WE GET YOU CONNECTICUT.

Media Across Connecticut
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.
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.

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

70% OF TIME IS SPENT OUT-OF-HOME

OUTFRONT

68% OF MOBILE USE IS DONE ON THE GO
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.
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!
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
## TOP 50 MARKETS

<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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</thead>
<tbody>
<tr>
<td>1  New York-Newark et al, NY-NJ-PA</td>
<td>15,199,724</td>
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<td>2  Los Angeles-Long Beach, CA</td>
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<td>3  Chicago, IL</td>
<td>7,341,050</td>
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<td>4  Dallas-Forth Worth-Arlington, TX</td>
<td>5,696,618</td>
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<td>9  Atlanta, GA</td>
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<td>12  Phoenix-Mesa-Scottsdale, AZ</td>
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<td>13  Orange County, CA</td>
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<td>14  Detroit-Warren-Dearborn, MI</td>
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<td>18  Tampa St. Petersburg, FL</td>
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<td>19  Denver-Aurora-Lakewood, CO</td>
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<td>22  Orlando-Kissimmee-Sanford, FL</td>
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<td>23  Portland-Vancouver, OR-WA</td>
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<td>24  San Antonio-New Braunfels-TX</td>
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<td>25  Pittsburgh, PA</td>
<td>1,878,522</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

CONNECTICUT  
203.985.0430  

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## TOP 50 MARKETS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market Description</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>
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<tbody>
<tr>
<td>26</td>
<td>Sacramento-Roseville, CA</td>
<td>1,832,666</td>
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<td>Las Vegas-Henderson-Paradise, NV</td>
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<td>Kansas City, MO-KS</td>
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<td>Nashville-Davidson et al, TN</td>
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<td>Virginia Beach et al, VA-NC</td>
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<td>Jacksonville, FL</td>
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<td>Raleigh, NC</td>
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<td>Louisville et al, KY-IN</td>
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- ● INDICATES OUTFRONT MEDIA AVAILABLE
- ○ INDICATES DIGITAL MEDIA AVAILABLE
- ● ● INDICATES WRAPPED MEDIA AVAILABLE

CONNECTICUT
203.985.0430

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WE GET YOU CONNECTICUT.

The Constitution State. With one of the highest average household incomes in the US, Connecticut is at the center of the aerospace & insurance industries, and quickly expanding into many more. It’s young, extremely diverse, and well educated consumers of this area has propelled it to become one of the most progressive, impactful economies in the nation.

WHY CONNECTICUT?

— Connecticut has the highest per capita income, and the fourth-highest median household income.
— Connecticut is home to 43 private & state/community colleges, including #3 ranked Yale University.
— 17 Fortune 500 companies are headquartered in Connecticut.
— Metro North is a part of the busiest rail system in the United States.

In Connecticut, OUTFRONT reaches 95.7% of the DMA consumers weekly.

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CONNECTICUT Profile

African American 12%
Asian 5%
White 66%
Hispanic/Latino 17%
Other/Mixed 3%

38% College Degree or higher
66% White-collar occupation
17% Blue-collar occupation

61% Employed

51% Female
49% Male

$273K Median Property Value
26 min. Time spent traveling to and from work each day
$75K Median HHI

CONNECTICUT 3.57 MILLION

CONNECTICUT 203.985.0430

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## MEDIA FORMATS

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### SPECIALTY
- Trestles: 33

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

**PRODUCT INFORMATION**
- 14’H x 48’W
- Odd Sizes (vary by location)
- Extensions available
- 3D Inflatables & other embellishments available

**COVERAGE**
- Statewide
CONNECTICUT 203.985.0430

PRIMARY ROADWAY COVERAGE REACHING ALL COMMUTERS THROUGHOUT CONNECTICUT AS THEY TRAVEL BOTH TO & FROM KEY AREAS OF INTEREST
Mainly erected on secondary roads, posters can provide a sense of local omnipresence for your brand. They are great for spreading your message and keeping you top of mind. Posters are perfect for connecting with a community, and hyper-targeting specific audiences & neighborhoods, with endless creative opportunity.

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

**COVERAGE**
- Statewide
SECONDARY STREET LEVEL COVERAGE REACHING CONNECTICUT’S NEIGHBORHOODS WITH THE OPPORTUNITY FOR MORE TARGET MESSAGING
Add an extra layer of timeliness and relevance to your campaign through a digital execution. Seamlessly update creative based on triggers such as time of day, weather, or sports scores. Digital provides the ultimate, dynamic messaging opportunity.

**PRODUCT INFORMATION**
- 14’H x 48’W
- Spot Length: 8 or 10 seconds (Hartford)

**COVERAGE**
- Hartford
- Waterbury
- New Haven
- New Britain
- Bridgeport
DIGITAL BULLETIN COVERAGE

Quality Coverage Throughout Connecticut

DIGITAL COVERAGE ON CONNECTICUT’S MOST-TRAVELED ROADS CLOSE TO INTERCHANGES, CHOKING POINTS & OTHER HIGH-TRAFFIC AREAS
With the same capabilities of Digital Bulletins, Digital Posters allow for real-time neighborhood penetration. Digital provides ultimate messaging, which can be triggered by monitored client inputs, time of day, weather and other forms of data.

**PRODUCT INFORMATION**

- 10”5’H x 22”8’W
- Spot Length: 8 seconds

**COVERAGE**

- Waterbury
- New Haven
- Bristol
COVERAGE AT KEY POINTS WITHIN CONNECTICUT WHERE STATIC POSTERS ARE IN ABUNDANCE, SERVING AS A DIGITAL ANCHOR
Reach upscale commuters from outside the city in all parts of the wealthy suburbs of Connecticut, who use the rail to and from New York City. Metro North is one of the busiest rail lines in the United States. Serving over 6M monthly, Metro North advertisers can spend time with this desirable affluent demographic twice a day, 22 ‘work days’ a month while commuters are on the train, waiting for the train and walking through stations.

**PRODUCT INFORMATION**
- 3-Sheet Posters
- 2-Sheet Posters
- 1-Sheet Posters
- Platform Kiosks

**RAIL CAR MEDIA**
- Interior Car Cards

**COUNTY COVERAGE**
- Fairfield County
- New Haven County
METRO NORTH COMMUTER RAIL COVERAGE

Impact Fairfield & New Haven County

METRO NORTH RAILROADS DELIVERS THE HARD TO REACH HEAVY COMMUTERS OF FAIRFIELD COUNTY AS THEY COMMUTE TO AND FROM NEW YORK CITY DAILY.
3-SHEET POSTERS

Speak to commuters in a big & bold way. The largest of the recurring platform posters, 3-Sheet Posters provide a highly vertical canvas for brand exposure to on-the-go audiences in a unique way.

PRODUCT INFORMATION
— 84"H x 42"W

COVERAGE
— Metro North Commuter Rail Systemwide
Capture commuter attention in a way that they’ll remember. 2-Sheet Posters allow for reaching Fairfield County audiences with frequency as the most common of the platform posters. They provide tremendous creative opportunity for brands to stand out amongst this highly-desired audience.

PRODUCT INFORMATION

— 46”H x 60”W

COVERAGE

— Metro North Commuter Rail Systemwide
1-SHEET POSTERS

Expose your brand to commuter audiences quickly & effectively. 1-Sheet Posters on Metro North are the ultimate audience delivery vehicle for brands. Reach audiences in a visually vibrant way as they commute.

PRODUCT INFORMATION
— 46”H x 30”W

COVERAGE
— Metro North Commuter Rail Systemwide
Metro North Commuter Rail Platform Kiosks offer a unique and eye-catching way to make an impression. Platform Kiosks are visible throughout station platforms, especially drawing attention from audiences when boarding & disembarking.

PRODUCT INFORMATION
- 26”H x 53”W

COVERAGE
- Metro North Commuter Rail Systemwide
With an **average monthly frequency of 40x** and currently carrying as many passengers today as predicted to carry in 2021, the Metro North line heavily targets a **captive audience** traveling to and from upscale Connecticut suburbs.

Want a bigger presence? Brand Cars offer the unique opportunity to takeover and **make prolonged impressions** on riders inside of rail cars.

**PRODUCT INFORMATION**
- **33”H x 21”W**

**COVERAGE**
- Metro North Commuter Rail Systemwide
SPECIALTY
In Connecticut, Trestles are all positioned on high-traffic secondary roads, often close to rail stations across Metro North, Shorline East, & the Hartford Line. OUTFRONT Media manages dozens of these high-impact panels throughout the state, offering unique creative opportunities to reach audiences at key points.

**PRODUCT INFORMATION**
- Various sizes

**COVERAGE**
- Stamford
- Hartford
- Middletown
- Stratford
- Milford
- Naugatuck
- Windsor
- Branford
COVERAGE ON HIGH-IMPACT SECONDARY ROADS & CLOSE TO RAIL STATIONS ACROSS METRO NORTH, SHORE LINE EAST, & THE HARTFORD LINE.
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**
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