WE GET YOU
GRAND RAPIDS.
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.

GRAND RAPIDS, MI
616.452.3171
SOURCE: JIM SPAETH; CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.

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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.
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.

LEVERAGE OUR EDGE

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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

-7.6% TV
-3.7% DESKTOP
-13.9% PRINT
-2.5% RADIO
-13.9% PRINT
-3.7% DESKTOP
-7.6% TV

5% OOH
4.1% OOH & MOBILE
23.1% MOBILE

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

GRAND RAPIDS, MI
616.452.3171
<table>
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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

Grand Rapids, MI
616.452.3171

WE GET YOU GRAND RAPIDS.

With over 1 million people in the metropolitan area, and a HHI median of $67,365, Grand Rapids is Michigan’s second largest city. GR is at the center of hi-tech manufacturing, healthcare and financial services in the Midwest known as the “Medical Mile.” With 15 colleges and universities, residents are among the most highly educated in the country. The well-employed consumers of this area create one of the strongest economies in the nation.

WHY GR?

— GR hosts one of the richest and most attended public art events in the world known as Art Prize.
— U.S. News & World Report Ranked GR top 20, Best Place to Live.
— Business Insider named GR the #1 place that “Millennials are flocking to in the US to get a job, buy a home, and start a life.”
— Conde Nast named Grand Rapids the #9 Best Place to Retire in the U.S. in 2019.
— CNN Travel named Grand Rapids one of the ‘15 best beer cities around the world’.
— GR hosts the largest 25k road race in the country that brings more than 15,000 participants to the city.

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

GRAND RAPIDS
616.452.3171
## MEDIA FORMATS

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BILLBOARDS
Billboards, which are located on key highways, intersections and integral choke points throughout the market, provide your message long-term presence and tremendous visibility by vehicular traffic.

PRODUCT INFORMATION

- 14 x 48, 10’’ x 36
- Extensions available

COVERAGE

- Downtown Business
- M-45, M-11, M-37, M-121
- Holland
- Muskegon
- Kalamazoo
Add an extra layer of timeliness and relevance to your campaign through the Digital OOH Network. Easily change creative messages based on triggers such as time of day, weather, or sports scores. Digital provides ultimate flexibility in messaging.

**PRODUCT INFORMATION**
- LED Display size:
  - poster: 10'6 x 22
  - Bulletin: 14 x 48
- spot length: 8 sec.

**COVERAGE**
- US-131
- US-96
- M-6
- Muskegon
- Holland
Located on major arterials and local surface streets, Posters provide opportunity to **completely saturate** chosen areas within a market in a cost efficient way. These canvases allow advertisers the ability to infiltrate **local neighborhoods**, where other media may be zoned out.

**PRODUCT INFORMATION**
- 10’5”H x 22’8”W

**COVERAGE**
- Downtown GR, Easttown, West Grand, Kentwood, Wyoming
- Kalamazoo, Muskegon
- M-45, M-11, M-37, M-121
POSTER COVERAGE

GRAND RAPIDS, MI

GRAND RAPIDS
616.452.3371
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**
GRAND RAPIDS, MI

616.452.3171

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