WE GET YOU SOUTH FLORIDA.

Media Across The Market
WE GET YOU AMERICA.

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 (400K 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. And it makes 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 400K 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 (75% of US population reached each week), 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. Plus, 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.

This could be direct through interactions with QR or social codes or clicking on a retargeted ad. It can also be indirect through inspiration to search or share the brand.
WE GET YOU

AUDDIENCES ARE EVERYTHING AND WE DELIVER THE RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT TIME. WHO DO YOU WANT TO GET TODAY?
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.
A contextually relevant domination drove 335M earned press and social impressions. 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 85% lift in engagement and over 32,600 store visits to WeWork in 4 weeks. Read more.
OOH & MOBILE
GROW TOGETHER

US Media 2019 Forecast

- 20.4% MOBILE
- 7.2% TV
- 6.2% INTERNET (EXCEL MOBILE)
- 17.8% PRINT
- 4.2% RADIO
- 2.5% OOH
- 2.0% ALL MEDIA

OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!
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 NETWORK</th>
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<td>1 New York-Newark et al, NY-NJ-PA</td>
<td>15,854,407</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE  

SOUTH FLORIDA
954.971.2995 BILLBOARDS • 305.477.2496 TRANSIT

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<table>
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<th>TOP 50 MARKETS</th>
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<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE NETWORK</th>
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MEDIA ACROSS SOUTH FLORIDA
WE GET YOU SOUTH FLORIDA.

Miami, Fort Lauderdale and West Palm Beach is ideally positioned to connect North America, South America and the Caribbean! One of the most culturally diverse populations in the U.S. also hosts some of the highest profile events in the country and attracts a large population of affluent consumers. Well known for its raucous parties and opulent consumerism the glitz and glam of South Florida is an excellent back drop to target a large hispanic population, popular tourist destination and affluent consumers!

WHY SOUTH FLORIDA?

— Ranked #2 International Financial Hub in the U.S.
— 8th most populous region in the U.S.
— 11th largest economy in the World.
— Ranked #1 for tech startups in 2017.

In South Florida, OUTFRONT reaches 97.8% of the CBSA consumers weekly.

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
SOUTH FLORIDA

Profile

African American 17.8%
Asian 1.5%
White 28.4%
Hispanic/Latino 49.6%
Other/Mixed 2.7%

College Degree or higher 26%
Total miles traveled past week 138 mi.
Time spent traveling to and from work each day 32 min.
Male 48%
Female 52%

White-collar occupation 40%
Blue-collar occupation 22%
Employed 62%
Drive alone or carpooled 86%
# MEDIA FORMATS

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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 the South Florida area, bulletins deliver your message with long-term presence and tremendous visibility to vehicular traffic.

**STATIC BILLBOARDS**

- Become a landmark as a perm
- Rotary option allows a smaller budget to go farther
- Displayed 24/7
- Creative options allow for build outs
Digital Billboards are one of the most popular current forms of OOH advertising. With 24/7 Illumination and bright vibrant copy this is a great way to display your brand message. Throw in the no production and install costs and it’s no wonder this is one of the fastest growing and most popular forms of OOH advertising.

**DIGITAL BILLBOARDS**

- Best locations selected for Digital Billboards
- No production or install costs
- 24/7 illumination
- Flexibility to change messaging quickly
COVERING SOUTH FLORIDA FROM THE TREASURE COAST
SOUTH TO WEST PALM BEACH, FORT LAUDERDALE,
MIAMI AND THE FLORIDA KEYS!
DIGITAL BILLBOARD COVERAGE

Targeting Best Locations Across South Florida

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

PREMIER LOCATIONS AT KEY HIGHWAY CHOKE POINTS
MOBILE BILLBOARD

Rolling Billboards provide a street level option along a customized route allowing advertisers to target a very specific event, neighborhood or area.

MOBILE BILLBOARDS

- Advertising faces on both sides and the back
- GPS Tracking System on each truck
- Backlit Illumination provides visibility day and night
- Customizable and targeted routes
WALL MURALS

MIAMI’S PRIME ASSETS

The largest format advertising available offers maximum exposure within Miami. Wall Murals are the premier format to utilize when trying to make the biggest splash in the Gateway to the Americas.

TARGETING KEY AND ICONIC AREAS

— Brickell/Financial District
— Downtown Miami
— Museum Park
— Entertainment District
— Miami Design District
— Wynwood
— Midtown
— Edgewater
— Health District
— Miami Beach
WALL MURALS COVERAGE

Targeting Iconic Locations

MIAMI’S PRIME ASSETS

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
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
- 30x215s
- Kongs
- Headliners
- Extensions/L-Sides
- Ultra Super Kings
- Fullbacks
- Wraps

**INTERIOR BUS MEDIA**
- Interior Bus Cards

**COVERAGE THROUGHOUT MIAMI-DADE**
- North Garage
- Central Garage
- Coral Way Garage
- DUB (Downtown, Upscale, Beach)
- Beach Exclusive
Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the South Florida 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/L-Side for more impact!
BUS 30X215

Strategic placement of your ad on buses gives your message unique mobility. **50% bigger than the current king**, 30x215s allow a tremendous amount of added space primed for dynamic creative messaging.

PRODUCT INFORMATION

- 30”H x 215”W
- Add a Headliner and/or Extension/L-Side for more impact!
BUS KONGS

An extension of the traditional Bus Kings, with over 19 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. **Impact vehicular and pedestrian traffic throughout vibrant South Florida with Bus Kongs!**

**PRODUCT INFORMATION**

- 34”H x 228”W
- Add a Headliner and/or Extension/L-Side for more impact!
Ultra Super Kings travel throughout sunny Miami-Dade county reaching numerous neighborhoods will also providing advertisers with large format “rolling billboard” presence where traditional media is zoned out.

PRODUCT INFORMATION
— 102” x 222”

COVERAGE
— Targeted audience on a request basis
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

— Traditional Bus and Articulated Bus fullbacks utilize different sizes

COVERAGE

— 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
- Wrapped Metrobuses cover the windows between the wheel wells

COVERAGE
- Targeted audience on a request basis
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” x 28”
- Brand Bus

**COVERAGE**
- Targeted audience on a request basis
BUS COVERAGE
Covering Miami-Dade County

ROLLING BILLBOARDS THROUGHOUT MIAMI-DADE

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
TROLLEYS
Connecting with a more targeted region can be easily accomplished through Trolleys! Similar to buses this rolling billboard has a defined route allowing advertisers to have a focused message to a desired audience.

**TROLLEY MEDIA**

- Advertisers purchase entire trolley receiving 100% share of voice for the space. Two sides and a Fullback are included with the Trolley space purchase.

**COVERAGE**

- Brickell/Financial District
- Downtown Miami
- Miami Design District
- Wynwood
- Midtown
- Coral Gables
- Edgewater
- Health District
- Entertainment District
- Miami Beach
- South Beach
TROLLEY COVERAGE

City of Miami Coverage

FOCUSED ON TARGETED AUDIENCES
South Florida’s extensive Rail Network reaches numerous local commuters daily. Three different rail systems provide very different audiences for advertisers to connect with.

RAIL NETWORKS
- Metro Rail (Exterior train advertising available)
- Metro Mover (Exterior train wraps available)
- Brightline (Station only advertising available)

RAIL CAR EXTERIOR ADVERTISING
- Metro Rail
- Metro Mover

RAIL STATION MEDIA
- Metro Rail
- Metro Mover
- Brightline
Serving over 1.5 Million monthly, commuter rail advertisers can spend time with this desirable demographic twice a day, 22 work days a month while commuters are on the train, waiting for their train to arrive or walking through the station.

**METRO RAIL**

**EXTERIOR RAIL**
- Full Wrap
- Kings

**INTERIOR RAIL CARS**
- Car Cards
- Brand Rail Cars

**POINTS OF INTEREST**
- Downtown Miami
- Brickell/Financial District
- Coconut Grove
- Miami Airport
Metro Mover Cars are one of Miami's most unique media forms. These mover cars are huge traveling bulletins that create quite the buzz as they travel throughout the MDTA Metro Mover System.

EXTERIOR RAIL
- Full Wrap

POINTS OF INTEREST
- American Airlines Arena
- Perez Art Museum
- Frost Science Museum
- Brickell City Centre
- Miami-Dade College
- Adrienne Arsht Center
Rail Station Media is available in Miami’s Metro Rail and Metro Mover Stations. Advertising can be purchased by format or make the biggest splash possible and go with a Station Domination! Utilizing advertising space in Rail Stations is a great way to target specific audiences within neighborhoods as well as main hubs that are popular stops for work or entertainment.

**STATION MEDIA**

- Columns
- Banners
- Entrance Paddles
- Wall Graphics
- Floor Graphics
- Elevator Doors
- Stairs
- Two-Sheets
- Dioramas
- Digital Rail Network
BRIGHTLINE

Brightline is a new high-speed rail that connects the downtown areas of South Florida’s three largest cities West Palm Beach, Fort Lauderdale and Miami. This upscale rail is a good option to target a more affluent audience taking advantage of a more convenient and faster way to travel without the headache of driving.

LIVEBOARDS
- Digital ad space covering the interior of each Brightline Station
- Liveboards are sold by station network
- Strategically placed at high traffic locations in each station such as the entrance/exit, ticket kiosks, security checkpoint, lounge and rail platform
- Option to display a static image, animation or video (no sound)

STATION NETWORK
- 8 (0:08) Second Flip
- 64 (1:04) Second Loop

LIVEBOARDS BY STATION
- Miami - 25 Screens
- Fort Lauderdale - 18 Screens
- West Palm Beach - 18 Screens
DOWNTOWN MIAMI’S EASIEST WAY TO COMMUTE TO ALL THE ENTERTAINMENT HOT SPOTS, MUSEUMS, SPORTING EVENTS, NIGHT LIFE AND SHOPPING...
STREET FURNITURE
Transit Shelters are one of the best ways to target specific neighborhoods or events. This roadside display at eye level offers the opportunity to provide a high reach and frequency especially when a campaign calls for multiple units in a targeted area.

**PRODUCT INFORMATION**
- Static
- Option to Wrap
- Illuminated

**COVERAGE**
- Downtown Miami
- Brickell/Financial District
- Wynwood
- Miami Design District
- Midtown
- Edgewater
- Aventura
- North Miami
- Kendall
- Little Havana
Situated in marquee areas of Miami, digital panels are the most dominant and vibrant street-level displays, allowing advertisers the opportunity to appeal to huge automotive and pedestrian traffic with creative that can be changed or updated throughout the day.

**PRODUCT INFORMATION**
- Digital Network
- Illuminated 24/7
- 8 Flips
- Spot Length: (0:08)
- Loop Length: (1:04)

**COVERAGE**
- Downtown Miami
- Brickell/Financial District
- MacArthur Causeway
STATIC TRANSIT SHELTER COVERAGE
Across Miami-Dade County

EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS THE BULK OF MIAMI-DADE COUNTY!
TARGETING MIAMI IN SOME OF THE MOST HIGH PROFILE NEIGHBORHOODS AND EVENT LOCATIONS.
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.

DROVE OVER 32K+
ESTIMATED VISITS
TO WE WORK

Disclaimer: OUTFRONT does not guarantee results or end user activity/engagement with respect to OUTFRONT Mobile Network campaigns, including, without limitation, the click through rate (CTR), the secondary action rate (SAR) or increased traffic/visits, customer interactions, commercial opportunities, revenue or ROI.

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
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
- Snap Codes & Filters
- QR Codes
- Shazam Codes
- Spotify Codes
- AR
- Paid Social
- Influencers

IRL TO URL IMPACT
OOH secures 4x more social activations, per ad dollar spent, compared to all other media.
INFLUENCERS

Choose the right influencers for your brand and continue to amplify the impact of your OOH campaign on social media. Content can live infeed on Facebook, Twitter or Instagram or as an Instagram story.

METRICS
- Views
- Engagement
- Clicks
- Downloads