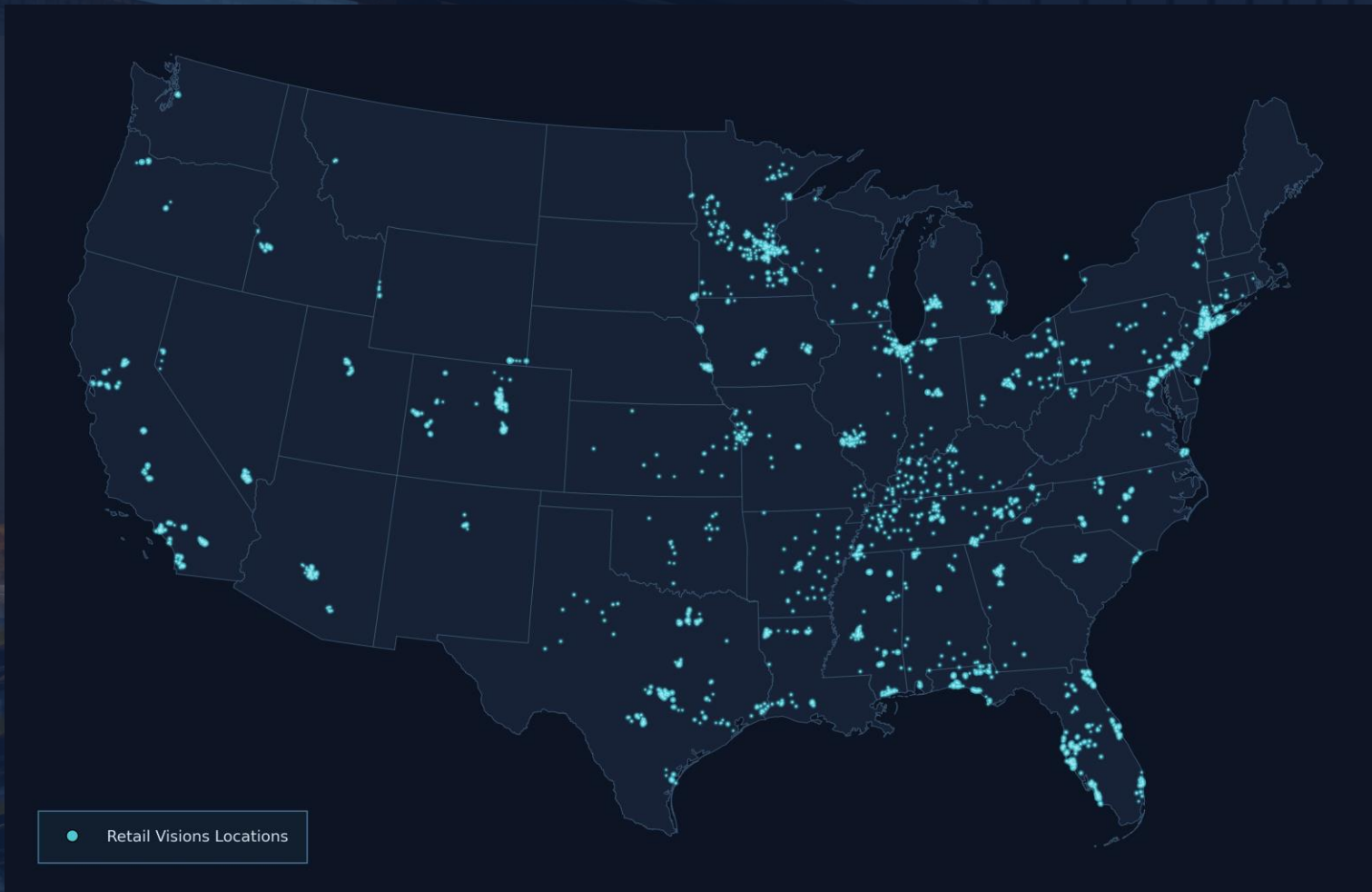
- "After Hours" — liquor spots run 5pm–6am
- Located near bars, clubs, and restaurants
- Targets busy nightlife zones
- Engages consumers before purchase or going out
- Ideal for promos, launches, and seasonal pushes

Dedicated network with proximity placement to nightlife venues



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.

## 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.

## 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



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.

# 100 BUSHWICK

## RETAILVISIONS

Let's Talk.

[sales@retailvisions.com](mailto:sales@retailvisions.com)

[retailvisions.com](http://retailvisions.com)

*Street-Level Digital Media Where Shopping Begins.*