WE GET YOU LOUISVILLE.

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.
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
-9% PRINT
1% RADIO
9% OOH

2022 FORECAST

10% DIGITAL
-3% TV
-14% PRINT
-2% RADIO
3% OOH

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

IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
## 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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<tbody>
<tr>
<td>1 New York-Newark et al, NY-NJ-PA</td>
<td>15,104,964</td>
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<td>25 Sacramento-Roseville, CA</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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<th>MOBILE + SOCIAL NETWORKS</th>
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<tbody>
<tr>
<td>26 Las Vegas-Henderson-Paradise, NV</td>
<td>1,794,296</td>
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<td>32 San Jose-Sunnyvale et al, CA</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)
WE GET YOU LOUISVILLE.

Louisville is Kentucky’s largest city with over 1.3 million people and a median HHI of $63,750. Known as “Derby City” and “Gateway to the South”, it is headquarters to several major companies, such as: Humana, Brown-Forman, Louisville Slugger Bats, YUM! Brands, and Texas Roadhouse. Louisville is also home to UPS Air Hub, GE Appliance Park, and Ford Motor Company Plants.

WHY LOUISVILLE?

— Ranked by Trulia.com as the 3rd Most Affordable Place to Live in the U.S., with housing costs 20% below the national average.
— Louisville’s geographic location provides access to two-thirds of the U.S. population within one day’s drive.
— Louisville’s eclectic NuLu neighborhood ranked 13th among Thrillist’s “18 Best Food Neighborhoods in America”.
— Dell Future Ready Economies Model ranks Louisville No. 18 on their Top 25 “Future Ready Cities”.
— Bourbon is an $8.6 billion signature industry in Kentucky, generating 20,100 jobs with an annual payroll of $1 billion.
— 24 Million visits annually, for an estimated impact of $1.6 Billion.

In Louisville, KY, OUTFRONT reaches 98% of the CBSA consumers weekly.
LOUISVILLE AREA 1.3M CBSA

Profile

African American 15%
Asian 2%
White 75%
Hispanic/Latino 5%
Other/Mixed 3%

- College Degree or higher: 37%
- Total miles traveled past week: 160 mi.
- Female: 51%
- Time spent traveling to and from work each day: 24 min.
- Male: 48%
- Drive alone or carpooled: 81%
- White-collar occupation: 59%
- Blue-collar occupation: 24%
- Employed: 61%
# Media Formats

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BILLBOARDS
BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways throughout the Louisville 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

- See map for complete coverage
- Targeted audience on request basis
BULLETIN COVERAGE

Across the Louisville DMA

STREET LEVEL AND HIGHWAY COVERAGE SPANNING THE ENTIRE LOUISVILLE DESIGNATED MARKET AREA.
BULLETIN COVERAGE (ELIZABETHTOWN)

Across the Louisville DMA

STREET LEVEL AND HIGHWAY COVERAGE SPANNING THE ENTIRE LOUISVILLE DESIGNATED MARKET AREA.
POSTERS

Located on major arterials and surface streets, posters allow advertisers to **completely saturate** their chosen markets in a cost efficient way. Positioned along secondary roadways in urban areas, posters help to **extend brand awareness** on the local level. Their smaller canvas allows these signs to infiltrate in local neighborhoods.

**PRODUCT INFORMATION**

- 10'5"H x 22'8"W

**COVERAGE**

- See map for complete coverage
- Targeted audience on request basis
TOTAL MARKET SATURATION. POSTERS ENGAGE CONSUMERS EVERYWHERE THEY TRAVEL, WHETHER ON HIGHLY TRAFFICKED ROADS OR LOCAL SURFACE STREETS.
TOTAL MARKET SATURATION. POSTERS ENGAGE CONSUMERS EVERYWHERE THEY TRAVEL, WHETHER ON HIGHLY TRAFFICKED ROADS OR LOCAL SURFACE STREETS.
JR. POSTERS

Located along primary and secondary roadways, Jr. Posters are highly visible in vehicular traffic. This media format offers advertisers deep neighborhood penetration that will speak directly to your demographic in one of the most cost-efficient ways.

PRODUCT INFORMATION
- 60"H x 132"W

COVERAGE
- See map for complete coverage
- Targeted audience on request basis
JUNIOR POSTERS ENGAGE CONSUMERS ON HIGHLY TRAFFICKED ROADS AND LOCAL SURFACE STREETS.
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 **ultimate campaign messaging**.

PRODUCT INFORMATION

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

COVERAGE

- Downtown
- I-65, I-64, I-71, & I-264/5
- See map for complete coverage
- Targeted audience on request basis
DIGITAL BULLETIN COVERAGE

Across the Louisville DMA

PRIME HIGHWAY COVERAGE REACHING CONSUMERS ON THE GO, AS WELL AS DOWNTOWN COVERAGE.
Centrally located in the heart of downtown Louisville, the Kentucky International Convention Center (KICC) demands attention. Close proximity to a multitude of hotels, dozens of fine dining and casual restaurants, as well as walking distance to museums, distilleries, and other attractions ensures full visibility to your brand message.

PRODUCT INFORMATION

- 14’H x 5’W & 12’H x 4’W
- LED Display
- Spot Length: 10 seconds
- Full Video (mp4 & H.264)

COVERAGE

- 200,000+ sq. ft. of exhibit space
- Proximity to more than 6,000 hotel rooms
- 6 displays spread amongst 2 floors
STREET FURNITURE
Bus shelters are located at key consumer convergence points throughout the market, following bus routes in urban areas, and all the way into residential neighborhoods. 24/7 illumination provides round-the-clock visibility to both pedestrian and vehicular traffic.

PRODUCT INFORMATION

- 68.5"H x 47.5"W

COVERAGE

- Downtown
- Surface level streets
- See map for complete coverage
- Targeted audience on request basis
TOTAL MARKET SATURATION AT EYE-LEVEL, ALLOWING FOR MAXIMUM VIEWABILITY
Located on primary streets in high-profile, highly desired urban areas, kiosks provide coverage in areas zoned out to other media. This gives advertisers the opportunity to **stand out and target audiences** in areas with minimal advertising, at a high frequency.

**PRODUCT INFORMATION**
- Backlit
- 43”H x 62”W
- Odd sizes

**COVERAGE**
- Paddock Shops
- See map for complete coverage
KIOSK COVERAGE

Across the Louisville DMA

KIOSKS TARGET AFFLUENT SHOPPERS WHERE MINIMAL ADVERTISING EXISTS.

LOUISVILLE, KY
502.584.1900

BACK TO MEDIA FORMATS
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.

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