



# MEDIA KIT 2024

[www.lestariads.com](http://www.lestariads.com)



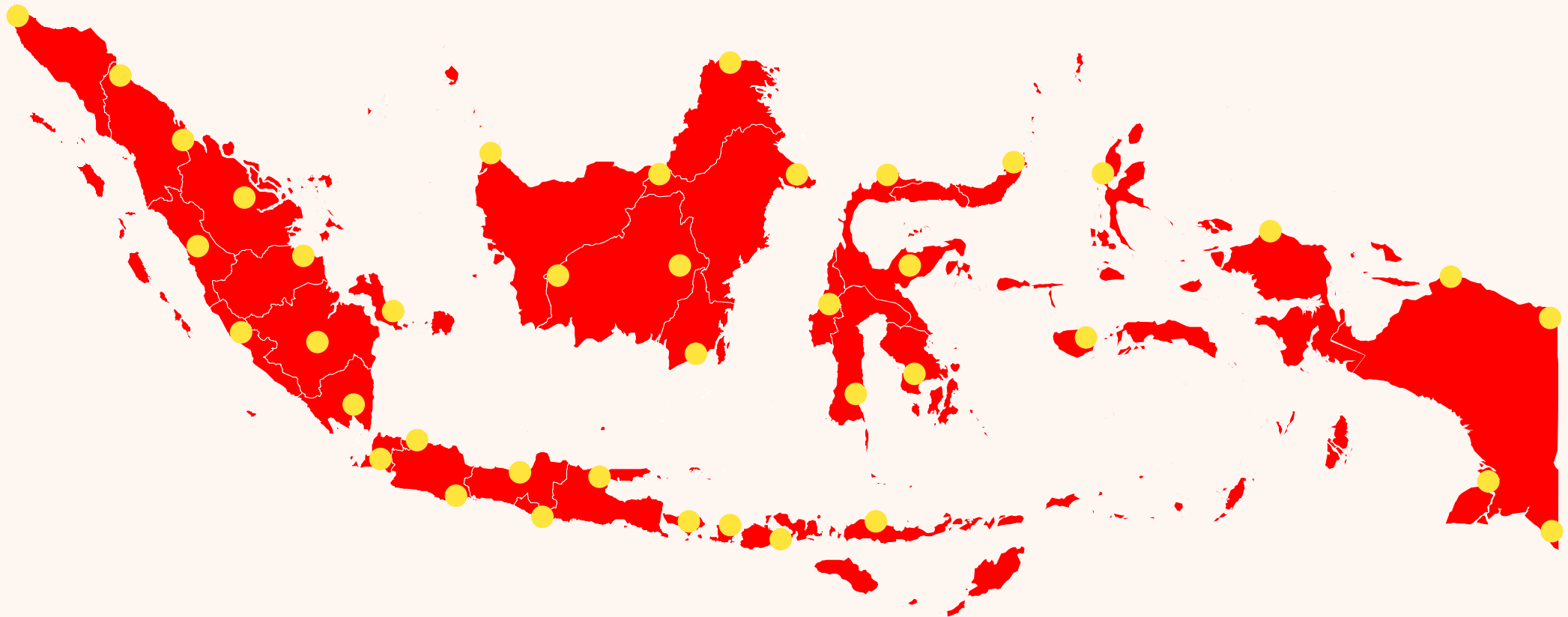


# Connecting brands with their **audiences**

Lestari Ads is a leading out-of-home media company with the largest network in Indonesia. Lestari Ads aims to create an inspiring journey by building the most effective, accessible and innovative data and advertising ecosystem, thus revolutionizing the way companies connect with their audiences.

# *Our* **COVERAGE**

Our media are available across 50+ major cities and regency throughout Indonesia.



**Jakarta**, *Surabaya*, Medan, **Makassar**,  
**Bandung**, *Bogor*, **Semarang**, *Yogyakarta*, Pekanbaru,  
**Papua**, **Lampung**, *Palembang*, **Bali**  
*Lombok*, **Batam**, *Labuan Bajo*, Bengkulu, **Aceh**, Ambon,  
**Pontianak**, Palangka Raya, **Jambi**, *Padang*.

# OOH IMPACT

Out-of-Home (OOH) advertising plays a crucial role in each stage of the marketing funnel—from building awareness to driving conversions.

## AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the #1 preferred media format for Millennials and GenZ.

## CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media.

## CONVERSION

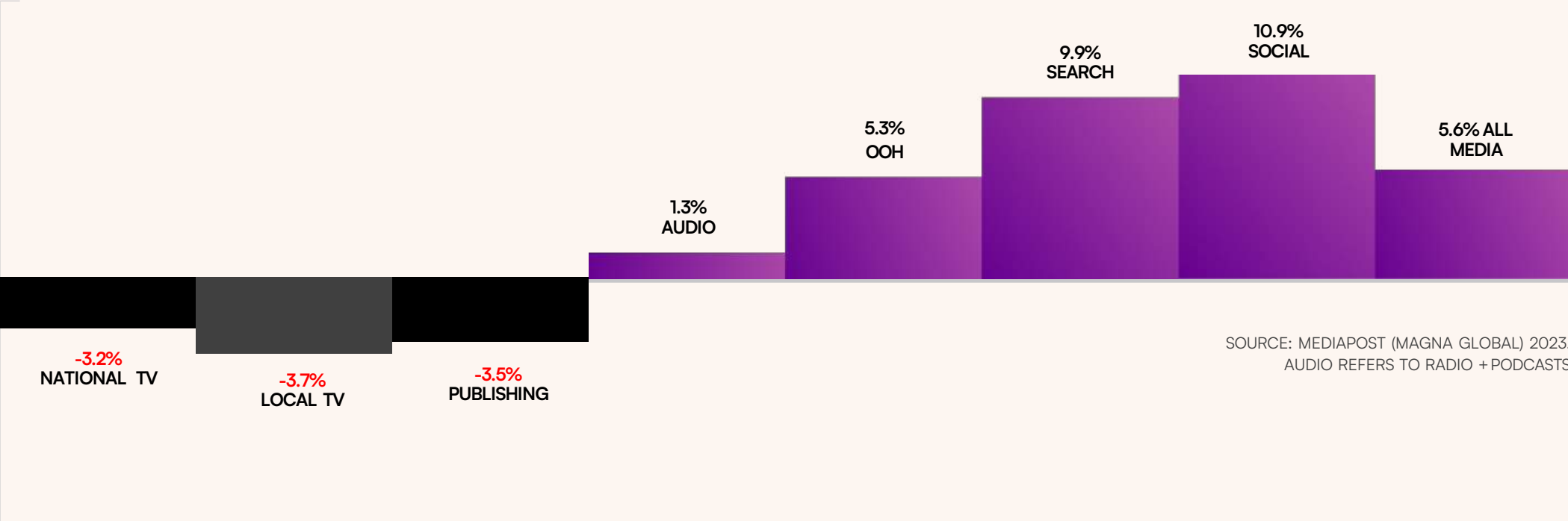
OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums.



# OOH GROWTH

OOH is geared for continued growth in 2024. It is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

2024 GLOBAL MEDIA FORECAST



SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.  
AUDIO REFERS TO RADIO + PODCASTS

# Top 21 MARKETS

CITY	POPULATION	BUSES	TRAIN	AIRPLANE	MOBILE LED	LED BILLBOARD	STATIC BILLBOARD	JUNIOR BILLBOARD	CAR & MOTORCYCLE
1 East Jakarta	3,314,396	●●●●	●●●	●●●	●	●●	●●	●●	●●●
2 Surabaya	3,009,286		●●●		●	●●	●●	●●	●●●
3 West Jakarta	2,611,515	●●●●	●●●	●●●	●	●●	●●	●●	●●●
4 Bandung	2,569,107	●●●●	●●●		●	●●	●●	●●	●●●
5 Medan	2,536,271				●	●●	●●	●●	●●●
6 Bekasi	2,513,669	●●●●	●●●		●	●●	●●	●●	●●●
7 South Jakarta	2,406,082	●●●●	●●●	●●●	●	●●	●●	●●	●●●
8 Depok	1,941,360		●●●		●	●●	●●	●●	●●●
9 Tangerang	1,912,679		●●●		●	●●	●●	●●	●●●
10 North Jakarta	1,873,096	●●●●	●●●	●●●	●	●●	●●	●●	●●●

● Indicates Lestari Ads media available   ● Indicates digital media available   ● Indicates static media available   ● Indicates wrapped media available

Note: Top 21 markets based on Lestari Ads inventory and population count

# Top 21 MARKETS

CITY	POPULATION	BUSES	TRAIN	AIRPLANE	MOBILE LED	LED BILLBOARD	STATIC BILLBOARD	JUNIOR BILLBOARD	CAR & MOTORCYCLE	SCOOTER TRAILER
11 Palembang	1,772,492				●	●●	●●	●●	●●●	
12 Semarang	1,696,366		●●●		●	●●	●●	●●	●●●	
13 Makassar	1,474,393				●	●●	●●	●●	●●●	
14 South Tangerang	1,414,619	●●●●	●●●		●	●●	●●	●●	●●●	
15 Batam	1,260,785				●	●●	●●	●●	●●●	
16 Bogor	1,127,408		●●●		●	●●	●●	●●	●●●	
17 Pekanbaru	1,123,348				●	●●	●●	●●	●●●	
18 Central Jakarta	1,102,052	●●●●	●●●		●	●●	●●	●●	●●●	
19 Bandar Lampung	1,100,109				●	●●	●●	●●	●●●	
20 Padang	934,847	●●●●			●	●●	●●	●●	●●●	
21 Bali	665,328	●●●●			●	●●	●●	●●	●●●	●●●

● Indicates Lestari Ads media available   ● Indicates digital media available   ● Indicates static media available   ● Indicates wrapped media available

Note: Top 21 markets based on Lestari Ads inventory and population count



# Our **MEDIA**

/ Buses

/ Train

/ Airplane

/ Billboards

/ Mobile LED

/ Car & Motorcycle

/ Vending Machine

/ Scooter Trailer

/ Backpack Billboard



# BUSES

# Transjakarta

Maximize your brand's reach with our exceptional Transjakarta branding transit ads, designed to turn city buses into moving canvases that capture the attention of countless onlookers.



# *Wide Reach* **AUDIENCES**

Transjakarta covers 13 corridors, reaching millions of daily commuters in the capital city.



# **FLEXIBLE**

## *Ad Option*

Choose from bus wraps, interior ads, bus stop ads, and digital screens to suit your campaign needs.



# DIVERSE

## *Demographics*

Target a wide range of demographics, from students to professionals and tourists.



# **ADS** *Options*

These options emphasize the reach and visibility that advertising on Transjakarta offers.

/ Bus Wrap

/ Interior Ads

/ Bus Stop Naming Rights

/ Bus Stop Commercial Area

/ Bus Stop Brand Activation

/ Bus Stop Branding & Domination

\*commercial area only available at specific bus stop

# KEY ROUTES

## *For Advertising*



### **Corridor 1 (Blok M — Kota)**

This is one of the busiest and most popular TransJakarta routes, connecting the business district of Blok M with Kota. Best to targeting professionals and youth.



### **Corridor 6 (Ragunan — Galunggung)**

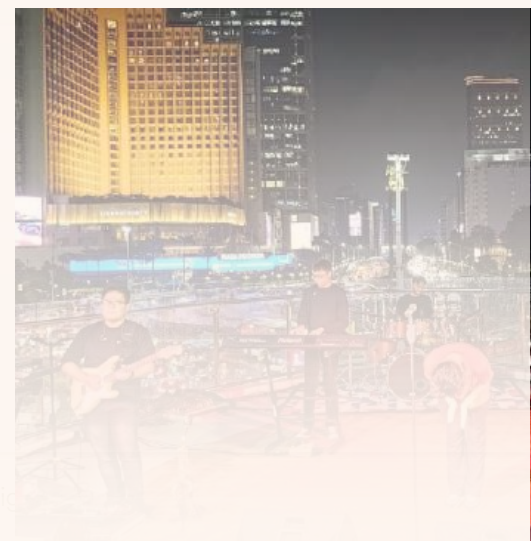
This route passes through several residential and commercial areas, making it ideal for targeting a diverse audience.



### **Corridor 9 (Pinang Ranti - Pluit)**

Connects East Jakarta with North Jakarta, passing through key business districts and residential areas.





# SINGLE *Bus*

Specifications:

- Type: Standard Entry
- Dimension: 11.8m x 2.4m x 2.9m
- Ad Space: R/L: 485cm x 300cm, B:  
240cm x 290cm
- Extension: Audio Ads, Back Seat, Hand  
Grip, Standing Panel & Ceiling
- Route: Corridor



# MAXI *Bus*

## Specifications:

- Type: Standard Entry
- Dimension: 13.2m x 2.4m x 2.9m
- Ad Space: R/L: 600 cm x 300 cm, B: 240 cm x 290 cm
- Extension: Audio Ads, Back Seat, Hand Grip, Standing Panel & Ceiling
- Route: Corridor



# ARTICULATED *Bus*

## Specifications:

- Type: Standard Entry
- Dimension: 17.2m x 2.4m x 2.9m
- Ad Space: R/L: 750cm x 300cm, B: 240cm x 290cm
- Extension: Audio Ads, Back Seat, Hand Grip, Standing Panel & Ceiling
- Route: Corridor



# ELECTRIC *Bus*

## Specifications:

- Type: Low Entry
- Dimension: 11.8m x 2.4m x 2.9m
- Ad Space: R/L: 485cm x 300cm, B:  
240cm x 290cm
- Extension: Audio Ads, Back Seat, Hand  
Grip, Standing Panel & Ceiling
- Route: Non Corridor



# METROTRANS *Bus*

## Specifications:

- Type: Low Entry
- Dimension: 11.8m x 2.4m x 2.9m
- Ad Space: 485cm x 300cm, B: 240cm x 290cm
- Extension: Audio Ads, Back Seat, Hand Grip, Standing Panel & Ceiling
- Route: Non Corridor



# MINITRANS *Bus*

## Specifications:

- Type: Low Entry
- Dimension: 7.5m x 2.1m x 2.9m
- Ad Space: R/L: 425cm x 220cm, B: 220cm x 210cm
- Extension: Audio Ads, Back Seat, Hand Grip, Standing Panel & Ceiling
- Route: Non Corridor



# DOUBLE DECKER *Bus*

Specifications:

- Type: Low Entry
- Dimension: 13.2m x 2.4m x 3.5m
- Ad Space: R/L: 600 cm x 400 cm, B: 290 cm x 320 cm
- Extension: Audio Ads, Back Seat, Hand Grip, Standing Panel & Ceiling
- Route: Non Corridor



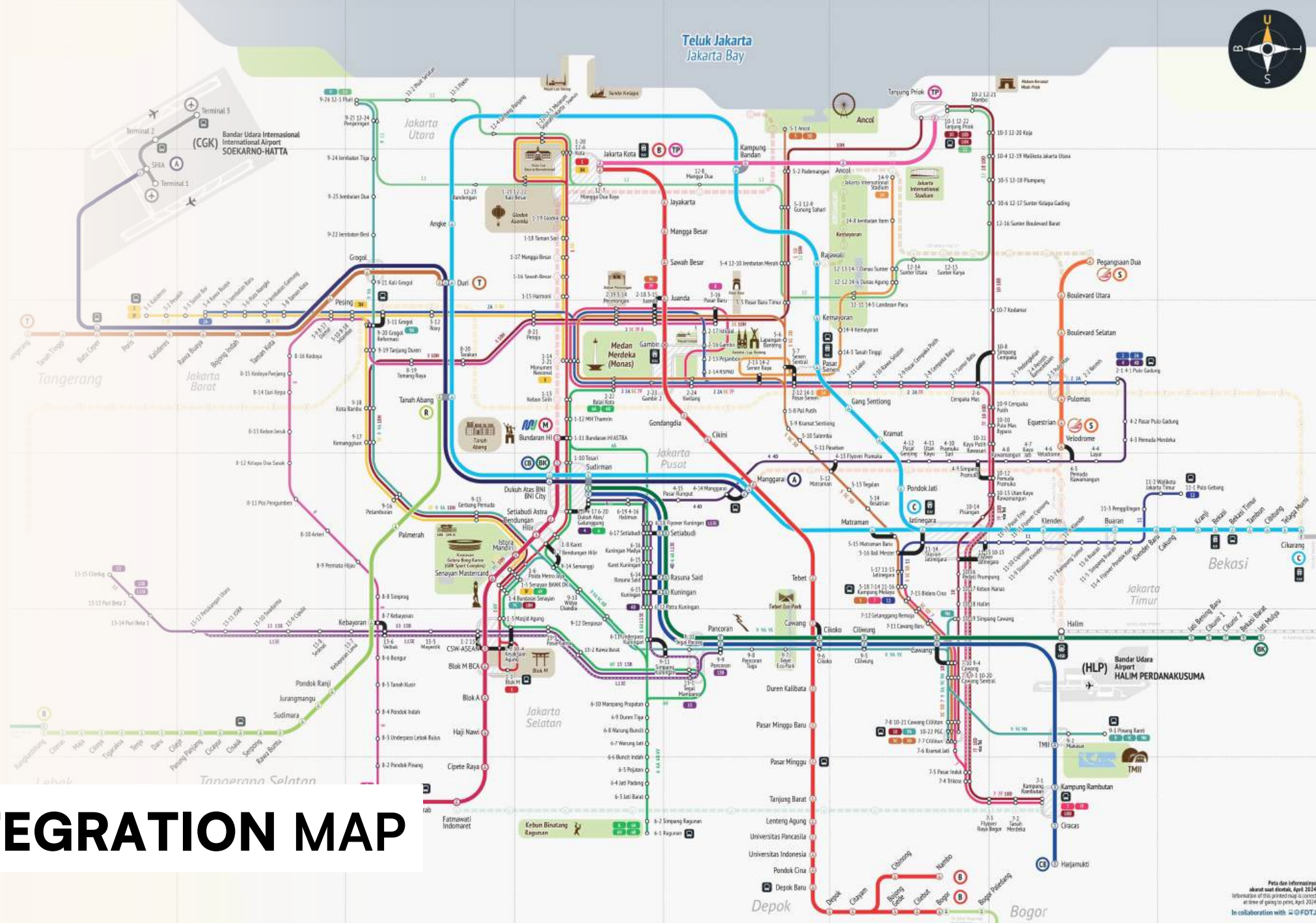


# MIKROTRANS

## Specifications:

- Type: Low Entry
- Dimension: 13.2m x 2.4m x 3.5m
- Ad Space: R/L: 600 cm x 400 cm, B: 290 cm x 320 cm
- Extension: Audio Ads, Back Seat, Hand Grip, Standing Panel & Ceiling
- Route: Non Corridor





- Legenda**  
**Legends**
- Lin BRT (BRT Line)
  - Stasiun BRT (BRT Station)
  - Halte BRT (BRT Stop)
  - Halte BRT (di bawah tanah) (BRT Station (underground))
  - Halte BRT Awak/Akhir (BRT Terminal)
  - Halte Transit (Transit Stop)
  - Persegi panjang hijau menunjukkan lokasi stasiun perantara (Green rectangles show the location of intermediate stations)
  - Bagian Lin BRT Ekspres (Express BRT Line Section)
  - Halte/Stasiun Sambungan (Connecting Station)
  - Persegi panjang merah menunjukkan lokasi stasiun sambungan (Red rectangles show the location of connecting stations)
  - Lin Kereta Api (Railway Line)
  - Stasiun Kereta Api (Railway Station)
  - Stasiun Kereta Api Awak/Akhir (Railway Terminal)
  - Koneksi ke Terminal Bus (Connection to Bus Terminal)
  - Stasiun Kereta Api Cepat (High-Speed Railway Station)
  - Stasiun Kereta Api Jarak Jauh (Intercity Railway Station)
  - Bandar Udara (Airport)

**Petunjuk Rute Utama**  
**Key to main lines**

**Kereta Api | Trains**

- A** KA Bandara (Airport Rail)
- B** KA Komuter (Commuter Rail)
- C** KA Cikarang (Cikarang Line)
- M** MRT Jakarta (MRT Jakarta)
- R** LRT Cikarang (Cikarang LRT)
- S** LRT Jakarta (Jakarta LRT)
- T** LRT Tangerang (Tangerang LRT)
- TP** LRT Bandara (Bandara LRT)
- W** LRT Bekasi (Bekasi LRT)
- X** LRT Cikarang (Cikarang LRT)
- Y** LRT Bekasi (Bekasi LRT)
- Z** LRT Bekasi (Bekasi LRT)

**BRT | BRT Buses**

- Line BRT-01
- Line BRT-02
- Line BRT-03
- Line BRT-04
- Line BRT-05
- Line BRT-06
- Line BRT-07
- Line BRT-08
- Line BRT-09
- Line BRT-10
- Line BRT-11
- Line BRT-12
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- Line BRT-97
- Line BRT-98
- Line BRT-99
- Line BRT-100

**Perjanjikan QR**  
 QR code for more information on Transjakarta routes.

Scan this QR Code to get a more detailed Transjakarta route information.

**INTEGRATION MAP**

Peta dan informasi akan siap diunduh April 2024  
 Information of this printed map is correct at time of going to print, April 2024  
 In collaboration with @FDTJ

- 1 BLOK M - KOTA
- 9A CILILITAN - GROGOL
- 3F KALIDERES - SENAYAN BANK DKI
- 7F KAMPUNG RAMBUTAN - JUANDA VIA CEMPAKA PUTIH
- 9 PINANG RANTI - PLUIT
- 4D PULO GADUNG - KUNINGAN
- 4 PULO GADUNG - GALUNGGUNG
- 13 PURI BETA - TEGAL MAMPANG
- 6B RAGUNAN - BALAI KOTA VIA SEMANGGI
- 3H STASIUN PESING - KOTA
- 10 TANJUNG PRIOK - PGC
- 5C CILILITAN - JUANDA
- 14 JAKARTA INTERNATIONAL STADIUM - SENEN
- 5 KAMPUNG MELAYU - ANCOL
- 8 LEBAK BULUS - PASAR BARU
- 9N PINANG RANTI - SIMPANG CAWANG
- 2 PULO GADUNG - MONUMEN NASIONAL
- 11 PULOGEBANG - KAMPUNG MELAYU
- 13B PURIBETA - PANCORAN
- 6 RAGUNAN - GALUNGGUNG
- 10H TANJUNG PRIOK - BUNDARAN SENAYAN
- 5D CILILITAN - ANCOL
- 3 KALIDERES - MONUMEN NASIONAL VIA VETERAN
- 7 KAMPUNG MELAYU - KAMPUNG RAMBUTAN
- 9C PINANG RANTI - BUNDARAN SENAYAN
- 12 PLUIT - TANJUNG PRIOK
- 2A PULO GADUNG - RAWA BUAYA
- L13E PURI BETA - FLYOVER KUNINGAN
- 6A RAGUNAN - BALAI KOTA VIA KUNINGAN
- 6V RAGUNAN - SENAYAN BANK DKI
- 10D TANJUNG PRIOK - KP RAMBUTAN

# CORRIDOR ROUTES

# Trans Jogja

Seamless and affordable public transportation option for residents and visitors in Yogyakarta. With its extensive network of routes, the service connects key areas of the city, making it easier for commuters to reach their destinations quickly and efficiently.



# Trans Metro Bandung

Backbone of urban mobility in Bandung, offering a comprehensive and reliable bus network. Covering major routes across the city, it ensures convenient and efficient transportation for daily commuters, helping to reduce traffic congestion and improve accessibility.



# Trans Patriot

Dedicated to providing a dependable public transit solution for the growing city of Bekasi. With well-planned routes and modern buses, it caters to the daily transportation needs of residents, enhancing connectivity and supporting the city's development.



# Available **BUS AD**

Available Buses advertising across Indonesia

MEDIA	JAKARTA	BALI	YOGYAKARTA	BANDUNG	BEKASI	TANGERANG	PADANG	JABODETABEK
Transjakarta	●							
Trans Jogja			●					
Trans Metro Bandung				●				
Damri, PPD, Mayasari Bakti	●							●
Trans Patriot					●			
Trans Tangerang						●		
Trans Bali		●						
Trans Padang							●	
JR Connexion								●
Agra Mas								●



# TRAIN



# Train

Experience the journey like never before with our state-of-the-art train transit ads, designed to captivate commuters from the moment they step aboard.



# *High Traffic,* *High* **IMPACT**

Maximize your brand's visibility in high-traffic areas with ads that capture attention at every turn.



# STRATEGIC

## *Urban Reach*

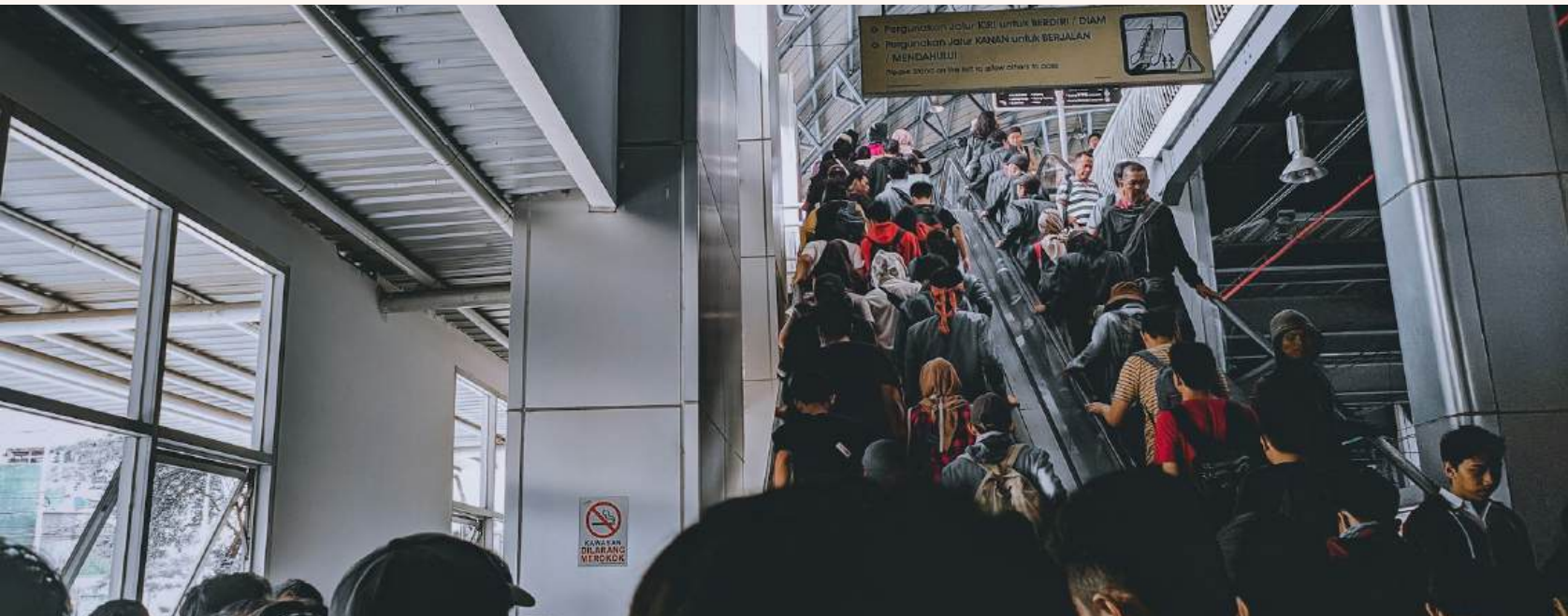
Connect with key urban audiences where they move, work, and live through the Jakarta Commuter Line.



# MAXIMUM

## *Visibility*

Ensure your brand stands out with premium ad spots in Jakarta's most frequented commuter stations.



# **ADS** *Options*

Engage a varied audience, including daily commuters, occasional riders, and travelers, with impactful train advertising.

/ Train Wrap

/ Interior Ads

/ Station Brand Activation

/ Station Branding & Domination

/ Lightbox

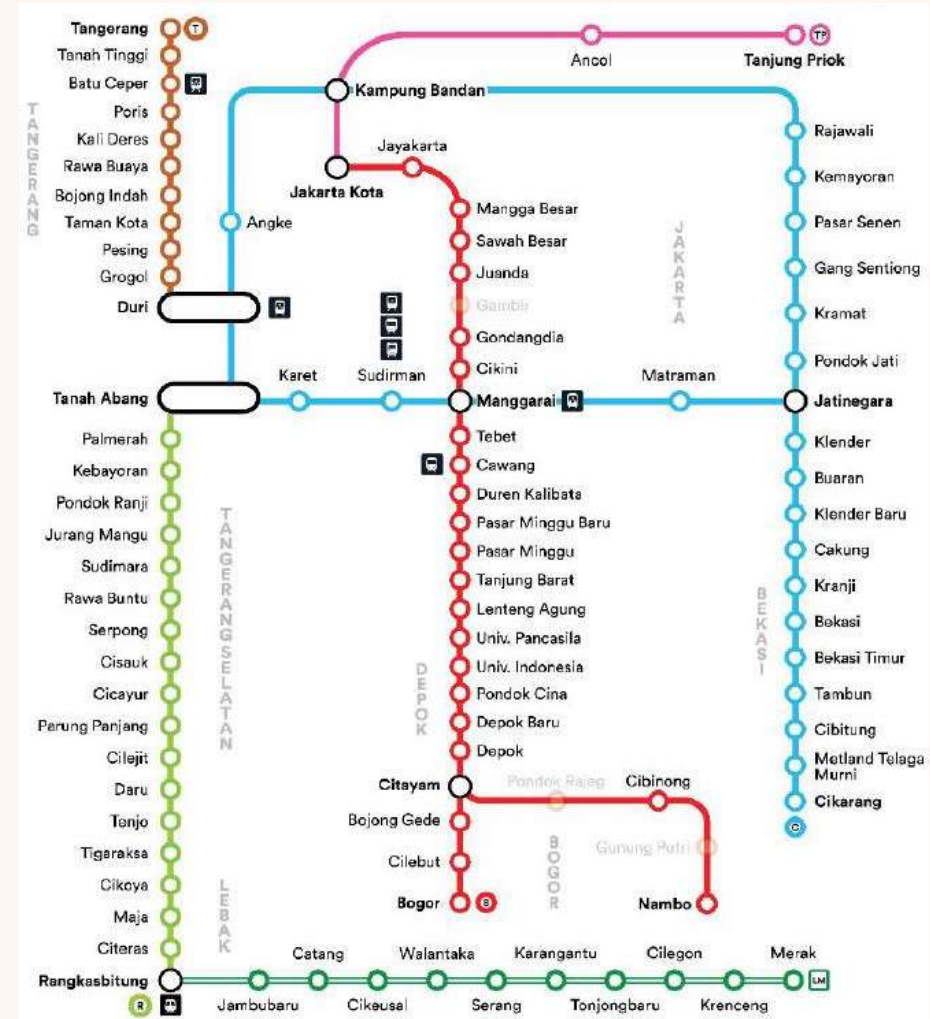
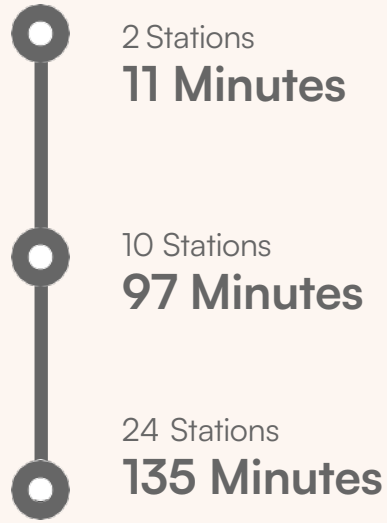
/ Static Screen

/ Video Screen



# Average TRAVEL TIME

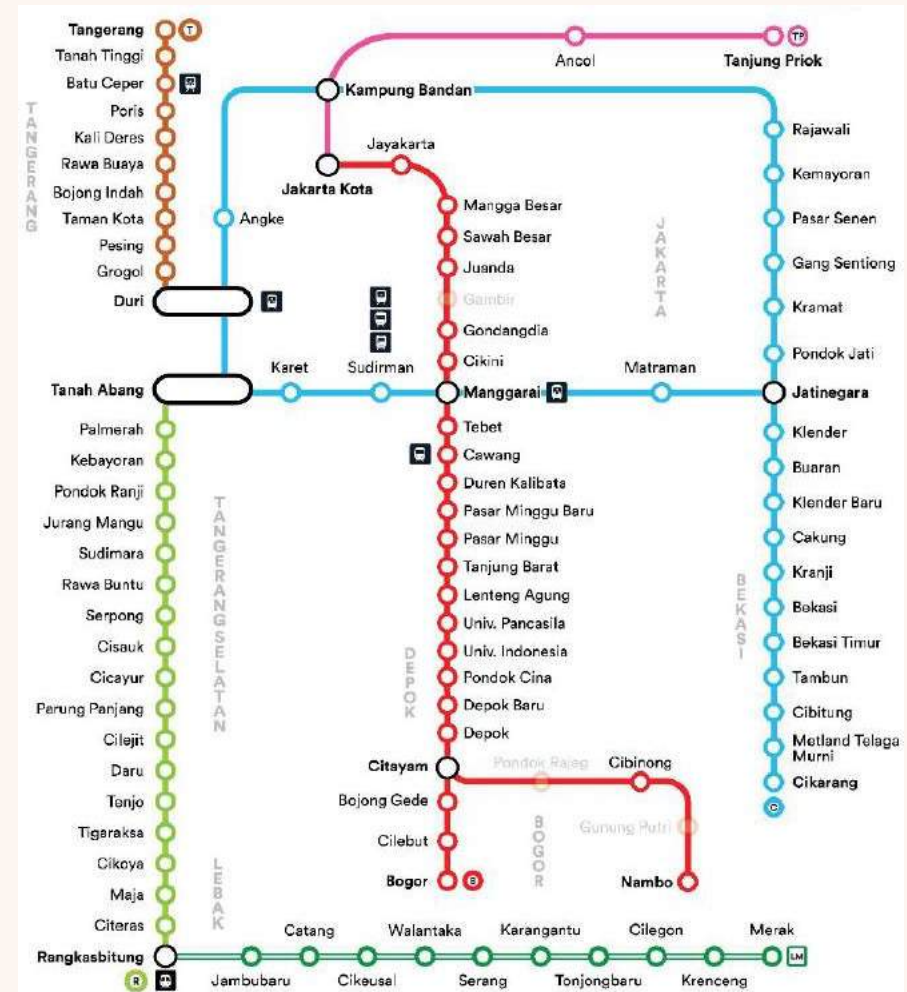
With more than 40 train stations, the average travel time per commuter is 97 mins/10 stations



# AVAILABLE ROUTES

## *For Branding*

- 1 Bogor/Nambo - Manggarai - Jakarta Kota (PP)
- 2 Jatinegara - Manggarai - Cikarang (PP)
- 3 Rangkasbitung - Tanah Abang (PP)
- 4 Tangerang - Duri (PP)





# MRT

Our advertising solutions include premium placements both inside the trains and at key MRT stations. Inside the trains, you can choose from eye-catching digital screens, large-format posters, and creative wrap designs that capture the attention of passengers throughout their journey.



# A **NEW ERA** *Of City Travel*

Step into the future of transportation with MRT Jakarta, redefining how you navigate the city with state-of-the-art transit solutions.



# CITY-WIDE REACH

Boost your brand's visibility across Jakarta with ads in key MRT stations and on trains, targeting a diverse and high-traffic audience.



# Your **BRAND** *In Every Station*

Enhance your visibility with ads at key MRT stations and inside trains, ensuring consistent brand presence in Jakarta's bustling transit system.



# **ADS** *Options*

Connect with a broad audience, from daily commuters and business professionals and shoppers.

/ Carriage Wrap

/ Interior Ads

/ Station Branding & Domination

/ Lightbox

/ Video Screen

/ Static Display



# KEY STATIONS

## *For Advertising*

### **BUNDARAN HI**

Located in the heart of Jakarta, Bundaran HI is one of the most iconic and busiest MRT stations. Ads placed here will reach a large number of professionals, shoppers, and tourists daily.

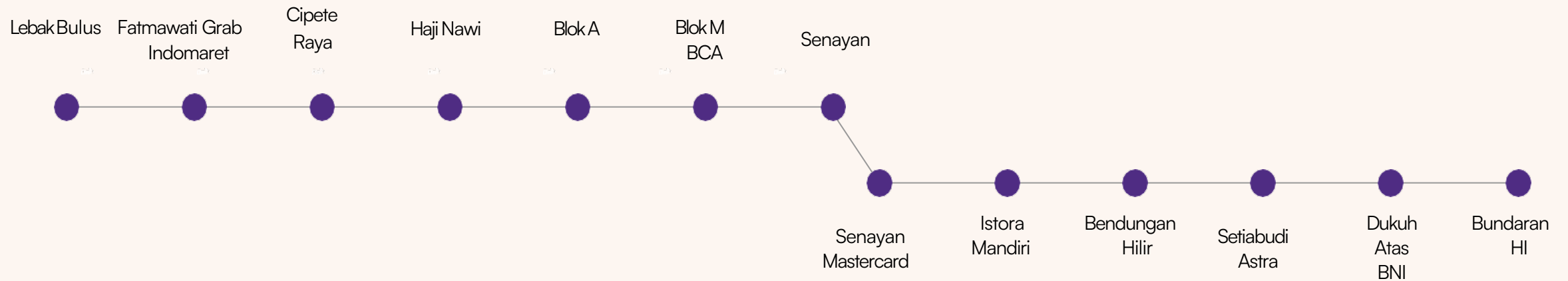
### **LEBAK BULUS GRAB**

As a major terminal station, Lebak Bulus Grab sees heavy foot traffic, particularly from commuters traveling to and from South Jakarta. This station is an excellent spot for high-impact ads targeting daily commuters.

### **DUKUH ATAS BNI**

Serving as an interchange station for multiple modes of transport, including MRT, LRT, and commuter trains, Dukuh Atas BNI is a prime location for ads targeting a diverse and dynamic audience.

# Available **STATIONS**





# Station **TRAFFIC**

STATION	TOTAL PASSENGER 2024				
	JANUARY	FEBRUARY	MARCH	APRIL	MAY
LEBAK BULUS	323,835	297,082	306,417	283,780	331,533
FATMAWATI	213,047	198,922	210,601	169,741	223,812
CIPETE RAYA	126,637	118,547	119,995	129,549	132,607
HAJI NAWI	89,113	80,900	83,970	99,545	87,641
BLOK A	87,181	80,603	84,329	78,010	88,606
BLOK M	307,854	291,103	274,589	343,846	386,654
ASEAN	144,251	128,353	137,051	133,987	144,909
SENAYAN	226,421	205,009	200,175	174,305	237,067
ISTORA	244,895	222,628	213,978	195,220	283,015
BENDUNGAN HILIR	265,254	242,397	257,311	225,111	269,838
SETIABUDI	200,206	179,163	190,393	165,697	202,083
DUKUH ATAS	525,717	488,174	485,902	447,407	562,976
BUNDERAN HI	361,222	335,150	336,703	322,776	390,231
TOTAL MONTHLY PASSENGER	3,115,633	2,868,031	2,901,414	2,768,974	3,340,972
<b>Number of Day</b>	<b>31</b>	<b>29</b>	<b>31</b>	<b>30</b>	<b>31</b>
AVERAGE DAILY PASSENGER TOTAL	100,504	98,898	93,594	92,299	107,773

\*update May 2024

# Whoosh

Leverage the speed and reach of the Whoosh Bullet Train to connect with a diverse and high-value audience across Indonesia. With options for both interior and exterior advertising, your brand can engage passengers during their journey and create lasting impressions as the train zips through key urban and regional areas.



# HIGH-SPEED

## *Brand Exposure*

Maximize your brand's visibility with Whoosh Bullet Train ads, reaching a diverse audience at lightning speed across major routes.



# **NATIONWIDE IMPACT,** *One Train Ride*

Expand your brand's reach across Indonesia by advertising on the Whoosh Bullet Train, connecting with a wide audience in multiple key cities.



# UNMISSABLE *Brand* *Moment*

Create memorable brand experiences with bold ads placed in the high-visibility areas of the Whoosh Bullet Train, ensuring your message resonates with every traveler.



# **ADS** *Options*

Unlock your brand's potential with Whoosh train flexible ad options.

/ Elevator Wrap

/ Pillar Wrap

/ Lightbox

/ Digital Display

/ Static Display



# KEY SPOTS

## *For Advertising*

### **DIGITAL DISPLAY**

High-definition screens that can show dynamic content, including videos, animations, and interactive ads.

### **LIGHTBOX**

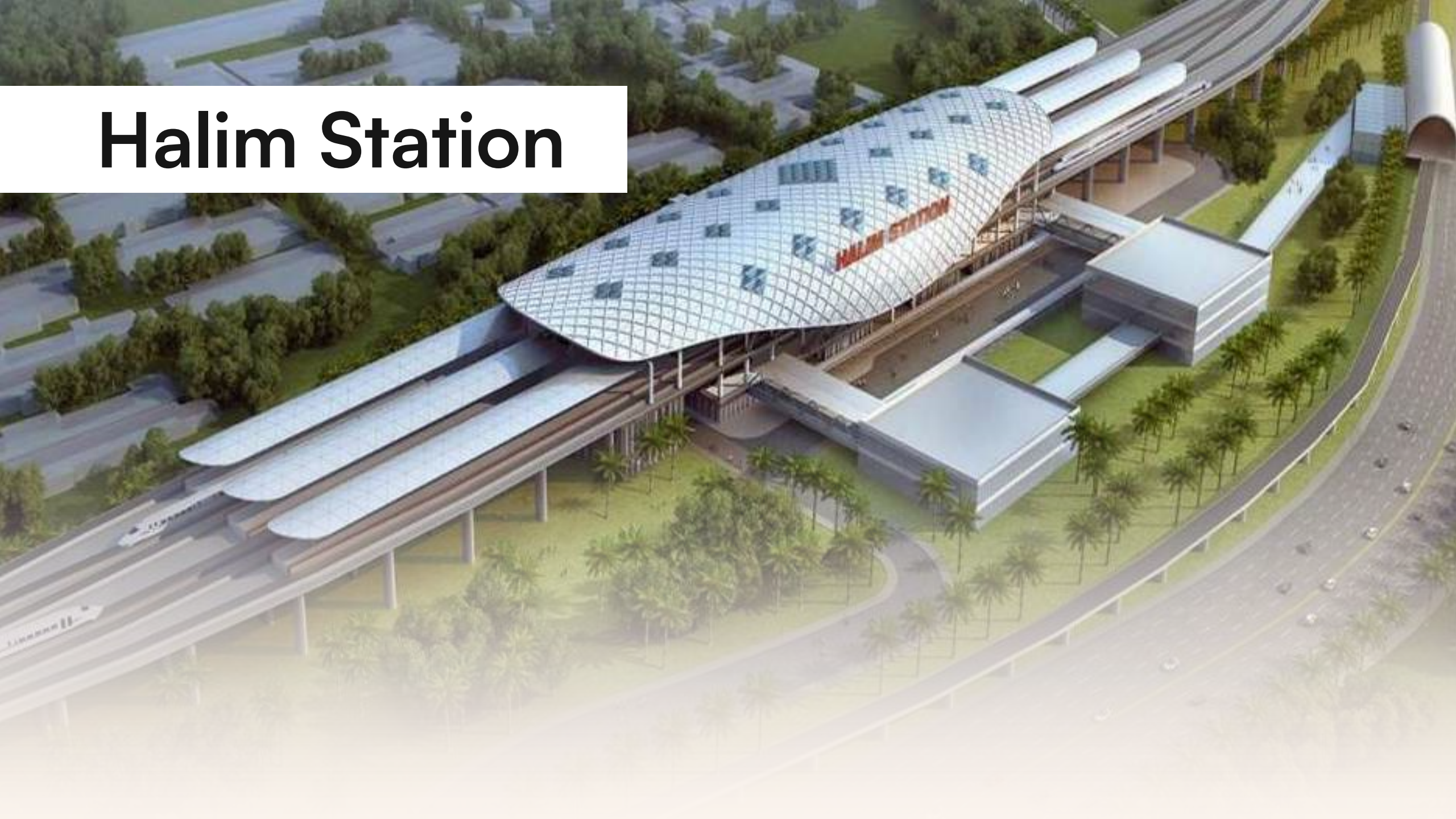
Illuminated advertising panels strategically placed in high-traffic areas such as near entrances, ticketing counters, and waiting lounges.

### **STICKER WRAP**

Sticker wrap pillars, walls, and floors, elevator and skybridge that immersive advertising environment and integrates seamlessly with the station's architecture.



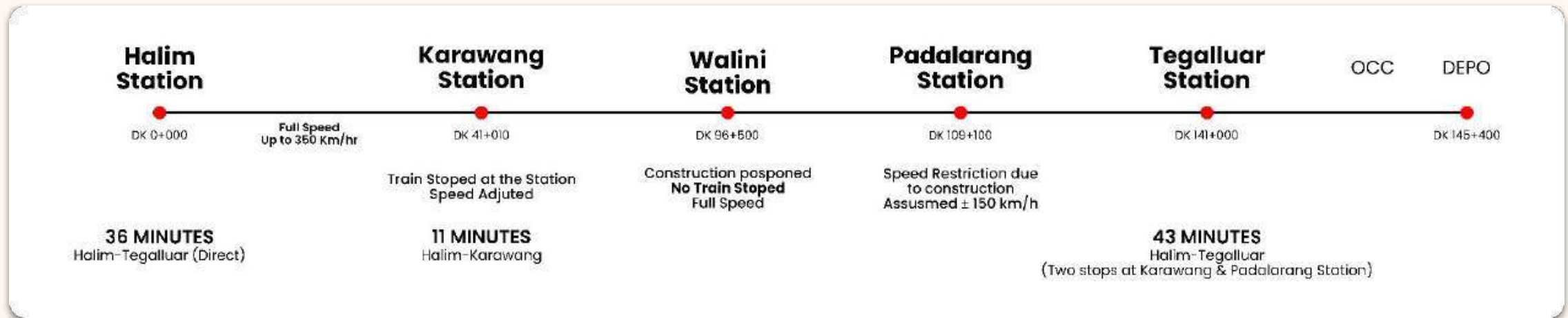
# Halim Station



# Main Lobby



# SCHEDULE *Operation*



## Schedule

Operation Time : 5:00 - 23:00  
Peak Hour : 05:30 to 8:15 & 16:00 to 19:00  
Headway Time : 20 Minutes & 30 Minutes  
Headway Peak Time : 20 Minutes

68 Train Sets Running

1 Units of EMU

6+4+1 6 EMU Operation  
(4 Standby Operation & 1 Maintenance)

# Available **TRAIN AD**

Available Train ad across Indonesia

MEDIA	JAKARTA	YOGYAKARTA	BANDUNG	SURABAYA	SEMARANG	JABODETABEK
Commuter Line	●					●
MRT	●					
Whoosh	●		●			
Intercity Train	●	●	●	●	●	

Garuda Indonesia 

**Citilink**

*AirAsia*

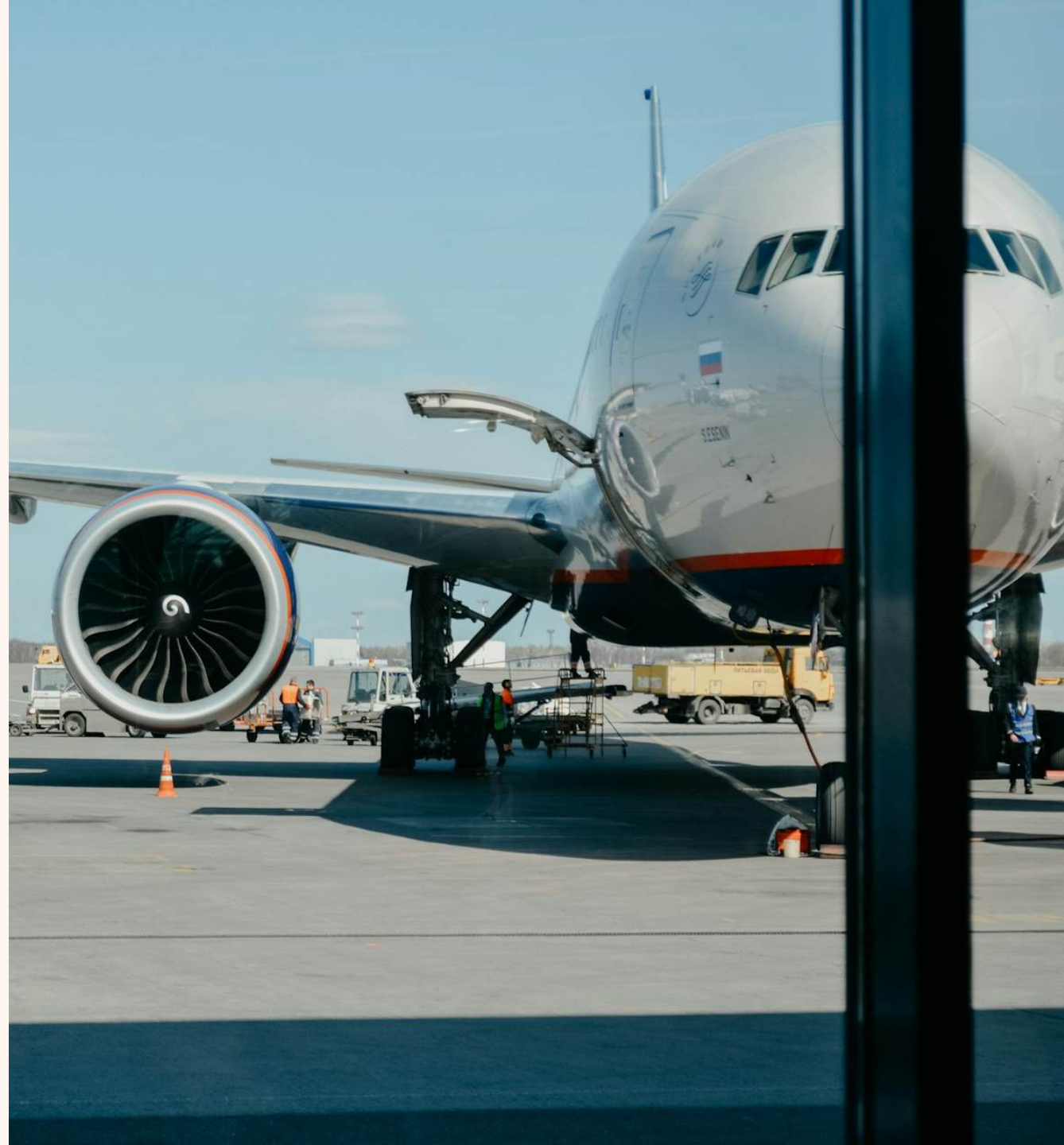
 **NAM Air**

 *Sriwijaya Air*

# AIRPLANE

# Airplane

Airplane advertising offers a unique opportunity to connect with a highly captive and diverse audience. From in-flight ads to airport displays, your brand will reach millions of passengers traveling for business and leisure across domestic and international routes.



# CAPTIVATE A **PREMIUM** AUDIENCE

Engage affluent, frequent travelers with high-visibility ads that leave a lasting impression.



# *IN-FLIGHT* **INFLUENCE**

Leverage the power of in-flight advertising to influence travelers when they're most attentive and receptive.





# *Seamless Travel* **ENGAGEMENT**

Engage passengers at every touchpoint of their journey, from check-in to touchdown, with strategic ad placement and on-board activation.



# **ADS** *Options*

Capture the attention of a diverse audience, from frequent flyers and business travelers to vacationers and tourists.

/ Plane Wrap

/ In-Flight Ads

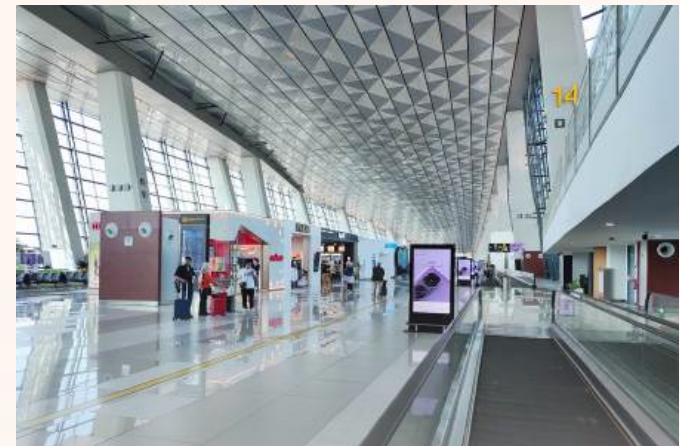
/ E-Boarding Pass

/ On Board Activation

/ Cabin Bag Tag

/ Cover Seat

/ Overhead Bins



# Available **AIRLINES**

Available airlines for your ads needs.

/ Garuda Indonesia

/ Citilink

/ NAM Air

/ Air Asia

/ Sriwijaya Air



# BILLBOARDS

# Billboards

Strategically placed in high-traffic locations, billboards offer unmatched exposure, ensuring that your message reaches thousands of potential customers every day.



# Stand Tall With **BILLBOARDS** Ads

Elevate your brand with billboard advertising that towers over the competition. Positioned in prime locations and offer unparalleled visibility.



# **BOLD** Messages, *Big Impact*

Make a bold statement with billboard advertising that delivers big results.





# *Real-Time* **IMPACT**

Maximize your brand's impact with digital billboards that offer real-time content updates and high-definition visuals.





Terteri Supadio,  
Kalimantan Barat



**BILLBOARD** 4X8 M

Space Iklan Billboard Jalan Ahmad Yani II,  
Sungai Raya, Kubu Raya, Kalimantan Barat  
📍 Kabupaten Kubu Raya, Kalimantan Barat



Medan Kota,  
Sumatera Utara



**BILLBOARD** 6X12 M

Space Iklan Billboard Jalan Sisingamangaraja  
(Milo Karaoke), Medan Kota, Kota Medan,  
Sumatera Utara  
📍 Kota Medan, Sumatera Utara



**BILLBOARD** 5X10 M

# 300+ *media* and counting...



**BILLBOARD** 5X10 M

Space Iklan Billboard Jalan Soekarno Hatta -  
Cigelereng, Buahbatu, Bandung, Jawa Barat  
📍 Kota Bandung, Jawa Barat



**BILLBOARD** 5X10 M

Space Iklan Billboard Jalan Soekarno Hatta,  
Buahbatu, Bandung, Jawa Barat  
📍 Kota Bandung, Jawa Barat



**BILLBOARD** 5X10 M

Space Iklan Billboard Jalan Dalem Kaum,  
Regol, Bandung, Jawa Barat  
📍 Kota Bandung, Jawa Barat



**BILLBOARD** 5X10 M

Space Iklan Billboard Jalan Ahmad Yani,  
Bandung Wetan, Bandung, Jawa Barat  
📍 Kota Bandung, Jawa Barat



**BILLBOARD** 5X10 M

Space Iklan Billboard Jalan Gatot Subroto,  
Serangan, Surakarta (Solo), Jawa Tengah  
📍 Kota Surakarta, Jawa Tengah



**BILLBOARD** 4X8 M

Space Iklan Billboard Jalan Jendral  
Sudirman, Purwokerto Timur, Banyumas,  
Jawa Tengah  
📍 Kabupaten Banyumas, Jawa Tengah

# ADS Options

Reach a wide audience, including drivers, pedestrians, and commuters.

/ Static Billboard

/ Digital Billboard

/ Junior Billboard

/ Highway Billboard

/ Neon Box

\* Click [here](#) for more info about our spaces.

# Available **BILLBOARD**

Available billboard based on island

MEDIA	JAVA	BALI	SUMATERA	KALIMANTAN	SULAWESI	PAPUA
Billboard	●	●	●	●	●	●
Digital Billboard	●	●	●	●	●	●
Junior Billboard	●	●	●	●	●	●
Highway Billboard	●	●	●	●	●	
Neon Box	●	●				

# KEY LOCATIONS

## *For Advertising*

### **JAKARTA**

Jakarta's high traffic volume and dense population make it a prime location for billboard advertising.

*Recommended billboard types: Digital Billboards & Large Format Billboards*

### **BALI**

Bali's status as a major tourist destination provides a unique opportunity to reach a diverse, global audience.

*Recommended billboard types: Digital Billboards, Static Billboards, Mobile/Scooter Billboard*

### **BANDUNG**

Bandung's growing urban environment and educational institutions offer targeted advertising opportunities.

*Recommended billboard types: Digital Billboards & Large Format Billboards*

### **YOGYAKARTA**

Yogyakarta's cultural and educational significance, along with its appeal as a tourist destination.

*Recommended billboard types: Digital Billboards & Static Billboards*

**MOBILE LED**

# Mobile LED

Mobile LED advertising offers a cutting-edge solution for brands looking to captivate audiences in multiple locations throughout the day.



# LIGHT UP

## *Your Brand*

Illuminate your brand with mobile LED ads that bring vibrant, eye-catching displays to high-traffic areas, reaching your audience wherever they are.



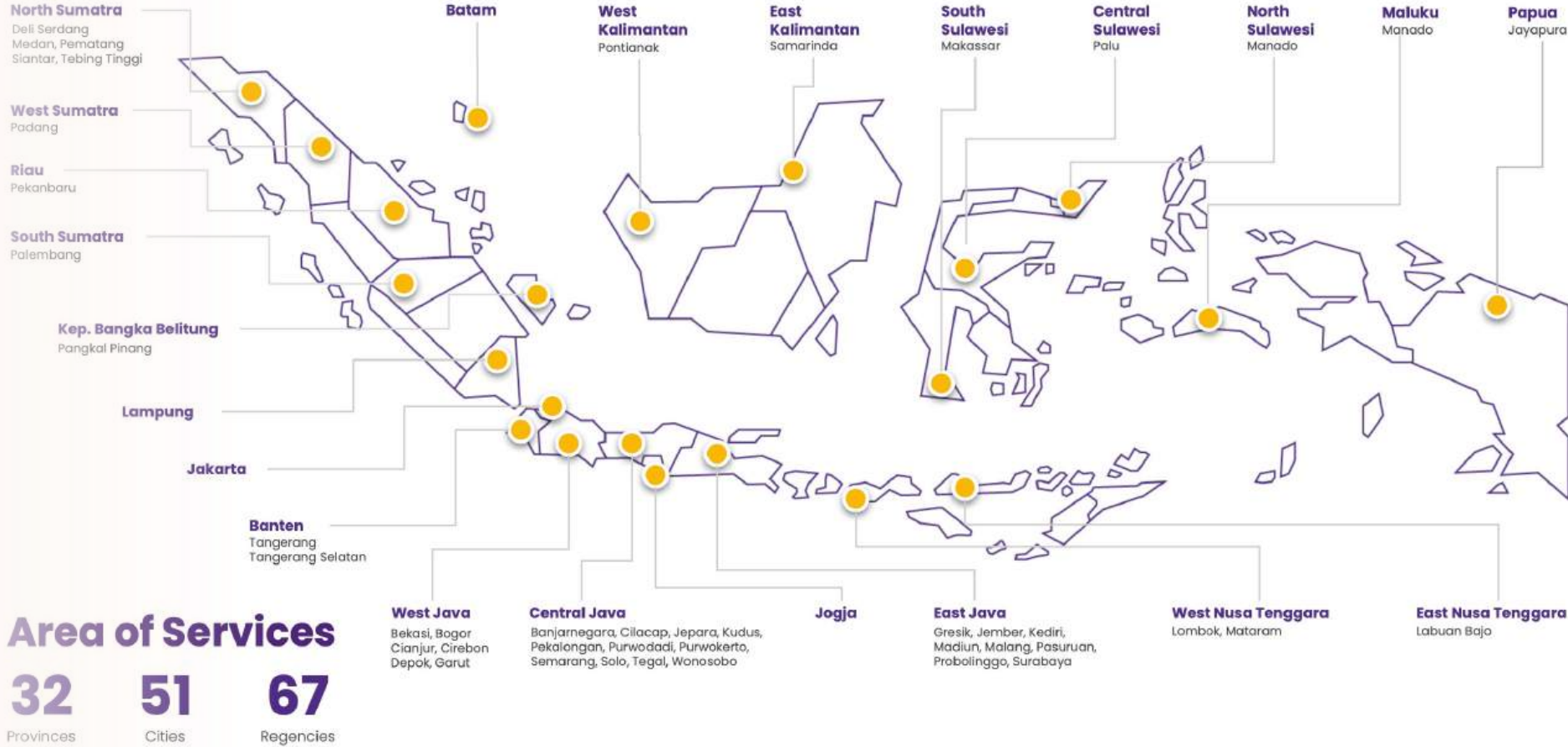


# **FLEXIBLE,** *Effective*

Adapt your advertising to any event or location with mobile LED screens, providing a versatile and impactful way to reach diverse audiences on the go.



# Coverage Area



# Vehicle **SPECS**

- Vehicle: W/H/T: 300cm x 160cm x 160cm
- Ad space: R/L: 384cm x 192cm, B: 192cm x 192cm
- Route: Sudirman, Thamrin, Kuningan, Gatot Subroto, Senayan, Pondok Indah, TB Simatupang & Tugu Tani



# KEY ROUTES

## *For Advertising*

### **SUDIRMAN**

Major business district with heavy vehicle and pedestrian traffic, making it ideal for mobile billboards that can capture the attention of both commuters and office workers.

### **PONDOK INDAH**

A well-established, upscale residential area. Mobile billboards can target affluent residents and attract attention in a neighborhood with high visibility.

### **KUNINGAN**

Known for its concentration of government offices, international organizations, and commercial establishments, making it a strategic location for mobile billboards to reach influential decision-makers.

# **CAR & MOTORCYCLE**

# Car

Elevate your brand visibility with our innovative Car and Motorbike branding transit ads, designed to turn everyday vehicles into moving billboards.



# Mobile Brand **AMBASSADORS**

Transform vehicles into moving billboards that promote your brand across the city. With eye-catching car branding, your message travels far and wide, reaching audiences wherever they go.



# Affordable Branding **ON THE GO**

Our car branding services offer a cost-effective way to reach a wide audience, ensuring your message travels far and wide at a price that fits your budget.





# *High Impact,* **LOW COST**

Perfect for businesses looking to maximize their marketing impact while keeping expenses low, our mobile ads deliver results on a budget.





Back Window + Panel



Half Wrap



Full Wrap



Back Window



Partial Back



Full Back

# Motorcycle

## Motorbike Advertising

### Guarantee

Distance: 1.700  
km/month

### Impressions:

up to 300.000  
month/bike

### Available cities:

Jabodetabek, Medan,  
Surabaya  
and Bandung. Other cities  
availability need to be  
checked.



## Add-On Convoy

### Include

Service charge, Parking,  
Driver fee, and Meal

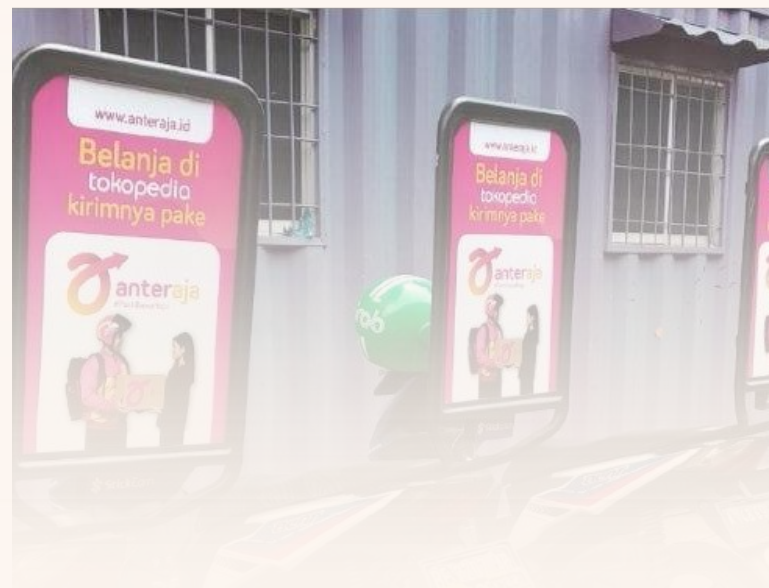
### Exclude

Voorrijder, Venue permit

### Duration

4 hours (Attendance,  
briefing, deploy, lunch,  
payment)

*\*Terms & Condition Apply*



# VENDING MACHINE

# Vending Machine

Vending machine advertising offers a unique and highly targeted way to engage with consumers in everyday settings. Placing your brand's message on vending machines in offices, schools & malls.



# **ENGAGE** *Consumers* *On The Go*

Capture attention during everyday moments with vending machine ads, strategically placed to connect with consumers as they take a break or make a purchase, ensuring your brand stays top of mind.



# Unit **SPECS**

- Unit: W/L/H: 867mm x 846mm x 1987mm
- LED: 55 Inch
- Addon: No Addon
- Temperature: 4-24 Degree Celsius
- Weight: 320 kg
- Power Consumption: 150-600W
- Inventory Space (pcs): 270 item
- Advertising Slot: 5 slots,3-60s





# ACCEPTED *Payment*

The image is a composite graphic. On the left, a white rounded rectangle contains the text "SATU [QRIS] UNTUK SELURUH PEMBAYARAN" in bold black letters. Below this text is the PRIMA logo and a group of diverse people in colorful clothing, all holding up their smartphones to scan a large QR code displayed on a screen. The QR code is framed by a red and white graphic. To the right of this graphic, the logos for various digital payment methods are arranged in three rows: gopay and OVO in the top row; BCA mobile, Shopee Pay, and Link Aja! in the middle row; and DANA and OCTO Mobile BY CIMB NIAGA in the bottom row.

# **SCOOTER TRAILER**

# Scooter

Scooter billboards offer a dynamic and cost-effective way to bring your brand to life on the bustling streets of Bali.



# Catch The Eye Of **BALI'S CROWD**

Stand out in Bali's bustling markets, beaches, and streets with scooter billboards that deliver your message with style.



# Agile, **AFFORDABLE** Advertising

Scooter trailer offer a cost-effective solution for dynamic, mobile advertising that stands out on the streets and keeps your message moving.



# Your **BRAND** *In Motion*

Our compact and mobile ads deliver high-impact visibility in crowded areas, ensuring your brand is seen by the right people at the right time.



# ADS Options

Engage with a dynamic audience, including local commuters, tourists, and event-goers, using scooter trailers for advertising

/ Scooter Billboard

/ Scooter Digital Billboard

/ Backpack Billboard

\*Only available in Bali

# KEY ROUTES

## *For Advertising*

### **KUTA**

Popular beach destination famous for its energetic atmosphere, surf culture, and extensive shopping and dining options.

### **CANGGU**

A trendy neighborhood known for its surf scene, hip cafes, and vibrant community of digital nomads. Ideal location for engaging ads that appeal to a youthful and trend-conscious audience.

### **UBUD**

The area sees a steady flow of tourists and locals using scooters to explore its cultural attractions, making it a prime spot for targeted scooter billboards related to wellness and cultural products.



# ANY SPECIAL REQUEST?

Jus drop a message and let us know about your needs!

# Our **PORTFOLIO**

Lestari Ads have been trusted by big companies





*Ready to advertise your*  
**PRODUCT?**

Or become our partner and get access to our ad network throughout major city/regency in Indonesia.


[Advertise Now](#)

[Become Partner](#)



## **PT Lestari Dev Solusindo**

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