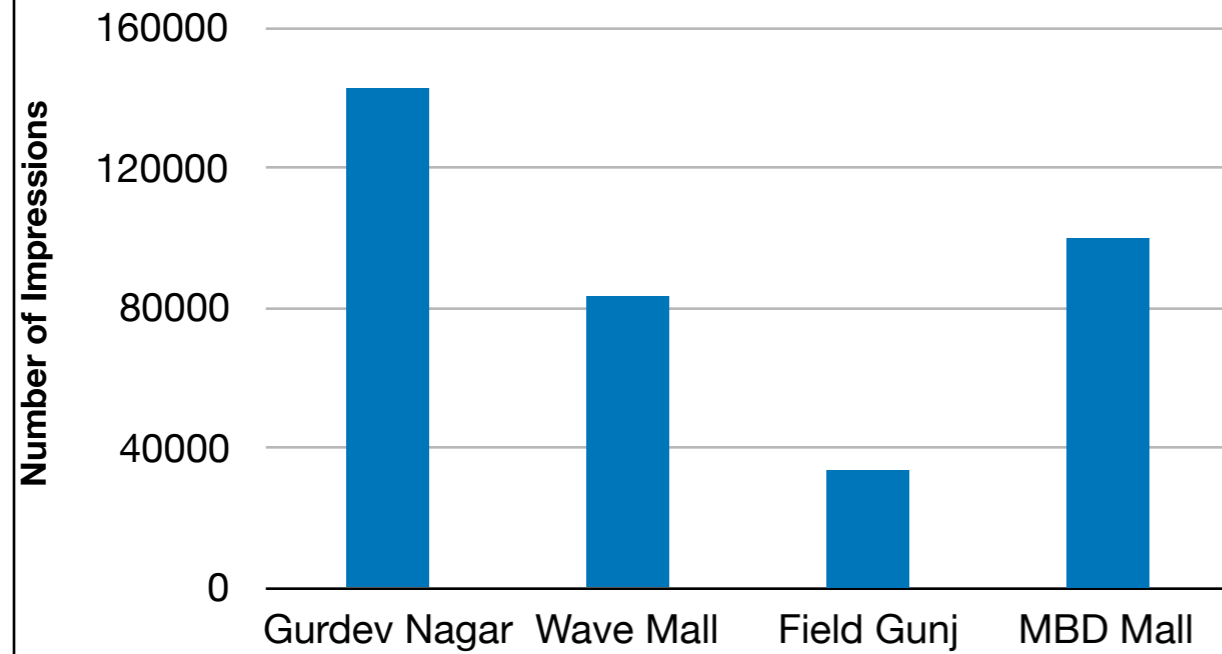
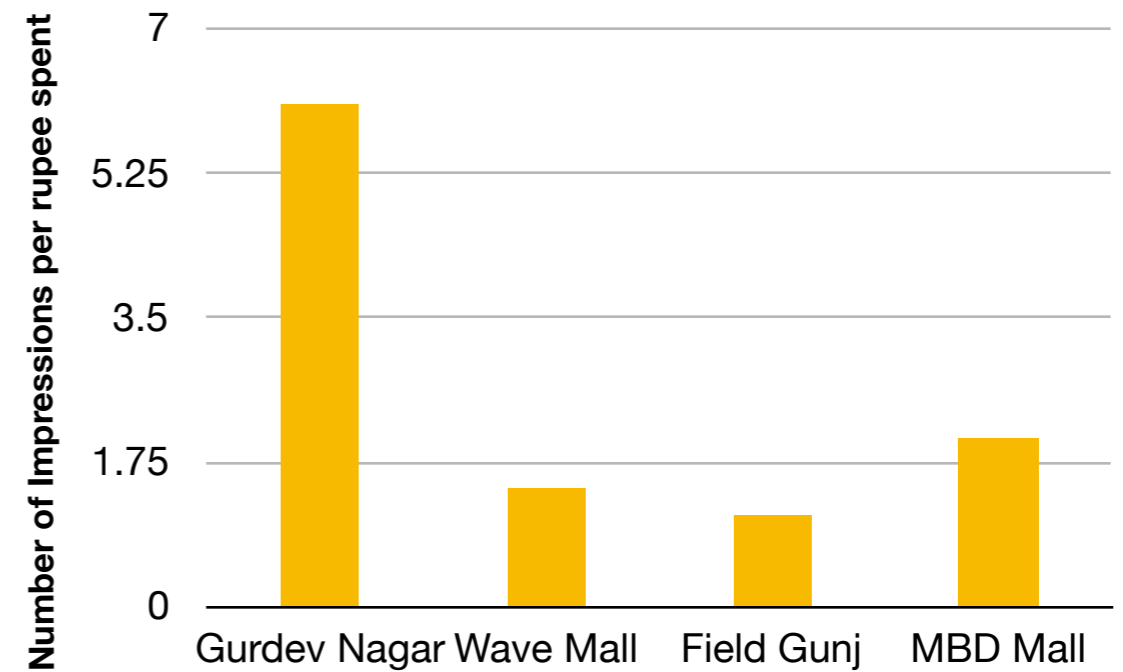


# OOH Media Allocation

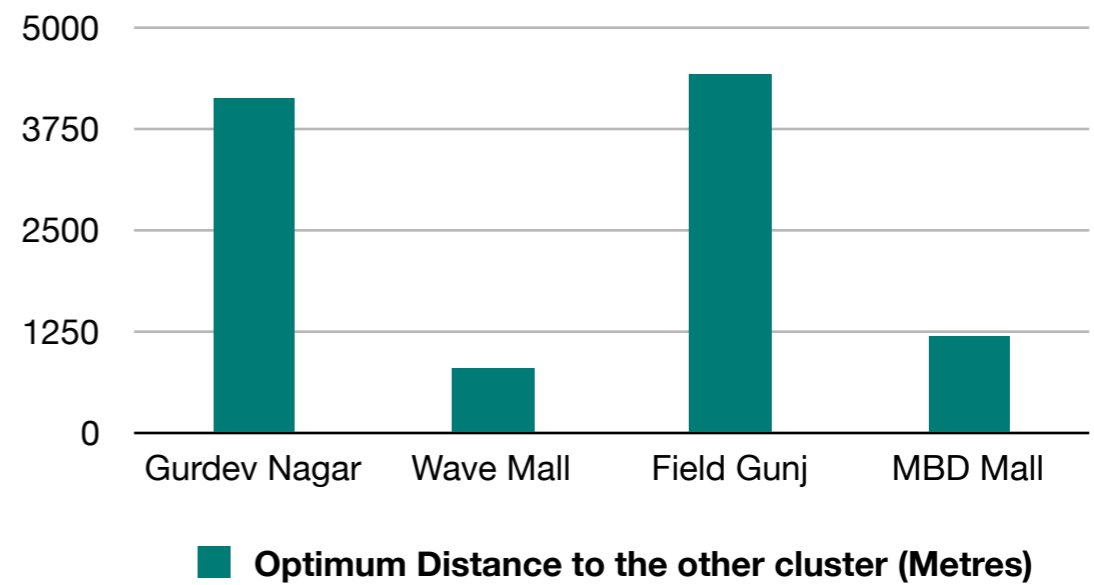
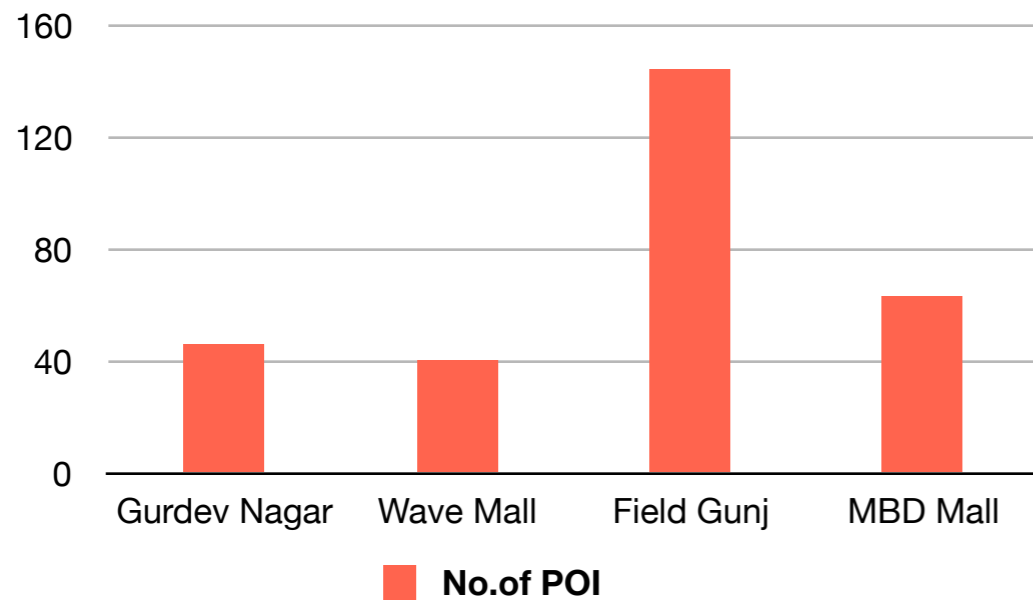
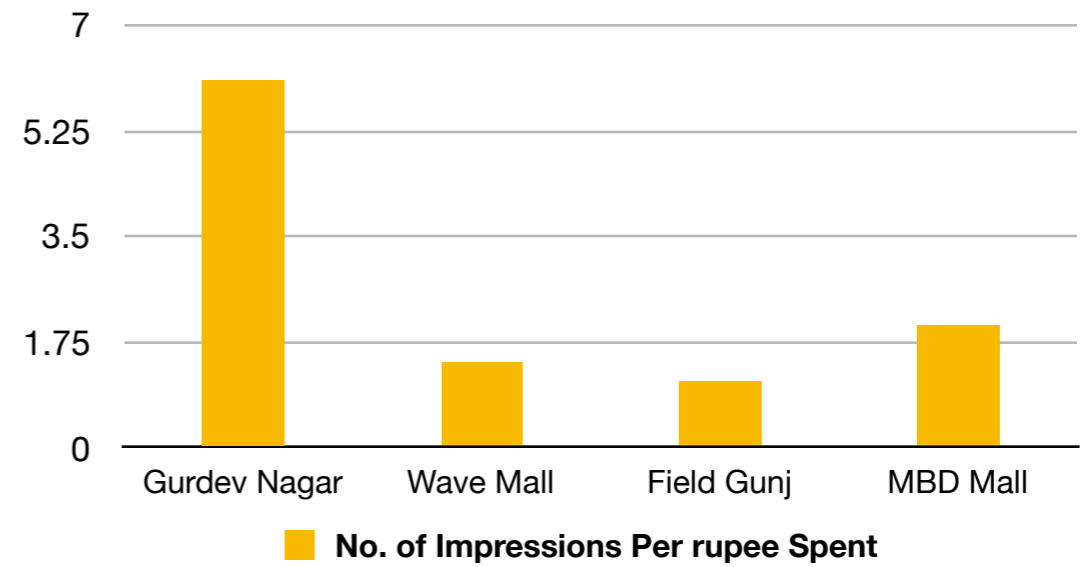
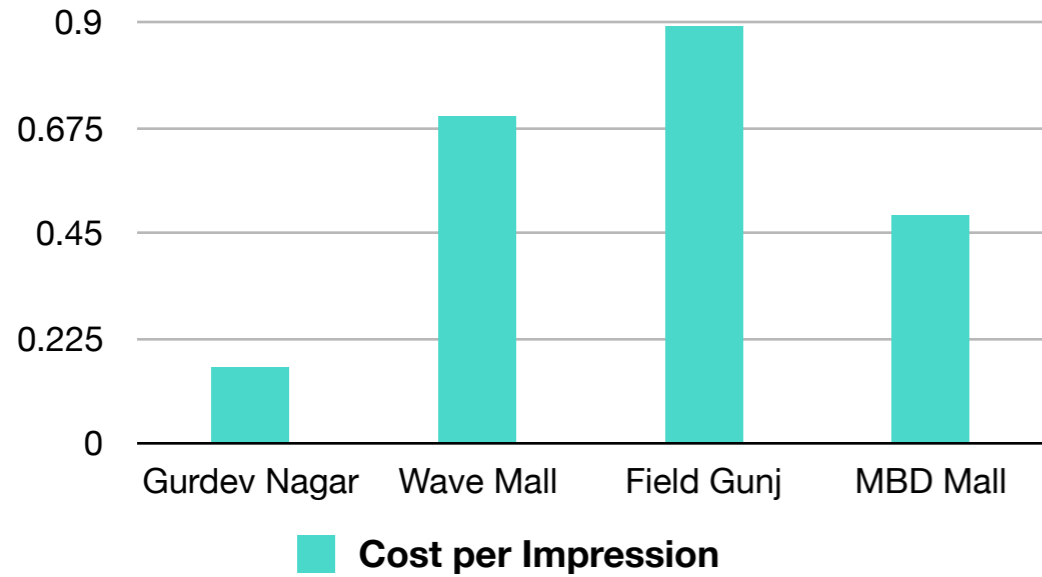
Number of Impressions for each location.



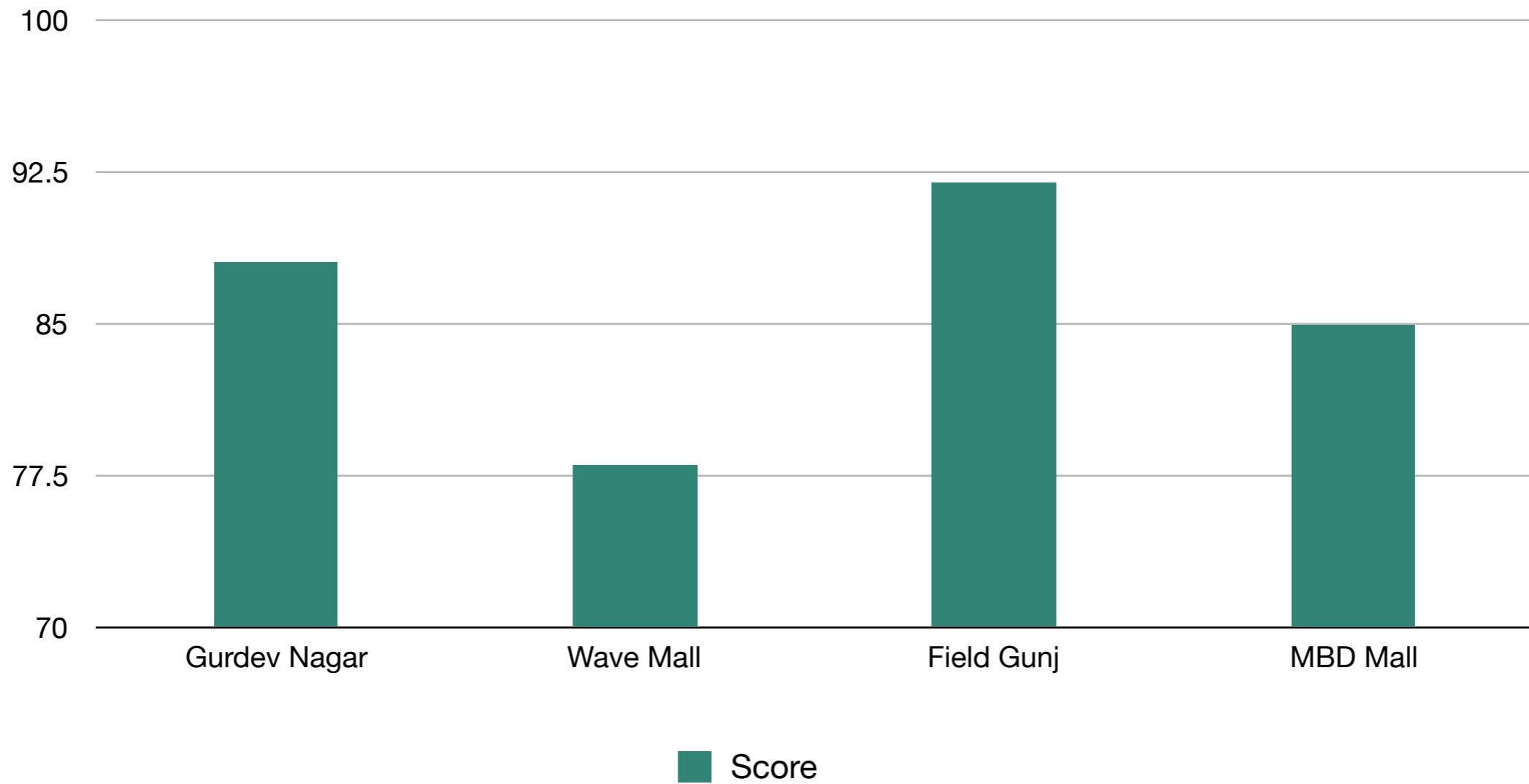
Number of Impressions per rupee spent.



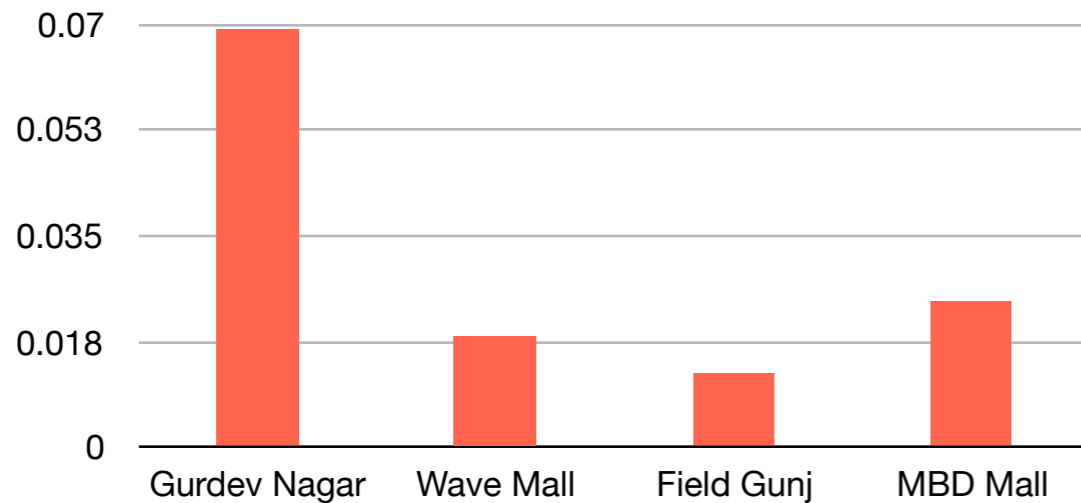
# The Parameters used to give scores to a particular hoarding



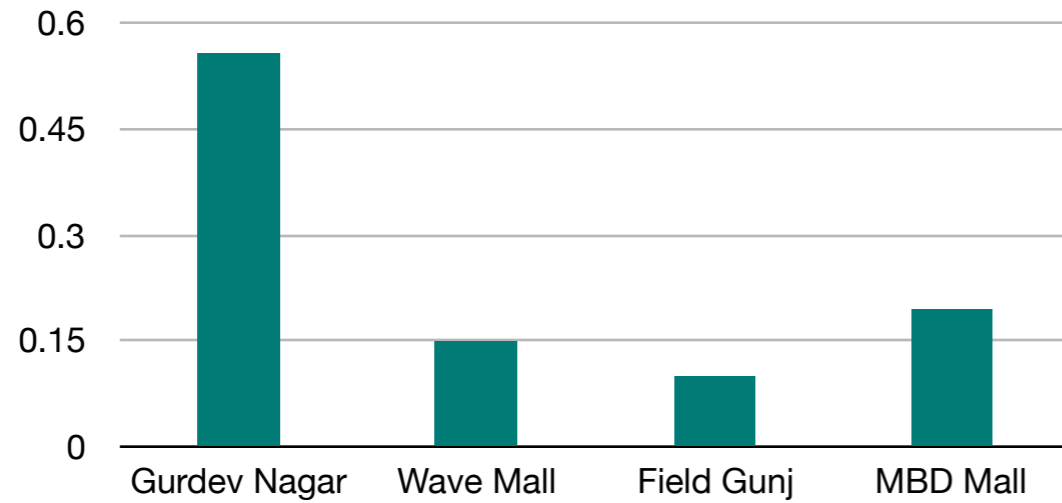
Based on the above parameters, we give a score to each hoarding. The higher the score, better is the ROI on that hoarding.



# Allocation for Each Hoarding



■  $[\alpha(K)/\beta(K)]$



■ Allocation

Area	$[\alpha(K)/\beta(K)]$	Allocation
Gurdev Nagar	0.069035783	0.558542486
Wave Mall	0.018303748	0.148088718
Field Gunj	0.012173913	0.098494539
MBD Mall	0.024086435	0.194874258