WE GET YOU TWIN CITIES

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.

SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.
COVID-19 accelerates 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 programmatically? 1000+ canvases available to be bought programmatically 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

-2% TV
-9% PRINT
1% RADIO
9% OOH
7% DIGITAL

2022 FORECAST

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

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

<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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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

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MEDIA ACROSS THE TWIN CITIES
Minneapolis and St. Paul are known for their **diverse culture**, **highly educated people**, and **high quality of life**. In 2017 the Twin Cities saw 33 million visitors, a 2.5% growth of people coming to the metro area. The Twin Cities serve as **headquarters to corporations** such as Target, Ecolab, Ameriprise, Xcel Energy, Thrivent Financial, Securian Financial, Hormel, Land O Lakes, General Mills, 3M, United Health, Medtronic, Cargill, Best Buy, Fair Isaac, Blue Cross, St. Jude, and many more. It is also home to many Regional and National Banking Institutions, including Wells Fargo, US Bank, and RBC, which makes them a **powerful financial center**.

**WHY TWIN CITIES?**

- Metro areas seeing record breaking population growth—Minneapolis more than doubled in 15 years.
- Millions of residents and visitors each year
- Third largest economic center in the Midwest
- Thriving theater, cultural center, and museum scene
- Seven national sports teams across all the major leagues NFL-Vikings, MLB-Twins, NHL-Wild, NBA-Timberwolves, NLB-Saints, WNBA-Lynx, MLS-MN United.

In the Twin Cities, OUTFRONT reaches 94% of the CBSA consumers weekly.
MEDIA PRODUCTS AT A GLANCE

- Bulletins
- Digital Bulletins
- Junior Posters
- Liveboard Networks
- Backlit Dioramas
- Wallscapes
- Dominations
- Column Wraps
- Soffit Banners
- Floor Graphics
- Experiential
- Mobile Network
# Media Formats

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BILLBOARDS
BULLETINS

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

PRODUCT INFORMATION

- 20’H x 60’W
- 14’H x 48’W
- Unique Sizes
- Extensions available on some locations

COVERAGE

- See map for coverage
BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area

MINNEAPOLIS: 763.540.0031
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.

The digital network spots will run 1,228 spots per day, 8,596 per week, **34,384 per 4 weeks!**

**PRODUCT INFORMATION**

- 14’H x 48’W
- 10’6”H x 36’W
- Spot Length: 8 seconds
- Loop Length: 64
- Advertiser Slots: 8
- Dynamic Capabilities

**COVERAGE**

- See map for complete coverage
JUNIOR POSTERS

Junior posters offer point-of-purchase opportunities and are a great medium for local businesses to drive traffic to their stores. Junior posters can target neighborhoods, shops and ethnic areas. These impactful canvases are located in local neighborhoods where many other media options may be zoned out.

PRODUCT INFORMATION

• 5' H x 11' W
• 6' H x 12' W

COVERAGE

• See map for complete coverage
The Twin Cities skyways are a climate controlled interconnected collection of 2nd story pedestrian walkways that span over 17.5 miles. Each day, Outfront’s Skyway Media platform reaches over 350,000 upscale working adults and business decision makers that live, work, and shop in Minneapolis, St. Paul, and Rochester. Additionally, the skyway system connects visitors to hotels, sporting events, nightlife in the warehouse district, and performances in the theatre district.

Outfront’s skyway advertising mediums are strategically placed throughout the skyways to target high traffic areas within our market, such as the Minneapolis Convention Center, Target Corporation, Target Field, Target Center, Xcel Energy Center, The Mayo Clinic, Faegre Law, Thrivent Financial, U.S. Bank Stadium, RBC Wealth Management, Wells Fargo, U.S. Bank and many more.

MEDIA
• Liveboard Networks
• Backlit Dioramas
• Wallscapes
• Dominations
• Column Wraps
• Floor Graphics
• Elevator Clings
• Experiential Opportunities
• Specialty Media

COVERAGE
• Minneapolis
• St. Paul
• Rochester
• Mall of America
ST. PAUL SKYWAY

Saint Paul Skyway system is over 5 miles long and connects the Central Business District with the cultural and entertainment areas of downtown allowing advertisers to reach upscale consumers.

Coverage Area:
- Xcel Energy Center
- River Center
- Ecolab
- Securian Financial
- Lawson Software
- Science Museum of MN
- Children's Museum
- Ordway
- Minnesota Public Radio
MINNEAPOLIS/ST. PAUL SKYWAY

Profile

- Male: 59%
- Female: 41%
- African American: 58%
- Asian: 0%
- White: 43%
- Other/Mixed: 16%
- College Degree or higher: 99%
- White-collar occupation: 98%
- Blue-collar occupation: 2%
- Time spent traveling to and from work each day: 15 min.
- Total miles traveled past week: 181 mi.
- Blue-collar occupation: 18-34: 41%
- White-collar occupation: 35-54: 17%
- Blue-collar occupation: 55-64: 18%
- Blue-collar occupation: 65+: 7%
- Income: > $50K: 42%
- Income: $50K-$99,999: 10%
- Income: $100K-$149,999: 49%
- Income: $150K+: 0%

SOURCE: SCARBOROUGH RESEARCH 2019-2020
ROCHESTER SKYWAY

Rochester is known for the world-famous Mayo Clinic which resides in the heart of downtown Rochester. The Rochester connected skyway and subway system offers signage throughout 3 levels of downtown and reaches over 140,000 people each day.

This connected system spans over 3 miles in the upper-level skyway but the closer you get to the Mayo Clinic the connected system expands to over 9 miles in the underground subway system.

MAYO CLINIC

The Mayo Clinic employs 35,000 medical care professionals who care for over one million outpatient visitors per year.

COVERAGE

• Mayo Clinic
• U of M Rochester Campus
• Mayo Civic Center
• City of Rochester
• Downtown Hotels
MALL OF AMERICA

Our illuminated backlit signage is located at high-traffic, main entry points into the Mall of America. These impactful units allow advertisers to have the first and last impression with consumers on their purchase paths.

THE MALL

The Mall of America is the largest retail complex in the United States including an indoor amusement park with over 25 rides and attractions. More people visit the Mall of America than Disney World, Graceland, and the Grand Canyon combined. It has more than 40 million visitors annually.

The Mall of America is accessible to both downtown Minneapolis and St. Paul by the Metro Transit blue and green line system, this system provides over 24.9 million rides each year.

MEDIA

• Backlit Dioramas

COVERAGE AREA

• West Parking
• East Parking
The skyway liveboard network covers daily audiences for Minneapolis, St. Paul, and Rochester. This network reaches visitors commuting in the central business district for meetings, dining, concerts, sporting events, theatre/entertainment, etc. The liveboard network offers flexible and digital options that provide advertisers with full motion video and creative experiences.

The Liveboard Network spots will run 1,350 times per day, 9,450 per week, **37,800 per 4 weeks!**

**PRODUCT INFORMATION**
- Static/Full Motion
- Dynamic Capabilities
- Spot Length: 8 seconds
- Loop Length: 64
- Advertiser Slots: 8

**COVERAGE**
- Minneapolis
- St. Paul
- Rochester
Backlit Dioramas command attention, are fully illuminated and eye-catching! Located in the highest demand areas, this media targets an affluent, educated, white collar demographic with excellent frequency.

We can enhance this media by adding brochure racks, wall graphics, experiential opportunities and much more.

**PRODUCT INFORMATION**

- 3'H x 6'W
- 3'H x 2'W

**COVERAGE**

- Minneapolis
- St. Paul
- Mall of America
- Rochester
Wallscapes vary in size and are customizable depending on budgets and creative needs. These units allow advertisers to dominate areas of the skyways reaching consumers in a bold and unexpected way. Some locations may include backlit dioramas to add additional impact to an already powerful media.

### MINNEAPOLIS/ST. PAUL COVERAGE
- 10th & Hennepin
- 333 S 7th Street Building
- 517 Building
- A Ramp Parking
- B Ramp Parking
- City Center Building

### ROCHESTER COVERAGE
- Double Tree Hotel
- U.S. Bank Building

### PRODUCT INFORMATION
- Size varies by location
DOMINATIONS

Dominate the consumer journey with a larger than life experience that engages each passerby. Multiple specialty formats create a captivating environment at eye level.

PRODUCT INFORMATION
• Size varies by location

COVERAGE
• 517 Building Domination
• Northstar Center Wallscape Domination
• 6 Quebec Pillar Domination
• Target Field/Target Center (Ramp B) Domination
• 10th & Hennepin Domination
• City Center Domination
Column Wraps are typically sold in multiples per building creating a domination with multiple message/creative opportunities. They reach consumers in a unique and unexpected way to make your message really stand out!

PRODUCT INFORMATION

• Varies by opportunity

COVERAGE

• 6 Quebec Building
  • 5 pillars, ~90 sq ft each

• Northstar Center
  • 14 pillars, ~25 sq ft each

• Convention Center Rotunda
  • 4 pillars, ~18 sq ft each
Floor Graphics are a step out of the ordinary. They reach consumers in a unique and unexpected way. Floor Graphics can be created in a variety of shapes, colors and sizes to make your message stand out! Floor Graphics can be combined with multiple media options for added impact that is sure to stop traffic.

PRODUCT INFORMATION
• Varies by opportunity

COVERAGE
• Orchestra Hall Ramp
• 517 Building
• 6 Quebec Building
• A Ramp Parking
• B Ramp Parking
• Minneapolis Hilton
• Northstar Center
This one-of-a-kind application is a unique eight-sided glass octagon in the center of the Northstar Center skyway. It is a can’t miss application that skyway consumers literally walk right into and around in both directions. The Northstar Building is located right in the heart of the downtown core Central Business District and is a major skyway intersection with direct connections to the Baker Center, Capella Tower, 6 Quebec Building and the Wells Fargo Tower. The Northstar Center also houses the last true food court in the downtown core.

PRODUCT INFORMATION
• 36” x 61.5” each panel

COVERAGE
• Northstar Center
  • 8 panels
SOFFITS

Overhead soffits provide a creative advertising opportunity to reach consumers as they enter and exit three different parking ramps in the downtown metro area. These parking ramps target sporting and entertainment events specifically for the Minnesota Twins, Timberwolves, Lynx, concerts, conferences, and many more.

PRODUCT INFORMATION

• Varies by opportunity

COVERAGE

• Ramp A
• Ramp B
• Hawthorne Ramp
Experiential events are a great addition to bring your skyway advertising campaign and brand to life! These opportunities include product sampling, literature/sample distribution, brand ambassadors, games, mascots and many more.

Run your event during peak lunch hours and connect with the largest concentration of upscale, educated, working adults in the state.

PRODUCT INFORMATION

Creative event products vary based on location. Media that complement events include wallscapes, pillar wraps, floor clings, domination walls, and digital liveboard networks. Design an event and we will find products that amplify your product.

COVERAGE

- 517 Building
- 6 Quebec Building
- Northstar Center
Both Target Field and Target Center are connected via the skyway to ABC parking ramps. These ramps are the largest ramps in the city and are located within 1 to 2 blocks of each venue.

This media interacts with the 3+ million Twins, Timberwolves and other events fans, along with thousands of everyday downtown workers.

**PRODUCT INFORMATION**
- Backlit Dioramas
- Wallscapes
- Liveboard Networks
- Column Wraps
- Floor Graphics
- Overhead Soffits

**COVERAGE AREA**
- Target Field
- Target Center
- Orpheum Theater
- State Theater
- Pantages Theater
- New Century Theater
- Cowles Dance Center
- Restaurants
- Lifestyle Centers
U.S. Bank Stadium is home to the Minnesota Vikings. Each year U.S. Bank Stadium hosts NFL football games, large conferences, state tournaments, concerts, etc. The Haaf ramp (the largest parking ramp connected to U.S. Bank Stadium) is linked to the skyway that connects to the newly opened Wells Fargo Towers and the Gateway District in downtown Minneapolis.

PRODUCT INFORMATION
- Wallscape
- Liveboard Network
- Backlit Dioramas

COVERAGE AREA
- US Bank Stadium
- Haaf Memorial Parking Ramp
- Wells Fargo Towers
- Guthrie Theater
- The Armory
- Stone Arch Bridge Park
- Latitude 45 Luxury Apartments
The Minneapolis Convention Center is one of the largest event centers in Minnesota. It hosts a multitude of events including conferences, conventions, expos, concerts, and sporting tournaments, bringing a wide variety of visitors. The skyway connects them to hotels, parking ramps, and other destinations within the metro.

PRODUCT INFORMATION
- Backlit Dioramas
- Pillar Wraps
- Floor Graphics
- Window Graphics

COVERAGE AREA
- Hilton Hotel
- Orchestra Hall Ramp
- Marquette Place Apartments
- Loring Park
- Hyatt Regency Hotel
- Millennium Hotel
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**

Watch the mobile network in action.
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.

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

Located in the top 50 markets.