



2026
NEW YORK CITY
MEDIA KIT



WE WORK WITH EXTRAORDINARY AUTOMOBILES
to create unique, interactive, and memorable billboards inspired by your products.

Putting your brand in places **ADVERTISERS ONLY DREAM ABOUT.**

Gameover Inc, is fast becoming the preferred agency for progressive advertising solutions exclusively targeted at luxury brands and prime entertainment providers.

We use extraordinary automobiles to create interactive & visually captivating billboards that become the center of attention everywhere.

As a global start up, we are working towards operating in 70 mega cities across 28 countries.



Creating a bridge between **THE PHYSICAL & DIGITAL WORLDS.**

Stunning automobiles such as modern supercars, vintage automobiles, and classic cars have a unique way of inhabiting our hearts and minds.

You don't have to own one to experience this feeling and be drawn by the shape of the car; its presence alone is magnetic. This universal fascination makes supercars a perfect backdrop in our photographic world.

Social sharing is one of the top pastimes, our branded supercars create the desire to engage and share creating a bridge between the physical and digital worlds.

This phenomenon occurs when QR codes embedded into our designs are scanned, And our supercars are photographed and filmed by thousands.

High-definition pictures and videos are distributed online instantly delivering your brands message around the globe.





IT ONLY TAKES ONE PICTURE TO GENERATE MILLIONS OF IMPRESSIONS WORLDWIDE.

Pictures and videos taken are tagged with trendy hashtags and shared across social networking platforms. The transition from mobile to online advertising is seamless – and consumers do a lot of the work for you.

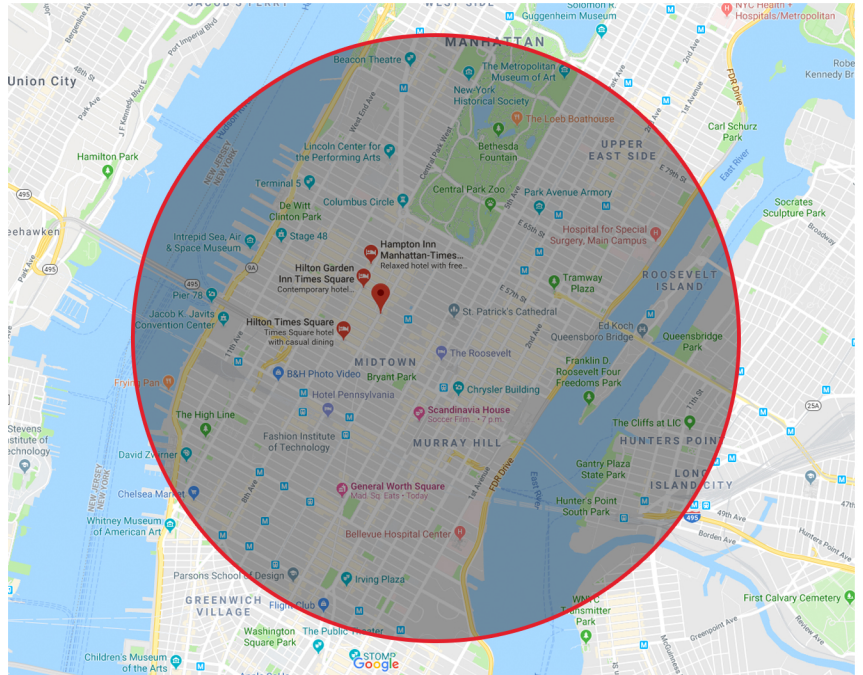
This understanding encouraged us to brainstorm on the kind of outdoor advertising media that could start a social sharing and word-of-mouth frenzy. We zeroed in on supercars – exclusive, elusive, and sure to make consumers stop, gawk, click and share.

Imagine a single billboard powerful enough to provide your brand with worldwide exposure - from one location.

OUR BRANDED SUPERCARS WILL FLOW WITH NEW YORK CITY'S VIBE, TARGETING ITS MOST ICONIC LOCATIONS.

There is simply no other form of outdoor display media that can deliver the same results. Though luxury brands and major entertainment companies have numerous options in outdoor display media, none provide the visual experience, quick impact and global awareness like our creatively branded supercars can.

Our branded supercars will flow with the city's vibe, making appearances in mega cities worldwide. Accompanied by glamorous models, we frequent high-traffic areas crowded with affluent consumers, millennials, and tourists. We target your audience by visiting iconic venues and making appearances at sporting events, concerts, festivals, and other citywide prime entertainment hot spots.



PRIME ENTERTAINMENT

- New video game releases
- New movie releases
- New album releases
- Prestigious red carpet events
- Major sporting events
- Major trade shows & conferences



OUR ADVANTAGE

- One location, global exposure
- Standout from the media clutter
- A connecting bridge between traditional & digital media
- 360° exposure & expanded visibility
- QR codes & custom hashtags integrated in the design encourage sharing
- Unique designs inspired by your product
- Our cinematographers develop your campaign highlights video
- 24/7 campaign monitoring
- Unbeatable brand placement
- Media buzz on social media & mobile networking
- Real-time brand marketing & interactions for maximum impact
- Our branded supercars flow with the city's vibe targeting it's iconic locations
- Drivers & Models showcasing your merchandise
- Guaranteed exclusivity - Quality over Quantity
- Limited to 3 campaigns, per industry, per city



GAMEOVER

OOH ADVERTISING IN NEW YORK CITY, NEW YORK



NEW YORK CITY FAST FACTS



ICONIC VENUES & AREAS

TIMES SQUARE	CENTRAL PARK	YANKEE STADIUM
FIFTH AVENUE	BROADWAY & THEATRE DISTRICT	ROCKEFELLER CENTER
MADISON SQUARE GARDEN	STATUE OF LIBERTY	WALL STREET
RADIO CITY MUSIC HALL	BROOKLYN BRIDGE	CARNEGIE HALL
BARCLAYS CENTER	METROPOLITAN MUSEUM OF ART	BELMONT PARK
BOWERY BALLROOM	GRAND CENTRAL STATION	CITI FIELD
APOLLO THEATRE	EMPIRE STATE BUILDING	ONE WORLD OBSERVATORY

PROFESSIONAL SPORTS TEAMS

TEAM	VENUE	HOME GAMES	ANNUAL ATTENDANCE
NEW YORK YANKEES (MLB)	YANKEE STADIUM	82	3,100,000
NEW YORK METS (MLB)	CITI FIELD	82	2,400,000
NEW YORK KNICKS (NBA)	MADISON SQUARE GARDEN	41	770,000
BROOKLYN NETS (NBA)	BARCLAYS CENTER	41	622,000
NEW YORK RANGERS (NHL)	MADISON SQUARE GARDEN	44	731,000
NEW YORK JETS (NFL)	METLIFE STADIUM	10	77,000

60

MILLION DOMESTIC, AMERICAN AND INTERNATIONAL TOURISTS FROM AROUND THE GLOBE VISIT NEW YORK CITY EACH YEAR

NO. 1

CITY IN THE USA FOR TELEVISION, FILM, MUSIC VIDEO & COMMERCIAL LOCATION SHOOTING WITH OVER 40,000 SHOOTS HAPPENING ANNUALLY. DIRECT EXPENDITURES RELATED TO ENTERTAINMENT IS UPWARDS OF \$5 BILLION

\$43

BILLION SPENT IN DIRECT EXPENDITURES DURING TOURISTS' VISITS TO NEW YORK CITY EACH YEAR.



NEW YORK CITY EVENTS BY MONTH

JANUARY

NBA Regular Season
NHL Regular Season
NFL Playoffs
NY Times Travel Show
Grammy Awards
Monster Jam
NY Boat Show

APRIL

NBA Regular Season
NBA Playoffs
NHL Regular Season
NHL Stanley Cup Playoffs
MLS Regular Season
NY International Auto Show
Aipad Photography Show

JULY

MLB Regular Season
MLS Regular Season
MRKET
MODA New York
IMSA Lamborghini Super Trofeo
Project
Formula E
Ferrari Challenge Trofeo

OCTOBER

MLB World Series
NBA Regular Season
MLS Regular Season
MLS Playoffs
NY Comic Con
NYC Beerfest
Global Gaming Expo

FEBRUARY

NBA Regular Season
NHL Regular Season
NY Fashion Week
NYC Brewers Guild
ATP NY Open
FFANY NY Shoe Expo
Monster Jam

MAY

NBA Playoffs
MLB Regular Season
MLS Regular Season
NYC Bike Expo
NYC Vegetarian Food Fest
NY Baby Show
The Makeup Show NYC

AUGUST

MLB Regular Season
MLS Regular Season
WWE Summerslam
MTV Video Music Awards
Grand Slam U.S. Open
Pirelli World Challenge WC
NY Shoe Expo
Nascar Monster Energy Cup

NOVEMBER

MLS Playoffs
NBA Regular Season
NFL Regular Season
NHL Regular Season
NY Int'l Motorcycle Show
Progressive Motorcycle Show
Digital Marketing World Forum

MARCH

NBA Regular Season
NHL Regular Season
MLS Regular Season
MLB Regular Season
NY International Music Festival
Architectural Digest Show
IBS NY International Beauty Show

JUNE

NBA Playoffs
MLB Regular Season
MLS Regular Season
U.S. Open
The Belmont Stakes
FAME New York
Sports Fitness Expo

SEPTEMBER

MLB Regular Season
MLS Regular Season
NFL Regular Season
MODA
Real Estate CFO Forum
Couture NY Fashion Week
Axis
FAME New York

DECEMBER

MLS Playoffs
NBA Regular Season
NFL Regular Season
NHL Regular Season
NY Motorcycle Show
FFANY NY Shoe Expo
Retail Design Collective Show



G A M E O V E R

**CHOOSE FROM ONE OF
OUR EXCLUSIVE PACKAGES**

ABOUT THE PACKAGES

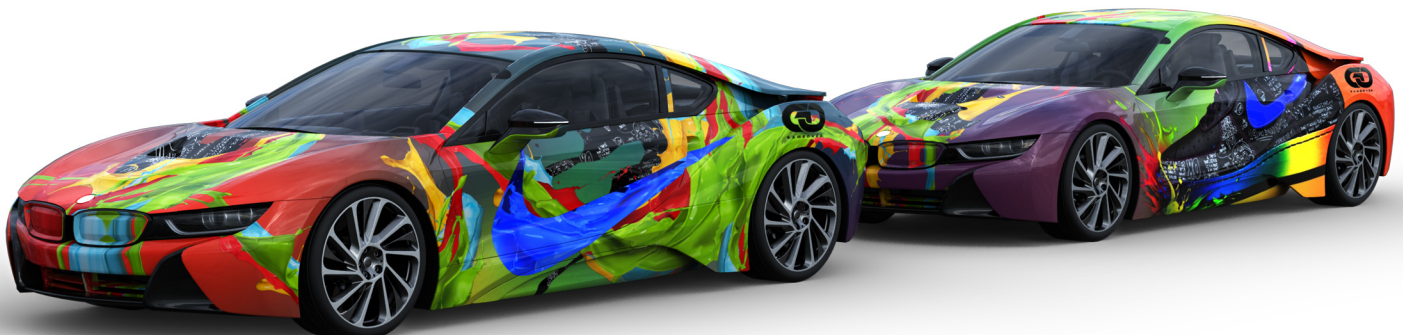
You can choose one of our three unique packages—Premier, Elite, and Gameover. Each package is designed and priced to cater to specific campaign requirements. With this approach, we hope to give clients exactly what they seek, and allow them more flexibility to balance exposure with costs.

We wanted to give our clients the option of greater square footage for larger and more unique designs. To make this happen, we created our Elite and Gameover packages. The packages offer the benefit of multiple supercars simultaneously for more 'ad space' and double the impact.

- **Premier Package** includes creative design on one supercar creating one exclusive billboard.
- **Elite Package** includes creative design on two supercars creating a two car exclusive billboard.
- **Gameover Package** includes creative design on three supercars creating a three car exclusive billboard.

HIGHLIGHTS INCLUDE

- Immediate impact reaching global marketplace from a single city
- Drivers and Models showcasing your merchandise
- 360° exposure
- 24/7 campaign monitoring
- Extra square footage for your graphic design
- Our cinematographers develop your campaign highlights video
- GPS tracking (37mph – 60km/h)
- Campaign runs over a 1-4 week duration



/ PREMIER PACKAGE /

With the Premier package, you can choose one supercar from any of our four exciting editions. Our team of designers create a dazzling design so unique that it will leave our audiences breathless. The uniformity of message is maintained, and the supercar generates immediate media buzz. We create a spectacle that draws in large crowds of people who will stop point and take pictures sharing your campaign on social media.

This whole-hearted participation from audiences results in countless number of social media shares and word-of-mouth publicity for your campaign giving your brand global exposure from one city.



// ELITE PACKAGE //

With the Elite package, you can choose two supercars from any of our four exciting editions. By combining two supercars to create a single billboard, our designers have more space to get creative.

The design will flow from one car the other blending in seamlessly. Choosing the Elite package will increase your exposure by creating an even bigger spectacle for your product giving your brand global exposure from one city.



/// GAMEOVER PACKAGE ///

The final package, as you have guessed correctly, creates Super Bowl like media frenzy. When people see three supercars driving in single line formation creating one giant creative billboard it's Gameover!

The media buzz generated around outdoor campaign of this magnitude is immense – Your brand will be the conversation starter in both the real and digital worlds targeting a global market place.





G A M E O V E R

EXCLUSIVE BILLBOARDS DESIGN OPTIONS

HOW THE CREATIVE PROCESS WORKS

At Gameover Inc, we don't just create billboards; we create dynamic artwork that evokes excitement, desire and positivity.

We start by analyzing your product, focusing on its meaning and the strengths of each line, curve, and angle. Our designers carefully examine the cars to utilize each body panel, strategically positioning graphic design for maximum impact.

CHOOSE FROM 3 OPTIONS

OPTION 1

We provide the adspace on our supercars and you provide us with the artwork & designs.

OPTION 2

We turn an existing billboard your brand is using into a mobile billboard on our supercars

OPTION 3

Leave it to us to create a compelling graphic design that drives your message home.

Once the graphic design is complete, our team of talented installers bring the design to life. With the car in expert hands, our final product looks spectacular and flawless.



GENERAL SPECIFICATIONS FOR SUBMITTING ARTWORK

Supply the file on any of the following media:

- CD/DVD Rom
- USB Flashdrive
- Email (for files 10MB or less) to info@gameoverinc.com
- Always include or embed linked files with the supplied artwork
- Each file should be clearly named
- All artwork should be accompanied by a hard copy laser proof, PDF or Jpeg to confirm final artwork

Software compatibility (Mac or PC)

- Adobe Photoshop 6 or higher
- Adobe Illustrator 9 or higher (flatten opacity layers) eps files only.
- Adobe Acrobat 5 or higher
- Flexi Sign Pro
- Gerber Omega

Note: Vector-based programs (ex. Illustrator) produce cleaner edges on text and shapes than pixel-based programs (ex. Photoshop) and therefore make for a clearer print. If your program is not listed above, please contact us for possible solutions.

Document Size

- Work within a proportion of the original artwork size, we prefer documents at 1/10 scale with a recommended minimum original sized resolution of 72 dpi with no compression. Images should be originated or scanned at this size and not enlarged afterwards.

Pantone/Spec. Colours

- If using any specific pantone colours, reference numbers must be included
- RGB or any other colour formats should be converted to CMYK before submitting for output
- All colour sensitive artwork must be accompanied by a colour correct proof for reference

Fonts

- All fonts should be included with the file or outlined
- Please create separate folders for Documents, Images, and Fonts.

Scanning

- Any scanned images should be scanned at the original output resolution and saved as CMYK in TIFF or EPS format, non-compressed.

Choose To Stand Out With **360° EXPOSURE**



One of the first things that catch our eye in a supercar is its shape. It appeals to our aesthetics and holds our gaze. After viewers have taken in the shape of our supercars, their eyes will hover all over the vinyl richness of the exterior. Here they will behold everything you want them to see!

Our mobile billboards are unique. They stand out from the usual media clutter and create buzz around your product and brand. Visible from every angle, allowing audiences easy connection with your brand. This interaction can be enhanced by embedding campaign-driven hashtags and QR (Quick Response) codes into areas that are easy to scan, providing consumers any information you choose.

Of course, expect many to whip out their cellphones to take photos and videos, and share them on their social media pages with your hashtag or their own. All the shares and 'likes' across various online social platforms can add up to significant exposure for your brand.



At Gameover Inc, we surround ourselves with the most influential automotive manufacturers worldwide. As top automotive innovators evolve, so do we. Our inventory is divided into four editions, each with its own set of amazing supercars, and a collective net value in the high millions.

Gold, Platinum and Black editions are equipped with the latest models of supercars, ready to captivate the world. Custom edition gives our clients the opportunity to choose from the greatest vintage supercars, the coolest classics, and unique sport utility vehicles.

Every edition has been designed to be flexible to various marketing budgets depending on your needs. All four editions include extraordinary automobiles with creative design and elegant styling that never fail to make an impact.



G A M E O V E R

**CHOOSE YOUR
SUPERCAR EDITION**







G A M E O V E R

**GOLD
EDITION**

Great 'gold standard' supercars are enough reason to choose this edition. You don't see these cars on the road very often, and when you do, you are not likely to ignore them. From exceptional designs and sleek body lines, the supercars in this edition stand apart from the rest of the automobiles plying the road everyday. Make the most of their rarity by using them as a backdrop for your advertising message.

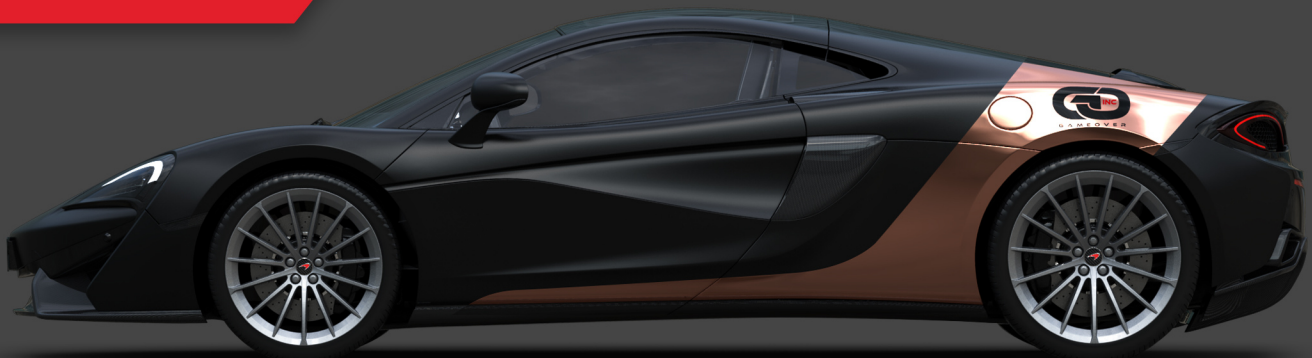
PORSCHE CAYMAN



AUDI R8



MCLAREN 570 GT

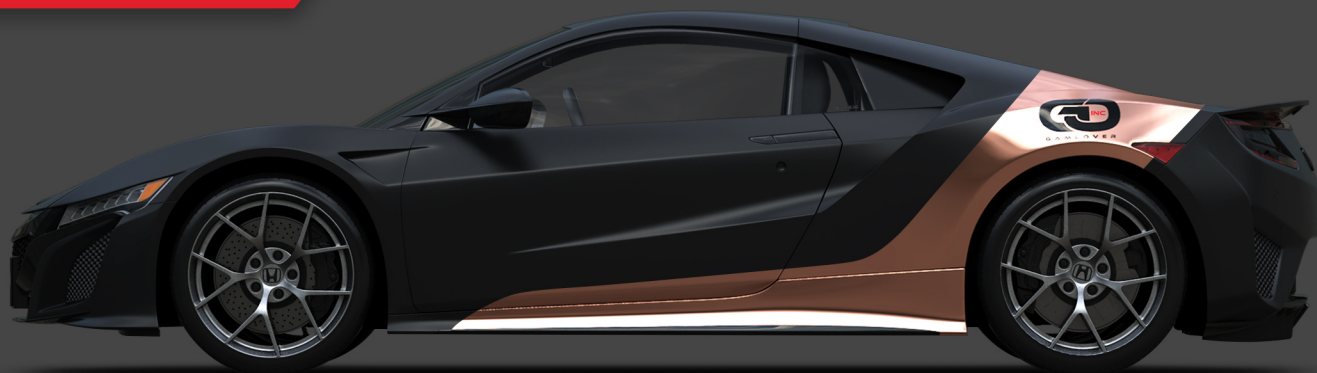


GOLD EDITION

VIPER GTS



ACURA NSX



MERCEDES AMG GT

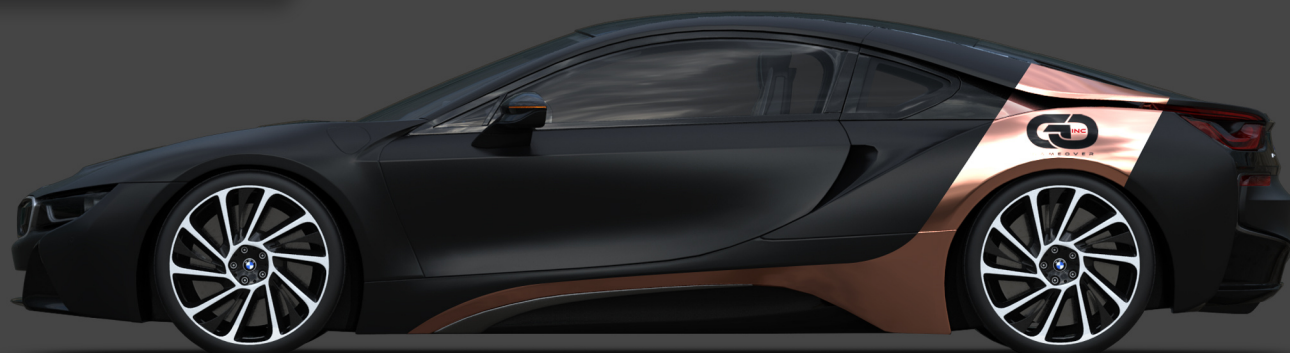


GOLD EDITION

ASTON MARTIN DB11



BMW I8



MASERATI GT



GOLD EDITION

JAGUAR F-TYPE



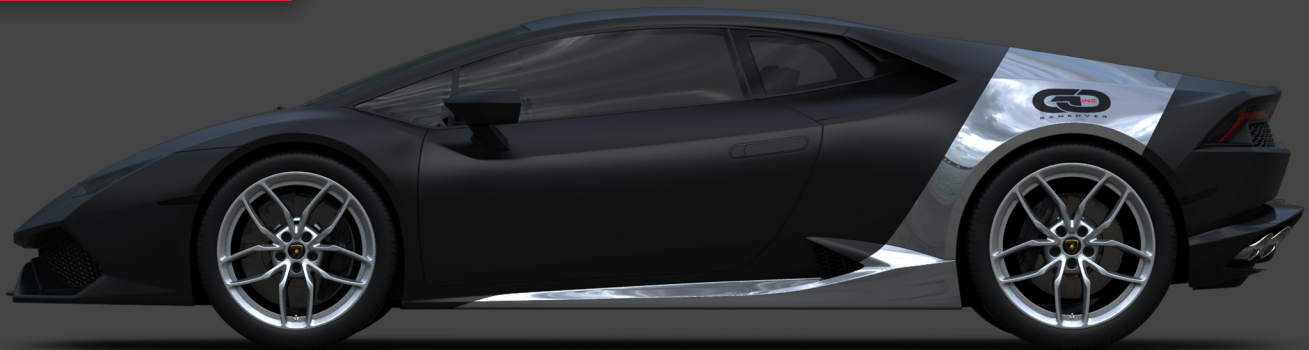


G A M E O V E R

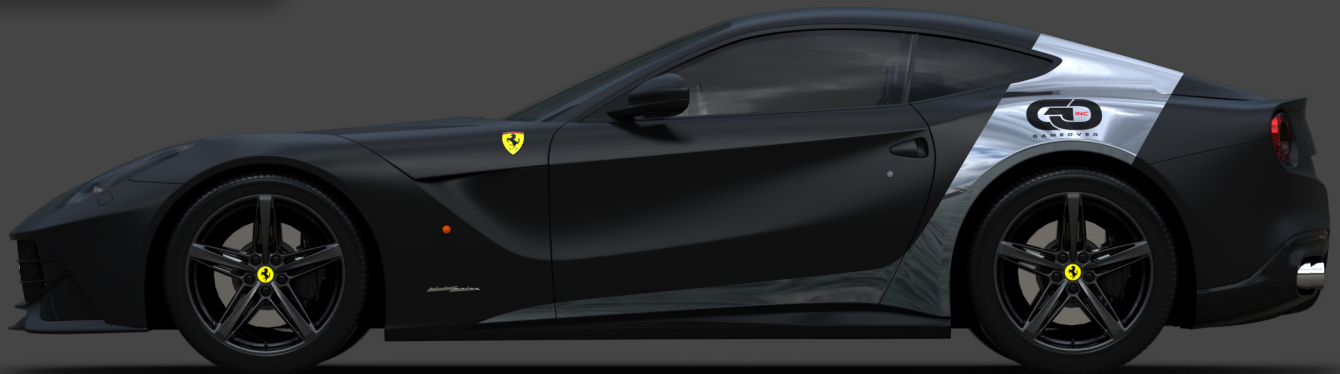
**PLATINUM
EDITION**

As a step-up from Gold, the Platinum edition groups even rarer and pricier supercars boasting futuristic designs and exotic styling. They include models from some of the most iconic car brands in the world, including Lamborghini, Ferrari, Aston Martin and McLaren. If you want an extraordinary supercar to feature your brand message with great flair.

LAMBORGHINI HURACAN



FERRARI F12 BERLINETTA



MCLAREN 675 LT



PLATINUM EDITION

LAMBORGHINI AVENTADOR



ASTON MARTIN VANQUISH

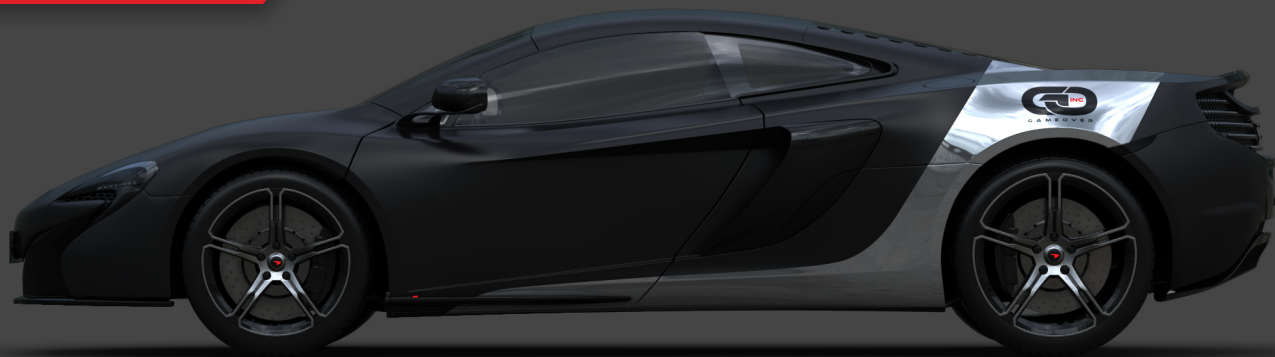


FERRARI 488 GTB



PLATINUM EDITION

MCLAREN 650S



FORD GT



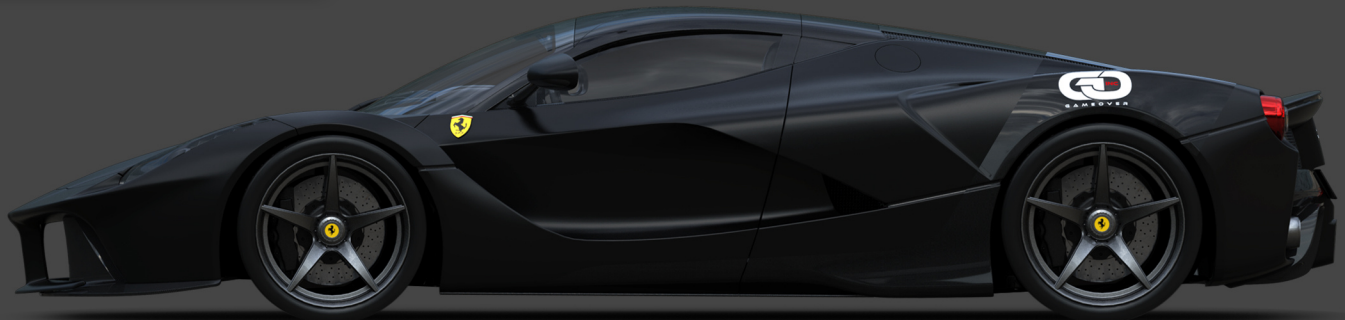


G A M E O V E R

**BLACK
EDITION**

The modern supercars in this edition are extremely rare and super-expensive, the likes of which only the extremely wealthy can afford. Their exclusivity apart, these cars are also equipped with some compelling features that make them alluring and desirable to consumers. They are the *crème de la crème*, so you know you are getting the best of the best, to take campaign publicity to the next level.

FERRARI LAFERRARI



BUGATTI VEYRON

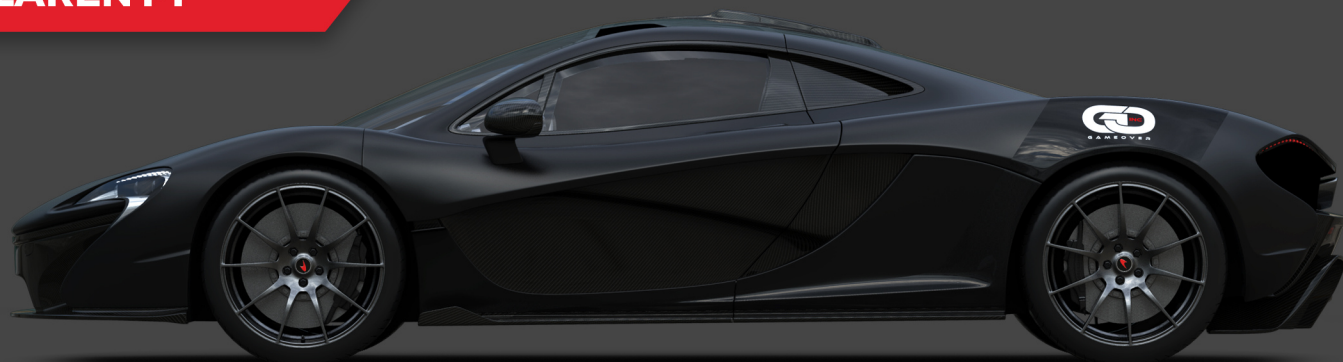


KOENIGSEGG REGERA



BLACK EDITION

MCLAREN P1



PAGANI HUAYRA



LYKAN HYPERSPORT

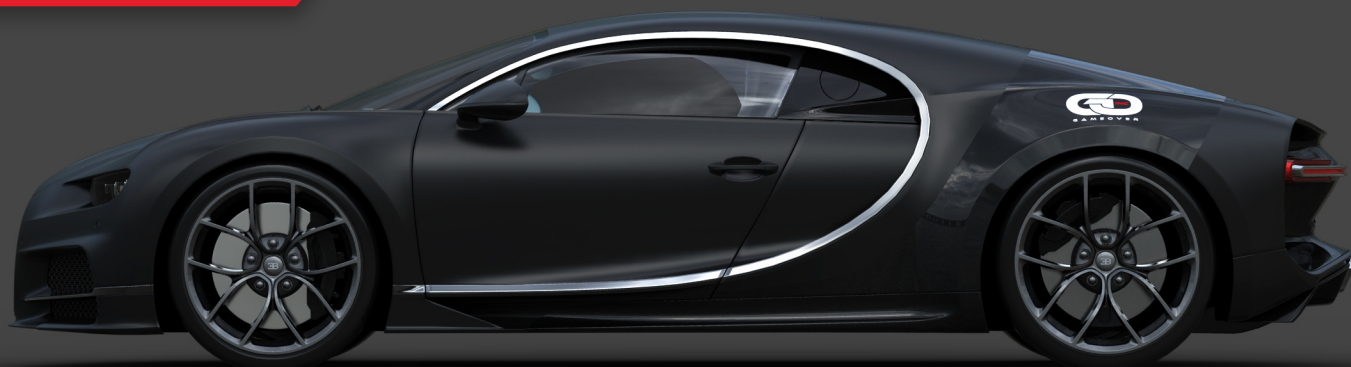


BLACK EDITION

PORSCHE 918



BUGATTI CHIRON



HENNESSEY VENOM





G A M E O V E R

**CUSTOM
EDITION**



Welcome to our Custom Edition which offers a unique mix of extraordinary vehicles that the other editions do not cover. As its name implies, this option can accommodate your specific requests.

To the Gameover client, the Custom Edition is an opportunity to pick the rarest of the rare cars – limited-edition, high value and out-of-production supercars; unabashedly expensive uber-luxurious luxury sedans; the coolest classic cars; the greatest vintage cars; and unique drives that may hold special significance during certain times of the year – for instance, the Mercedes G63 6x6, the undisputed cross-country warrior during the winter.



If you are working with a flexible budget or want to reserve the most dramatic advertisement technique for a high-priority campaign, the Custom edition might be a good entry point. Wow your audience with a car that will linger in their minds, make your message stick, and boost social media share rates for your campaign.





OUR SERVICES ARE EXCLUSIVE TO OVER 70 MAJOR CITIES WORLDWIDE

Find out how our branded supercars can take your brand from local to global making an immediate impact on your media campaign. There's simply no other media display out there like us - It's Gameover.

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HAVE QUESTIONS?
Get in touch with us so
we can better assist you
with your specific needs.
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