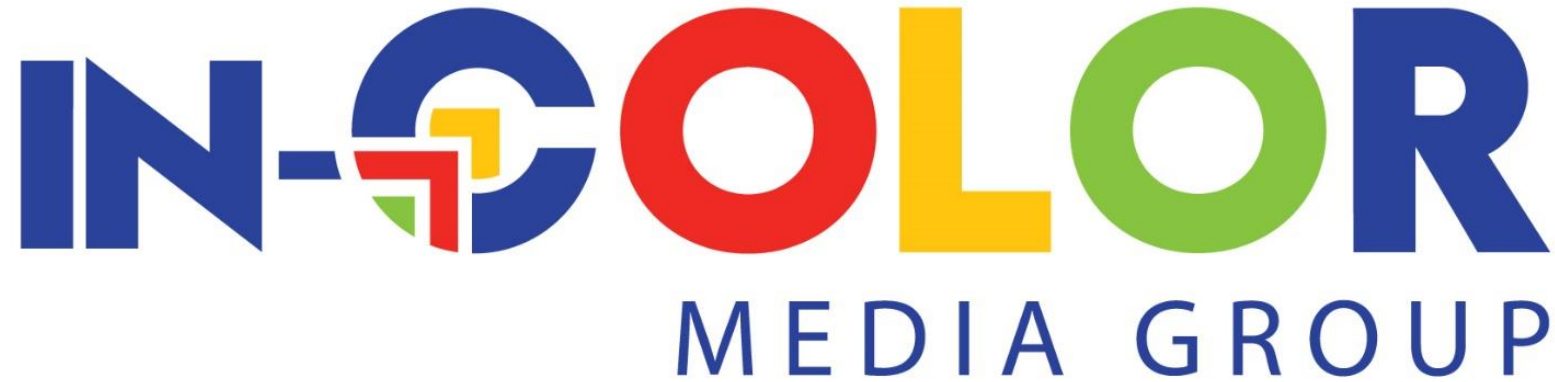


IN-COLOR
MEDIA GROUP





In-Color Media Group is a specialized Out-of-Home (OOH) placement company, offering innovative solutions through partnerships with women-owned, Black, Latina, and LGBTQ OOH companies. We provide advertisers with impactful national and international campaigns, meeting both your supplier diversity goals & your broader marketing needs with unmatched coverage.

- **Unique Supplier Diversity OOH Network**
- **Decades of Experience**
- **Focused Solutions**
- **Various OOH Formats**
- **Nationwide & Global Coverage**

OOH is a “can’t miss” medium. While audiences for other advertising media are fragmenting, OOH audiences are increasing.



Led by Gen Zs and Millennials, trends show that U.S. population growth is coming from culturally diverse groups who demand that the brands targeting them are genuine and authentic at every connection point.

A report from the Association of National Advertisers (ANA) has found that 69% of their members have a supplier diversity strategy in place for their marketing and advertising. However, their May 2020 report shows that identifying diverse suppliers represents a significant challenge for marketers.

We are now at an inflection point of change and growth. Addressing diversity and inclusion not only makes **sense**, but it also makes **dollars** and **cents**.

With the authenticity and diversity that is essential for these growth generations, now is the time for

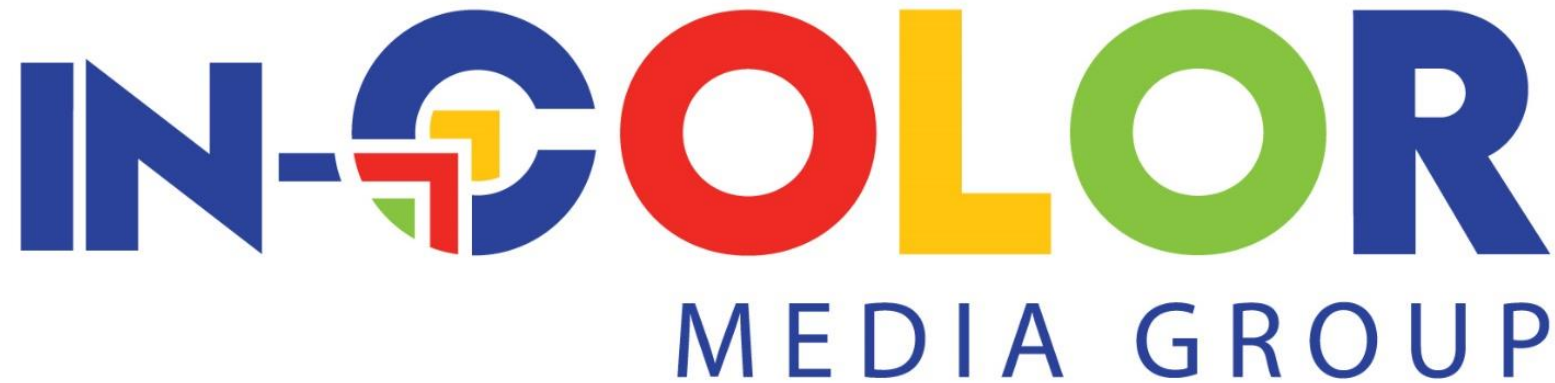




IDENTIFY

DIVERSIFY

AMPLIFY



IDENTIFY

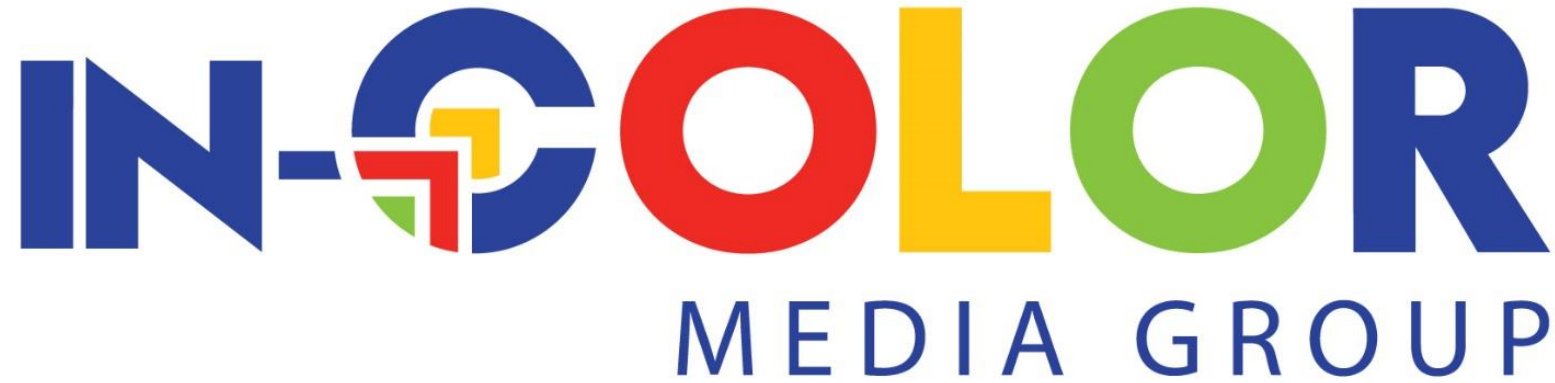
In-Color Media Group helps identify where to best reach your target market.

What are your objectives?

Who is your target audience?

Where and how can you best connect with them?

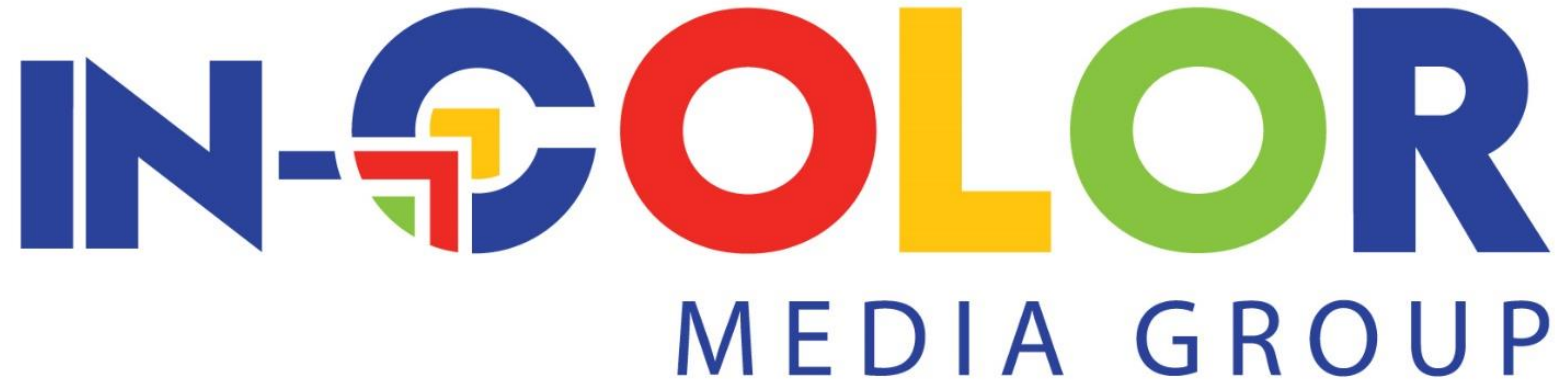
With reliable audience measurement standards, led by Geopath and other tools, out-of-home is more relevant than ever before. As digital media ad fatigue, brand safety concerns, and click fraud issues persist, more advertisers are recognizing the value of OOH in engaging most effectively with their target audiences.



DIVERSIFY

In-Color Media Group offers the pathway to diversification.

With Gen Zs and Millennials leading the way, the U.S. population growth is driven by culturally diverse groups. OOH advertising has a significant impact on these fast-growing demographic segments and provides an unparalleled connection. The diversity of media placement acts as a catalyst for brands looking to build trust, while also enhancing effectiveness and authenticity.



AMPLIFY

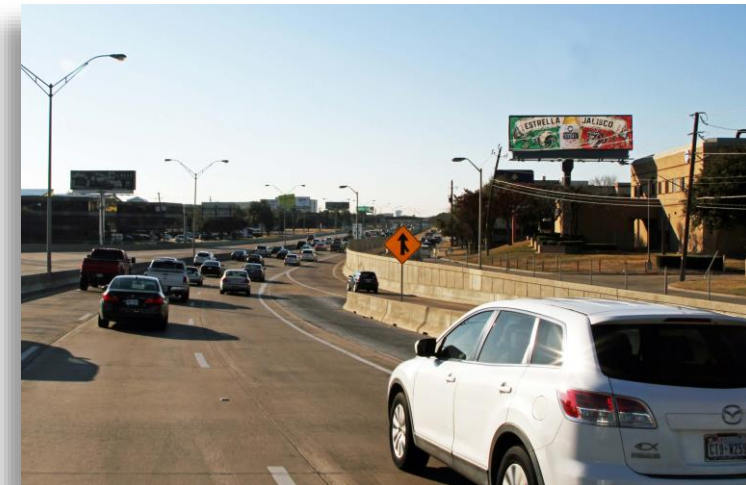
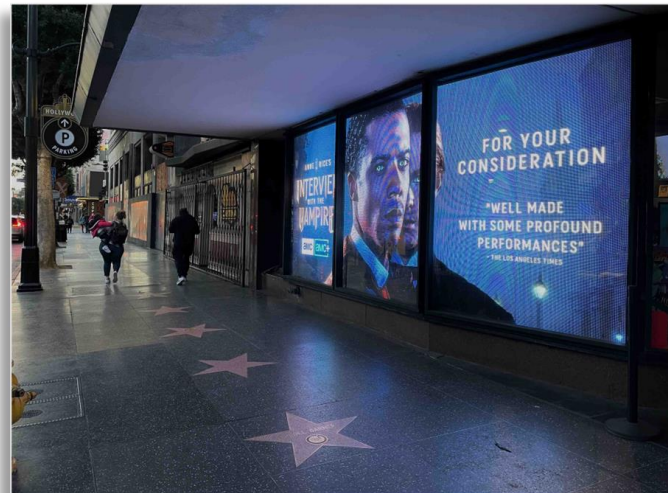
In-Color Media Group engages with your identified target at the intersection of diversification and amplification.

OOH is a powerful channel that amplifies your media strategies and is one of the most effective ways to reach the rapidly expanding segments of the population. With its large format, prominent presence, and brand-safe environment, OOH delivers ad impressions that cannot be skipped, blocked, or turned off. It uniquely maintains visibility day in and day out, ensuring your message is amplified with your target audience.



In-Color Media Group and WBENC-Certified Digital Outdoor Advertising have formed a powerful alliance, offering clients an unmatched opportunity to authentically diversify their Out-of-Home media investments..

- * Largest WBENC-certified national independent billboard provider (30k units).
- * 13-year history of delivering superb products and services for clients.
- * Customer-first focused: Your convenient Out-of-Home (OOH) one-stop shop.





In-Color Media Group and Black-woman-owned ICU Art are united in creating and delivering authentic, culturally inspiring street-level hand painted murals that resonate at the heart of local communities.

- * 30+ years of experience with major brands in the out-of-home space.
- * A network of turn-key mural locations and artist production teams in most major markets.
- * Uniquely brings a diversity of messages to life with the mixture of art, culture and real live people!

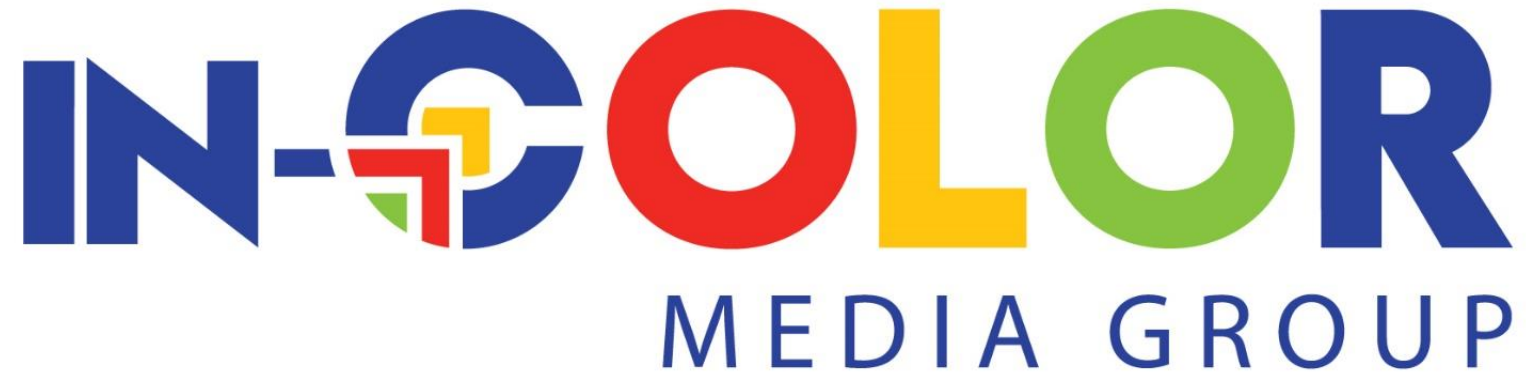




In-Color Media Group and Latina co-founded Altermark are strategically aligned to streamline and amplify the consulting, efficiency, and execution of your global Out-of-Home (OOH) campaigns.

- * Three (3)+ decades of delivering innovative, focused OOH for major brands.
- * Reliability that comes with a team of OOH experts who are industry leaders.
- * Long-standing relationships w/OOH companies throughout the U.S. and abroad.





IDENTIFY / DIVERSIFY / AMPLIFY



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