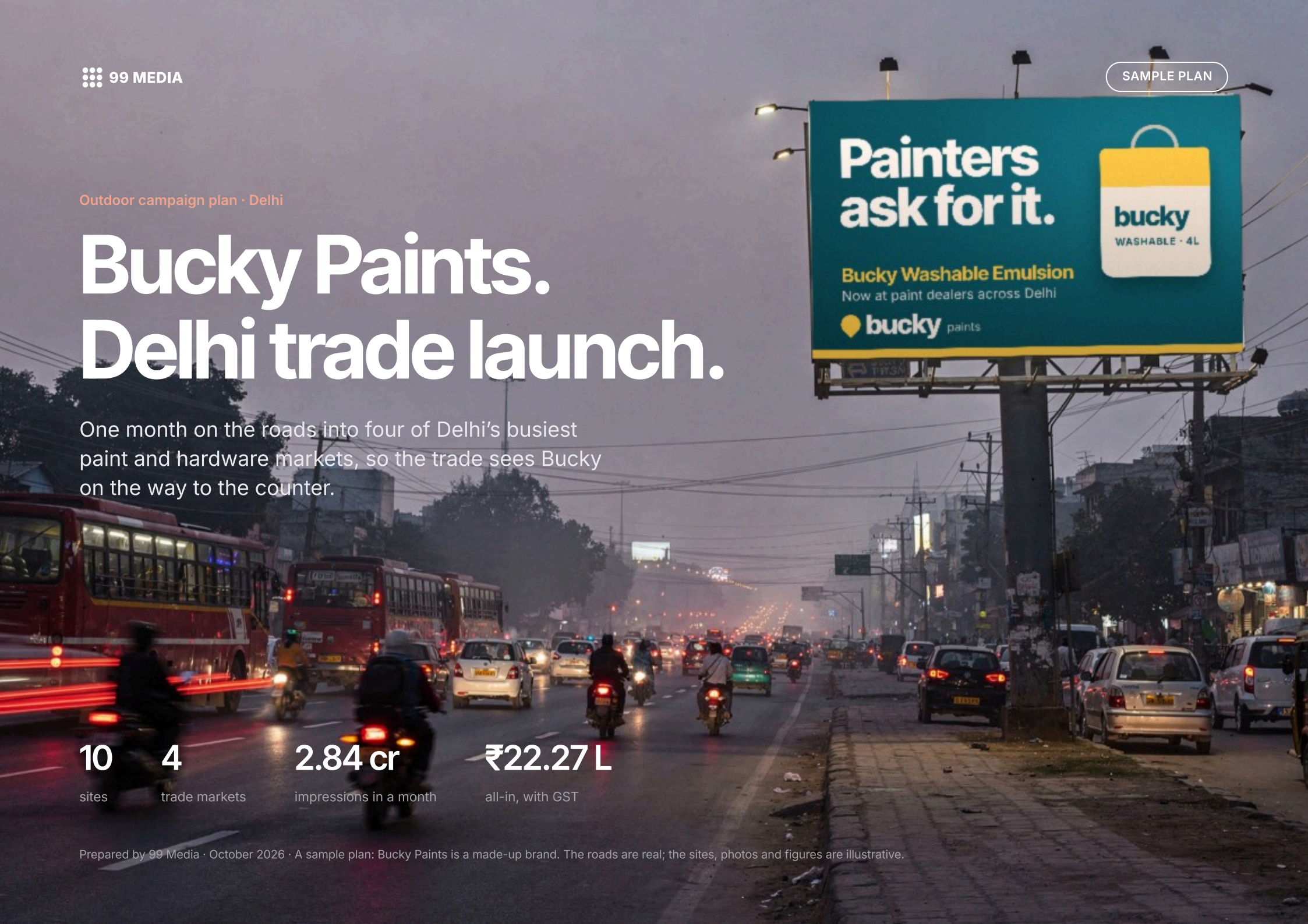
99 MEDIA

SAMPLE PLAN

Outdoor campaign plan · Delhi

Bucky Paints. Delhi trade launch.

One month on the roads into four of Delhi's busiest paint and hardware markets, so the trade sees Bucky on the way to the counter.



10	4	2.84 cr	₹22.27 L
sites	trade markets	impressions in a month	all-in, with GST

Prepared by 99 Media · October 2026 · A sample plan: Bucky Paints is a made-up brand. The roads are real; the sites, photos and figures are illustrative.

How we plan

Every plan we send looks like this.

Brief in, campaign out. This sample walks through a made-up paint brand, Bucky, launching to Delhi's paint trade, so you can see what you'd get from us.

01

Your brief

What you want, who you need to reach, where, when and the budget.

02

Our read

How your buyers move, and the idea that decides where we go.

03

The map

Markets, the roads into them and every site, plotted.

04

Every site

Photo, size, lighting, traffic, impressions and cost per thousand.

05

Costs and terms

Card rate, our negotiated rate, longer-tenure savings and the all-in total.

06

Going live

Timeline, creative sizes and the proof you get while it runs.

Step 1 · The brief

Half a page is enough.

This is what Bucky sent us. Yours can be an email, a voice note or a call.

What to send us

- ◯ Your brand and the product
- ◯ What you want to happen
- ◯ Who you need to reach
- ◯ Cities, areas or markets
- ◯ Dates and how long
- ◯ Budget range
- ◯ Creative or brand guidelines, if ready
- ◯ Anything that worked before, or didn't

Don't have all of it? Send what you have. We'll fill the gaps with you.

BRIEF	BUCKY PAINTS · DELHI
Brand	Bucky Paints (made up for this sample)
Product	Bucky Washable Emulsion, a new interior range
What we want	Dealers to stock it and painters to ask for it, in the first month
Who	Paint dealers, painting contractors and painters first. Homeowners second.
Where	Delhi's main paint and hardware trade markets
When	One month, from launch day
Budget	₹20–25 lakh, all-in
Creative	One key visual. Please adapt it to each size.
Success looks like	Seen on every main road into the markets, with photo proof of every site

Step 2 · Our read

In paint, the counter decides.

1

The trade picks the brand.

On most repaint jobs the homeowner asks the painter or the dealer what to use. Win them and you win the wall.

2

The trade buys in a few places.

Delhi's paint and hardware buying is concentrated in a handful of wholesale markets, not spread across the city.

3

They all come in by road.

Dealers and contractors drive in on the same few approach roads, often in slow traffic, every week.

So the plan is

Own the last kilometre.

Put Bucky on the main roads into four trade markets, so it's the last brand the trade sees before the counter. A big board at each gateway, smaller reminders closer in. One month, all at once.

Objective

Make Bucky a name the trade already knows.

Before our first sales call, every dealer and contractor heading into Delhi's main paint markets should have seen Bucky again and again.

~7×
times the average trade buyer passes Bucky in the month

2.84 cr
impressions on the roads into four markets

9 of 9
traced journeys pass a board in the last 2 km

Approach

Four steps to ten boards.

1. **Go where the trade buys.**
   Four wholesale belts, each with a large cluster of paint and hardware outlets nearby.

2. **Map how they get in.**
   Nine real drives into the markets from the areas dealers and contractors come from.

3. **Give every board a job.**
   Gateway, approach or last turn. Big where traffic is fast, smaller where it crawls.

4. **Check every site.**
   Facing traffic heading in, in view long enough, clear of clutter, sensible cost per thousand.

The plan at a glance

Ten boards. Four markets. One month.

2.84 cr
impressions in the month

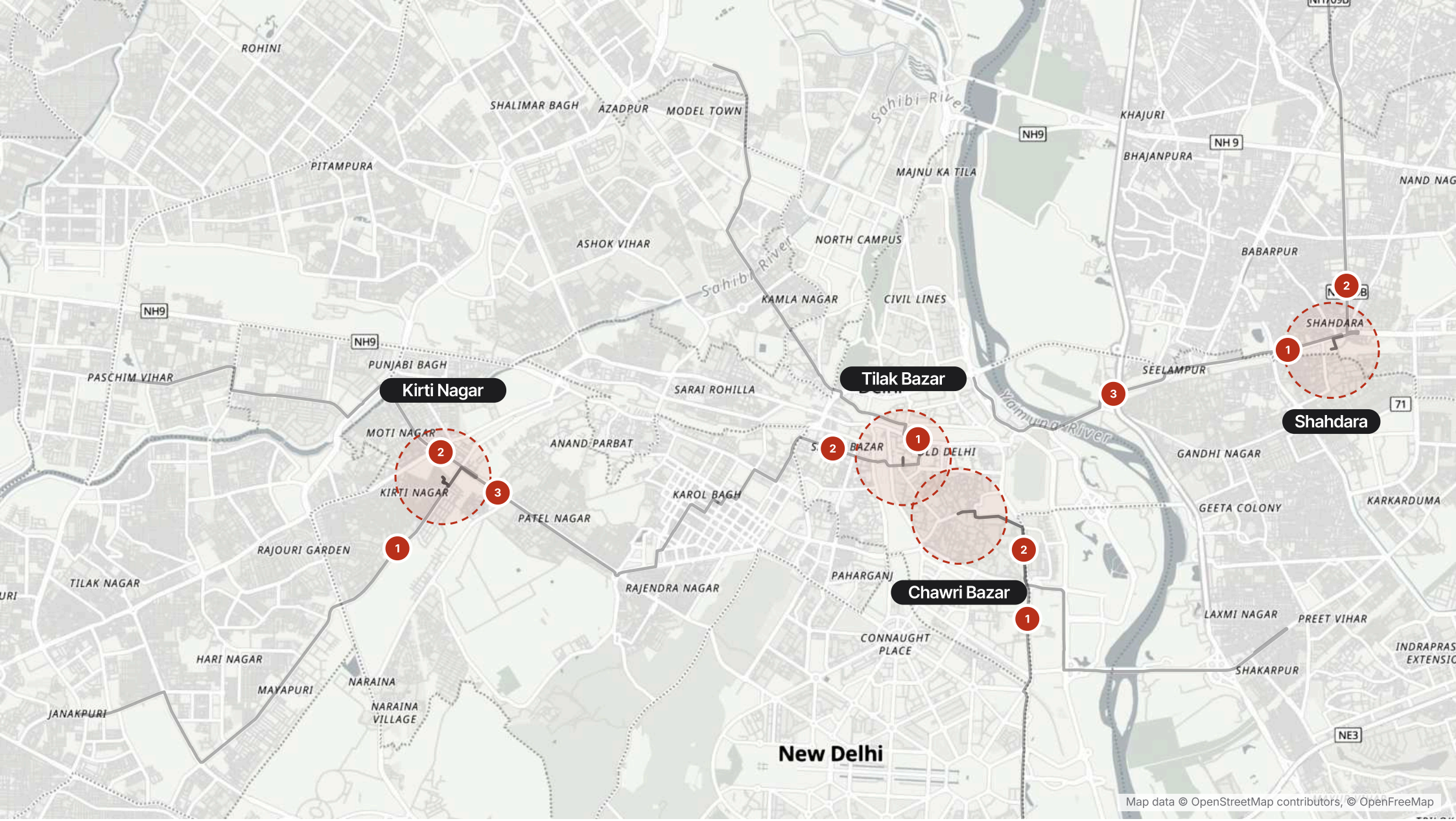
40.6 L
people reached, est.

₹63
cost per thousand impressions (display)

20%
below card rate, negotiated

Market	Sites	Sq ft	Vehicles a day	Impressions / month	Display / month
Kirti Nagar	3	1,700	4,70,000	122.9 L	₹7,67,500
Chawri Bazar & Hauz Qazi	2	650	1,80,000	39.7 L	₹2,95,000
Tilak Bazar & Khari Baoli	2	650	1,50,000	33.1 L	₹2,60,000
Shahdara & GT Road	3	1,200	3,85,000	88.5 L	₹4,67,500
Total	**10**	**4,200**	**11,85,000**	**284.3 L**	**₹17,90,000**

All-in with printing, mounting and GST: **₹22,27,014**. Within the ₹20–25 lakh budget.



Step 3 · The map

Four markets. Ten boards.

Kirti Nagar
KN01 · KN02 · KN03

Chawri Bazar & Hauz Qazi
CB01 · CB02

Tilak Bazar & Khari Baoli
TB01 · TB02

Shahdara & GT Road
SH01 · SH02 · SH03

Grey lines
Real driving routes the trade uses to get in

How the trade arrives

Every way in passes a Bucky board.

We traced the drive into each market from the areas its dealers and contractors come from, and placed boards on those roads.

9 of 9

journeys pass a Bucky board in the last 2 km before the market.

From	Into	Distance	Drive	Boards passed
Janakpuri	→ Kirti Nagar	8.8 km	11 min	KN01
Paschim Vihar	→ Kirti Nagar	7.8 km	11 min	KN02
Karol Bagh	→ Kirti Nagar	6.0 km	9 min	KN03
Laxmi Nagar	→ Chawri Bazar	8.3 km	10 min	CB02
Lajpat Nagar	→ Chawri Bazar	11.9 km	17 min	CB01 CB02
Model Town	→ Tilak Bazar	8.6 km	12 min	TB01
Karol Bagh	→ Tilak Bazar	4.0 km	6 min	TB02
Loni	→ Shahdara	9.5 km	15 min	SH02
ISBT Kashmere Gate	→ Shahdara	7.1 km	10 min	SH01 SH03

Routes: OpenStreetMap routing, off-peak drive times.

How we chose the sites

Every board has a job.

We don’t buy boards one by one. Each market gets a mix, and each board earns its place by the job it does on the way in.

Gateway

The big, lit board on the busiest way in. First impression, at scale.

KN02	Shivaji Marg, Moti Nagar · 40×20
CB01	B.S. Zafar Marg, Delhi Gate · 20×10
SH01	GT Road, Shahdara · 40×20

Approach

On a main road in. Adds frequency, so Bucky is familiar by the time they park.

KN01	Satguru Ram Singh Marg · 30×15
KN03	Patel Road, Shadipur · 30×15
TB02	Sadar Bazar approach · 30×15
SH02	Loni Road · 20×10
SH03	GT Road, Shastri Park · 20×10

Last turn

Closest to the counter, in slow traffic. The reminder right before they buy.

CB02	Netaji Subhash Marg · 30×15
TB01	S.P. Mukherjee Marg · 20×10

Every site passed these checks

- ✓ Faces traffic heading into the market
- ✓ On a road the trade actually uses
- ✓ In view for 20 seconds or more
- ✓ Clear of trees, wires and other boards
- ✓ Size right for the speed of the road
- ✓ Cost per thousand in line with the plan

Market 1 · West Delhi

Kirti Nagar.

West Delhi's furniture, timber and hardware hub. Contractors and interior teams buy laminates, ply and paint here in one trip.

Objective

Be seen on all three ways into Kirti Nagar, so every contractor arrives having passed Bucky.

Approach

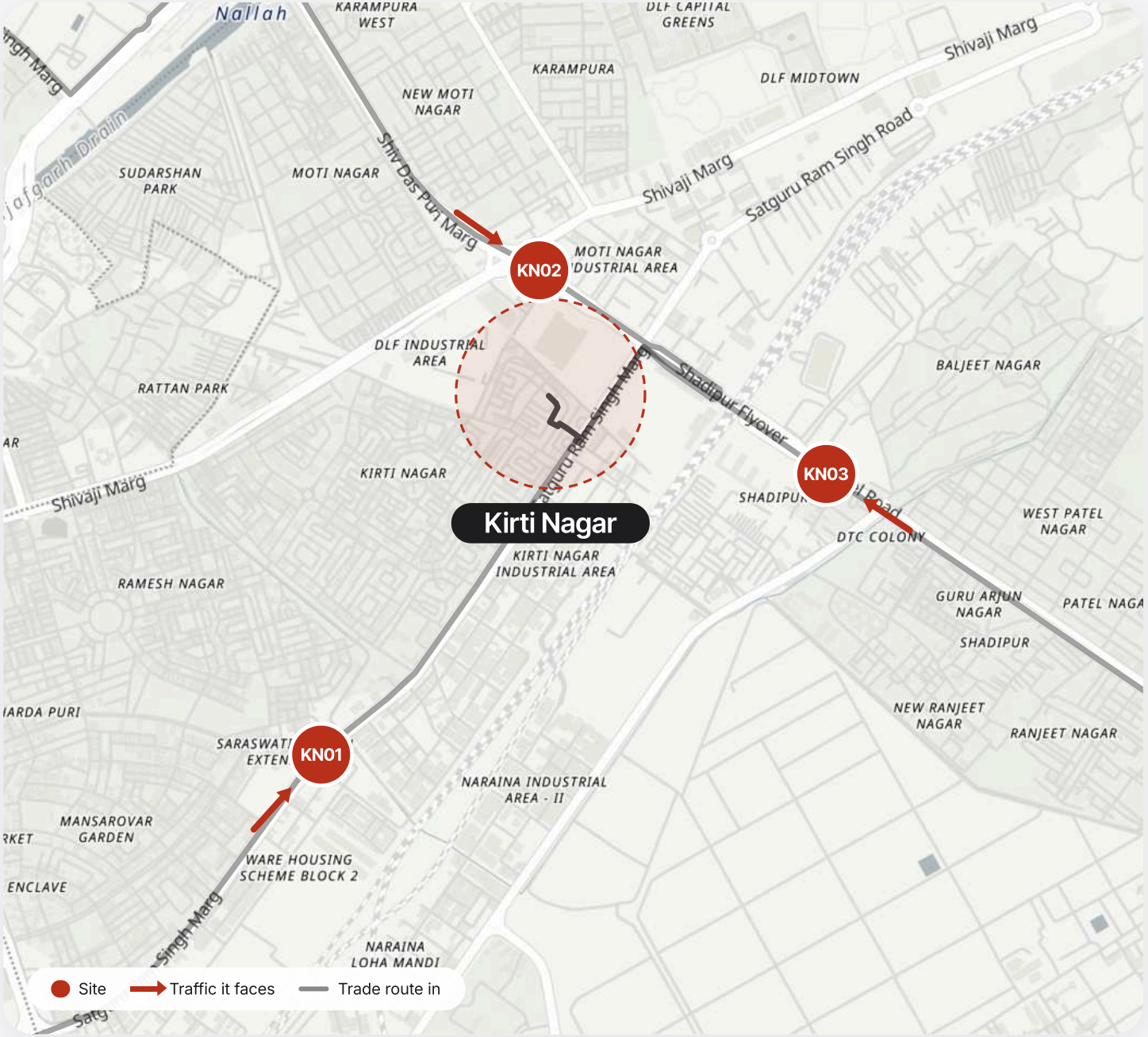
A gateway unipole where most of the trade comes in, backed by two 30×15s on the south and east approaches. Lit boards on the roads used after dark.

Who does what

- **Approach** **KN01** Satguru Ram Singh Marg
- **Gateway** **KN02** Shivaji Marg, Moti Nagar
- **Approach** **KN03** Patel Road, Shadipur

3 sites	**1,700** sq ft
1.23 cr impressions / month	**~180** paint & hardware outlets within 2 km*

*Sample count. In a real plan, from Google Places listings.



Map data © OpenStreetMap contributors, © OpenFreeMap

Kirti Nagar · Site 1 of 3

Satguru Ram Singh Marg, Saraswati Garden

Approach **KN01**



Illustrative mock-up



Its job

Add frequency on the southern way in, so Bucky is familiar by the time they park.

Who it catches

Contractors and painters from Janakpuri, Rajouri Garden and Vikaspuri, where most west Delhi repaint jobs are.

Why here

- The main road in from the south-west residential belt
- Long, straight approach: about 32 seconds in view
- Front-lit for the drive home after dark

1.3 km from the market · faces traffic heading north-east

Format	Size
Billboard	30 × 15 ft
Area	**Lighting**
450 sq ft	Front-lit
Vehicles a day*	**Seconds in view***
1,10,000	~32 s
Impressions / month*	**Cost per thousand***
26.9 L	₹67

Our site score sample

Visibility	4 of 5
Time in view	3 of 5
Trade relevance	4 of 5
Clear of clutter	3 of 5

Card rate / month
~~₹2,25,000~~

Our negotiated rate / month
₹1,80,000

You save ₹45,000 · 20%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Shivaji Marg, Moti Nagar approach

Gateway · KN02





Its job

Make the launch impossible to miss. The biggest board in the plan, on the busiest way in.

Who it catches

Dealers and contractors from Punjabi Bagh, Paschim Vihar and the Rohtak Road side.

Why here

- 2.2 lakh vehicles a day, the most of any site in the plan
- Unipole height clears trucks and buses at the junction
- 0.4 km from the market: the last big thing they see before turning in

0.4 km from the market · faces traffic heading south-east

Format	Size
Unipole	40 × 20 ft
Area	**Lighting**
800 sq ft	Front-lit
Vehicles a day*	**Seconds in view***
2,20,000	~45 s
Impressions / month*	**Cost per thousand***
61.7 L	₹62

Our site score sample

Visibility	●●●●●
Time in view	●●●○○
Trade relevance	●●●●●
Clear of clutter	●●●●○

Card rate / month

~~₹4,80,000~~

Our negotiated rate / month

₹3,85,000

You save ₹95,000 · 20%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Kirti Nagar · Site 3 of 3

Patel Road, Shadipur

Approach KN03





Its job

Hold the eastern way in, day and night.

Who it catches

Trade coming from Karol Bagh, Patel Nagar and central Delhi.

Why here

- Faces westbound traffic heading into Kirti Nagar
- Back-lit, so it reads through the evening rush
- Shares the road with Shadipur's hardware traffic

0.9 km from the market · faces traffic heading north-west

Format	Size
Billboard	30 × 15 ft
Area	**Lighting**
450 sq ft	Back-lit
Vehicles a day*	**Seconds in view***
1,40,000	~32 s
Impressions / month*	**Cost per thousand***
34.3 L	₹59

Our site score sample

Visibility	■■■■□
Time in view	■■■□□
Trade relevance	■■■■□
Clear of clutter	■■■□□

Card rate / month

~~₹2,47,500~~

Our negotiated rate / month

₹2,02,500

You save ₹45,000 · 18%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Market 2 · Old Delhi

Chawri Bazar & Hauz Qazi.

The walled city's wholesale lanes for hardware, sanitary and paint. Retailers from across east and south Delhi restock here.

Objective

Reach the retailers who restock in the walled city, before they reach the lanes.

Approach

Boards can't go into the lanes, so we hold the two big roads every van must use: a gateway at the Delhi Gate signal and a last-turn board where Netaji Subhash Marg jams.

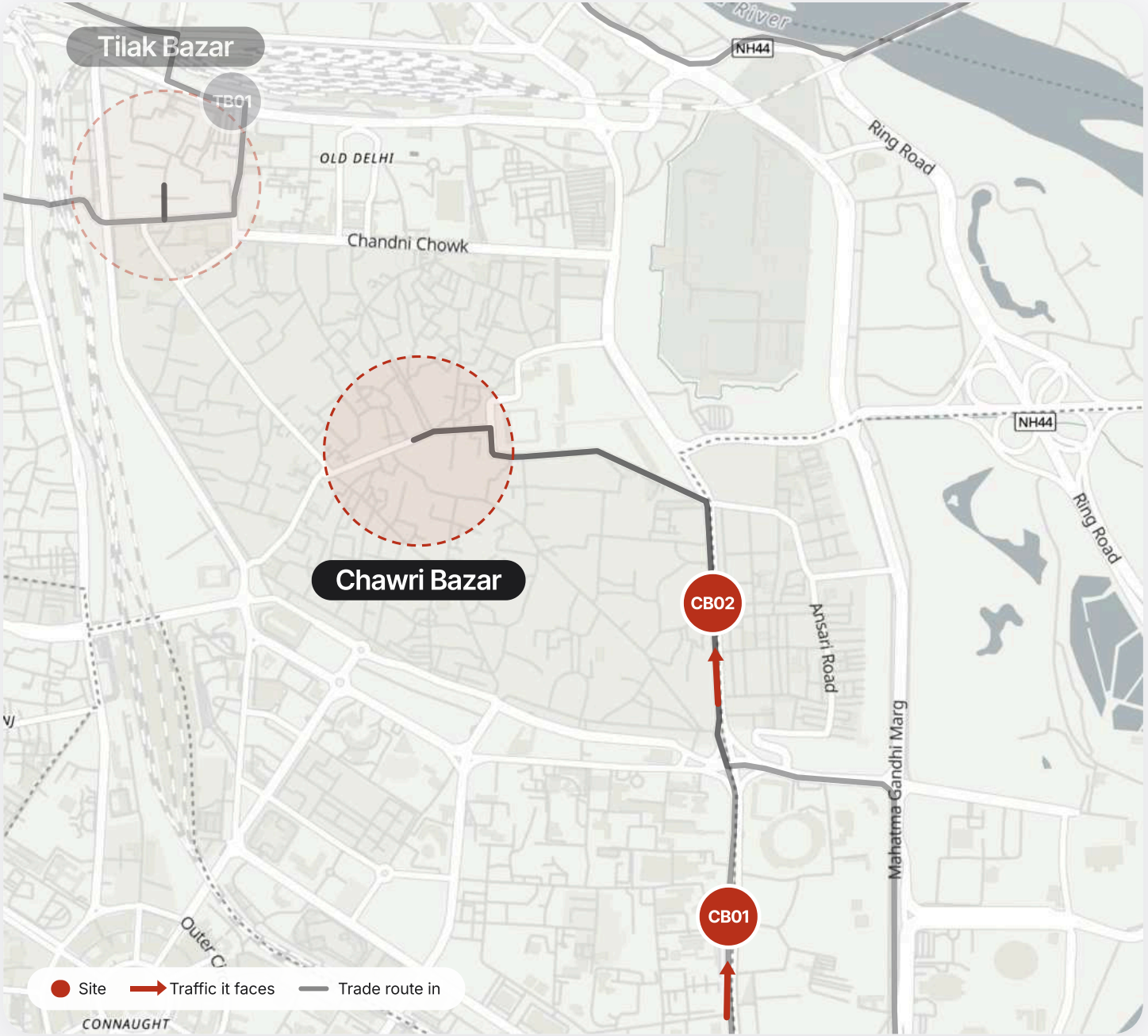
Who does what

Gateway **CB01** B.S. Zafar Marg, Delhi Gate

Last turn **CB02** Netaji Subhash Marg

2 sites	650 sq ft
39.7 L impressions / month	~140 paint & hardware outlets within 2 km*

*Sample count. In a real plan, from Google Places listings.



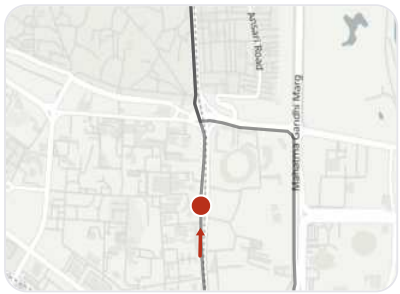
Map data © OpenStreetMap contributors, © OpenFreeMap

Bahadur Shah Zafar Marg, near Delhi Gate

Gateway · CB01



Illustrative mock-up



Its job

Greet every van entering the walled city from the south.

Who it catches

Paint and hardware retailers from south and east Delhi coming to restock.

Why here

- The Delhi Gate signal slows traffic: long, repeated looks
- The lanes can't take boards, so this is the last big road
- At walking-pace traffic a 20×10 is plenty

1.9 km from the market · faces traffic heading north

Format	Size
Billboard	20 × 10 ft
Area	Lighting
200 sq ft	Non-lit
Vehicles a day*	Seconds in view*
85,000	~36 s
Impressions / month*	Cost per thousand*
16.5 L	₹59

Our site score sample

Visibility	●●●○○
Time in view	●●●●●
Trade relevance	●●●●○
Clear of clutter	●●○○○

Card rate / month

~~₹1,20,000~~

Our negotiated rate / month

₹97,500

You save ₹22,500 · 19%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

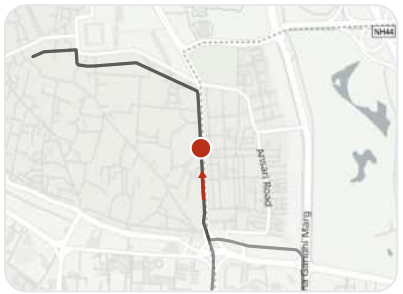
Netaji Subhash Marg, Daryaganj

Last turn

CB02



Illustrative mock-up



Its job

Be the last brand they see before the Chawri Bazar turn.

Who it catches

Retailers from Laxmi Nagar, Lajpat Nagar and beyond. Both traced journeys pass it.

Why here

- Heavy jam: about 54 seconds in view
- Two of our nine journeys pass it
- Front-lit for evening restocking runs

1.1 km from the market · faces traffic heading north

Format	Size
Billboard	30 × 15 ft
Area	**Lighting**
450 sq ft	Front-lit
Vehicles a day*	**Seconds in view***
95,000	~54 s
Impressions / month*	**Cost per thousand***
23.3 L	₹85

Our site score sample

Visibility	4 of 5
Time in view	5 of 5
Trade relevance	5 of 5
Clear of clutter	3 of 5

Card rate / month

~~₹2,47,500~~

Our negotiated rate / month

₹1,97,500

You save ₹50,000 · 20%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Market 3 · Old Delhi

Tilak Bazar & Khari Baoli.

One of Asia's largest chemical and pigment markets. Paint makers, small dealers and contractors source thinners, primers and putty here.

Objective

Catch the paint makers and dealers who source chemicals, primers and putty here.

Approach

Two boards on the north and west approaches, where traffic crawls past the station and Sadar Bazar. Smaller sizes work because people are moving slowly.

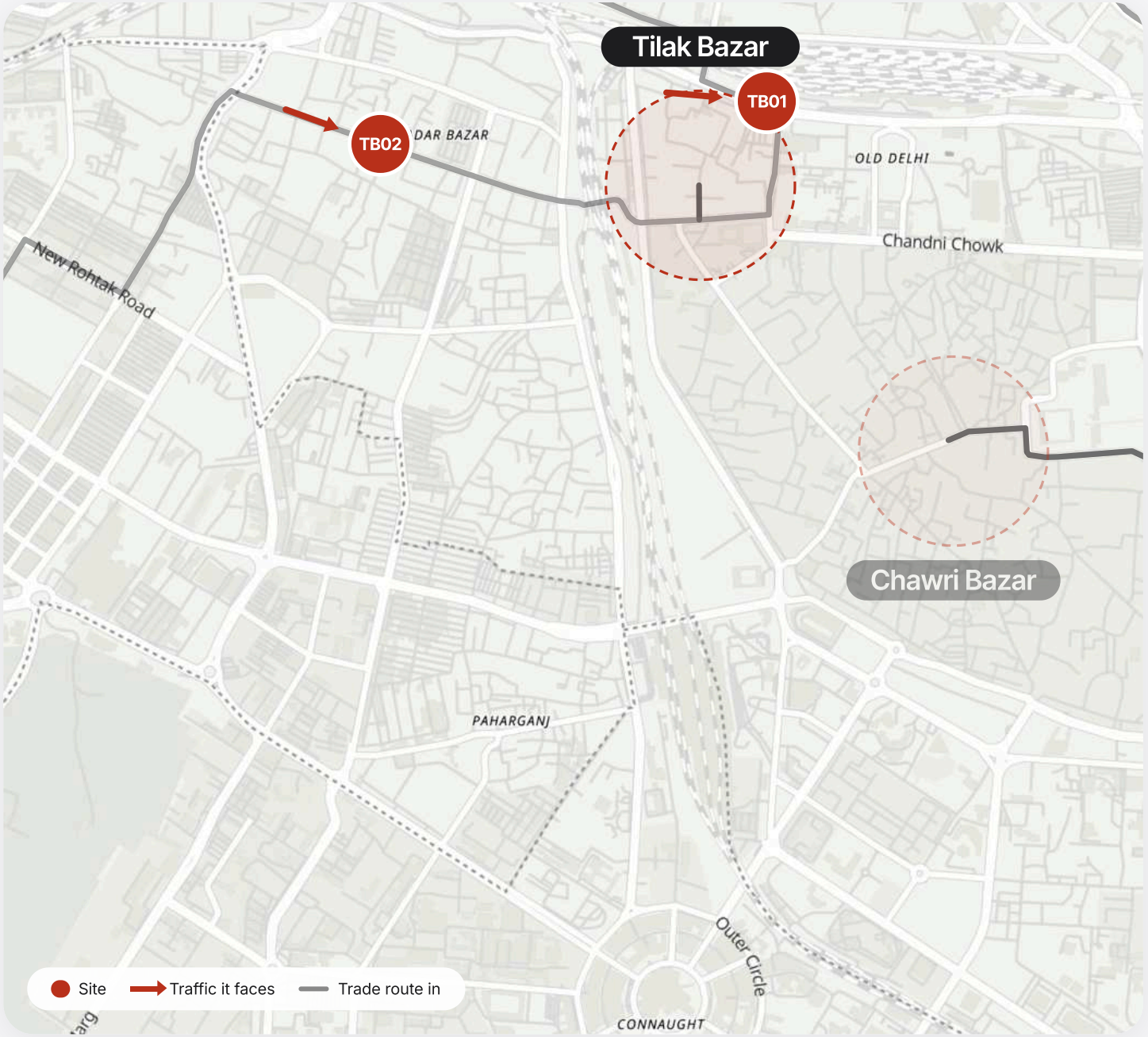
Who does what

Last turn **TB01** S.P. Mukherjee Marg

Approach **TB02** Sadar Bazar approach

2 sites	**650** sq ft
33.1 L impressions / month	**~95** paint & hardware outlets within 2 km*

*Sample count. In a real plan, from Google Places listings.



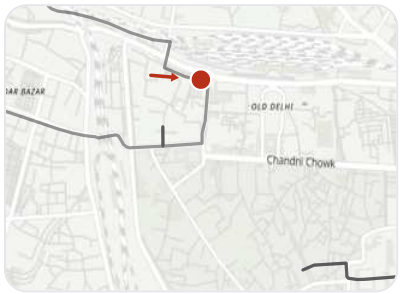
Map data © OpenStreetMap contributors, © OpenFreeMap

S.P. Mukherjee Marg, Old Delhi Railway Station

Last turn | TB01



Illustrative mock-up



Its job

Catch the north side at the turn into Tilak Bazar.

Who it catches

Paint makers, dealers and contractors from north Delhi and the Model Town side.

Why here

- Station traffic crawls here: long dwell
- 0.4 km from the market
- Faces traffic heading into the chemicals lanes

0.4 km from the market · faces traffic heading east

Format	Size
Billboard	20 × 10 ft
Area	**Lighting**
200 sq ft	Non-lit
Vehicles a day*	**Seconds in view***
70,000	~36 s
Impressions / month*	**Cost per thousand***
13.6 L	₹70

Our site score sample

Visibility	●●●○○
Time in view	●●●●●
Trade relevance	●●●●●
Clear of clutter	●●○○○

Card rate / month
~~₹1,20,000~~

Our negotiated rate / month
₹95,000

You save ₹25,000 · 21%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Sadar Bazar approach, Bara Hindu Rao side

Approach **TB02**



Illustrative mock-up



Its job

Bring the west side in past Sadar Bazar.

Who it catches

Trade from Karol Bagh and west Delhi, plus Sadar Bazar's own hardware buyers.

Why here

- Shares the road with Sadar Bazar wholesale traffic
- About 54 seconds in view in slow traffic
- Front-lit

1.1 km from the market · faces traffic heading east

Format	Size
Billboard	30 × 15 ft
Area	**Lighting**
450 sq ft	Front-lit
Vehicles a day*	**Seconds in view***
80,000	~54 s
Impressions / month*	**Cost per thousand***
19.6 L	₹84

Our site score sample

Visibility	●●●●○
Time in view	●●●●○
Trade relevance	●●●●○
Clear of clutter	●●●○○

Card rate / month
~~₹2,02,500~~

Our negotiated rate / month
₹1,65,000

You save ₹37,500 · 19%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Market 4 · East Delhi

Shahdara & GT Road.

East Delhi's busiest building-material belt, serving Shahdara, Dilshad Garden and the Loni and Ghaziabad side.

Objective

Own east Delhi's main trade road, and the way in from Loni and Ghaziabad.

Approach

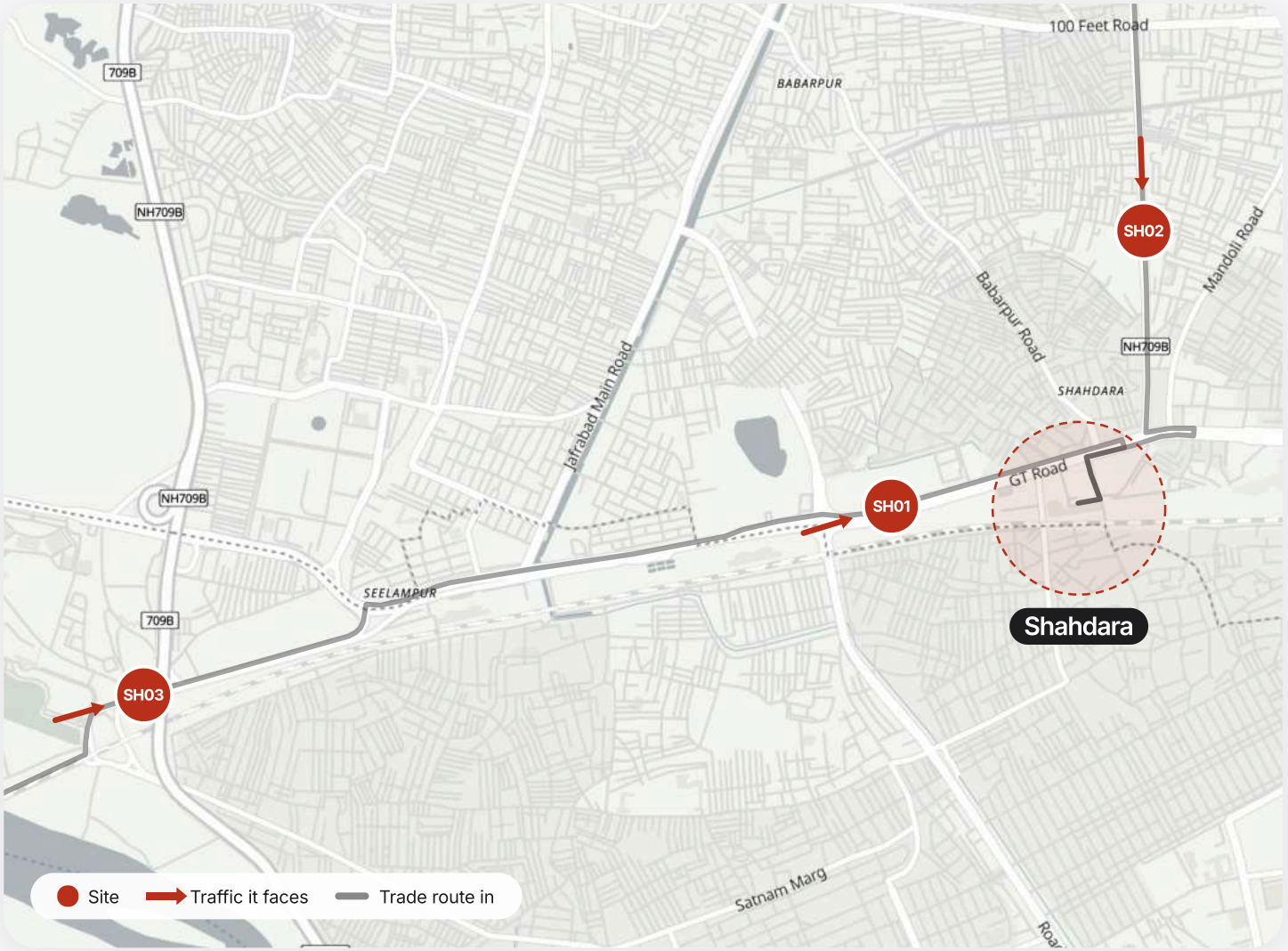
A 40×20 back-lit gateway on GT Road, a low-cost board at the Yamuna crossing that sets it up, and a reminder on Loni Road for trade from the north.

Who does what

- **Gateway** **SH01** GT Road, Shahdara
- **Approach** **SH02** Loni Road
- **Approach** **SH03** GT Road, Shastri Park

3 sites	**1,200** sq ft
88.5 L impressions / month	**~210** paint & hardware outlets within 2 km*

*Sample count. In a real plan, from Google Places listings.



Map data © OpenStreetMap contributors, © OpenFreeMap

GT Road, Shahdara

Gateway · SH01



Illustrative mock-up



Its job

Lead east Delhi with the plan's second-biggest board.

Who it catches

Dealers and contractors across Shahdara, Dilshad Garden and the GT Road belt.

Why here

- On the main trade road, 1.6 lakh vehicles a day
- Back-lit 40×20, readable from about 250 m
- 0.7 km from the market

0.7 km from the market · faces traffic heading east

Format	Size
Billboard	40 × 20 ft
Area	Lighting
800 sq ft	Back-lit
Vehicles a day*	Seconds in view*
1,60,000	~50 s
Impressions / month*	Cost per thousand*
44.9 L	₹70

Our site score sample

Visibility	●●●●●
Time in view	●●●○○
Trade relevance	●●●●●
Clear of clutter	●●●●○

Card rate / month

~~₹4,00,000~~

Our negotiated rate / month

₹3,15,000

You save ₹85,000 · 21%

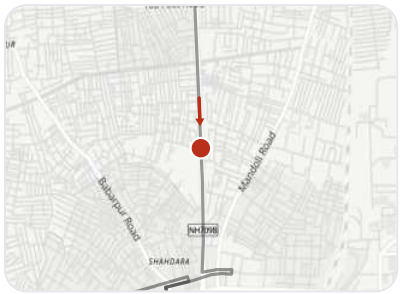
*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Loni Road, northbound approach

Approach | SH02



Illustrative mock-up



Its job

Reach the trade coming in from Loni and beyond Delhi's border.

Who it catches

Dealers from Loni and the Ghaziabad side, who buy in Shahdara.

Why here

- The main road in from the north
- ₹50 per thousand impressions
- Clear of other boards on this stretch

1.0 km from the market · faces traffic heading south

Format	Size
Billboard	**20 × 10 ft**
Area	Lighting
200 sq ft	**Non-lit**
Vehicles a day*	Seconds in view*
75,000	**~24 s**
Impressions / month*	Cost per thousand*
14.5 L	**₹50**

Our site score sample

Visibility	■■■□□
Time in view	■■■□□
Trade relevance	■■■■□
Clear of clutter	■■■■□

Card rate / month

~~₹90,000~~

Our negotiated rate / month

₹72,500

You save ₹17,500 · 19%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

GT Road, Shastri Park side

Approach SH03





Its job

Catch everyone crossing the Yamuna into east Delhi, and set up SH01.

Who it catches

Trade coming from ISBT, Old Delhi and central Delhi.

Why here

- The cheapest board per thousand in the plan (₹28)
- 1.5 lakh vehicles a day
- SH01 follows 2.8 km later: two boards on one journey

3.5 km from the market · faces traffic heading east

Format	Size
Billboard	20 × 10 ft
Area	**Lighting**
200 sq ft	Front-lit
Vehicles a day*	**Seconds in view***
1,50,000	~24 s
Impressions / month*	**Cost per thousand***
29.1 L	₹28

Our site score sample

Visibility	●●●●○
Time in view	●●○○○
Trade relevance	●●●○○
Clear of clutter	●●●●○

Card rate / month
~~₹1,00,000~~

Our negotiated rate / month
₹80,000

You save ₹20,000 · 20%

*Sample estimates. See "How we estimated". Printing, mounting and GST are additional.

Step 5 · Costs

What it costs, all in.

Ref	Site	Format	Size (ft)	Sq ft	Card / month	Negotiated
KN01	Satguru Ram Singh Marg	Billboard · FL	30×15	450	~~2,25,000~~	**1,80,000**
KN02	Shivaji Marg, Moti Nagar	Unipole · FL	40×20	800	~~4,80,000~~	**3,85,000**
KN03	Patel Road, Shadipur	Billboard · BL	30×15	450	~~2,47,500~~	**2,02,500**
CB01	B.S. Zafar Marg, Delhi Gate	Billboard · NL	20×10	200	~~1,20,000~~	**97,500**
CB02	Netaji Subhash Marg	Billboard · FL	30×15	450	~~2,47,500~~	**1,97,500**
TB01	S.P. Mukherjee Marg	Billboard · NL	20×10	200	~~1,20,000~~	**95,000**
TB02	Sadar Bazar approach	Billboard · FL	30×15	450	~~2,02,500~~	**1,65,000**
SH01	GT Road, Shahdara	Billboard · BL	40×20	800	~~4,00,000~~	**3,15,000**
SH02	Loni Road	Billboard · NL	20×10	200	~~90,000~~	**72,500**
SH03	GT Road, Shastri Park	Billboard · FL	20×10	200	~~1,00,000~~	**80,000**
	10 sites, 1 month			**4,200**	~~**22,32,500**~~	**17,90,000**

Display charges	**₹17,90,000**
Printing flex at ₹14/sq ft, back-lit at ₹28/sq ft	**₹76,300**
Mounting ₹5/sq ft	**₹21,000**
GST @ 18%	**₹3,39,714**
Total outlay	**₹22,27,014**

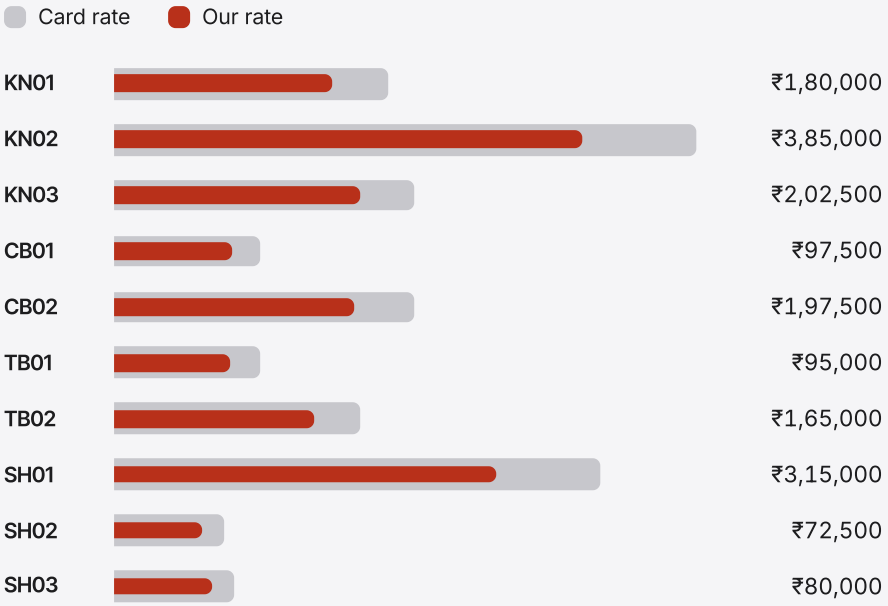
FL front-lit · BL back-lit · NL non-lit.

At card rates the same plan would be ₹27,49,164. Final rates are confirmed when you book, subject to availability.

Card rate vs our rate

20% below card rate, across all ten sites.

Card rate is the published price. Our rate is what we expect to agree, because we buy across the city all year.



Display charges per month.

Stay longer, pay less

Tenure savings.

Book three or six months up front and the monthly rate drops again. Printing is a one-time cost.

Tenure	Discount	Display / month	Display total	Saved vs card
1 month this plan	–	₹17,90,000	₹17,90,000	**₹4,42,500**
3 months	further 10% off	₹16,11,000	₹48,33,000	**₹18,64,500**
6 months	further 15% off	₹15,21,500	₹91,29,000	**₹42,66,000**

Display charges only, before GST. Longer tenures depend on site availability.

₹4.42 L

saved every month against card rate, in this plan

₹42.7 L

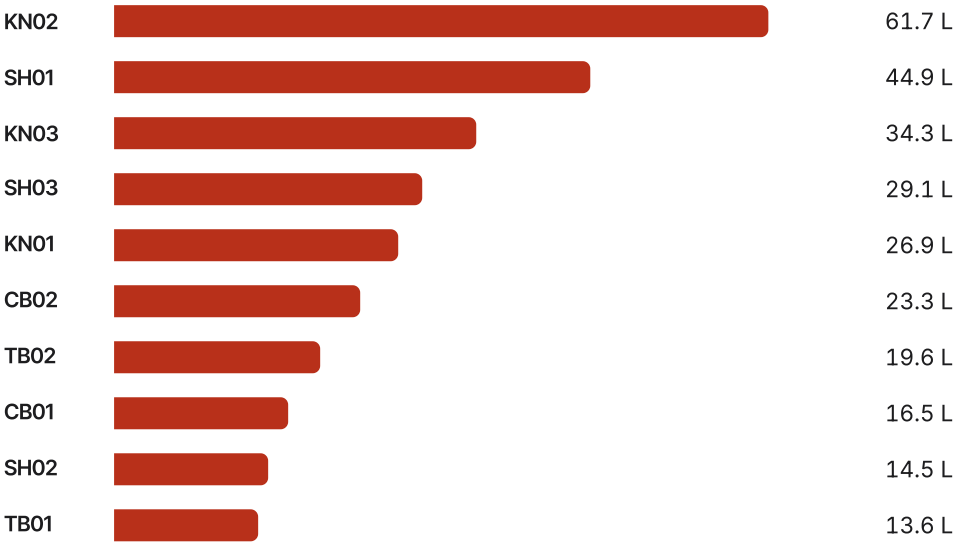
saved over six months against card rate

Step 4 · The numbers

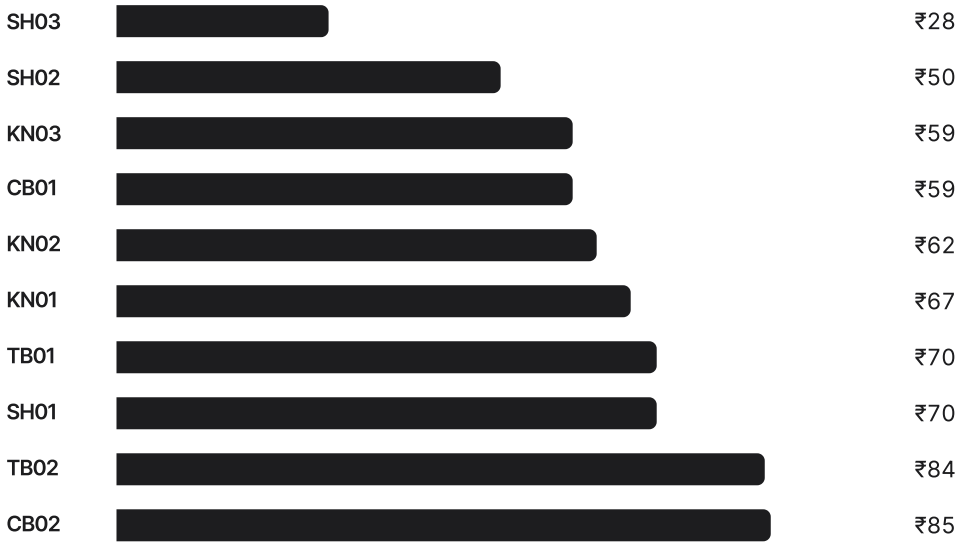
Where the eyeballs come from.

Ten boards, 2.84 crore impressions, at ₹63 per thousand on display.

Impressions per month, by site



Cost per thousand impressions, by site (lower is better)



Sample estimates. The gateway boards carry the most people; the smaller reminder boards are cheap per thousand and keep Bucky in view at the turn.

Step 6 · Going live

Brief to street in a couple of days.

A plan within a day of your brief. Live the day after you approve.

Day 0	Within a day	Your call	Next day	Every week	At the end
Brief in	**Plan out**	**You approve**	**Live**	**Proof**	**Report**
Email, call or a voice note. Half a page is enough.	Sites, maps, numbers and costs, like this one. Sites held for you.	Sign off the plan and the creative, adapted by us to every size.	Printed, mounted and photographed. Every board, dated and located.	A fresh photo of every board in your Client Tracker. Faults fixed on record.	Every board, every photo and the numbers, in one place.

What you do

Send a brief. Approve the plan and the creative. That's it.

What we do

Booking, adaptation, printing, permissions, mounting, upkeep and proof, end to end.

What you get

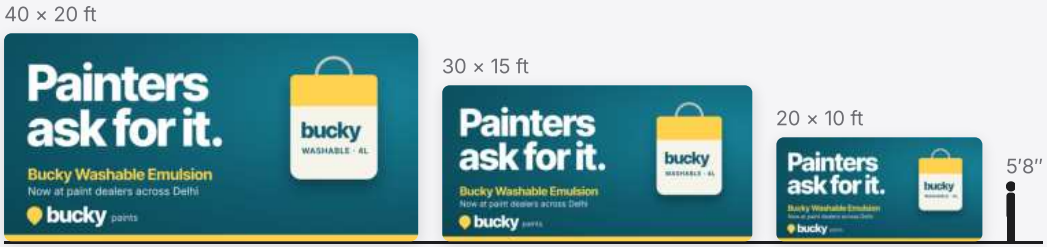
Ten boards live together, a photo of every board every week, and a report at the end.

Creative

Built to be read at 20 km/h.



Bucky key visual, adapted to a 2:1 board. Made up for this sample.



One master, three sizes, drawn to the same scale. All our board sizes in this plan are 2:1, so one design fits all.

A headline of seven words or fewer.
People get a few seconds. One line, one product, one logo.

Logo big, product clear.
The trade should know the brand and the range from across the road.

Strong contrast.
Dark on light or light on dark. No thin type, no busy photos.

One master, every size.
Send one key visual. We adapt it to each board and send it back for approval.

Size	Use	Read from	Headline letters
40 × 20 ft	Unipole and gateway	250 m	82 in (~7 ft)
30 × 15 ft	Main boards	180 m	59 in (~5 ft)
20 × 10 ft	Reminders	120 m	39 in (~3 ft)

Headline letter height uses the sign-industry rule of thumb: 1 inch of letter height for every 10 feet it must be read from.

See every board. Without leaving your desk.

Live-day photos

Every board photographed the day it goes up, with the date and location.

A square for every proof

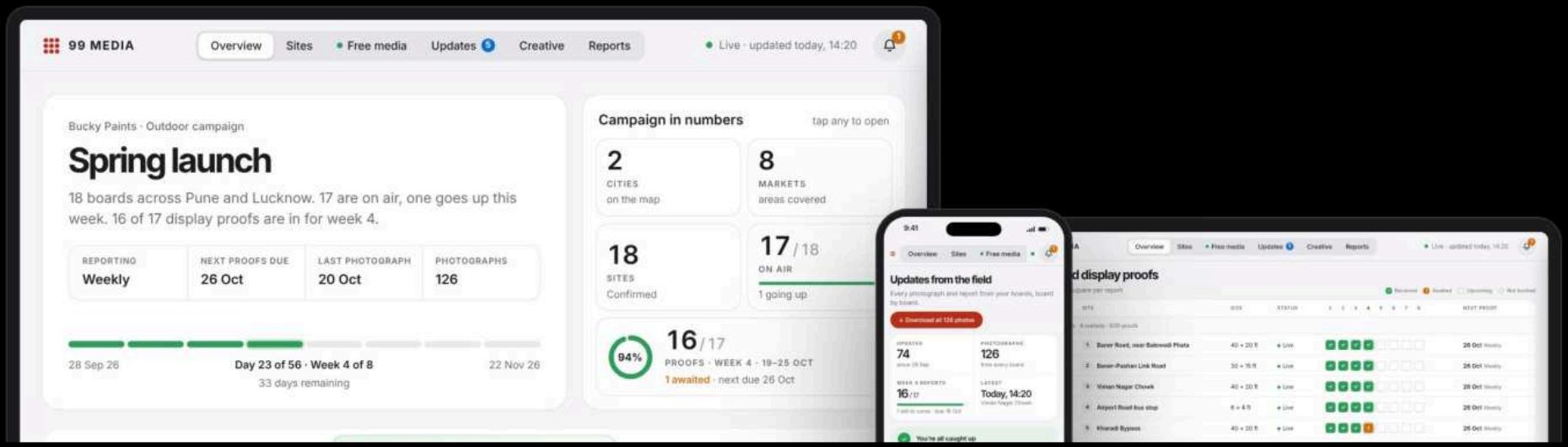
Every board gets a square for every weekly report. Green when the photo is in.

Problems, on record

If a board is torn or dark you see it, and you see the photo when it's fixed.

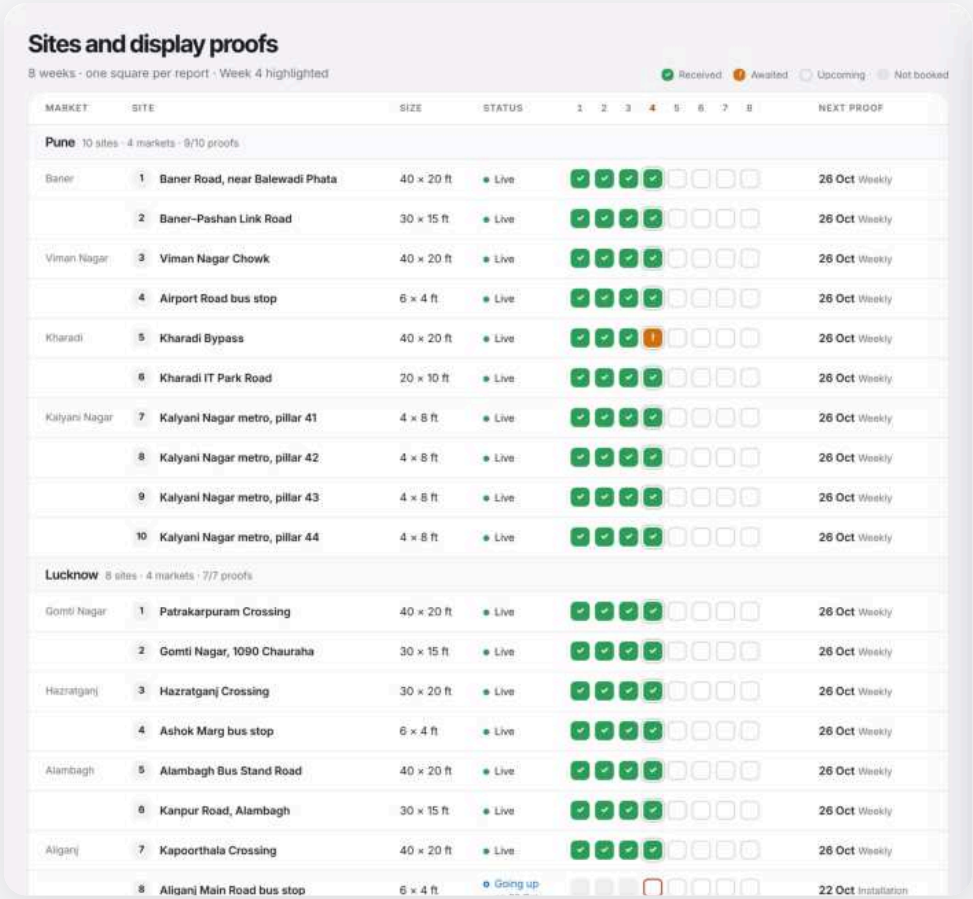
One private link

On your laptop or phone. Nothing to install. Download every photo in one go.

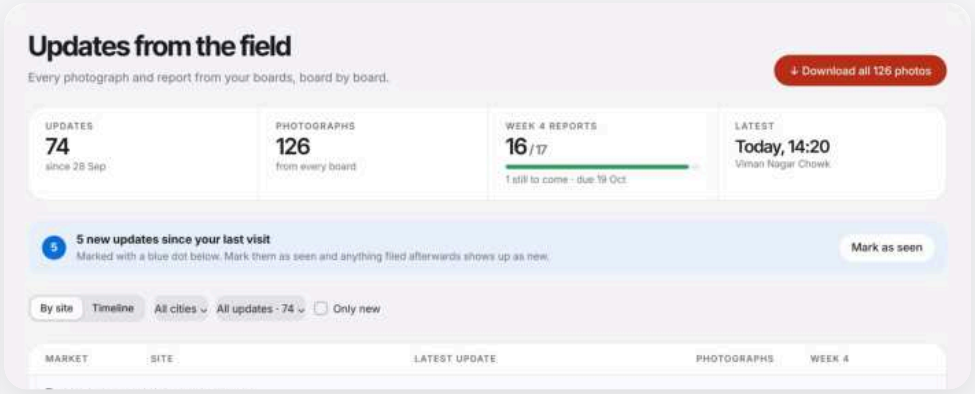


Client Tracker screens with a sample Bucky campaign. Included with every 99 Media campaign.

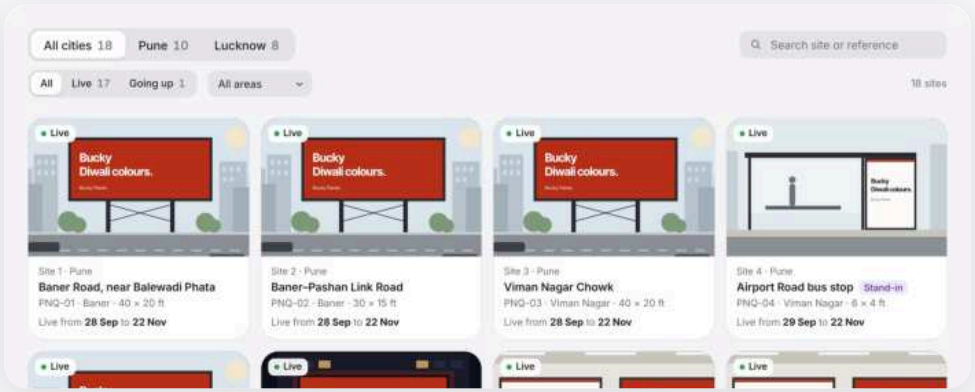
Every board, every proof, one link.



Proof. One row per board, one square per weekly report. Green is in, orange is awaited.



Field updates. Every photo and report the team files, the moment it's filed.



Boards. Find any board in seconds, with its latest photo and dates.

Screens from our Client Tracker, shown with a sample Bucky campaign in two other cities.

How we estimated

The method, in plain words.

Traffic

Vehicles a day past each site. In a real plan this comes from Google traffic data and our OOH Explorer counts. Here, sample values.

Impressions

Vehicles a day × 1.7 people per vehicle × the share who notice the board × 30 days. Share who notice: 55% for 40×20, 48% for 30×15, 38% for 20×10.

People reached

Impressions ÷ 7, the average number of times one person passes in a month on a regular trade route.

Cost per thousand

Display cost ÷ impressions × 1,000. Printing, mounting and GST not included.

Seconds in view

The distance a board can be read from, divided by typical approach speed at that market.

Trade outlets

Paint and hardware outlets within 2 km of the market centre. In a real plan, from Google Places listings.

Rates

Card rate is the published price. Negotiated rate is what we expect to agree. Final rates are confirmed at booking, subject to availability.

Maps and photos

Routes from OpenStreetMap routing. Map data © OpenStreetMap contributors, © OpenFreeMap. Site photos are mock-ups with the Bucky visual placed on representative Delhi boards, not the listed locations.

Everything in this sample, including Bucky Paints, its brief, the sites, rates and numbers, is illustrative. A real plan uses live site data and confirmed rates.

99 MEDIA

Want a plan like this for your brand?

Send us a brief. We'll come back with the markets, the sites, the maps, the costs and the numbers behind them.

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+91 600 2100 700