

Global Art Fair Brand TEFAF Uses Outdoor to Target Buyers in NYC

Encore has planned, negotiated and executed 100s of placements for the show organizer



TEFAF New York light pole banner ad unit outside of NYC's iconic Carnegie Hall.

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TEFAF New York LLC

Encore client, [TEFAF New York](#), has run light pole banner ads on Park Avenue, Fifth Avenue, Central Park West and other premium locations across multiple fairs and years. This outdoor media format provides granular targeting capabilities which facilitates reaching collectors and other audiences in high-priority geo-targets.

Published by [Encore Media Partners](#), a visitor marketing, data strategy and media buying agency, which specializes in exhibitions and events, with local, national and global audiences.

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