WE GET YOU ATLANTA.

Media Across The Market
At OUTFRONT, we understand that to brands, audiences are everything. Consumers have changed their daily habits but still associate being outside the home with joy and according to the Harris poll, have increased their notice rate of OOH media.

We provide an integrated and targeted platform to connect brands to their desired audiences, as they live their lives. We are famous for incomparable impact and creativity of our medium – we champion the power of the biggest canvases across North America to drive engagement, fame, and trust. And we do it where it matters.

— We are everywhere. We empower smart brands to take advantage of our ubiquity (500K canvases), our national footprint (25 top markets), and our local community connections (and relevance).

— We are front and center in the places where people live, work, and play. From neighborhoods and communities, to urban centers and transit hubs, to busier than ever highways and roads.

We leverage new technology to make OOH more relevant, responsive, and rewarding. Plus we make all of your existing digital investments work harder, including search, social, and mobile.

Intelligent OOH is about the permanent versus the transient. The IRL to the URL. The confluence of and flexibility between screens. Truth, trust, and transparency.

OUTFRONT. We help people, places, and business grow stronger.
TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research and real-time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

LOCATION

With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breath with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly), with targeted messaging by market or demographic, delivered at a high frequency (20+ times a day).

CREATIVITY

Creative drives 70% of an ad’s effectiveness. OUTFRONT delivers the best inventory in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Our location based media provides unmatched contextual relevance to your target audience. Leverage our in-house creative agency, STUDIOS, for best in class creative services.
RENEWED APPRECIATION FOR THE OUTDOORS

People are eager to get out of the house, associating the outdoors with joy and safety. In fact, 69% reported increased appreciation for their outdoor surroundings and 65% try to get out of the house as often as possible. The demand for outdoors experiences continues to rise, whether that’s walking around town, dining outside, or visiting outdoor pop-up-shops. This has driven a 45% increase in notice rates of OOH ads compared to pre-pandemic.

INCREASED LOCALIZED TRAVEL

Personal vehicles have become their own form of PPE. In fact, many millennials have purchased a car during the pandemic. Over half of people report travel patterns that are the same or greater versus pre-COVID, with 40% walking more and 29% driving more. OOH’s localized proximity and relevance is key to connect.

DIGITAL BURNOUT

People are experiencing digital fatigue, with 68% agreeing that they spend too much time looking at screens. OOH can both serve as relief with its IRL presence and creativity and amplify needed digital connection. Leverage the core strengths of OOH with the connectivity of mobile to provide more touchpoints of engagement and inspire people to search, shop, or share.
LEVERAGE OUR EDGE

OUTFRONT’S 360° PARTNERSHIP APPROACH ENSURES YOU GET THE EDGE ON YOUR COMPETITION.

CONSULTATION
DEFINING YOUR CAMPAIGN
Tap into our insights team, smartSCOUT™, or Geopath, to find the best canvases to reach your audience. Prefer to buy programatically? 1000+ canvases available to be bought programatically on top SSP & DSP platforms.

CREATIVE
THE MOST CREATIVE OF ALL MEDIUMS
Leverage our award winning in-house creative agency, OUTFRONT STUDIOS, to aid with anything from best practices to full campaign development.

PRODUCTION
LAUNCHING YOUR CAMPAIGN
Let’s launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION
TAKING YOUR MESSAGE FROM IRL TO URL
OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

ATTRIBUTION
TRACKING SUCCESS
Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Phone Calls, Tune in, and Brand Affinity.
OUTFRONT is the best primer for digital engagement.

SEARCH
When OOH is added to the media mix, it increases search's return on ad spend by 40%.

OOH drove 300% increase in search for an innovative insulin company. Read more.

SOCIAL
OOH drives nearly 4x more social/digital activations, per ad dollar spent, than any other media. In addition, 1 in 4 Americans has posted an OOH ad onto Instagram.

A single digital billboard reached over 13 million book lovers on social over an 8 week campaign. Read more.

MOBILE
Consumers are 48% more likely to engage with a mobile ad after being exposed to the same ad on OOH first.

OOH & mobile drove over 19,000 people to grocery stores in the San Francisco area. Read more.
OUTFRONT’S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.

FOOTFALL
Footfall uses a consumer’s physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed.

ONLINE
Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand’s website or mobile app.

TUNE-IN
Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

LOCATION SURVEYING
On site surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. Awareness, ad recall, interest, and intent to buy attributes are measured, providing valuable insight around ROI and the true impact of the OOH buy.
OOH'S 2021 PROJECTED GROWTH IS HIGHER THAN ANY OTHER MEDIUM

US Media 2021 & 2022 Forecast

2021 FORECAST

- TV: -2%
- RADIO: 1%
- PRINT: -9%
- DIGITAL: 7%
- OOH: 9%

2022 FORECAST

- TV: -14%
- RADIO: -2%
- PRINT: -14%
- DIGITAL: 3%
- OOH: 10%

OOH & DIGITAL ARE THE ONLY TWO MEDIA CHANNELS PROJECTED FOR GROWTH THROUGH 2022
IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
</tr>
</thead>
</table>
| 1 New York-Newark et al, NY-NJ-PA | 15,104,964 | ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● ● •
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>26 Las Vegas-Henderson-Paradise, NV</td>
<td>1,794,296</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 Cincinnati, OH-KY-IN</td>
<td>1,720,368</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Kansas City, MO-KS</td>
<td>1,661,410</td>
<td>● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 Columbus, OH</td>
<td>1,652,274</td>
<td>● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 Cleveland-Elyria, OH</td>
<td>1,618,391</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 Indianapolis-Carmel-Anderson, IN</td>
<td>1,595,630</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32 San Jose-Sunnyvale et al, CA</td>
<td>1,570,361</td>
<td>● ● ● ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33 Nashville-Davidson et al, TN</td>
<td>1,528,443</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34 Virginia Beach et al, VA-NC</td>
<td>1,390,411</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35 Providence-Warwick, RI-MA</td>
<td>1,310,517</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36 Jacksonville, FL</td>
<td>1,245,849</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37 Raleigh, NC</td>
<td>1,217,548</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38 Memphis, TN-MS-AR</td>
<td>1,020,551</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39 Richmond, VA</td>
<td>1,020,487</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40 New Orleans-Metairie, LA</td>
<td>993,685</td>
<td>● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41 Louisville et al, KY-IN</td>
<td>990,018</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42 Hartford-West Hartford et al, CT</td>
<td>965,513</td>
<td>● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43 Salt Lake City, UT</td>
<td>914,368</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44 Buffalo-Cheektowaga et al, NY</td>
<td>910,103</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 Rochester, NY</td>
<td>850,635</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46 Grand Rapids-Wyoming, MI</td>
<td>831,154</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47 Worcester, MA-CT</td>
<td>756,980</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48 Bridgeport-Stamford-Norwalk, CT</td>
<td>737,995</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49 Fresno, CA</td>
<td>728,438</td>
<td>● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 Albany -Schenectady-Troy, NY</td>
<td>718,105</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2021 UPDATE).
MEDIA ACROSS ATLANTA.
With over 6 million people and a median HHI of $71,946, Atlanta is one of the fastest growing metro areas in the nation. Atlanta is known as the “economic engine of the Southeast” and serves as headquarters to multiple Fortune 500 companies including The Coca-Cola Company, Delta Air Lines, Southern Company, The Home Depot and UPS. The Atlanta population is a melting pot of ethnically, professionally and demographically diverse residents, a blend of southern natives and transplants from all over the world.

WHY ATLANTA?

— Atlanta is the ninth largest Metropolitan Statistical Area in the country.
— Atlanta is the most visited destination in Georgia with over 50 million visitors per year.
— Home to five professional sports franchises: Atlanta Falcons, Atlanta Braves, Atlanta Hawks, Atlanta Dream (WNBA) & Atlanta United.

In ATLANTA GA, OUTFRONT reaches over 98% of the CBSA consumers weekly.
Profile

African American: 35%
Asian: 6%
White: 50%
Hispanic/Latino: 11%
Other/Mixed: 3%

College Degree or higher: 47%
Female: 52%
Time spent traveling to and from work each day: 70 min.
Male: 48%

Total miles traveled past week: 176 mi.
White-collar occupation: 64%
Blue-collar occupation: 20%
Drive alone or carpooled: 86%
Employed: 64%

6.14 MILLION ATLANTA CBSA

ATLANTA GA
404.699.1499
SOURCE: US CENSUS 2020, SCARBOUROUGH RESEARCH 2018, ATLANTA GA CBSA.

COPYRIGHT © 2020 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 12/6/2020
MEDIA FORMATS

<table>
<thead>
<tr>
<th>BULLETINS</th>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGITAL BULLETINS</td>
<td>19</td>
</tr>
<tr>
<td>POSTERS</td>
<td>21</td>
</tr>
<tr>
<td>DIGITAL POSTERS</td>
<td>24</td>
</tr>
<tr>
<td>JR POSTERS</td>
<td>26</td>
</tr>
<tr>
<td>STREET FURNITURE</td>
<td>28</td>
</tr>
<tr>
<td>TRANSIT SHELTERS</td>
<td>29</td>
</tr>
<tr>
<td>DIGITAL TRANSIT SHELTERS</td>
<td>31</td>
</tr>
<tr>
<td>BUS MEDIA</td>
<td>33</td>
</tr>
<tr>
<td>BUS WRAPS</td>
<td>36</td>
</tr>
<tr>
<td>ULTRA SUPER KINGS</td>
<td>37</td>
</tr>
<tr>
<td>BUS KINGS</td>
<td>38</td>
</tr>
<tr>
<td>BUS QUEENS</td>
<td>39</td>
</tr>
<tr>
<td>FULLBACKS</td>
<td>40</td>
</tr>
<tr>
<td>HEADLIGHTS</td>
<td>41</td>
</tr>
<tr>
<td>TAILLIGHTS</td>
<td>42</td>
</tr>
<tr>
<td>BUS CARDS</td>
<td>43</td>
</tr>
<tr>
<td>COMMUTER RAIL</td>
<td>44</td>
</tr>
<tr>
<td>2-SHEET POSTERS</td>
<td>47</td>
</tr>
<tr>
<td>DIORAMAS &amp; PIERS</td>
<td>48</td>
</tr>
<tr>
<td>STATION DOMINATIONS</td>
<td>49</td>
</tr>
<tr>
<td>STATION SATURATIONS</td>
<td>50</td>
</tr>
<tr>
<td>WRAPPED TRAINS</td>
<td>51</td>
</tr>
<tr>
<td>INTERIOR RAIL CARDS</td>
<td>52</td>
</tr>
<tr>
<td>STREETCARS</td>
<td>53</td>
</tr>
<tr>
<td>LIVEBOARDS</td>
<td>54</td>
</tr>
<tr>
<td>SECOND SCREEN MEDIA</td>
<td>57</td>
</tr>
<tr>
<td>MOBILE NETWORK</td>
<td>58</td>
</tr>
<tr>
<td>SOCIAL INTEGRATION</td>
<td>59</td>
</tr>
</tbody>
</table>

ATLANTA GA
404.699.1499
COPYRIGHT © 2020 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 12/9/2020
Bulletins offer the **most powerful impact** of all of outdoor advertising formats. Located on **key highways, intersections and integral choke points** throughout the Atlanta area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- See map for complete coverage
OUTFRONT BULLETINS REACH OVER 98% OF THE ATLANTA CBSA.
Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- See map for complete coverage
POSTERS
Posters are made of 100% recyclable polyethylene printed copy and are highly visible to both pedestrian and vehicular traffic.

Achieve dramatic large-scale impact and frequency with multiple units strategically located to maximize your advertising potential.

**PRODUCT INFORMATION**
- 10.5’H x 22.8”W

**COVERAGE**
- See map for complete coverage
Digital Posters combine the creative flexibility and dayparting abilities of digital with the key placement and neighborhood penetration of Posters. This digital format also gives you the opportunity to hyper-localize campaigns across a national landscape.

**PRODUCT INFORMATION**
- 160px h x 336px w

**COVERAGE**
- See map for complete coverage
Located along primary and secondary roadways in urban Atlanta, junior posters are highly visible to vehicular traffic. This media format offers advertisers deep neighborhood penetration that will speak directly to your demographic in one of the most cost efficient ways.

**PRODUCT INFORMATION**
- 5' H x 11' W

**COVERAGE**
- See map for complete coverage
STREET FURNITURE
Transit shelters provide your message with targeted reach and frequency. With curbside positioning along main roadways, these transit shelters provide high circulation in the areas where traditional media forms are not available.

**PRODUCT INFORMATION**
- 68.5”H X 47.5”W

**COVERAGE**
- Fulton & Dekalb Counties
SHELTERS PROVIDE ROUND-THE-CLOCK VISIBILITY TO BOTH VEHICULAR AND PEDESTRIAN TRAFFIC.
Digital Transit Shelter Networks include some of the most prominent and prestigious Transit Shelters in the Atlanta CBSA. These highly sought after locations reach audiences within some of Atlanta’s best known districts including Buckhead, Midtown and Downtown.

**PRODUCT INFORMATION**
- 1920px h x 1080px w

**COVERAGE**
- Fulton & Dekalb Counties
Reach a large audience with bus advertising, offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it’s part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this Atlanta market coverage.

**EXTERIOR BUS MEDIA**
- Kings
- Super Kings
- Queens
- Headliners
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps
- Specialty

**INTERIOR BUS MEDIA**
- Interior Bus Cards
- Brand Buses
BUS COVERAGE

Market Wide Coverage Reaching the Metro Area
Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that will grasp the attention of consumers and make it impossible to ignore.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability

COVERAGE

- MARTA Systemwide
- Targeted area/audience on a request basis
Also known as “rolling billboards,” Ultra Super Kings put your advertising campaign into motion. This format attracts consumers with high-quality creative that covers almost the entire exterior space of the bus on the driver’s side.

**PRODUCT INFORMATION**
- Sizes vary based on coverage and availability

**COVERAGE**
- MARTA Systemwide
- Targeted area/demographic on a request basis
Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the Atlanta market. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

**PRODUCT INFORMATION**
- Sizes vary based on coverage and availability
- Add a Headliner and/or Extension for more impact!

**COVERAGE**
- MARTA Systemwide
- Targeted area/audience on a request basis
Posted on smaller MARTA buses, Bus Queens offer exposure along secondary arterials throughout Atlanta as they travel where larger buses do not frequent.

PRODUCT INFORMATION
— 30”H X 88”

COVERAGE
— MARTA Systemwide
— Targeted area/demographic on a request basis
FULLBACKS

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

PRODUCT INFORMATION
— Sizes vary based on coverage and availability
— Consult your OUTFRONT representative for more information regarding display size.

COVERAGE
— MARTA Systemwide
— Targeted area/demographic on a request basis
HEADLIGHTS

Stay ahead of the competition! Bus Headlights are positioned at the front of buses, showing to vehicular and pedestrian traffic alike.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information regarding display size.

COVERAGE

- MARTA Systemwide
- Targeted area/demographic on a request basis
Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Dominate the city with Tails for frequent exposure and high reach and frequency. As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION
— 21"H x 72"W
— Mini Tails: 16 3/4"H X 78 3/4"W

COVERAGE
— MARTA Systemwide
— Targeted area/demographic on a request basis
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

Want more presence? Brand Buses offer advertisers the unique opportunity to completely own the inside of the bus.

**PRODUCT INFORMATION**
- 11”H x 28”W
- 11”H x 42”W
- Brand Bus

**COVERAGE**
- MARTA Systemwide
- Targeted area/audience on a request basis
COMMUTER RAIL MEDIA

With **over 300,000 unique riders every day**, the MARTA rail system is often referred to as “Atlanta’s 5th Highway.” Commuter Rail Media influences this captive audience of students, household decision makers and tourists as they are out and about, ensuring that your ad is seen immediately before their activity or purchase.

**STATION MEDIA**
- 1-Sheet Posters
- 2-Sheet Posters
- Dioramas
- Piers
- Banners
- Floor Graphics
- Station Saturations
- Station Dominations

**RAIL CAR MEDIA**
- Interior Car Cards
- Wrapped Trains
- Brand Trains
Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed Two-Sheet Posters target key demographics - educated and affluent audiences.

**2-SHEET POSTERS**

**PRODUCT INFORMATION**
- 46”H x 60”W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
RAIL DIORAMAS & PIERS

Brightly illuminated backlit Dioramas reach the commuting masses as they wait for the train or enter and exit the stations. These eye-catching displays are located across the system providing targeted exposure for your creative message.

PRODUCT INFORMATION
- Backlit
- Diorama: 43" H x 62" W
- Pier: 88" H x 88" W
- Jumbo Pier: 83" H x 135" W

COVERAGE
- Systemwide
- Targeted audience on a request basis
RAIL STATION DOMINATIONS

Dominate the consumer landscape at key, high traffic commuter centers. Station dominations transform commuters’ daily ride into a total “brand experience,” delivering multiple campaign messages.

PRODUCT INFORMATION
— Media varies by station

COVERAGE
— Airport Station
— Five Points Station
— Mercedes Benz Stadium/GWCC/CNN/State Farm Arena
— Lenox Station
— North Avenue Station
— Peachtree Station
Station Saturations allow advertisers to utilize all 2-Sheet Posters and Dioramas within a single station, creating a complete brand environment that reinforces a message and increases brand awareness.

**PRODUCT INFORMATION**
- All 2-Sheet Posters and Dioramas within a station (on average 16 2-Sheets and 4 Dioramas)

**COVERAGE**
- Systemwide
WRAPPED TRAINS

Make a huge impact with rail exterior media. Influence riders, onlookers, vehicular traffic alike, as they are waiting for the train to arrive or alongside major highways.

PRODUCT INFORMATION
- Coverage on both sides including doors
- No Window Coverage
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information regarding display size.

COVERAGE
- MARTA Commuter Rail Systemwide
RAIL INTERIOR CAR CARDS

Interior Car Cards are bold media formats that are directly in sight of commuters throughout their entire trip, allowing them to "take in" your message and identify with your brand.

PRODUCT INFORMATION

- 22”H x 21”W
- 33”H x 33”W
- 33.75”H x 39.75”W

COVERAGE

- MARTA Commuter Rail Systemwide
Influence riders, onlookers and vehicular traffic alike, utilizing Atlanta’s Streetcar. This wrapped media demands attention as it travels through downtown Atlanta to some of the most popular destinations in the city.

**PRODUCT INFORMATION**
- Coverage on both sides including doors
- 50% Window Coverage
- Consult your OUTFRONT representative for more information regarding display size.

**COVERAGE**
- Downtown Atlanta
Buckhead station Liveboards provide an experiential opportunity to reach audiences in the prestigious Buckhead district of Atlanta. Hip & trendy millennials, luxury buyers, business professionals, and influential decision makers are at the heart of the Buckhead district. Liveboards provide full motion graphics (no sound), and the ability to create an immersive visual experience for any brand.

**AREA ATTRACTIONS**
- Atlanta Financial Center
- Atlanta Tech Village
- Terminus Building
- Capital City Plaza
- Lenox Square Mall
- Phipps Plaza
- W Hotel Buckhead
- Mandarin Oriental

**MEDIA FORMATS INCLUDED**
- One (1) Triptych (3-screens)
- Loop Length: 180 Seconds
- Spot Length: 15-second spots, full motion video, static, no sound
- Display Format: 65"

**AUDIENCES CAPTURED**
- Financial Gurus
- Tech-Savvy Millennials
- C-Suite Execs
- Educated & Affluent
- Daily Commuters
- High-End Retailers
- Convention and Conference
The Lindbergh MARTA station is a primary transfer point in the subway system and connecting route to the North line stations and some of the fastest growing areas of Atlanta. Located just one stop away from the Buckhead station, Lindbergh serves commuters traveling to the high-end design & decor and home furnishings district, nearby upscale Peachtree Hills, and local retail destinations.

**AREA ATTRACTIONS**
- Miami Circle Restaurants
- High home Furnishings
- Cricket Wireless Headquarters

**MEDIA FORMATS INCLUDED**
- Two (2) Triptychs (6-screens)
- Loop Length: 180-seconds
- Spot Length: 15-second spots, full motion video, static, no sound
- Display Format: 65” (per each)

**AUDIENCES CAPTURED**
- Financial Gurus
- Tech-Savvy Millennials
- C-Suite Execs
- Educated & Affluent
- Daily Commuters
- Luxury Buyers
- Home Improvement Shoppers
The Mercedes Benz Stadium is the sports hub for The Atlanta Falcons (NFL), Atlanta United Pro-Soccer Team, Georgia State University. In addition, this stadium has hosted the Peach Bowl since 1992 and the SEC Championship since 1994, and is a primary event facility for premium music concerts. This one of a kind Livescape provides a center stage seat for practically everyone who commutes to the stadium.

**MEDIA FORMATS INCLUDED**
- One (1) Livescape (11-screens)
- Loop Length: 180 Seconds
- Spot Length: 15-second spots, full motion video, static, no sound
- Display Format: 65”

**AREA ATTRACTIONS**
- Mercedes Benz Stadium
- Centennial Olympic Park
- World of Coca-Cola
- OMNI Hotel
- CNN Center
- College Football Hall Of Fame
- Georgia

**AUDIENCES CAPTURED**
- Sports Fanatics
- Students
- Tourists
- Millennials
- Affluent Buyers
- Families
- Suburban Working Professionals
- Experience Hunters
Combine the power of OOH with mobile to create new engagement opportunities with your target audience. Targets the right users by geofencing your OOH and strategic locations, target by behavior, then create message frequency with this audience through retargeting.

Products
- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

Located in the Top 50 Markets

MOBILE NETWORK

ATLANTA GA
404.699.1499
DRIVING CLIENT RESULTS

Social monitoring tracks lifts in location based social conversation and search with geofencing, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

Watch social media integration in action.

ENGAGEMENT OPPORTUNITIES

- **Organic**
  - Snapcodes + Filters
  - QR Codes
  - Shazam Codes
  - Spotify Codes

- **Paid**
  - AR
  - Influencers

LOCATED IN THE TOP 50 MARKETS