WELCOME TO THE UNITED STATES OF AUDIENCES/

Media Across The U.S.A.
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.

**WE GET YOU O.T.G. AUDIENCES**

70% OF TIME IS SPENT OUT-OF-HOME

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.

ATTRIBUTE
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.

CREATIVE
AMPLIFICATION
PRODUCTION
ATTRIBUTION
CONSULTATION
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. 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!

SOURCE: MAGNA GLOBAL, 2019

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IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
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<th>Rank</th>
<th>Market</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

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<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

# MEDIA FORMATS

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*NOTE: ALSO IN LIFESTYLE CENTERS
According to a recent study, **81% of commuters noticed a billboard in the past month.** Billboards, which are located on **key highways, intersections and integral choke points** throughout the U.S., provide your message long-term presence and tremendous visibility by vehicular traffic. Available in digital and static formats.

With the right creative in the right location, one billboard drove a 14% lift in sales for a local franchise. [Read more.](#)

**LOCATED IN THE TOP 50 MARKETS**

Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide maximum impact for creative messages. From taking a photo to online search, 66% of consumers used their smartphone after seeing an OOH ad. Wallscapes are perfect for penetrating urban centers and vary in size, providing endless creative options.

CITIES
- Boston, MA
- Chicago, IL
- Columbus, OH
- Dallas, TX
- Denver, CO
- Detroit, MI
- Fairfield, NJ
- Houston, TX
- Kansas City, MO-KS
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL
- Minneapolis, MN
- New Orleans, LA
- New York, NY
- Philadelphia, PA
- San Diego, CA
- San Francisco, CA
- St. Louis, MO
- Washington, DC

Located on major arterials and surface streets, Posters allow advertisers to completely saturate their chosen markets in a cost efficient way. Jr. Posters, positioned along secondary roadways, and in urban areas extend brand awareness on the local level. These smaller canvas allows these signs to infiltrate in local neighborhoods, where Billboards are zoned out. Nearly half of commuters noticed a poster in the past month. Available in digital and static formats.

CITIES

- Atlanta, GA
- Boston, MA
- Chicago, IL
- Columbus, GA
- Columbus, OH
- Denver, CO
- Detroit, MI
- Flint, MI
- Fresno, CA
- Grand Rapids, MI
- Hartford, CT
- Kansas City, MO-KS
- Los Angeles, CA
- Louisville, KY
- Minneapolis, MN
- New Orleans, LA
- New York City, NY
- Orange County, CA
- Orlando, FL
- Phoenix, AZ
- Philadelphia, PA
- Portland, OR
- Sacramento-Stockton, CA
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tampa, FL

STREET FURNITURE
**SHELTERS**

Bus shelters are located at **key consumer convergence points** throughout selected markets, following bus routes in urban areas, and all the way into residential neighborhoods. With **39% of commuters noticing a shelter in the past month**, shelters are the perfect opportunity to reach the on the go commuter. **24/7 illumination provides round-the-clock visibility** to both pedestrian & vehicular traffic.

We reached over 280,000 Watchmen Fans with Eye Catching and Dynamic OOH. **Watch This.**

**CITIES**
- Atlanta, GA
- Los Angeles, CA
- Louisville, KY
- Miami, FL
- Orange County, CA
- Phoenix, AZ
- San Francisco, CA
- West Palm Beach, FL

METRO LIGHTS

Metro light panels complement and fill in street furniture coverage in highly sought-after downtown locations. Even better, OOH is proven to be a driver of online action with over one third of consumers visiting an advertiser’s website. Our metro light panel coverage penetrates the downtown and center city regions - reaching educated, affluent professionals.

A commuter saw a non profit’s metro light campaign and was inspired to donate $1,000. Learn More.

CITIES
- Chicago, IL
- New York, NY
- Philadelphia, PA
- San Francisco, CA

BIKE SHARE

Increasingly, bike shares are becoming part of the urban commute in top cities. These units attract a younger, environmentally friendly consumer. Connect your brand message to the elusive Millennial demographic in the most desirable urban neighborhoods.

REI drove a 3.6x lift in store visitation and increased their brand awareness using a targeted bike share campaign. Learn More.

CITIES
— Boston, MA
— Los Angeles, CA
— Philadelphia, PA
— San Diego, CA
— Washington, DC
Situated above subway entrances, urban panels are the most dominant and vibrant street-level displays, allowing for an unrivaled connection with your target audience. Available in both video and static formats.

We reached over 19,000 consumers on social media with contextually relevant Oatly ads.

CITIES
- Boston, MA
- New York, NY
Buses serve as ‘rolling billboards’ traveling in and around densely populated city streets, leaving a lasting impact on pedestrians, motorists and passengers. Research shows that 55% of commuters noticed bus ads in the past month. Eye level bus exterior ads provide maximum exposure for your brand. Multiple bus enhancement options are available, including extensions, headliners and full wraps.

CITIES
- Atlanta, GA
- Boston, MA
- Detroit, MI
- Flint, MI
- Los Angeles, CA
- Las Vegas, NV
- Miami, FL
- New York, NY
- Orange County, CA
- San Francisco, CA
- Washington, DC

Maximize on long dwell time and engage a captive audience with bus interior media. Want more presence? A branded bus offers advertisers the unique opportunity to completely own the inside of the bus.

Pairing bus interior OOH with a mobile campaign drove awareness for Fairfax County Public Schools’ GED program. Read More.

CITIES
- Atlanta, GA
- Boston, MA
- Detroit, MI
- Flint, MI
- Los Angeles, CA
- Miami, FL
- New York, NY
- Orange County, CA
- San Francisco, CA
- Washington, DC
Make a huge impact with rail exterior media. Nielsen reports that 78% of consumers recall seeing transit advertising in the past month. Influence riders, onlookers, vehicular traffic alike, as they are waiting trains to arrive or alongside major highways.

CITIES
- Atlanta, GA
- Boston, MA
- Los Angeles, CA
- Miami, FL
- New York, NY
- Orange County, CA
- Phoenix, AZ
- San Francisco, CA
- Washington, DC

Reach a captive audience on their average 35 minute daily commute* each way. Want a bigger presence? A brand car offers advertisers the unique opportunity to completely own the inside of the subway or rail car.

Burrow attributed 60% of their sales to their subway ads. Read More.

CITIES
- Atlanta, GA
- Boston, MA
- Los Angeles, CA
- Miami, FL
- New Haven, CT
- New York, NY
- Orange County, CA
- Phoenix, AZ
- San Francisco, CA
- Washington, DC

Deliver your message to the hard-to-reach commuter audience with high impact subway ads! Tell your story through car cards, station platform posters, digital units, floor graphics, and turnstiles. Many startups and millennial facing brands are already using subway media to build their brands.

CITIES
- Atlanta, GA
- Boston, MA
- Hartford, CT
- Los Angeles, CA
- Miami, FL
- New York, NY
- Phoenix, AZ
- San Francisco, CA
- Washington, DC
Liveboards, often arranged as a triptych, offer advertisers endless creative opportunities to engage audiences, from full motion video to sync. Strategically positioned in the highest traffic stations in major market transit hubs, this scale allows advertisers to make a high impact in a specific neighborhood or cross market. Research shows that of those who saw Liveboards, 73% had total ad recall. Available major market transit hubs and lifestyle centers.

CITIES
- Boston, MA
- Los Angeles, CA
- Miami, FL
- Minneapolis, MN
- New York, NY
- San Francisco, CA
- Washington, DC

SOURCE: EDISON RESEARCH, 2018.
LIFESTYLE CENTERS

Impact the highly affluent community, while they are in a shopping frame of mind, through one of our lifestyle centers.

Stitch Fix created a unique experiential opportunity for influencers and commuters alike to walk a red carpet. [Watch This.]

CITIES

- Los Angeles, CA
- Minneapolis-St. Paul, MN
- New York, NY
- Orange County, CA
Engage the affluent business traveler through airport media, on or in close proximity to the airport property. Maximize on long dwell time with consumers eager for something to engage with!

CITIES
- Atlanta, GA
- Boston, MA
- Chicago, IL
- East Hampton, NY
- Houston, TX
- Newark, NJ
- San Diego, CA
- San Francisco, CA
- Washington, DC
Located on primary streets in high-profile, highly desired urban areas, Kiosks provide coverage in areas zoned out to other media. 37% of commuters noticed a kiosk advertisement in the past week. This gives advertisers the opportunity to stand out and target audiences in areas with minimal advertising, at a high frequency.

CITIES
- Boston, MA
- Dallas, TX
- Houston, TX
- Las Vegas, NV
- Los Angeles, CA
- Louisville, KY
- New Jersey, NJ
- San Francisco, CA

These premium displays converge the most desirable locations and audience delivery so that brands can dominate and make a statement.

Olay saw mass conversation across social media with their larger than life campaign in Times Square. Read More.

CITIES
- Los Angeles, CA
- New York City, NY
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**

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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
SOCIAL MEDIA INTEGRATION