WE GET YOU DALLAS/ FT. WORTH

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.
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.

SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.
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.
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

-2% TV
-8% PRINT
1% RADIO
7% DIGITAL
9% OOH

2022 FORECAST

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

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

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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<td>1 New York-Newark et al, NY-NJ-PA</td>
<td>15,104,964</td>
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<td>19 Baltimore-Columbia-Towson, MD</td>
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<td>23 San Antonio-New Braunfels-TX</td>
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<td>24 Pittsburgh, PA</td>
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<td>25 Sacramento-Roseville, CA</td>
<td>1,875,440</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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<thead>
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<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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</thead>
<tbody>
<tr>
<td>26 Las Vegas-Henderson-Paradise, NV</td>
<td>1,794,296</td>
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<td>27 Cincinnati, OH-KY-IN</td>
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<td>28 Kansas City, MO-KS</td>
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<td>47 Worcester, MA-CT</td>
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<td>49 Fresno, CA</td>
<td>728,438</td>
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<tr>
<td>50 Albany -Schenectady-Troy, NY</td>
<td>718,105</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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Dallas/Fort Worth, Texas is one of the nation’s fastest growing urban centers and its thriving community is home to world class cultural amenities, leading-edge healthcare and many Fortune 500 companies. Dallas/Fort Worth has one of the world’s busiest airports and one of the largest concentrations of telecommunications companies in the United States. In addition, the market is also home to 5 major sports franchises including the Cowboys, Mavericks, Rangers, Stars and FC Dallas.

WHY DFW?
— Dallas-Fort Worth has gained more new residents than any metropolitan area in the country, adding more than 1 million people in an eight-year period.
— Dallas is first in the rate of growth among the 12 largest metropolitan areas in the nation and second in the number of jobs added.
— Zagat names DFW as one of the most exciting areas for food.
— Home to 24 Fortune 500 and 43 Fortune 1000 Headquarters.

In Dallas/ Ft. Worth OUTFRONT reaches 96.71% of the CBSA consumers weekly.
DALLAS/ FT. WORTH

Profile

- African American: 15.8%
- Asian: 7.31%
- White: 44.28%
- Hispanic/Latino: 30.02%
- Other/Mixed: 2.58%

- College Degree or higher: 41.5%
- Female: 50.8%
- Male: 49.2%
- Drive alone or carpooled: 94.7%
- Employed: 95%
- Blue-collar occupation: 20.8%
- White-collar occupation: 63.5%

- Total miles traveled past week: 152 mi.
- Time spent traveling to and from work each day: 33 min.
# MEDIA FORMATS

<table>
<thead>
<tr>
<th>MEDIA FORMAT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILLBOARDS</td>
<td>16</td>
</tr>
<tr>
<td>BULLETINS</td>
<td>17</td>
</tr>
<tr>
<td>DIGITAL BULLETINS</td>
<td>19</td>
</tr>
<tr>
<td>WALLSCAPES</td>
<td>22</td>
</tr>
<tr>
<td>DOWNTOWN DIGITAL NETWORK</td>
<td>25</td>
</tr>
<tr>
<td>STREET FURNITURE</td>
<td>28</td>
</tr>
<tr>
<td>KIOSKS</td>
<td>29</td>
</tr>
<tr>
<td>SECOND SCREEN MEDIA</td>
<td>31</td>
</tr>
<tr>
<td>MOBILE NETWORK</td>
<td>32</td>
</tr>
<tr>
<td>SOCIAL INTEGRATION</td>
<td>33</td>
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</tbody>
</table>

DALLAS/ FT. WORTH
972-243-1100

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BILLBOARDS
Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Dallas-Ft.Worth area, our bulletins are uniquely situated to communicate your brand message in close proximity to tourist destinations, prompting action!

PRODUCT INFORMATION

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

COVERAGE

- See map for complete coverage
BULLETIN COVERAGE

Generate brand awareness with media you can’t turn off, skip, or mute.

Market Wide Coverage Reaching the Metro Area
DIGITAL BULLETINS
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 the opportunity for ultimate messaging.

PRODUCT INFORMATION

- LED Display Size: 14’H x 48’W
- Spot Length: 8 seconds

COVERAGE

- See map for complete coverage
DIGITAL BULLETIN COVERAGE

DELIVER RELEVANT MESSAGING WITH UNLIMITED CREATIVE EXECUTIONS
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 for creative districts 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
OUTFRONT'S LARGE FORMAT WALLS REACH COMMUTERS WHERE BILLBOARDS ARE ZONED OUT. OFFERING HIGH REACH & FREQUENCY DESIGNED FOR LONG TERM EXPOSURE.
DOWNTOWN DIGITAL NETWORK
The Downtown Digital Network (DDN) is the only digital network permitted to overhang the right-of-way on the busiest thoroughfares in the Central Business District. Capturing Dallas’ hardest to reach and most coveted audiences, the DDN has exclusive destination, retail, nightlife, Central Business District and transit station placement.

**PRODUCT INFORMATION**

- 16'H x 9'W
- Spot Length: 8 seconds
- Illuminated 17 hours per day (7am-12am)

**COVERAGE**

- See map for complete coverage
DOWNTOWN DIGITAL NETWORK

Exclusive Opportunity

EXCELLENT LOCATIONS ON HIGH TRAFFIC STREETS REACHING PEDESTRIANS, PASSING VEHICLES, AND PUBLIC TRANSPORT

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STREET FURNITURE
STREET FURNITURE

(Backlit Kiosks)

Backlit kiosks provide your message with great reach and frequency. Dusk-to-dawn illumination provides around-the-clock visibility, impacting pedestrian and vehicular traffic. Magazine-quality production provides a great on-the-street extension of print campaigns.

PRODUCT INFORMATION
— 68”H x 47”W

COVERAGE
— See map for complete coverage
OUTFRONT'S BACKLIT KIOSKS REACH AUDIENCES AT THE STREET LEVEL.
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.

Watch the mobile network in action.

**PRODUCTS**
- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

**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.

ENGAGEMENT OPPORTUNITIES

Organic

— Snapcodes + Filters
— QR Codes
— Shazam Codes
— Spotify Codes

Paid

— AR
— Influencers

LOCATED IN THE TOP 50 MARKETS