WE GET YOU BOSTON.

Media Across The Market
WE GET YOU AMERICA

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.

BOSTON
781.792.2123
WE LEVERAGE THE POWER OF TECHNOLOGY, LOCATION, AND CREATIVITY TO DRIVE IMPACT AND ENGAGEMENT BETWEEN BRANDS AND AUDIENCES.

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 breadth 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.
COVID-19 ACCELERATED MANY CONSUMER TRENDS AND CHANGED BEHAVIORS, HIGHLIGHTING AND INCREASING OUTFRONT’S PROXIMITY MARKETING POWER. OUR ABILITY TO INTEGRATE INTO COMMUNITIES, DRIVE CONTEXTUAL AND SITUATIONAL RELEVANCE, AND AMPLIFY DIGITAL MEDIA’S EFFECTIVENESS UNIQUELY POSITIONS OUTFRONT (AND YOUR MESSAGING) TO IMPACT CONSUMERS.

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 programmatically? 1000+ canvases available to be bought programmatically 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.

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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.

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 a 8 week campaign. Read more.

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**

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

**2022 FORECAST**

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

OOH & DIGITAL ARE THE ONLY TWO MEDIA CHANNELS PROJECTED FOR GROWTH THROUGH 2022

IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
## TOP 50 MARKETS

<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>
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<tbody>
<tr>
<td>1. New York-Newark et al, NY-NJ-PA</td>
<td>15,104,964</td>
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<td>2. Los Angeles-Long Beach et al, CA</td>
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<td>3. Chicago et al, IL-IN-WI</td>
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<td>4. Dallas-Fort Worth-Arlington, TX</td>
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<td>5. Houston-The Woodlands et al, TX</td>
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<td>6. Miami-Fort Lauderdale et al, FL</td>
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<td>7. Washington et al, DC-VA-MD-WV</td>
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<td>9. Atlanta-Sandy Springs et al, GA</td>
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<td>11. Phoenix-Mesa-Scottsdale, AZ</td>
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<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
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<td>14. Seattle-Tacoma-Bellevue, WA</td>
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- ● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CLARITAS, LLC (2021 UPDATE)
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION</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>
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<tbody>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CLARITAS, LLC (2021 UPDATE)
WE GET YOU BOSTON.

Known as “The Hub,” Boston is one of the most influential, innovative cities in the world. It is the largest city in New England and a recognized global leader in higher education, healthcare, finance, engineering, biotechnology, and life sciences. It also has a thriving tourism industry that attracts over 21.8 million visitors each year. Boston’s many world-class universities are a key driver in the city’s rapid economic growth. Major companies and startups are drawn to the city’s talent pool of highly skilled, educated, young adults seeking job opportunities post-grad. This trend has created one of the strongest economies in the country and a valuable marketplace for brands to advertise!

WHY BOSTON?

— 100+ colleges & universities in Greater Boston and over 250,000 students in the cities of Boston & Cambridge alone.
— 2nd fastest growing millennial market.
— Ranked 4th best startup city in the world.
— The MBTA is the 4th largest transit system in the U.S.
— Boston traffic is the worst in the nation for the second year in a row; drivers lost 149 hours in 2019 due to traffic congestion.

In Boston, OUTFRONT reaches 98.1% of metro area consumers weekly.
Profile

4.9 MILLION BOSTON CBSA POPULATION

- African American: 8%
- Asian: 9%
- White: 68%
- Hispanic/Latino: 12%
- Other/Mixed: 3%

College Degree or higher: 48%

Age 21+: 75%

Time spent traveling to or from work each day: 35 min.

Female: 51%

Male: 49%

Home Owners: 61%

Employed: 66%

Drive alone or carpooled: 73%

Average HHI: $136k

SOURCES: CLARITAS, LLC (2021 UPDATE) BOSTON CBSA

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# MEDIA FORMATS

<table>
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<tr>
<td>BUS TAILS</td>
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<tr>
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<td>BUS INTERIOR CARDS</td>
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BOSTON 781.792.2123

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Bus advertising is one of the most efficient ways to gain mass awareness across a market. These big, bold, unavoidable media formats broadcast your brand message to large audiences of pedestrians and motorists on a daily basis. No other medium in the market can achieve the reach that bus advertising does!

EXTERIOR BUS MEDIA

- Kings
- Queens
- Headliners
- Extensions
- Ultra Super Kings
- Tails
- Exterior Wraps

INTERIOR BUS MEDIA

- Interior Cards
- Brand Buses
BUS COVERAGE

Market Wide Coverage Reaching the Greater Boston Area
**BUS GARAGE COVERAGE**

**Market Wide Coverage Reaching the Greater Boston Area**

**Arborway**
Provides the heaviest concentration of coverage throughout the ethnic neighborhoods of Boston. Key downtown routes covering the Back Bay, Fenway, and Copley Square also originate from this garage. Additional coverage is in the key suburban communities of Dedham, Brookline, Newton, Norwood, Walpole, Westwood, Watertown, and Milton.

**Cabot**
This is the largest garage in the system and provides heavy saturation of the downtown Boston area. Some of the key routes include Public Gardens, Boston Commons, State House, Theatre District, Financial District, Back Bay, Waterfront, and Harvard Square. South Boston neighborhood coverage also originates from this garage.

**Charlestown**
This garage provides heavy saturation of key local and tourist areas such as the USS Constitution, TD Bank North Garden, North End, Faneuil Hall, Financial District, and Downtown Crossing. Neighborhood coverage includes Charlestown, Somerville, Medford, Malden, Everett, and Chelsea.

**Somerville**
This garage provides coverage of Somerville and Cambridge, as well as Watertown, Waltham, Arlington, Belmont, and Burlington. Effectively reach college students attending Harvard or MIT universities, as well as thousands of people employed in the biotech, pharma, and life sciences industries.

**Albany**
This garage provides coverage to the Financial District in Downtown Boston as well as upscale audiences in the western suburban communities of Waltham, Newton, and Brookline. Key areas of coverage include South Station, Fenway Park, and Kenmore Square where there is a large student population.

**Lynn**
This garage provides service to the North Shore communities of Lynn, Salem, Peabody, Marblehead, Beverly, Swampscott, Danvers, and Saugus, with additional coverage in East Boston, Chelsea, and Revere. The buses also travel to key malls in the area reaching both upscale and blue-collar communities alike. The express buses run to and from Boston during peak commuter periods.

**Quincy**
This garage offers heavy coverage in the heart of Quincy with additional routes traveling through Weymouth, Randolph, Braintree, and the upscale South Shore communities of Hingham and Milton. These buses travel to the largest shopping mall on the South Shore and the routes leading into Mattapan and Ashmont.

**Fellsway**
This garage reaches into key downtown shopping areas in the communities of Somerville, Medford, Malden, Melrose, Saugus, Woburn, Stoneham, and Wakefield. Included are major routes into the Davis Square, Wellington, and Sullivan ‘T’ Stations.

**North Cambridge**
This garage provides coverage in the Northern Cambridge, Watertown, and Arlington communities. Serving the Harvard Square and Mass Ave. area, these routes target young professionals, college students, and trendy consumers.

**South Hampton**
Send your message along the waterfront area of Boston and up and down the Silver Line routes, serving the World Trade Center, Downtown Crossing, J. Joseph Moakley Courthouse, Logan Airport, and South Station.
As the ultimate mass reach media, Bus Kings take your message to the streets of Boston and travel where other traditional out of home formats are limited or unavailable. These colorful, eye-level ad placements capture the attention of active, on-the-go consumers and connect them with your brand.

**PRODUCT INFORMATION**
- 30”H x 144”W
- Add a Headliner and/or Extension for more impact

**COVERAGE**
- MBTA Systemwide
- Targeted audience on a request basis
Bus Queens are a cost-effective way to quickly establish brand awareness in the market and reach your target audience as they go about their daily commutes.

**PRODUCT INFORMATION**
- 30”H x 88”W
- Add a Headliner for more impact

**COVERAGE**
- MBTA Systemwide
- Targeted audience on a request basis
Bus Ultra Super Kings travel the busy streets of Boston providing advertisers with a large format “rolling billboard” that makes a lasting impression.

**PRODUCT INFORMATION**
- 8’H x 20’W

**COVERAGE**
- MBTA Systemwide
- Targeted audience on a request basis
Bus Tails are a cost efficient way for advertisers to achieve high reach and frequency of their ad message. This format is visible to both pedestrians and motorists and has high dwell time, especially during peak rush hour times.

**PRODUCT INFORMATION**
- Tail A: 17.5”H x 50”W
- High Impact Tails: Charlestown/ Somerville and Cabot Garages: 33”H x 71”L
- High Impact Tails: South Hampton Garage: 30”H x 69”L
- Consult your OUTFRONT representative for more information regarding display size.

**COVERAGE**
- MBTA Systemwide
- Targeted area/demographic on a request basis
- High Impact Tails: Charlestown/ Somerville, South Hampton and Cabot Garages ONLY
BUS EXTERIOR WRAPS

Bus Exterior Wraps showcase bold, eye-catching creative that commands the attention of on-the-go consumers and is impossible to ignore. No other media form can match the combined impact and targeting ability of Bus Exterior Wraps.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability
- Wrapped buses cover the window between the wheel wells on the street side only.

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis

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BACK TO MEDIA FORMATS
Bus Interior Cards provide a cost-effective way for brands to engage with MBTA bus passengers on a daily basis.

For enhanced visibility, advertisers can purchase Brand Buses and own 100% of the ad space inside the bus to maximize the frequency of their messaging and showcase multiple creatives.

**PRODUCT INFORMATION**
- Car Card A: 22”H x 21”W
- Car Card B: 11”H x 28”W
- Brand Bus

**COVERAGE**
- MBTA Systemwide
- Targeted audience on a request basis
SUBWAY
Influence a captive audience of over 500,000 daily riders across Boston’s MBTA subway system. Subway advertising on the Orange, Red, Blue, and Green Lines connects brands directly to some of the most intelligent, tech savvy, and affluent consumers in the U.S. These media formats deliver unparalleled reach and frequency at an exceptional value.

STATION MEDIA
- 2-Sheet Posters
- Subway Liveboard Network
- Livescapes
- Station Dominations
- Platform Bulletins

INTERIOR CAR MEDIA
- Interior Cards
- Interior Brand Trains
- Interior Wraps

EXTERIOR CAR MEDIA
- Wild Trolleys
- Exterior Wraps
THE MBTA SUBWAY SYSTEM IS THE FOURTH-BUSIEST IN THE U.S.

BOSTON 781.792.2123
SOURCE: APTA FEBRUARY 2020
Subway 2-Sheet Posters are located throughout MBTA “T” stations, primarily on the subway platforms, where they are visible to passengers waiting for their train to arrive. Brands that use platform advertising build brand awareness through repeated exposure and benefit from being in a captive environment with a long dwell time.

**PRODUCT INFORMATION**
- 2-Sheet Posters: 46”H x 60”W
- Platform Displays: 48”H x 48”W

**COVERAGE**
- 2-Sheet Posters available on MBTA Orange, Red, Blue, and Green Lines
- Platform Displays available on MBTA Green Line only
Liveboards offer advertisers endless creative opportunities to engage audiences. Strategically positioned in the highest traffic MBTA stations, this scale allows advertisers to make a high impact in a specific neighborhood or cross market.

Our Liveboard network includes full motion or static content, flexible messages/day-parting, and synchronized content.

**PRODUCT INFORMATION**

- Screen Size 65” Vertical
- Full Motion or Static (No Sound)
- Loop Length :180 seconds (:120 seconds of ad rotations)
- Spot Length :15, :10, or :05
- Network of 600, 300, or 150 Liveboards
OUTFRONT’S DIGITAL NETWORK OFFERS A UNIQUE AND HIGH PROFILE WAY TO BECOME A PART OF A COMMUTER’S EVERYDAY LIFE.
The North Station Livescapes combine the power of technology, location, and creativity to deliver impactful, engaging content to thousands of daily commuters.

North Station is one of New England’s busiest transportation hubs. This “superstation” offers connections to Amtrak, MBTA commuter rail, and subway lines. It’s also located directly beneath TD Garden.

Livescapes form two unavoidable video canvases that line the wall of the heavily-trafficked North Station Underground Walkway. This pedestrian corridor creates a captive environment for advertisers to reach thousands of MBTA riders transferring between the commuter rail and subway lines.

With (22) HD screens offering full-motion video capabilities, it’s an opportunity for advertisers to earn consumers’ attention through visually-striking ad content.

PRODUCT INFORMATION
- (2) Video ‘Walls’ with (11) Screens per ‘Wall’
- Sold as a package. Cannot purchase separately.
- Full-motion video (no sound)
- Spot Length: 15 seconds
- Loop Length: 180 Seconds
- # of Advertisers: (8) Paid Advertisers, (4) MBTA Content Ad Spots
- Dynamic content capabilities

COVERAGE
- North Station Underground Walkway
The South Station Livescape combines the power of technology, location, and creativity to deliver impactful, engaging content to the thousands of daily commuters traveling through New England’s busiest transit station.

This unit is located in the heavily trafficked MBTA section of South Station. The unavoidable ad canvas consists of (11) HD screens with full-motion video capabilities and lines the wall above the main stairway commuters use when traveling to & from the Red Line Subway & Silver Line Bus platforms.

This placement creates a captive environment and gives brands the opportunity to use visually-striking ad content to connect with a diverse audience of local & suburban residents, business professionals, tourists, and students multiple times a week.

**PRODUCT INFORMATION**
- Video Wall with (11) screens
- Full-motion video (no sound)
- Spot length: :15 seconds
- Loop length: 180 seconds
- # of Advertisers: (8) Paid Advertisers, (4) MBTA Content Ad Spots
- Dynamic content capabilities

**COVERAGE**
- South Station MBTA subway section

SOURCE: MBTA STATION ENTRIES JAN 2020
*DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.
These unique subway trolleys travel up and down the Green Line and offer **underground and street-level exposure for your ad message**. The Green Line provides service to major points of interest in Boston including Fenway Park, Copley Square, Boston City Hall, Boston University, Boston College, and Northeastern University.

**PRODUCT INFORMATION**
- Wild Trolley Type 7 (All)
- Wild Trolley Type 8 (All)

**COVERAGE**
- Green Line
Subway Interior Cards deliver your ad message at high frequency to “T” commuters while they are in a captive environment. Interiors are a cost efficient medium that capitalizes on the long dwell times associated with commuting via the subway.

**PRODUCT INFORMATION**
- Car Card A: 22”H x 21”W
- Car Card B: 11”H x 28”W
- Car Card C: 22”H x 15.5”W

**COVERAGE**
- Card A: All MBTA Subway Lines
- Card B: MBTA Orange and Red Lines
- Card C: MBTA Green Line
Saturating a train car with your ad ensures your message is in view regardless of where a rider sits. Tell your story, feature all of your products, or display multiple messages. With no other brands present in the train, you have the entire commute to captivate the audience without competition.

PRODUCT INFORMATION
- Red Line - (12) 11”H x 28’W and (12) 22”H x 21”W
- Orange Line - (16) 11”H x 28”W and (12) 22”H x 21”W
- Green Line - (6) 22”H x 21”W
- Blue Line - (8) 22”H x 21”W

PACKAGE INFORMATION
Typical package includes (65) train cars with a breakdown of:
- (23) Red line cars
- (20) Orange line cars
- (14) Blue line cars
- (8) Green line cars
Subway Exterior Wraps are one of Boston’s most unique media forms. These subway cars are like larger-than-life traveling bulletins that cut through the clutter and generate buzz as they travel throughout the MBTA Subway system.

**PRODUCT INFORMATION**
- Coverage on both sides including doors
- Window coverage on all lines
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information regarding display size

**COVERAGE**
- MBTA Orange, Red, Blue, and Green Lines
SUBWAY INTERIOR WRAPS

Dominating a subway train car with your ad ensures your message is in view regardless of where a rider sits. Interior Wraps create an immediate impact and gives advertisers the ability to own the inside of a train car in a unique and creative way without competition.

PRODUCT INFORMATION
- Custom - refer to spec sheets

COVERAGE
- Red Line
- Orange Line
COMMUTER RAIL MEDIA

Reach upscale commuters, traveling to and from the suburbs and Downtown Boston. Rail media allows advertisers to reach affluent commuters on a daily basis, at multiple touchpoints throughout their journeys as they are walking through stations, waiting on platforms, and riding on the train. Bostonians who commute via the commuter rail spend an average of 62.8 minutes traveling to work, door to door.

STATION MEDIA
- 2-Sheet Posters
- Platform Bulletins
- Rail Liveboard Network

INTERIOR CAR MEDIA
- Interior Cards
- Interior Brand Trains

EXTERIOR CAR MEDIA
- Exterior Wraps
RAIL 2-SHEET POSTERS

Rail 2-Sheet Posters are located on MBTA Commuter Rail platforms where they are visible to passengers waiting for their train to arrive. Brands that use platform advertising build brand awareness through repeated exposure and benefit from being in a captive environment with a long dwell time.

PRODUCT INFORMATION
— 46"H x 60"W

COVERAGE
— MBTA Commuter Rail System
Rail Interior Cards deliver your ad message at a high frequency to affluent MBTA commuter rail passengers while they are in a captive environment. Interiors are a cost efficient medium that capitalize on the long dwell times associated with traveling via the commuter rail.

**PRODUCT INFORMATION**
- 22”H x 21”W

**COVERAGE**
- MBTA Commuter Rail Systemwide
Saturating a train car with your ad ensures your message is in view regardless of where a rider sits. Tell your story, feature all of your products, or display multiple messages. With brand trains, you have the entire commute to captivate a highly educated, affluent audience with no other brands present in the car.

**PRODUCT INFORMATION**
- 22”H x 21”W
- (4) car cards per train car

**COVERAGE**
- Systemwide across MBTA Commuter Rail - North & South lines
Liveboards, often arranged as a triptych, are located at the busiest MBTA commuter rail stations and offer advertisers endless creative opportunities to engage audiences. Our Liveboard network includes full motion or static content, flexible messages/day-parting, and synchronized content.

**PRODUCT INFORMATION**
- Screen Size 65" Vertical
- Full Motion or Static (No Sound)
- Loop Length: 180 seconds (120 seconds of ad rotations)
- Spot Length: :15, :10, or :05
- Network of 75 Liveboards

**COVERAGE**
- North Station
- South Station
- Back Bay Station
RAIL EXTERIOR WRAPS

RAIL EXTERIOR WRAPS

Rail Exterior Wraps are one of Boston’s most unique media forms. These rail cars are like larger-than-life traveling bulletins that cut through the clutter and generate buzz as they travel throughout the MBTA Commuter Rail system.

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

— MBTA Commuter Rail Systemwide
STATION DOMINATIONS
STATION DOMINATIONS

Station Dominations transform transit passengers’ daily commutes into a ‘brand experience.’ This media opportunity gives your brand the dominant share of voice within a transit station allowing you to surround commuters with your ad message at a very high frequency. Station Dominations are excellent for advertisers who want to creatively showcase different products & services or leverage the placement of sequential ad faces to tell a story.

PRODUCT INFORMATION
— Media varies by station

COVERAGE
— Back Bay Station
— Copley Station
— Downtown Crossing Station
— Government Center Station
— Harvard Station
— Kendall Station
— Kenmore Station
— North Station
— Park Street Station
— South Station
— South Station Bus Terminal

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Back Bay is an iconic neighborhood in the heart of Downtown Boston that offers a blend of affluent residential streets, boutique offices, and commercial attractions. The renowned Newbury Street alongside Copley Place and the Prudential Center make it the city’s premiere shopping destination. Famous landmarks such as The Esplanade and Boston Common are also located here, making it an epicenter for millions of annual tourists.

Back Bay Station is the gateway to this popular neighborhood. It is one of Boston’s major transit hubs and provides thousands of daily commuters easy access in and out of the area via the MBTA Subway & Commuter Rail lines and Amtrak.

The Back Bay is the destination for culture, cuisine, and commerce!
Copley Station is in the heart of Boston's high-end Back Bay neighborhood. This station provides access to over one hundred restaurants, cafes, and bars as well as the city's most popular shopping destinations including The Shops at Prudential Center, Copley Place, and the famous Newbury Street.

This is a popular station amongst affluent Back Bay residents, millennials, business professionals, and tourists.

Located in the heart of Boston's trendy restaurant & shopping district!

**MEDIA FORMATS INCLUDED**
- Subway Faregates
- 2-Sheet Posters
- Adhesive Dioramas
- Angled Banners
- Liveboards

**AREA ATTRACTIONS**
- Newbury Street
- Shops at Prudential
- Copley Place
- Copley Square
- Trinity Church
- Boston Public Library
- Top restaurants & bars

**AUDIENCES CAPTURED**
- Millennials
- Shoppers
- Diners
- Tourists
- Business Professionals
DOWNTOWN CROSSING STATION DOMINATION

Downtown Crossing Station (DTX) is located in the center of Downtown Boston and is one of the busiest subway stations in the MBTA system. As one of the four “hub stations,” DTX is the junction of the Red and Orange subway lines and is also a major bus transfer location serving 13 MBTA bus routes.

The Downtown Crossing neighborhood is a very active area that has everything from universities, historic landmarks, theaters, world-class restaurants, retail giants, and new high-rise condominiums. Many companies have offices in DTX as well; it’s become a popular location for creative & media agencies, PR firms, and startups.

DTX is the second busiest MBTA subway station!

MEDIA FORMATS INCLUDED
- Subway Faregates
- 2-Sheet Posters
- Wallscapes
- Station Kings
- Column Wraps
- Liveboards

AREA ATTRACTIONS
- DTX retail shopping district
- Colleges & Universities
- Theater District
- Boston Common
- Restaurants & Nightlife

AUDIENCES CAPTURED
- Shoppers
- Business professionals
- Tourists
- College students
- Foodies
- Theater-goers
- Affluent residents
Government Center Station is a major downtown transit hub that provides access to the city’s economic and administrative center. It is also a major transfer point for thousands of daily commuters as the only link between the MBTA Green and Blue subway lines. As its name implies, the station is surrounded by Boston City Hall, state offices, and the JFK Federal Building. It is situated directly beneath City Hall Plaza, a large, open public space which hosts a variety of popular events and attractions all year round. The station is also in close proximity to tourist hotspots like the Downtown Waterfront, Rose Kennedy Greenway, and the famous Faneuil Hall Marketplace which attracts over 18 million annual visitors.

Government Center Station is the gateway to and from the heart of Downtown Boston!
Harvard Station is one of the busiest “T” stops in the entire system and is an important transfer point between the Red Line Subway and five of the fifteen key MBTA bus routes. Each day thousands of students, tourists, business professionals, and local residents can be found walking through this station.

This area of Cambridge has a decidedly young & trendy feel to it. Harvard Square is not only home to the world renowned Harvard University, it’s also filled with unique retail shops & many of the top bars & restaurants in the Boston metro area.

Harvard Station is the third-busiest MBTA station and the busiest outside the four downtown “hub” stations.

MEDIA FORMATS INCLUDED
- Subway Faregates
- 2-Sheet Posters
- Liveboards
- Soffit Wraps
- Backlit Dioramas
- Ramp Wallscales
- Rotunda Banners

AREA ATTRCTIONS
- Harvard Square
- Harvard University
- Theaters
- Boutiques
- Trendy bars & restaurants

AUDIENCES CAPTURED
- College Students
- Higher Education Employees
- Tourists
- Local Residents
- Artists & Musicians
- Young Business Professionals
KENDALL STATION
DOMINATION

MEDIA FORMATS INCLUDED
- Subway Faregates
- 2-Sheet Posters
- Station Kings
- Liveboards

AREA ATTRACTIONS
- 300+ Technology, Life Sciences & Biopharma Companies
- Facebook, Google, Microsoft, Twitter
- Startups
- The Cambridge Innovation Center
- MIT
- Restaurants & bars

AUDIENCES CAPTURED
- Tech and Life Science Employees
- Higher Education Employees
- Harvard and MIT Students
- Millennials
- Foodies

Kendall Station is located in an area of Cambridge called Kendall Square where over 66,000 people come to live, work, learn, and dine each day. Cambridge is home to two of the nation’s most prestigious schools, MIT and Harvard University, and is also a top U.S. city for young professionals earning the nickname the “Millennial Mecca”.

Kendall Square is best known for its high concentration of technology & startup companies and has also become one of the top culinary destinations in the area.

“Kendall Square is the most innovative square mile on the planet.” -Boston Consulting Group

Kenmore Station serves the busy Fenway-Kenmore neighborhood and is located just one block away from Fenway Park, home of the Boston Red Sox. While this area is best known for the baseball stadium, it’s also a popular destination for art, music, food, & shopping and is densely populated with students attending the many universities that surround this station. The area has also been undergoing a major transformation with new luxury, high-rise apartments and office space popping up everywhere, drawing more startups and younger, affluent residents & workers to this station.

Kenmore Station is perfect for reaching sports fans, college students and affluent millennials!

**MEDIA FORMATS INCLUDED**
- Subway Faregates
- 2-Sheet Posters
- Wallscapes
- Station Kings
- Column Wraps
- Liveboards

**AREA ATTRACTIONS**
- DTX retail shopping district
- Colleges & Universities
- Theater District
- Boston Common
- Restaurants & Nightlife

**AUDIENCES CAPTURED**
- Shoppers
- Business professionals
- Tourists
- College students
- Foodies
- Theater-goers
- Affluent residents
North Station is one of New England’s busiest transportation hubs. This “superstation” offers connections to Amtrak, MBTA commuter rail lines, and the T’s Green and Orange subway lines. It’s also located directly beneath TD Garden, the largest sports and entertainment venue in the region, which averages 3.5 million attendees at 200+ events a year.

North Station is one of the busiest transit stations in the Northeast!

Advertisers can ‘own’ this station and put their brand messaging in front of the thousands of business professionals, tourists, sports fans, and affluent suburbanites who pass through this station on a daily basis.

MEDIA FORMATS INCLUDED
- 2-Sheet Posters/ Platform Bulletins
- Rail Transoms
- Shelter Size Dioramas
- Rail Column Panels
- Soffits
- Vertical Wall Banners
- Subway Faregates
- Shelter Size Wallscapes
- Station Kings
- Liveboards
- Livescapes

AREA ATTRACTIONS
- TD Garden
- The Hub on Causeway
- Bars & Restaurants
- The North End

AUDIENCES CAPTURED
- Business Professionals
- Celtics & Bruins Fans
- Concertgoers
- Tourists
- Suburbanites
- New England Residents
Park Street Station is located in the core of the city directly next to The Common and just steps away from Boston’s Theater and Downtown Crossing Shopping Districts. This station is considered one of four “hub stations” in the MBTA subway system, serving as a major transfer point between the Red and Green “T” lines. Commuters can also transfer to the Orange and Silver Lines via the Underground Winter Street Concourse which connects Park Street and Downtown Crossing Stations.

Park Street is the fourth-busiest station in the MBTA network.

**MEDIA FORMATS INCLUDED**
- Subway Faregates
- 2-Sheet Posters
- Liveboards
- Wallscapes
- Backlit Dioramas
- Soffit Banners
- Light Baffles
- Window Displays

**AREA ATTRCTIONS**
- Boston Common
- Theater District
- Downtown Crossing Shopping District
- Suffolk University
- Emerson University
- MA State House

**AUDIENCES CAPTURED**
- College Students
- Tourists
- Theater-goers
- Shoppers
- Red Sox Fans
- Business Professionals
South Station is the New England’s busiest transit station providing rail service across the Greater Boston area as well as the Northeast and Midwestern regions of the U.S. Commuters use South Station to access the MBTA Red & Silver lines, MBTA Commuter Rail, Amtrak, and Acela trains.

The station is centrally located in Downtown Boston within walking distance of popular neighborhoods like Downtown Crossing, Chinatown, and the trendy Seaport Innovation District. Business professionals, tourists, and residents from affluent suburbs south of Boston are some of the target audiences found here. This domination offers ad placements throughout both the MBTA subway & commuter rail sections of the station.

South Station is the busiest train hub in New England!
South Station Bus Terminal is the region's busiest bus station. Located adjacent to the South Station Train Terminal, the bus terminal is the main gateway for long-distance coach buses traveling in and out of Boston. Passengers use this station for access to regional coach bus carriers including Bolt Bus, C&J, Concord Coach Lines, Dartmouth Coach, Greyhound, Lucky Star, Megabus, Peter Pan, and Plymouth & Brockton. These bus lines travel to many destinations throughout New England as well as other major destinations across the Northeast Region including New York City, Philadelphia, and Washington D.C.

An estimated 1 million passengers arrive and depart from South Station Bus Terminal annually.
BILLBOARDS
BULLETTINS

Bulletins are located on key highways, intersections, and major choke points throughout the Greater Boston market. This media format offers brands unavoidable, long-term presence of their ad message that reaches millions of commuters every month.

PRODUCT INFORMATION

- 14'H x 48'W
- Odd Sizes
- Sizes vary by location
- Extensions available on approved locations

COVERAGE

- See map for complete coverage
Digital Bulletins are located on key highways, intersections, and major choke points throughout the Greater Boston market. This media format offers brands unavoidable presence of their ad message that reaches millions of commuters every month.

Digital Bulletins add an extra layer of timeliness and relevance to a campaign allowing advertisers to easily change creative messaging based on triggers such as time of day, weather, or sports scores.

**PRODUCT INFORMATION**
- LED Display Size: 14’H x 48’W and 10’H x 30’W
- Spot Length: 10 seconds

**COVERAGE**
- See map for complete coverage
Posters are a cost efficient way to **hyper-target suburban communities across Greater Boston** using ad placements located on major arterials and surface streets. This format is popular among local advertisers who want to **gain mass exposure in more rural areas** that have limited OOH options.

**PRODUCT INFORMATION**
- 10'5"H x 22'8"W
- 12'H x 25'W

**COVERAGE**
- See map for complete coverage
Wallscapes are affixed to buildings in heavily trafficked areas of Boston. This format offers a **large, unavoidable canvas** in an urban environment that reaches and appeals to consumers using **high impact creative.**

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- Financial District
- Downtown Boston
- Back Bay
STREET FURNITURE
Digital Urban Panels (DUPs) are street level displays situated above MBTA subway entrances across Boston and offer brands an opportunity to reach a large audience of “T” riders, pedestrians, cyclists, and motorists. DUPs provide advertisers with the flexibility to rotate various creative messages throughout the campaign so the content is always timely and relevant.

PRODUCT INFORMATION
- Screen Size 65” Horizontal
- Static (No Sound)
- Loop Length:180 seconds (:120 seconds ad rotations)
- Spot Length :15, :10, or :05
Increasingly, Bike Shares are becoming part of the urban commute in Boston. These units attract a younger, environmentally friendly consumer. Connect your brand message to the elusive millennial demographic in the most desirable urban neighborhoods.

**PRODUCT INFORMATION**
- 56"H x 38"W
- 67.5"H x 38.5"W

**COVERAGE: CITYWIDE REACH**
- Fenway Park
- TD Bank Garden
- South Station
- North Station
- Newbury Street
- Boylston Street
- Financial District
- Central Boston
- Colleges & Universities
- Waterfront
- Seaport District
SPECIALTY
SPECIALTY MEDIA

Specialty Media provides unique, larger-than-life canvases for your brand message. These placements deliver impact and frequency in high-profile locations in the cities of Boston and Cambridge.

PRODUCT INFORMATION
- Media/Sizes varies by location

COVERAGE
- Aquarium Windows
- Arlington Windows
- Back Bay Spectacular
- Beacon Hill Windows
- Harvard Square Windows
- Kenmore Elevator
- Kenmore Tower
- Porter Square Windows
- Science Park Bulletin
- South End Spectacular
- South Station Tower
- Southie Tower
AQUARIUM WINDOWS

The Aquarium Windows are found between Boston’s Waterfront and the busy Financial District. This area is swarming with tourists visiting nearby attractions such as the New England Aquarium, Faneuil Hall, and the Historic North End or boarding the popular trolley tours. Also located nearby is Rowes Wharf Complex which houses luxury shopping boutiques, multi-million dollar town homes, and office space.

These windows are located on two large street-level structures which serve as the entrances/exits to the Aquarium Station “T” stop. The ads are situated high above the busy streets and cannot be missed by pedestrians and drivers.

PRODUCT INFORMATION

— West Headhouse: 20.6’H x 8.16’W
— East Headhouse: 8.20’H x 13.9’W
The Arlington Windows are located in Boston’s upscale Back Bay neighborhood at the corner of Arlington and Boylston Streets. This specialty unit includes window displays located on the street-level elevator and headhouse entrances at the Arlington “T” stop. The station is located in close proximity to the Boston Public Garden as well as many of Boston’s best shopping, dining, and nightlife destinations. It’s also conveniently located near the finish line for the Boston Marathon and along the parade route for events such as PRIDE and championship celebrations.

**PRODUCT INFORMATION**

- 2 headhouse structures
- 3 ad faces per headhouse
- Various sizes
Welcome to The Back Bay: The Destination for Culture, Cuisine, Couture, and Commerce. Boston's Back Bay is the shopping, dining, cultural, and nightlife destination in the heart of Boston.

This duo is located at the entrance of Back Bay Station - where thousands of subway, bus, commuter rail, and Amtrak passengers embark daily. Both the Back Bay Windows and Back Bay Banners creative will face outside the building to the throngs of pedestrians and motorists.

PRODUCT INFORMATION
- Banners: (6) 10'H x 8'W
- Windows: 8'H x 60 x 10.5"W
BEACON HILL WINDOWS

Located at the entrance to the Charles/MGH Red Line station are the Beacon Hill Windows: a high-impact media placement that provides the advertiser with a direct read to a highly congested intersection. Charles/MGH Station serves the renowned Massachusetts General Hospital and is located nearby two of Boston’s most prominent, affluent neighborhoods, Beacon Hill and Back Bay. The area is also home to the Boston Esplanade, which attracts an estimated 3 million people annually, and Charles Street which is lined with pricey antique shops, trendy cafes, and upscale clothing boutiques.

PRODUCT INFORMATION

— 21’H x 26.7’W
The Harvard Windows sit atop the entry to one of the MBTA’s busiest “T” stops, Harvard Station. This is one of the only OOH placements available in the Harvard Square area. It’s located at eye level, just steps away from Harvard University, and is visible to the thousands of students, workers, and visitors who pass through this area every day.

**PRODUCT INFORMATION**

- **Top:** 29.5”H x 58.5”W
- **Bottom:** 60.5”H x 58.5”W
KENMORE ELEVATOR

The Kenmore Elevator is located in the heart of Kenmore Square situated at the entrance/exit of Kenmore Station. This area of the city is filled with young and educated upscale professionals, as well as students, tourists, and Red Sox fans. This media is perfect for targeting the Fenway Park area during the Red Sox Season.

PRODUCT INFORMATION
— 6.25’H X 20.12’W
The Kenmore Tower is located in the heart of the lively Kenmore Square where Commonwealth Ave. and Beacon Street converge. This larger than life media asset sits in close proximity to the neighborhoods shops, restaurants, hotels, clubs, and many educational institutions. This area is swarming with college students and millennials who either live or work in the neighborhood.

Another major attraction in Kenmore Square is Fenway Park. When the Red Sox are in town you can expect droves of baseball fans to pack the neighborhood’s many restaurants and bars before and after the games.

PRODUCT INFORMATION
- West Side: 20’H X 6’8”W
- South Side: 20’H X 13’11”W
- East Side: 20’H X 6’8”W
Porter Square is a neighborhood located in Cambridge along Massachusetts Avenue between Harvard and Davis Squares. This neighborhood is a vibrant, up-and-coming community where you can find local residents, college students, and working professionals along with a mix of national and local retailers. These window displays are situated at the entrance of Porter Station, serving the MBTA Red line. The creative faces outside the building to engage thousands of pedestrians, motorists, and “T” passengers on a daily basis. This is also one of the few street-level OOH formats available in the area.

**PRODUCT INFORMATION**

- Side A: Various - refer to spec sheet
- Side B: 72.25"H x 72.25"W
Located at the crossroads of Storrow Drive and McGrath Highway, at the entrance to I-93 North & South, this bulletin cannot be missed! This area of the city is notorious for grid locked traffic at all hours of the day and night.

**PRODUCT INFORMATION**
- Address: Nashua St/Charles River Dam Road
- Dimensions: 14’H x 48’W
- Facing: West
- Illumination: Yes
Located just minutes from downtown and the Back Bay, the South End has become one of Boston’s most popular neighborhoods. The area is home to a diverse blend of young professionals, families, and a vibrant LGBTQ community.

Some of Boston’s finest restaurants, a thriving arts and theatre community, as well as nearly 30 parks can also be found in the South End. This specialty format offers two large, street-level canvases on the exterior of the Massachusetts Ave. MBTA station and delivers impactful messaging to all pedestrian and vehicular traffic passing by.

**PRODUCT INFORMATION**

- **Side A:**
  - 7.9’H x 66.4’W

- **Side B:**
  - 13.8’H x 67.1’W
The South Station Tower offers unparalleled brand visibility in the heart of Downtown Boston. This premium street-level ad display sits at the intersection of Summer Street and Atlantic Avenue, the 4th most congested road in the city, and is positioned directly in front of the main entrance to New England’s busiest transit hub, South Station. The 4-sided structure guarantees your brand message will be seen from all angles by tens of thousands of daily commuters and visitors each day.

PRODUCT INFORMATION
- 4-sided structure
- Dimensions vary by side; see spec sheet for specific measurements
This eye-catching media placement is located at the entrance of the South Boston, or “Southie,” neighborhood, next to the busy MBTA “T” stop at Broadway Station. It’s surrounded by many of the best shops, restaurants, and entertainment spots outside of the Boston Downtown area.

Southie is just minutes from Logan Airport, the trendy Seaport Innovation District, and Downtown as well as home to many new condominiums and tech companies. The neighborhood has become a highly desirable residential area, attracting a younger, affluent, millennial crowd.

**PRODUCT INFORMATION**

- Dimensions: 21’H x 15’W (2 sided tower wrap)
FERRY INTERIOR CARDS

Send your message sailing in Ferry Boats that travel to numerous locations in the Boston area. Every day, over 5,000 commuters travel to and from various points in Greater Boston including Hingham and Rowes Wharf. Want a bigger presence? A brand ferry offers advertisers the unique opportunity to completely own the inside of the ferry.

PRODUCT INFORMATION
— Car Card A: 22"H x 21"W
— Car Card B: 11"H x 28"W

COVERAGE
— MBTA Ferry Systemwide
SECOND SCREEN MEDIA
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

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LOCATED IN THE TOP 50 MARKETS

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.

SOCIAL MEDIA INTEGRATION

BACK TO MEDIA FORMATS

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