



NEW YORK, NY – Today, Monday July 8, 2019, New Tradition Media announces their acquisition of Total Outdoor’s San Francisco out of home media assets. This makes New Tradition the largest player of high-profile static signage in the Downtown San Francisco area.

Negotiations took place between New Tradition Media’s partners and Total Outdoor. Jon Dobres on behalf of Total Outdoor stated: “The deal is a value-enhancing opportunity for clients of outdoor media in SF – New Tradition + Total San Francisco is the absolute best way to reach downtown San Francisco. We were incredibly impressed by New Tradition’s innovative approach and believe that our San Francisco assets are in the best hands. We are excited to continue working with our clients in Total’s other markets.”

The acquired premium signage will now feature New Tradition’s imprints with their notable neon green and white logo saturating the Downtown San Francisco market. New Tradition Media currently has nine exceptional static units in the San Francisco market and will be almost tripling this amount with their addition of Total Outdoor’s inventory, which will be available starting this week.

Continuing to push the limits when it comes to growth within the industry, New Tradition’s CEO Evan Richheimer stated that “San Francisco has been one of the most desired markets for our clients this year, we’re eager and beyond excited to provide them with additional premium inventory in the Downtown area.” Richheimer added, “this is a great time for New Tradition as we will continue to look for strategic tuck-in acquisitions and expansion opportunities.”

PJ SOLOMON acted as strategic and financial advisor to Total Outdoor on the transaction. "We believe the out of home media market is poised for continued growth and this transaction provides a nice boost to New Tradition’s existing assets", stated, Mark Boidman, Managing Director, at PJ SOLOMON.

About New Tradition

Founded in 2010, New Tradition is one of the fastest-growing Out-Of-Home media companies in the United States as well as one of the largest independent operators of large format digital and static signage. With a focus on urban core environments, New Tradition provides advertising platforms for national brands and advertising agencies throughout the country. This includes signage in New York, Los Angeles, Boston, Nashville, Miami, San Antonio, San Francisco, Seattle, Portland, Las Vegas, Baltimore, Washington DC, Atlanta and Chicago.