



Ensure your message makes an impact with out-of-home!

#### Highlights:

Affordable Art Fair utilized subway platform posters to reach art enthusiasts in New York City.

#### Details:

With this campaign, Affordable Art Fair wanted to amplify awareness of their event and drive ticket sales. By using platform posters in the subway, they were highly visible and made a significant impact on New York commuters.

#### Rationale:

"We've worked with OUTFRONT for many years and have always had great success with their contributions to our marketing campaign. [Our sales rep] is a pleasure to work with and makes sure **we get the highest quality for our campaigns.**"

#### Results:

"This year we upped our subway ads to 110 [posters] and the results were great. Our presence was everywhere in the NYC subway [which] **resulted in a record breaking number of people attending our fair.** In our surveys, many people said they heard about the fair from our ads so it was a great success. We look forward to working with OUTFRONT again in the fall."

-Laura Toppi  
Affordable Art Fair  
Marketing and Communications Associate