WELCOME TO THE UNITED STATES OF AUDIENCES.

Media Across The U.S.A.
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.

SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI, NIELSEN 2017, OCEAN & NEUROINSIGHT BEYOND OUT OF HOME.
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

AUDIENCES ARE EVERYTHING AND WE DELIVER THE RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT TIME. WHO DO YOU WANT TO GET TODAY?
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

-7.2% TV
-6.2% INTERNET (EXCEL MOBILE)
-4.2% RADIO
-17.8% PRINT

20.4% MOBILE
2.5% OOH
2.0% ALL MEDIA

OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!

SOURCE: MAGNA GLOBAL, 2018
IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
MEDIA ACROSS THE USA.
### TOP 50 MARKETS

<table>
<thead>
<tr>
<th>POSITION</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 NETWORK</th>
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- ● INDICATES OUTFRONT MEDIA AVAILABLE
- ○ INDICATES DIGITAL MEDIA AVAILABLE
- ◼ INDICATES WRAPPED MEDIA AVAILABLE

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<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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BILLBOARDS
BILLBOARDS

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.

LOCATED IN THE TOP 50 MARKETS

BACK TO MEDIA FORMATS
Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide **maximum impact** for creative messages. Wallscapes are **perfect for penetrating urban centers** and vary in size, providing endless creative options.

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

**CITIES**

- Atlanta, GA
- 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. **24/7 illumination provides round-the-clock visibility** to both pedestrian & vehicular traffic.

CITIES

- Atlanta, GA
- Denver, CO
- 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. Our metro light panel coverage penetrates the downtown and center city regions - reaching educated, affluent professionals.

CITIES
— Boston, MA
— Chicago, IL
— New York, NY
— Philadelphia, PA
— San Francisco, CA
— Washington, DC
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.

CITIES
- Boston, MA
- Los Angeles, CA
- San Diego, CA
- Washington, DC
- Philadelphia, PA
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.

CITIES
- Dallas, TX
- Houston, TX
- Los Angeles, CA
Situated above subway entrances, urban panels are the most dominant and vibrant streetlevel displays, allowing for an unrivaled connection with your target audience. Available in both video and static formats.

CITIES
- Boston, MA
- New York, NY
BENCHES & PHONE KIOSKS

Benches and kiosks are woven into the fabric of our cities. They reach an audience with a long dwell time and are often points of reference for consumers, enabling you and your business to become part of an organic consumer conversation.

CITIES

- Hoboken, NJ (Left)
- Denver, CO (Right)
BUSES & RAIL
Buses serve as ‘rolling billboards’ traveling in and around densely populated city streets, leaving a lasting impact on pedestrians, motorists and passengers. 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.

**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. 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
- Phoenix, AZ
- San Francisco, CA
- Washington, DC
Reach a captive audience on their average 40 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.

CITIES
- Atlanta, GA
- Boston, MA
- New Haven, CT
- Los Angeles, CA
- Miami, FL
- 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
DIGITAL NETWORK
DIGITAL NETWORK

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.

**LOCATED IN THE TOP 50 MARKETS**
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.

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

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

CITIES

— Los Angeles, CA
— Minneapolis-St. Paul, MN
— New York, NY
— Orange County, CA
— San Francisco, CA
AIRPORTS

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
- Chicago, IL
- East Hampton, NY
- Boston, MA
- Newark, NJ
- Houston, TX
- Philadelphia, PA
- San Diego, CA
- San Francisco, CA
TOWERS

High impact media in downtown, high trafficked Boston area.

CITIES
— Boston, MA
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.

MOBILE NETWORK

DROVE OVER 32K+ ESTIMATED VISITS TO Wework

Available in all 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.

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.

LOCATED IN THE TOP 50 MARKETS
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