WE GET YOU FLINT

Media Across The Market
At OUTFRONT, we understand that to brands, audiences are everything. 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 dominance (and relevance).

— We are front and center in the places where people live, work, and travel. From urban centers, to busy highways, to transit hubs, to neighborhoods.

We leverage new technology to make OOH more relevant, responsive, and rewarding. Plus we make your existing digital investments work harder.

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. Impact where it matters.
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.
Connected on-the-go audiences receive and share information in soundbites, via mobile and social. Consumers continue to spend the majority of their day outside the home.

**OUTFRONT IS UNIQUELY POSITIONED TO SEAMLESSLY INTEGRATE SNACKABLE BRAND STORIES INTO HOW WE LIVE OUR LIVES TODAY. OUR MEDIA (AND YOUR BRAND) BECOME ADDITIVE TO THE EXPERIENCE, RATHER THAN INTERRUPTING IT.**

Smartphones have universally become the remote control to our lives, we use them to get from point A to point B, to communicate and share with family, and to stay connected. Leveraging the core strengths of OOH with the connectivity of mobile allows for additional touchpoints of engagement.

OOH inspires us to search, shop, or share. This can be directly through social codes, QR codes, or mobile ads. Or indirectly through photographs, social posts, or searching for the brands.
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, Insiders platform, smartSCOUT™, or Geopath to find the best canvases to reach your audience or for campaign planning.

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.
AMPLIFICATION MATTERS

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 170% increase in search for a fashion brand in Boston in only 4 weeks. 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.

An integrated OOH and Facebook filter campaign reached 85.2 M people in 24 hours. 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 an 189% lift in SAR above the mobile alone benchmark beating out other digital platforms. 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 & MOBILE GROW TOGETHER

US Media 2020 Forecast

OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!

FLINT
810.232.8400
SOURCE: MAGNA GLOBAL, 2019
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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- ● INDICATES OUTFRONT MEDIA AVAILABLE
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<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

FLINT
810.232.8400
WE GET YOU FLINT

Best known for where General Motors and United Auto Workers was founded, Flint has a rich history and culture for the auto industry. There are countless of indoor and outdoor recreational activities that draw audiences throughout the year. With plenty of shopping, museums, beaches, and parks, Flint has something for everyone.

WHY FLINT?
— Festivals and Farmer’s Markets during warmer months
— Home to several museums and galleries, including Sloan Museum and Planetarium
— Home to Kettering University and the Flint branch of University of Michigan
— Total population of over 400,000
— Median HHI of $50,000

In Flint, OUTFRONT reaches 98.5% of the CBSA consumers weekly.

FLINT
810.232.8400
FLINT
810.232.8400

Profile

African American
20%
Asian
1%
White
72%
Hispanic/Latino
4%
Other/Mixed
3%

- College Degree or higher: 31%
- Total miles traveled past week: 169 mi.
- White-collar occupation: 55%
- Female: 52%
- Time spent traveling to and from work each day: 56 min.
- Blue-collar occupation: 25%
- Male: 48%
- Drive alone or carpooled: 92%
- Employed: 52%

FLINT 314,512 A18+ CBSA
# MEDIA FORMATS

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<tr>
<td>SOCIAL MEDIA INTEGRATION</td>
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BULLETINS

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

PRODUCT INFORMATION
- 14'H x 48'W
- Odd 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

FLINT
810.232.8400
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
- Spot Length: 8 or 10 seconds

**COVERAGE**
- See map for complete coverage
DIGITAL BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area

FLINT
810.232.8400
Neighborhood penetration makes Posters the **ideal point of purchase media**. Demographic-specific locations bring your ad directly to your target audience. Targeted programs include Upscale Showings, General Market, Ethnic and Individual locations.

**PRODUCT INFORMATION**

- 10’5”H x 22’8”W

**COVERAGE**

- See map for complete coverage
POSTER COVERAGE
Market Wide Coverage Reaching the Metro Area
Reach a large audience with bus advertising, offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it’s part of our everyday outdoor life and offers information in a unique and powerful format.

**EXTERIOR BUS MEDIA**

- Kings
- Queens
- Kongs
- Headliners
- Extensions
- Fullbacks
- Wraps

**INTERIOR BUS MEDIA**

- Interior Bus Cards
TRANSIT COVERAGE

Market Wide Coverage Reaching the Metro Area

ROUTE LEGEND

1. North Saginaw
2. ML King Ave.
3. Miller-Linden
4. Civic Park
5. Dupont
6. Lewis-Selby
7. Franklin
8. South Saginaw
9. Lapeer Rd.
10. Richfield Rd.
11. Fenton Rd.
12. Beecher-Corunna
13. Crosstown North
Impact the most densely populated and diverse areas with Bus Kings, the ultimate mass reach media in the Flint market. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

PRODUCT INFORMATION

- 30"H x 144"W
- Add a Headliner and/or Extension for more impact!

COVERAGE

- Flint Metro Area
- Targeted audience on a request basis
BUS KONGS

An extension of the traditional Bus Kings, with 30 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. Impact vehicular and pedestrian traffic throughout Flint with Bus Kongs!

PRODUCT INFORMATION

— Metrobus 36”H x 360”W
— Add a Headliner and/or Extension for more impact!

COVERAGE

— Flint Metro Area
— Targeted audience on a request basis
BUS TAILS

Continuous visibility to drivers and passengers behind buses generates lasting impressions!

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

PRODUCT INFORMATION

— Metrobus: 21”H x 72”W
— Prince William Local Bus: 24”H x 50”W

PRODUCT INFORMATION

— Metrobus and Prince William Local Bus
— Targeted audience on a request basis
BUS FULLBACKS

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

PRODUCT INFORMATION

- Sizes vary based on coverage and availability

PRODUCT INFORMATION

- Flint Metro
- Targeted area/demographic on a request basis
Bus Wraps give advertisers the opportunity to exhibit **innovative, eye-catching creative** that will grasp the attention of consumers and **make it impossible to ignore**.

**PRODUCT INFORMATION**
- Sizes vary based on coverage and availability
- Coverage on all 4 sides including doors
- 25% window coverage

**COVERAGE**
- Flint Metro
- Targeted audience on a request basis

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810.232.8400
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

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

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

**COVERAGE**
- Flint Metro
- Targeted audience on a request basis
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**

FLINT
810.232.8400
SOCIAL MEDIA INTEGRATION

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

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