WE GET YOU DETROIT
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 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 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
-2% TV
-8% PRINT
1% RADIO
9% OOH

2022 FORECAST

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

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

<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>1 New York-Newark et al, NY-NJ-Pa</td>
<td>15,199,724</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Los Angeles-Long Beach, CA</td>
<td>10,478,390</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Chicago, IL</td>
<td>7,341,050</td>
<td>● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Dallas-Forth Worth-Arlington, TX</td>
<td>5,696,618</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Houston-The Woodlands, TX</td>
<td>5,281,211</td>
<td>● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Miami Ft Lauderdale, FL</td>
<td>5,047,542</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Washington, DC-VA-MD-WV</td>
<td>4,902,010</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Philadelphia, PA</td>
<td>4,800,477</td>
<td>● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Atlanta, GA</td>
<td>4,617,883</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Boston-Cambridge-Newton, MA-NH</td>
<td>3,949,228</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 San Francisco-Oakland, CA</td>
<td>3,830,902</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 Phoenix-Mesa-Scottsdale, AZ</td>
<td>3,802,850</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 Orange County, CA</td>
<td>3,480,375</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 Detroit-Warren-Dearborn, MI</td>
<td>3,388,825</td>
<td>● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 Seattle-Tacoma-Bellevue, WA</td>
<td>3,158,705</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 Minneapolis-St. Paul, MN</td>
<td>2,805,937</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 San Diego-Carlsbad, CA</td>
<td>2,632,225</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 Tampa St. Petersburg, FL</td>
<td>2,577,787</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 Denver-Aurora-Lakewood, CO</td>
<td>2,328,899</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 Baltimore-Columbia-Towson, MD</td>
<td>2,202,592</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 St. Louis, MO-IL</td>
<td>2,188,692</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 Orlando-Kissimmee-Sanford, FL</td>
<td>2,079,061</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 Portland-Vancouver, OR-WA</td>
<td>1,989,262</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 San Antonio-New Braunfels-TX</td>
<td>1,932,515</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 Pittsburgh, PA</td>
<td>1,878,522</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).
<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 Sacramento-Roseville, CA</td>
<td>1,832,666</td>
<td>● ● ● ● ●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 Las Vegas-Henderson-Paradise, NV</td>
<td>1,766,370</td>
<td>● ● ● ●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Cincinnati, OH-KY-IN</td>
<td>1,711,421</td>
<td>●</td>
<td>● ● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 Kansas City, MO-KS</td>
<td>1,647,766</td>
<td>● ● ● ●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 Columbus, OH</td>
<td>1,640,644</td>
<td>● ● ● ●</td>
<td>● ● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 Cleveland-Elyria, OH</td>
<td>1,624,130</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>1,575,755</td>
<td>● ● ●●</td>
<td>● ● ●●</td>
<td>● ●</td>
<td>● ● ●●</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33 Indianapolis-Carmel-Anderson, IN</td>
<td>1,571,797</td>
<td>● ● ● ●</td>
<td>● ● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34 Nashville-Davidson et al, TN</td>
<td>1,503,953</td>
<td>● ● ●●</td>
<td>● ● ●●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35 Virginia Beach et al, VA-NC</td>
<td>1,388,934</td>
<td>● ●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36 Providence-Warwick, RI-MA</td>
<td>1,306,535</td>
<td>● ●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37 Jacksonville, FL</td>
<td>1,227,430</td>
<td>● ● ● ●</td>
<td>● ● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38 Raleigh, NC</td>
<td>1,065,186</td>
<td>●</td>
<td>● ● ●●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39 Memphis, TN-MS-AR</td>
<td>1,015,774</td>
<td>● ● ●●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40 Richmond, VA</td>
<td>1,013,229</td>
<td>●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41 New Orleans-Metairie, LA</td>
<td>994,617</td>
<td>●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42 Louisville et al, KY-IN</td>
<td>990,168</td>
<td>●</td>
<td>● ● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43 Hartford-West Hartford et al, CT</td>
<td>966,562</td>
<td>● ●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44 Salt Lake City, UT</td>
<td>904,106</td>
<td>● ●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 Buffalo-Cheektowaga et al, NY</td>
<td>902,498</td>
<td>●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46 Rochester, NY</td>
<td>850,043</td>
<td>●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47 Grand Rapids-Wyoming, MI</td>
<td>826,762</td>
<td>●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48 Worcester, MA-CT</td>
<td>757,657</td>
<td>●</td>
<td>● ●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49 Bridgeport-Stamford-Norwalk, CT</td>
<td>737,847</td>
<td>●</td>
<td>●</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 Fresno, CA</td>
<td>723,958</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 DETROIT
Detroit is home to almost 4.5 million people (adults and children) and is ranked the 13th largest DMA. Motown is the largest city in Michigan and is known as the world’s automotive capital. It serves as headquarters to General Motors, Ford, Chrysler, Compuware, Little Caesars, Quicken Loans, and more. OUTFRONT dominates this market, offering advertisers the ability to reach their audience with a multitude of intelligent OOH solutions.

OUTFRONT has the largest Digital OOH Network available in Detroit.

WHY DETROIT?

- Since 2014, Detroit’s millennial population has increased by 10.9%, ranking second among peer regions.
- Metro area seeing record-breaking population growth.
- Detroit is an international city bordering Canada.
- The top four industries - Health Care, Government, Manufacturing, and retail trade - employ more than 1.2 million people.
- Forbes ranked Detroit 3rd on their list of the Top 15 Cities Where Your Salary Stretches the Furthest.
DETOUR MEDI PRODUCTS AT A GLANCE

BILLBOARD

DIGITAL BILLBOARD

POSTERS

TRANSIT

MOBILE NETWORK
Profile

African American: 22%
Asian: 5%
Hispanic/Latino: 5%
White: 65%
Other/Mixed: 3%

41% College Degree or higher
51% Female
49% Male

$92K Average HHI
60 min. Time spent traveling to and from work each day
92% Drive alone or carpooled
60% Employed

22% Blue-collar occupation
59% Employed

DETROIT 3,385,363 A18+ CBSA

DETROIT
313.872.6030
SOURCE: CLARITAS, LLC (2021 UPDATE)
# Media Formats

## Billboards
- Bulletins: 18
- Digital Bulletins: 20
- Posters: 22

## Transit
- Bus Wraps: 26
- Ultra Super Kings: 27
- Bus Kongs: 28
- Bus Kings: 29
- Fullbacks: 30
- Tails: 31
- Interior Car Cards: 32

## Second Screen Media
- Mobile Network: 34
- Social Integration: 35
Bulletins offer one of the most powerful impacts of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Detroit area, bulletins provide advertisers with long-term presence and tremendous visibility to all traffic.

**PRODUCT INFORMATION**
- 20'H x 60'W
- 14'H x 48'W
- Unique Sizes
- Extensions available on some locations

**COVERAGE**
- See map for complete coverage
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
- 9’6”H x 30’6”W
- 10’6”H x 36’W
- 10’H x 30’W
- 10’H x 36’W
- 20’H x 60’W
- Spot Length: 8 or 10 seconds

**COVERAGE**
- See map for complete coverage
Large impact and neighborhood penetration make Posters an ideal point-of-purchase media. Demographic specific locations can bring your ad message to your ideal audiences. Targeted programs include Upscale Showings, Ethnic, Behavioral and many more.

**POSTERS**

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

**COVERAGE**
- See map for complete coverage
Reach massive audiences with high impact, high-visibility transit advertising. Your message will go where the people are, being seen daily by pedestrians as well as motorists. This big, bold media stops people in their tracks and offers information in a unique and powerful format. Get on the main streets and in the neighborhoods, with our unparalleled Detroit transit coverage.

**MEDIA**
- Full Wrap (SMART)
- 3/4 WRAP (AAATA)
- Ultra Super King
- Jr. Wrap
- Kong
- Kong with Headliner
- King
- Full Back
- Super Tail (SMART)
- Interior Cards

**COVERAGE**
- See map for complete coverage
WRAPS

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

- Coverage on all 4 sides including doors
- 25% Window Coverage
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information and templates

COVERAGE

- AAATA: Ann Arbor Transit Authority - 3/4 Wrap, Jr. Wrap
- SMART: Suburban Mobility Authority for Regional Transportation - Full Wrap, Jr. Wrap
- Custom area/demographic targeting available
Also known as “rolling billboards,” Ultra Super Kings (USKs) put your advertising campaign in 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**

- 97”H x 230”W
- Consult your OUTFRONT representative for more information and templates

**COVERAGE**

- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available
These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a major impact on vehicular and pedestrian traffic throughout the Detroit market.

PRODUCT INFORMATION
- 36”H x 230”W  
  (with Headliner- 12”H x 230”W)
- 40”H x 230”W  
  (with Headliner- 12”H x 230”W)

COVERAGE
- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available
Impact Detroit’s most densely populated and diverse areas with Bus Kings, the ultimate mass reach media. Bring your ad campaign to the masses with daily exposure that captures commuters, as well as vehicular and pedestrian traffic.

PRODUCT INFORMATION
— 30”H x 144”W

COVERAGE
— SMART: Suburban Mobility Authority for Regional Transportation
— AAATA: Ann Arbor Transit Authority
— Custom area/demographic targeting available
A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways. This over-sized media is sure to make a lasting impression!

PRODUCT INFORMATION
- Size varies per bus system and per bus style
- Consult your OUTFRONT representative for more information and templates

COVERAGE
- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available
Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Bus Tails dominate the city with massive exposure, high reach, and frequency. Vehicular and pedestrian traffic alike cannot escape this ubiquitous media format.

**PRODUCT INFORMATION**
- Size varies per bus style
- Consult your OUTFRONT representative for more information and templates

**COVERAGE**
- SMART: Suburban Mobility Authority for Regional Transportation
- Custom area/demographic targeting available
Take advantage of long dwell times, by engaging a captive audience with bus interior cards. Interior Car Cards go where the competition isn’t — directly above the heads of passengers onboard. A branded bus offers advertisers the unique opportunity to completely own the inside of the bus.

**PRODUCT INFORMATION**

- 11”H x 42”W

**COVERAGE**

- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available
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

**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.

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.