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.
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 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.
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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312.396.5700
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 a 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

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

2022 FORECAST

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

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


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312.396.5700
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
<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>15,199,724</td>
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<td>7 Washington, DC-VA-MD-WV</td>
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<td>8 Philadelphia, PA</td>
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<td>12 Phoenix-Mesa-Scottsdale, AZ</td>
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<td>18 Tampa St. Petersburg, FL</td>
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<td>20 Baltimore-Columbia-Towson, MD</td>
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<td>22 Orlando-Kissimmee-Sanford, FL</td>
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<td>24 San Antonio-New Braunfels-TX</td>
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<td>25 Pittsburgh, PA</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: CENSUS DATA (2021 UPDATE).
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<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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<tbody>
<tr>
<td>26 Sacramento-Roseville, CA</td>
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<td>27 Las Vegas-Henderson-Paradise, NV</td>
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<td>28 Cincinnati, OH-KY-IN</td>
<td>1,711,421</td>
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<td>29 Kansas City, MO-KS</td>
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<td>30 Columbus, OH</td>
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<td>32 San Jose-Sunnyvale et al, CA</td>
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<td>33 Indianapolis-Carmel-Anderson, IN</td>
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<td>34 Nashville-Davidson et al, TN</td>
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<td>35 Virginia Beach et al, VA-NC</td>
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<td>37 Jacksonville, FL</td>
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<td>38 Raleigh, NC</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: CENSUS DATA (2021 UPDATE).
WE GET YOU CHICAGO

3rd Largest City in the U.S. with over 7.3 million people and a median HHI of $69,911, 14% above the national average. As a US top 10 financial and trading hub, Chicago is one of the most important economic and cultural centers in the U.S. With over 200 colleges and universities, residents are among the most highly educated in the country. The well employed audiences of Chicagoland create one of the strongest economies in the nation.

WHY CHICAGO?

— Over 55 Million people travel to Chicago annually
— Over 700 theaters, museums and entertainment venues
— Eight national sports teams across all the major leagues
— 34 Fortune 500 Headquarters

In Chicago, OUTFRONT reaches 98% of the CBSA consumers weekly.

CHICAGO
312.396.5700
CHICAGOLAND AREA 7.32 MILLION A18+ CBSA

Profile

African American 16%
Asian 7%
White 52%
Hispanic/Latino 23%
Other/Mixed 2%

College Degree or higher 45%
Female 51%
Male 49%

Average HHI $109K
Time spent traveling to and from work each day 70 min.
Drive alone or carpooled 78%

White-collar occupation 62%
Blue-collar occupation 21%
Employed 62%

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SOURCE: US CENSUS 2020, SCARBOROUGH RESEARCH 2020, CHICAGO CBSA.
CHICAGO MEDIA PRODUCTS AT A GLANCE

BILLBOARD

DIGITAL BILLBOARD

WALLSCAPE

TRESTLE

METRO LIGHT

BACKLIT SQUARE

DIGITAL POSTER

JUNIOR POSTER

MOBILE BILLBOARD

MOBILE NETWORK
<table>
<thead>
<tr>
<th>Media Formats</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>17</td>
</tr>
<tr>
<td>Bulletins</td>
<td>18</td>
</tr>
<tr>
<td>Digital Bulletins</td>
<td>20</td>
</tr>
<tr>
<td>Digital Posters</td>
<td>22</td>
</tr>
<tr>
<td>Wallscapes</td>
<td>24</td>
</tr>
<tr>
<td>Trestles</td>
<td>26</td>
</tr>
<tr>
<td>Junior Posters</td>
<td>29</td>
</tr>
<tr>
<td>Street Furniture</td>
<td>30</td>
</tr>
<tr>
<td>Metro Lights</td>
<td>31</td>
</tr>
<tr>
<td>Specialty</td>
<td>33</td>
</tr>
<tr>
<td>Backlit Squares</td>
<td>34</td>
</tr>
<tr>
<td>Mobile Billboards</td>
<td>36</td>
</tr>
<tr>
<td>Second Screen Media</td>
<td>37</td>
</tr>
<tr>
<td>Mobile Network</td>
<td>38</td>
</tr>
<tr>
<td>Social Integration</td>
<td>39</td>
</tr>
</tbody>
</table>
BILLBOARDS
BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising. Located on key highways, intersections, and integral choke points throughout the Chicago area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

PRODUCT INFORMATION

— 20'H x 60'W
— 14'H x 48'W
— Various Sizes
— Sizes vary by location
— Extensions available

COVERAGE

— DMA
— Custom audience/coverage on a request basis
BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area
DIGITAL BULLETINS

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

- 14'H x 48'W
- 16'H x 55'W
- 20'H x 60'W
- Spot Length: 10 seconds

COVERAGE

- See map for complete coverage
DIGITAL BULLETIN

COVERAGE

Market Wide Coverage Reaching the Metro Area
DIGITAL POSTERS

Combine the creative flexibility and day-parting abilities of digital media with key placements and neighborhood penetration of posters - making digital posters an ideal point-of-purchase media.

PRODUCT INFORMATION

- 10'H x 10'W and 8'H x 8'W
- Spot Length: 10 seconds
- Full Motion Capability (select locations)

COVERAGE

- See map for complete coverage
Wallscapes

Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide maximum impact for creative messages. Great point-of-purchase exposure keeps your message top of mind. Wallscapes are perfect for penetrating urban centers and vary in size, providing endless creative options.

PRODUCT INFORMATION
- Sizes vary by location

COVERAGE
- See map for complete coverage
Bridge Trestles draw local engagement with unique, large formats near ground level. Located above key intersections and integral choke points throughout Chicago, Bridge Trestles provide your message with tremendous visibility to both cars and residents.

Motorists must drive directly under these units with a head-on approach, nearly guaranteeing that your audience will see your message.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- See map for complete coverage
Junior Posters

Located along primary and secondary roadways in urban Chicago, Junior Posters are highly visible to vehicular and pedestrian traffic. This format gives advertisers deep neighborhood penetration that will speak directly to target audiences. As a cost-effective medium, Junior Posters offer point-of-purchase opportunities and store activation.

Product Information

- 5’H x 11’W

Coverage

- See map for complete coverage
METRO LIGHTS

Metro Light panels complement and fill in street furniture coverage in highly sought-after downtown locations. Our Metro Light panel coverage dominates Chicago CBD with high penetration in the loop. Metro Lights are the perfect format to reach an affluent, educated audience on the go.

PRODUCT INFORMATION

— 69" H x 48" W
— Illuminated

COVERAGE

— See map for complete coverage
Backlit Squares are positioned in prime, high-traffic areas reaching Chicagoans as they live, work, and play.

Backlit Squares are surrounded by popular restaurants, shopping, bars, and entertainment venues. **High versatility and prime locations** make this format a great choice for advertisers. Reach a hip-and-trendy audience in highly sought-after neighborhoods throughout Chicago.

**PRODUCT INFORMATION**
- 10’ x 10’

**COVERAGE**
- Magnificent Mile
- West Loop
- Downtown Near North
- Wrigleyville
- Bucktown
MOBILE BILLBOARDS

Mobile Billboards offer targeted impact in the exact location or route of your audience. Reach vehicular and pedestrian traffic by positioning a mobile billboard in a specific location or driving along a custom route. Drive your message directly to your target audience.

PRODUCT INFORMATION

- 515 sq ft
- 4 ad panels per truck
- GPS tracking system

COVERAGE

- Targeted routes are customized based on advertiser goals
SECOND SCREEN MEDIA
MOBILE NETWORK

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

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38
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.

ENGAGEMENT OPPORTUNITIES

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

Paid
- AR
- Influencers

LOCATED IN THE TOP 50 MARKETS

Watch social media integration in action.