



CORPORATE PROFILE



HOW WE STARTED

City Ads started its journey on June 1, 2003, at a time when advertisers were searching for cost effective alternatives to traditional advertising. They discovered these solutions in City Ads. Overcoming numerous challenges, the company rose to become a leader in out-of-home media industry, proudly serving thousands of customers nationwide through the years. This is a remarkable story of grit, innovation, and unwavering perseverance.



City Ads began as a humble out-of-home (OOH) advertising company, dedicated to making cost effective and eye-catching lamp post ad banners. By initially focusing on partnerships with major telecommunications companies, it has transformed the way companies connect and engage with their customers.





It then signed an exclusive contract with Meralco for the use of its lampposts for advertising, which significantly increased City Ads' market presence. With dogged determination, City Ads gradually expanded into Static and LED billboards, Waiting Shed Ads, Pedestrian Overpass Billboards, LRT Pillar Ads, Roving billboards, Jeepney and Tricycle Top Ads, Directional Signages, House-to-house Ad Streamers, making its mark in various cities throughout the country, transforming idle spaces and structures into vibrant showcases of products and services. It further improved its advertising presence by entering into exclusive marketing agreements with various local government units, including Pasay City, Quezon City, Mandaluyong City, Parañaque City, and Bacoor Cavite, the Central Business Park in Pasay , the MMDA and the LRTA, to name a few.

Additionally, the company has extended its reach to major areas in the Visayas and Mindanao regions, making its presence felt all over the country. Today, City Ads has the widest array of collaterals in the country, making it a one-stop shop for out-of-home media and one of the most preferred outdoor advertising company.



We're excited to share the driving force behind our organization and the principles that guide us. At the heart of our business lie our vision, mission, and core values, which serve as our foundation.

Our vision is to be the better choice in Out-of-Home Advertising. To achieve this, **Our mission** focuses on providing the widest and most relevant range of Out-of-Home Advertising sites and platforms.

Guided by a culture of service excellence, our core values emphasize **speed, accuracy, innovation, and adaptability**, ensuring we consistently meet and exceed expectations.





Out-of-Home Advertising
Association of the Philippines

City Ads is also a proud member and a key officer of the esteemed Out of Home Advertising Association of the Philippines (OHAAP), the unified voice of out-of-home media in the country, whose mission is to promote the spirit of excellence and innovation in the industry and contribute to the over-all wellbeing of society.

Ultimately, the company's success shines brightly because of its dedicated employees, whose tireless efforts are the true heart of City Ads. With a clear vision and passion for innovation, our team is committed to delivering results to the customer.



Together, we create opportunities, promote growth, and contribute to a brighter future for our clients and communities. We are City Advertising Ventures Corporation. We move your brand!