WE GET YOU NEW YORK

Media Across The Market
WE GET YOU AMERICA

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.

NEW YORK
212.297.6400

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**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 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.]

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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

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

NEW YORK
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IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
### 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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<tr>
<td>1 New York-Newark et al, NY-NJ-PA</td>
<td>15,104,964</td>
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<td>12 San Francisco-Oakland et al, CA</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>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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<tr>
<td>26 Las Vegas-Henderson-Paradise, NV</td>
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<td>28 Kansas City, MO-KS</td>
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<td>31 Indianapolis-Carmel-Anderson, IN</td>
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<td>32 San Jose-Sunnyvale et al, CA</td>
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<td>34 Virginia Beach et al, VA-NC</td>
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<td>36 Jacksonville, FL</td>
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<td>43 Salt Lake City, UT</td>
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SOURCE: CENSUS DATA (2021 UPDATE).
WE GET YOU NEW YORK.

Known as the “Big Apple,” New York is one of the most economically prosperous and cultural cities in the world. The average worker earns 1.7x the national average, and one out of every 21 residents is a millionaire. A premier destination for tourism, New York City attracts millions of visitors from around the U.S. and the globe each year.

WHY NY?

— Most diverse city in the United States, over 3 million residents are foreign born.
— New York City’s population has grown by 1 million since 1990.
— The MTA is the largest mass transit system in the United States!
— New York’s real estate market is among the most expensive in the world.
— New York City saw over 65 million tourists in 2018.

In New York, OUTFRONT reaches 98.5% of the DMA consumers weekly.

NEW YORK
212.297.6400
SOURCE: US CENSUS 2016, MTA 2018, NYC.GOV, STATISTA, BUSINESS INSIDER.
### 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 tristate area, Bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

**PRODUCT INFORMATION**
- 14’H x 48’W
- 20’H x 60’W
- Odd Sizes
- Sizes vary by location
- Extensions available

**COVERAGE**
- See map for complete coverage

NEW YORK
212.297.6400
5 TIMES SQUARE

With its larger than life presence in one of the nation’s most iconic landmarks, the 5 Times Square bulletin spectacular is one of the most dynamic OOH dominations located in the heart of Manhattan! Electrifying locals, commuters and tourists alike, this collection of powerful static displays presents advertisers with a unique, and cost efficient, means for your message to resonate daily with a distinct audience, both local and from around the world.

PRODUCT INFORMATION

— 6 Units
— Sizes Vary

COVERAGE

— Times Square
— Midtown Manhattan
TIMES SQUARE TOWER

Located at the Crossroads of the World, this magnificent assembly of oversized spectaculars is quite possibly the most prominent displays in the U.S.A. Impossible to miss, and easily seen from all angles by commuters, locals and thousands of tourists daily. This imposing static display is popular among advertisers looking to make an impact in the highly competitive New York market, and is also often seen in both highlight reels of New York and world renowned landmark locations.

PRODUCT INFORMATION

— 9 Units
— Sizes Vary

COVERAGE

— Times Square
— Midtown Manhattan
NOHO DOMINATION

These three illuminated faces are in the heart of trendy NOHO and at the entrance of #6 train, making this a hot spot for advertisers. The three faces combine to more than 2,000 square feet, and work together to form a unique NOHO domination. This domination will be seen by tourists, local upscale SOHO/NOHO residents, and by motorists travelling north from downtown on the heavily trafficked Lafayette Street.

PRODUCT INFORMATION

— 3 Units
— Sizes Vary

COVERAGE

— NoHo
— Manhattan
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!

**PRODUCT INFORMATION**
- 22 Total Units
- 4 Network Options & 1 Stand Alone Unit
- LED Display Sizes Vary By Unit
- Spot Length: .08
- Loop Length: .64
- Advertisers: 8
- Hours: 24/7
- Digital Static

**COVERAGE**
- See map for complete coverage

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
DIGITAL BEAST

Move over Kong, there is a new beast in town! At 9,300 square feet, this larger than life digital billboard located in the heart of Times Square Bowtie commands attention from the millions that venture into this iconic American landmark weekly. Its massive vibrant screen and unlimited creative options provides advertisers with an amazing opportunity to make a powerful statement, within one of the most desirable advertising locations in the world!

PRODUCT INFORMATION
- Size: 73'H x 125'W
- Spot Length: :15
- Loop Length: :120
- Advertisers: 4**
- Hours: 24/7
- Full Motion Video/Static

COVERAGE
- Times Square
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.

**Restrictions apply. Please contact your sales representative for additional information.
Located at the “Crossroads of the World”, the Cube is a one of a kind Digital Bulletin with incredible static and video capabilities. With an estimated 300,000 people visiting this location daily, its dual state-of-the-art 45’ x 45’ LED screens bring advertisements to life!

PRODUCT INFORMATION

- 1 Corner Wrap
- Size: 45’H x 90’W
- Spot Length: :15
- Loop Length: :120
- Advertisers: 8
- Hours: 24/7
- Full Motion Video/Static

COVERAGE

- Times Square
- Midtown Manhattan

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Three units of the TSQ Trio are at the crossroads of Times Square. Half a billion people are exposed to these 5,000 ft of signs each year because these four signs face in every possible direction. Screens are flexible allowing for synced full motion video, static or streaming. TSQ is top US tourist spot pushing Instagram moments. New Yorkers are here too - it’s the home of the top US commuter bus, largest subway station and twelve fortune 500 HQ’s.

PRODUCT INFORMATION
- 3 Screens
- Sizes Vary
- Spot Length: :15
- Loop Length: :120
- Advertisers: 8
- Hours: 22/7
- Full Motion Video/Static

COVERAGE
- Times Square
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
Located in the heart of Times Square, “The Bird” soars above the competition. With its wide range of static and full motion capabilities, this unorthodox digital display is impossible to miss for the thousands that visit daily. Bright, bold, and eye-catching this digital spectacular is perfect to keep your brand top of mind within the highly competitive New York Market.

PRODUCT INFORMATION
- 5 Screens
- Size: Various
- Spot Length: 15 Seconds
- Loop Length: 120 Seconds
- Advertisers: 8
- Hours: 22/7
- Static/Video

COVERAGE
- Times Square
- Midtown Manhattan

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The Javits Center hosts over 130 trade shows and conventions annually, with over 3.5 million attendees! Digital Billboards provide advertisers with ultimate flexibility — day-parting, last-minute updates and promotional campaigns are all possible with endless creative opportunities designed to reach targeted audiences.

**PRODUCT INFORMATION**
- 2 Screens
- Size: 22’H x 29’W
- Spot Length: :08
- Loop Length: :80
- Advertisers: 10
- Hours: 24/7
- Digital Static

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
This digital spectacular is located in Penn Center, an area that has become the hottest digital signage area in Manhattan. With world famous landmarks Madison Square Garden and Penn Station across the street, and Macy’s around the corner, advertisers can achieve ultimate brand exposure and recognition.

**PRODUCT INFORMATION**
- 1 Corner Wrap
- Size: 65’H x 40’W / 65’H x 42’6”W
- Spot Length: :08
- Loop Length: :80
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Static

**COVERAGE**
- Penn Station
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
An unprecedented branding opportunity, the Helmsley Walkway Liveboards are a one-of-a-kind experience. Located in the famed Helmsley Building, these Liveboards offer a rare digital advertising opportunity on Park Avenue. Communicate your message while targeting an affluent audience heading to and from Grand Central Terminal and major financial institutions.

**PRODUCT INFORMATION**
- Please contact your sales representative for additional information.

**COVERAGE**
- Grand Central Terminal
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
WALLSCAPES

Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide maximum impact for creative messages. Great point-of-purchase exposure keeps your message top of mind. Wallscapes are perfect for penetrating urban centers and vary in size, providing endless creative options.

PRODUCT INFORMATION
— Sizes vary by location

COVERAGE
— See map for complete coverage
Trestles are frequently located at major intersections allowing for additional viewing time when motorists are stuck at traffic lights — giving them the opportunity to ‘take in’ and identify with your brand or message.

**PRODUCT INFORMATION**

- 33 in Queens
- 1 in Brooklyn
- 108 in Long Island (83 in Nassau/25 in Suffolk)
- 7 in Fairfield County, CT

**COVERAGE**

- See map for complete coverage
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. Big, bold, in your face, and yet not an obtrusive medium - it’s part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this New York coverage.

EXTERIOR BUS MEDIA
- Kongs
- 30x215s
- Kings
- Super Kings
- Ultra Super Kings
- Queens
- L-Sides
- Headliners
- Extensions
- Headlights
- Tails
- The Franklin

INTERIOR BUS MEDIA
- Interior Bus Cards
- Brand Buses
BUS COVERAGE

Reaching New York's Five Boroughs

Bronx County Bus Lines
Kings County Bus Lines
New York County Bus Lines
Queens County Bus Lines
Richmond County Bus Lines
These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a major impact on vehicular and pedestrian traffic throughout the “Big Apple”!

**PRODUCT INFORMATION**
- Various Sizes
- Add a Headliner or Window Extension for more impact!

**COVERAGE**
- Systemwide
Get the conversation started on the streets with this oversized rolling display, while generating multiple impressions from pedestrian & vehicular traffic. Hard to miss presence increases brand recognition and awareness amongst the always active, mobile population.

PRODUCT INFORMATION

— 30"H x 215"W
— Add a Headliner or L-Side for more impact!

COVERAGE

— Systemwide
Impact New York’s most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media**. Bring your ad campaign to the masses with daily exposure in a standalone environment.

**PRODUCT INFORMATION**
- 30”H x 144”W
- Add a Headliner for more impact!

**COVERAGE**
- Systemwide
Attract consumers with high-quality creative that covers 20 feet of exterior space of the bus from wheel to wheel, allowing your message to make a lasting impression. Super Kings are the perfect medium to promote special events, promotional tie-ins and launching a new brand!

PRODUCT INFORMATION

- 30”H x 240”W

COVERAGE

- Manhattan
Ultra Super Kings travel the bustling streets of New York City providing advertisers with large format “rolling billboard” presence where traditional media is zoned out.

**PRODUCT INFORMATION**
- 102"H x 222"W

**COVERAGE**
- Manhattan
- Brooklyn
BUS QUEENS

Strategic placement of your ad on NYC buses gives your message unique mobility. Queens let your message resonate as they reach diverse demographic clusters all over the city.

PRODUCT INFORMATION

- 30”H x 88”W

COVERAGE

- Systemwide
L-Sides have standout visibility that demand attention throughout the streets of New York City. Ensuring maximum exposure at a low CPM, giving you the best bang for your buck.

PRODUCT INFORMATION
- Upper Panel 56"W x 52.875"H
- Lower Panel 30"W x 144"H

PRODUCT INFORMATION
- Systemwide
30 x 215 with L-Sides provide unparalleled exposure throughout the busy streets of the “Big Apple”. By expanding the creative space beyond the normal 30 x 215, you can ensure maximum campaign visibility and cost efficiency.

**PRODUCT INFORMATION**
- Upper Panel 56"W x 52.875"H
- Lower Panel 30"H x 215"W

**COVERAGE**
- Systemwide
Extending across the top of the entire bus, Headliners impact your audience and reach them no matter which direction they are going. Be on the streets and make multiple impressions directly in the heart of New York City.

PRODUCT INFORMATION
- 30x215
- Kings
- Kongs
- L-Sides
- L-Sides w/ 30x215

COVERAGE
- Systemwide
BUS EXTENSIONS

Differentiate your message from other various bus formats. Window Extensions make a major impact on your audience regardless of which direction consumers are traveling. Be on the streets and make multiple impressions directly in the heart of New York!

PRODUCT INFORMATION

- Kings
- Super Kings

PRODUCT INFORMATION

- Systemwide
Static media forms pin-point a target around a specific area. **Give your ad mobility** with Headlight displays, allowing your message to break free from a single area and **expand your horizon of opportunity.**

### PRODUCT INFORMATION
- 19.25"H x 44"W
- 17.5"H x 28.5"W

### COVERAGE
- Systemwide
Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Dominate the city with consistent exposure, high reach and frequency. While traveling in cars or crossing the street, consumers cannot escape this ubiquitous media form.

PRODUCT INFORMATION
— 17.5”H x 50”W

COVERAGE
— Systemwide
Double panel bus tails give continuous visibility to drivers and passengers behind buses generates lasting impressions plus creative flexibility! **Dominate the city with consistent exposure, high reach and frequency.** Consumers cannot escape this ubiquitous media form with a new twist.

**PRODUCT INFORMATION**
- Upper Panel 22”W x 70”H
- Lower Panel 15”H x 70”W

**PRODUCT INFORMATION**
- Systemwide
Maximize on **long dwell time and engage a captive audience** with Bus Interior Cards.

Interior cards **go where the competition isn’t** — directly above the heads of passengers on crowded buses.

Want more presence? Brand Buses offer advertisers the unique opportunity to **completely own the inside of the bus.**

**PRODUCT INFORMATION**
- 11”H x 28”W
- 11”H x 46”W
- Brand Bus

**COVERAGE**
- Systemwide
Reach an Upscale Audience from communities located in and around the tristate area. Advertisers can **spend time with this affluent demographic twice a day**, 20 ‘work days’ a month while commuters are on the train, waiting on the platform, and walking through stations. While traveling, commuters **“take in” and identify with your brand**, putting your message front and center in a high traffic environment.

### STATION MEDIA
- Platform Posters
- Platform Kiosks
- Grand Central Digital Network
- Grand Central Liveboard Network
- GC Vanderbilt Hall Digital Screens
- Penn Station Digital Network
- Commuter Rail Liveboard Network
- Atlantic Ave. Digital Screen
- MN Digital Platform Network
- Station Dominations
- Diorama Saturation

### RAIL CAR MEDIA
- Interior Rail Cards
- Interior Brand Cards
RAIL PLATFORM POSTERS

Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed Platform Posters target key demographics — educated and affluent audiences.

PRODUCT INFORMATION

— 1-Sheet Posters
— 2-Sheet Posters
— 3-Sheet Posters

COVERAGE

— Metro-North Railroad
— Long Island Rail Road
RAIL PLATFORM KIOSKS

These highly visible Platform Kiosks keep your message front and center in highly trafficked boarding and waiting areas. Platform Kiosks demand attention in an otherwise hectic commuter environment.

PRODUCT INFORMATION

— 26″H x 53″W

COVERAGE

— Westchester & Connecticut
— Metro-North Railroad
Grand Central, the “upscale” Times Square, boasts an affluent demographic. Over 750,000 people pass through the main rotunda daily! It is the #6 World’s Most-Visited Tourist Attraction according to Travel & Leisure, with more business traveler traffic passing through than JFK Airport! Impossible to miss, this digital network draws attention with its impactful size and vivid displays are a sure way to command the attention of commuters and tourists from around the world!

**PRODUCT INFORMATION**
- 4 Screens
- Spot Length: :12
- Loop Length: :96
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static

**COVERAGE**
- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

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GRAND CENTRAL
SHED LIVEBOARD
NETWORK

MNR, the largest passenger railroad in North America, delivers daily commuters into Grand Central from the northern suburbs of NY and nearby affluent Connecticut communities. The Train Shed provides the perfect opportunity to grab the attention of nearly 300,000 weekday riders.

PRODUCT INFORMATION

- 86 Screens
- Spot Length: :15
- Loop Length: :120
- Advertisers: 6
- Hours: 24/7
- Full Motion Video/Static (No Audio)

COVERAGE

- Grand Central Terminal
- Metro-North Railroad

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
The Expansion of Grand Central Terminal’s Rotunda provides a unique opportunity for advertisers to align with a significant piece of New York City history. All digital screens are in the high-traffic passageways surrounding the main concourse and are mounted on classic brass display walls.

**PRODUCT INFORMATION**
- 14 Screens
- Spot Length: :12
- Loop Length: :96
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

**COVERAGE**
- Grand Central Terminal
- Metro-North Railroad
- Grand Central Market

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
Grand Central’s famed Vanderbilt Hall has transformed into a popular destination with over 200,000 people passing through this landmark daily. OUTFRONT’s three digital displays ensures maximum campaign visibility and cost efficiency. Perfect to target premier corporate events and product launches, affluent commuters, and foodies looking to grab a bite to eat at the trendy Nordic inspired food stands.

PRODUCT INFORMATION
- 2 Portrait 46” Screens
- 1 Landscape 32” Screen
- Spot Length: .08
- Loop Length: .64
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static

COVERAGE
- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
PENN STATION DIGITAL NETWORK

This 22 Screen Digital Advertising Network is strategically positioned near track information providing “built-in” audience. **Demand attention in an otherwise hectic commuter environment** — keep commuters actively engaged and informed of your message as they seek information on their scheduled trains.

**PRODUCT INFORMATION**
- 22 Screens
- Spot Length: :15
- Loop Length: :120
- Advertisers: 6
- Hours: 24/7
- Full Motion Video/Static

**COVERAGE**
- Penn Station
- Long Island Rail Road

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

NEW YORK
212.297.6400
Strategically located on select Metro-North platforms, the Digital Platform Network consists of an upper screen that provides both track information and real-time transit service changes. Advertising on the lower screen provides advertisers the opportunity to engage consumers with their message as they check for travel updates.

**PRODUCT INFORMATION**

- 98 Units
- 45 Stations
- Size: 42"
- Spot Length: :08
- Loop Length: :64
- Advertisers: 8
- Hours: 24/7
- Static Digital

**COVERAGE**

- Metro-North Railroad

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
Target Affluent Commuters Across Westchester and Connecticut
Strategically impactful on high traffic platforms with long commuter dwell time, Digital Platform Liveboards can be bought on a network across Metro-North railroad stations or individually. Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

PRODUCT INFORMATION
- Screen Size 65” Vertical
- Full Motion Video or Static (No Audio)
- Loop Length :180
- Spot Length :15, :10, or :05

CURRENT TOTAL
- 246 Screens
- 33 Stations

COVERAGE
- Harlem 125th
- Melrose
- Morris Heights
- Riverdale
- Mt. Vernon East
- Pelham
- New Rochelle
- Larchmont
- Mamaroneck
- Harrison
- Portchester
- White Plains
- Terrytown
- Flushing Main
- Bayside
- Great Neck
- Stewart Manor
- Valley Stream
- Rockville Center
- Baldwin
- Merrick
- Bellmore
- Wantagh
- Hicksville
- Syosset
- Farmingdale
- Deer Park
- Brentwood
- Ronkonkoma
- Stony Brook
- Port Jefferson
- East Hampton

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RAIL STATION DOMINATIONS

Rail Dominations offers the **unique opportunity to completely saturate a commuter station** and make a major impact in the New York market. Special sites are strategically located in high-traffic areas throughout the rail system.

Get **unrivaled brand awareness** by creating a virtual exhibit that surrounds consumers with multiple messages throughout their commute.

**PRODUCT INFORMATION**

- Media varies by station

**COVERAGE**

- Grand Central North
- Grand Central Train Shed
- Yankee Stadium
- Citi Field
- Stamford Station
- Greenwich Station
- Penn Station Lower Level

NEW YORK
212.297.6400
INTERIOR RAIL CARDS

The average commuter rides the train 2 times a day, 20 days a month, allowing over 40 opportunities for your message to be seen. With hard-to-miss placement, high reach and frequency, Interior Rail Cards help your message standout year round.

PRODUCT INFORMATION

— 33"H x 21"W

COVERAGE

— Metro-North Railroad
— Long Island Rail Road
Grab the attention of a completely captive audience! **Without any other advertiser on the train car,** you have an amazing opportunity to promote your brand message to a distinctly highly educated, diverse and affluent audience.

**PRODUCT INFORMATION**
- 33”H x 21”W

**COVERAGE**
- Metro-North Railroad
- Long Island Rail Road
**SUBWAY MEDIA**

Influence a captive audience of over 5.6 million riders daily, with tremendous impact and frequency at high-traffic locations. Subway advertising offers unparalleled reach to some of the most intelligent, savvy and affluent consumers in New York City. Subway advertising provides exceptional value and is the perfect way to command the attention of busy commuters in a captive setting.

**STATION MEDIA**
- Platform Posters
- Shelter-Sized Dioramas
- Escalator Squares
- Stair Risers
- Turnstiles
- Station Dominations
- TurnStyle At Columbus Circle
- Liveboard Network
- Times Square/PABT Digital Concourse
- MTA Metrocard Vending Machine
- Tunnel Takeover
- Clocks

**EXTERIOR SUBWAY**
- Wrapped Shuttle

**INTERIOR SUBWAY**
- Car Cards
- Brand Trains
SUBWAY PLATFORM POSTERS

Forge new relationships with New York’s 5 million+ daily riders through subway Platform Posters spread throughout the system. Send multiple messages to the subway’s commuters at all their stopping points! Situated on the platforms and walkways throughout the “Big Apple”, vibrant and detailed Platform Posters target key demographics — both multicultural and upscale audiences.

PRODUCT INFORMATION

- 1-Sheet Posters
- 2-Sheet Posters

COVERAGE

- Citywide
- By Borough
- By Station
- African American
- Hispanic
SHELTER-SIZED DIORAMAS

Brightly illuminated backlit Shelter-Sized Dioramas reach the commuting masses as they enter and exit the stations. These eye-catching displays are located in some of New York’s busiest stations.

PRODUCT INFORMATION
— Backlit
— 68.5”H x 47.5”W

COVERAGE
— Manhattan
Located at the highly trafficked 53rd Street and Fifth Avenue Station, these displays impact 169,800 riders every week! The extra-long escalator rides produce a captive audience for your message. By utilizing each square, you will send in-depth and detailed information directly to your audience.

**PRODUCT INFORMATION**
- 22”H x 21”W

**COVERAGE**
- 53rd & 5th Ave Station
- Midtown Manhattan
Stair Risers are an extremely artful way to advertise with OOH, are cost effective, and maximize advertising dollars. Due to their unique creativity they also attract a following on social media with locals, tourists and commuters. OUTFRONT’s Stair Risers offer a unique opportunity to promote brand messaging, product launches, event branding, event promotions, and sponsorships.

PRODUCT INFORMATION
— Sizes Vary

COVERAGE
— Citywide
Multiple points of unavoidable exposure command the attention of New York City’s 5 million+ daily subway riders as they enter and exit stations during their daily travels. Diversify your creative messaging with multiple creatives — Turnstile ads are prime space for advertiser branding.

PRODUCT INFORMATION

— By Station
— By Borough
— Ability to purchase Turnstile Arms only, or Turnstile Arms with Entrance & Exit Decals.
— *Includes non domination stations only

COVERAGE

— Citywide
SUBWAY STATION DOMINATIONS

Dominate the consumer landscape at key, high traffic commuter centers. Station dominations transform commuters’ daily ride into a total “brand experience,” delivering multiple campaign messages.

PRODUCT INFORMATION
— Media varies by station

COVERAGE
— Yankee Stadium/161st Street
— Yankee Stadium-Outside Fare Zone
— 59th & Lexington Avenue
— 125th & Lexington Avenue
— Grand Central Subway
— GC Subway Corridor to Lines 4, 5, & 6
— GC Subway Lower Level
— Bedford Avenue
— Atlantic Avenue
— Delancey & Essex
— Main Street-Flushing
— 59th & 5th Avenue
— 72nd Street & 2nd Avenue
— Hudson Yards
— 86th Street & 2nd Avenue
— Meatpacking District 14th/8th Avenue
— Jackson Heights/Roosevelt Avenue
— Rockefeller Center 48th/49th Street
— Broadway & Lafayette @ Houston
— 5th Ave. - 53rd St.
— Spring Street
— Herald Square/34th Street
— Times Square/42nd Street
— Bryant Park/5th Avenue
— Willets Pt./Citi Field
— Union Square
— Wall Street (4 & 5)
— West 4th Street Station

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BACK TO MEDIA FORMATS
SUBWAY LIVEBOARD NETWORK

Speak directly to New Yorkers through our emerging liveboard network in NYC. The impact of our liveboards connects brands with tourists and locals alike in environments with high dwell time. Leverage full motion video to enhance your message’s creative content.

PRODUCT INFORMATION
— Loop Length: 180 Seconds
— Spot Length: Primarily :15
— Full Motion Video or Static (No Audio)

CURRENT TOTALS
— 2,590 Screens
— 247 Stations

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Reach one of the most highly trafficked and important subway environments in New York City with an unrivaled digital experience. Located under the intersection of 42nd Street, Seventh Avenue and Broadway, Times Square is one of the busiest transportation hubs in the city. Perfect to target a broad demographic from tourists to commuters, to locals and office workers, providing transportation and connections within the five boroughs and surrounding areas.

**PRODUCT INFORMATION**
- 44 Screens
- Screen sizes: 65”
- Spot Length: .05, .10, or .15
- Loop Length: .180
- Full Motion Video/Static (No Audio)

**COVERAGE**
- Times Square Subway Station
- Port Authority Bus Terminal
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
Located in the center of the action and home to nearly 35 upscale stores and restaurants, the TurnStyle Underground Market provides brands with a unique opportunity to connect with Columbus Circle’s 80,000 daily visitors. OUTFRONT’s full-motion, touchscreen displays fully immerse commuters in a brands world. Liveboard’s unique technology allows advertisements that are contextually relevant to reach their targeted audience at the right time with the message a brand aims to send.

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**EXTERIOR NETWORK:**
- 7 screen network located at 2 street level entrances for the 59th St. Columbus Circle Subway Station.
  - 4 vertical screens (2-sided above the stairwell) at 57th & 8th
  - 3 consecutive horizontal screens at 58th & 8th
- 5 or 15 second spot on a 75 second loop
- Only 15 seconds of advertising spots are available with the remainder of the loop dedicated to the TurnStyle Group Landlord.
- (3) 5 second spots OR
- (1) 15 second spot
- Video with the exception of 2 screens that face the stairwell and are Static Only.

**INTERIOR NETWORK:**
- 16 screen network located in the TurnStyle Underground Market
- Day is broken into Rush Hour and Non-Rush Hour
  - Rush Hour: 8-10am & 5-7pm
    - 15 second spot on a 120 second loop
  - Non-Rush Hour: 5-8am, 10am-5pm & 7pm-midnight
    - 4 minutes of advertising time on a 16 minute loop per Hour (remainder of loop is reserved for landlord)
- 4 total advertising spots are available (remainder of loop is reserved for landlord)
Unlike other forms of advertisements, the MTA Metrocard Vending Machine Network provides a distinct opportunity for advertisers to directly impact consumers on a massive scale! Impossible to miss in the world’s 7th busiest transit system, your message will pierce through the highly competitive New York market like never before, leaving a lasting impression for millions of commuters!

PRODUCT INFORMATION

- 1,649 MTA Vending Machines
- Spots: 8
- Spot Length: :20
- Loop Length: :160
- Advertisers: 1
- Hours: 24/7
- 4 weeks per spot

COVERAGE

- Citywide

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
The Wrapped Shuttle offers an incredible opportunity to overtake the entire interior and exterior space of the most popular subway cars in NYC. Connecting 100,000+ riders between Grand Central Station and Times Square daily, the wraps allows advertisers unlimited artistic possibilities with the ability to spark interest and garner buzz among commuters, tourists, and locals alike.

**PRODUCT INFORMATION**

- 3-Car Shuttle
- 4-Car Shuttle, Track 3

**COVERAGE**

- Grand Central Station
- Times Square
SUBWAY INTERIOR CARDS

Reach a captive audience on their average 19 minute commute each way. Unlike other forms of media, Interior Car Cards go where the competition isn’t — directly above the heads of passengers on crowded trains.

PRODUCT INFORMATION

— 11"H x 46"W
— 11"H x 70"W
— 22"H x 21"W

COVERAGE

— Citywide

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Saturating a car with your ad ensures your message is in view regardless of where a rider sits. Tell your story, feature all of your products, or display multiple messages. With no other brands present in the train, you have the entire commute to captivate the audience without competition.

PRODUCT INFORMATION

- Includes all sizes:
  - 11”H x 46”W
  - 11”H x 70”W
  - 22”H x 21”W

COVERAGE

- Citywide Coverage
- 4 Car Shuttle*
- 3 Car Shuttle*
- *Shuttle coverage between Grand Central Station & Times Square
Visible to subway riders, pedestrians and vehicular traffic, Urban Panels provide your message with great reach and frequency and the opportunity to develop ultimate brand awareness. These units are raised and cannot be blocked by pedestrians or vehicular traffic — leaving a clean line of sight for your message at all times.

PRODUCT INFORMATION

— 30”H x 60”W

COVERAGE

— Manhattan
— Brooklyn
— Queens
— Bronx
Situated above subway entrances, urban panels are the most **dominant and vibrant street-level displays**, allowing advertisers the opportunity to appeal to huge subway and pedestrian audiences with creative that can be changed or updated throughout the day.

**PRODUCT INFORMATION**
- 262 Screens
- Diagonal 65” Screens
- Spot Length: .08
- Loop Length: :64
- Advertisers: 8
- Hours: 24/7*
- Static Digital Only

**COVERAGE**
- Manhattan
- Brooklyn
- Bronx
- Queens

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
Situated above subway entrances, these digital displays are the most desirable full video street level screens in New York City! Located throughout Manhattan and Brooklyn, these “People Magnets” attract attention directly to your message when and where it is relevant — creating perfect point-of-purchase opportunities for your brand.

**PRODUCT INFORMATION**
- 262 Screens
- Diagonal 65" Screens
- Spot Length: :05, :10, or :15
- Loop Length: :90
- Advertisers: 6
- Hours: 24/7*
- Full Motion Video/Static (No Audio)

**COVERAGE**
- Manhattan
- Brooklyn
- Bronx
- Queens

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THE SHOPS AT COLUMBUS CIRCLE: INSIDE DOMINATION

Located in the Time Warner Center complex, The Shops at Columbus Circle is an upscale mall located in the upper west side. Frequent by locals and tourists with substantial disposable income this one of a kind location with its wide selection of world-class restaurants, shops, bars, and theater delivers an unrivaled experience where people can dine, shop, and be entertained. Perfect for advertisers looking to target an upscale and refined audience.

PRODUCT INFORMATION
- Great Room Banners (2 Units)
- Interior Kiosks (20 Units)
- Digital Presence (9 Screens)

COVERAGE
- Time Warner Center
- Central Park
- Upper West Side
THE SHOPS AT COLUMBUS CIRCLE: OUTSIDE DOMINATION

Centrally located in the heart of one of Manhattan’s five major corridors just above one of the city’s busiest subway stations, the Shops at Columbus Circle located in the Time Warner Center complex is a destination of choice for locals and tourists with substantial disposable income. This trendy and vibrant area is surrounded by Central Park, Fortune 500 companies, world-class restaurants, upscale hotels and shops. Large format displays in this area of Manhattan are rare, presenting your brand with a golden opportunity to reach a refined upscale audience that no other vendor can provide!

PRODUCT INFORMATION

— Broadway Showcase (2 Units)
— Oversized Entrance Poster (1 Unit)
— Entrance Transparency (1 Unit)
— Elevator Wraps (2 Units)

COVERAGE

— Time Warner Center
— Central Park
— Upper West Side
EAST HAMPTON AIRPORT
EAST HAMPTON AIRPORT

East Hampton Airport, the aerial gateway of eastern Long Island, offers an exclusive chance for advertisers to make a resounding impact on both locals and affluent vacationers from across the globe! With an average of 25,000 annual flights per year, East Hampton Airport’s bold and eye-catching venues offers a fantastic opportunity for advertisers to capture the attention of not only the very rich, but also executives, media moguls, and film stars!

PRODUCT INFORMATION

- Backlit Displays: 72”H x 48”W
- Magazine Rack: 25”H x 55.25”W
- Posters: Various Sizes
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**

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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

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