WE GET YOU NEW YORK.

Media Across The Market
OUTFRONT by nature.

At OUTFRONT, we understand that to brands, audiences are everything. The pandemic has accelerated the change of nearly everything, including all of us. Our media continues to impact people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That’s why we are dedicated to helping people, places, and business grow stronger.

We are adding intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solution designed to reach and measure impact against your desired audience.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

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 every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases), our national footprint (25 top markets), and our local community connections (and relevance).

Welcome to America’s most visible and most versatile media network.

Welcome to OUTFRONT. We get you America.
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 data to make your campaigns targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research, proprietary geospatial data, 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
At its heart, OOH is a location-based medium allowing smart brands to leverage contextual relevance. With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth 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.

CREATIVITY
Creative drives 70% of an ad’s effectiveness, and OOH is the most creative media out there. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Leverage our award-winning in-house creative agency, STUDIOS, for best-in-class creative services or tap into XLabs to bring dynamic capabilities to your digital creative.

NEW YORK
212.297.6400
SOURCE: GEOPATH (OUTFRONT MARKETS), 2021. JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.
TIME TO MIX IT UP/

THE PANDEMIC ACCELERATED BEHAVIORAL CHANGES, HIGHLIGHTING AND INCREASING OUTFRONT’S PROXIMITY MARKETING POWER. AS YOUR AUDIENCE MIXES UP THEIR ROUTINE, SO DO WE. 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.

ALL EYES ON OUTDOOR

The demand for outdoor and real life experiences remains high. Whether on the roads or in transit systems, OOH’s impact is higher than ever before. In fact, 53% of people reported noticing OOH ad more now than pre-pandemic. It doesn’t stop there. People take action after OOH exposure, with top actions including search, website visitation, talking about the brand, and in-store purchases. Brands are taking note, with 77% increasing their knowledge of the sector in the past 18 months.

MOST TRusted MEDIUM

Trust is key for brands today. OOH remains the most trusted medium, seeing the largest increase in consumer trust during the pandemic. We believe this is due to its tangible in real life nature. This is especially true among the younger generations, with OOH being the #1 preferred media format for Millennials and Gen Z. And it continues to drive action, with 92% of Millennials and 77% of Gen Z responding that they were extremely likely to purchase a product after seeing an OOH ad.

DIGITAL BURNOUT

People are experiencing digital fatigue, with 71% reporting tuning out digital ads and 33% already spending less time with their various screens. Advertisers see OOH as a viable solution, due to its real life impact and creativity that amplifies digital connections. That’s why 87% of advertisers are recommending digital OOH in the next 12 months. 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 smartSCOUT™, Geopath, or StreetMetrics 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. Utilize XLABS to bring dynamic digital elements to your campaign.

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.

**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 subway wrap for Supreme reached 2.2 billion people on Twitter.

**MOBILE**

Consumers are 48% more likely to engage with a mobile ad after being exposed to the same ad on OOH first.

OOH & mobile increased purchase intent for Bounce Curl by 18%.
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 IS SET FOR CONTINUED GROWTH

US Media Forecast

2022 FORECAST
- 16% Digital
- 3% TV
- 5% Radio
- 17% Print

2023 FORECAST
- 12% Digital
- 4% Radio
- 11% TV
- 19% Print

OOH IS SET FOR CONTINUED GROWTH
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>
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<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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</thead>
<tbody>
<tr>
<td>1 New York-Newark et al, NY-NJ-Pa</td>
<td>15,756,268</td>
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<td>2 Los Angeles-Long Beach et al, CA</td>
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<td>3 Chicago et al, IL-IN-WI</td>
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<td>● ●</td>
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<tr>
<td>4 Dallas-Ft Worth-Arlington, TX</td>
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<td>● ●</td>
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<td>5 Houston-The Woodlands et al, TX</td>
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<tr>
<td>6 Washington et al, DC-VA-MD-WV</td>
<td>4,983,627</td>
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<tr>
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<td>4,975,502</td>
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<td>8 Philadelphia et al, PA-NJ-DE-MD</td>
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<td>● ●</td>
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<tr>
<td>9 Atlanta-Sandy Springs et al, GA</td>
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<tr>
<td>10 Boston-Cambridge-Newton, MA-NH</td>
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<td>11 San Francisco-Oakland et al, CA</td>
<td>3,827,557</td>
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<tr>
<td>12 Phoenix-Mesa-Scottsdale, AZ</td>
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<tr>
<td>13 Riverside et al, CA</td>
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<tr>
<td>14 Detroit-Warren-Dearborn, MI</td>
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<tr>
<td>15 Seattle-Tacoma-Bellevue, WA</td>
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<td>16 Minneapolis-St. Paul, MN</td>
<td>2,872,781</td>
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<td>18 Tampa St. Petersburg, FL</td>
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<tr>
<td>19 Denver-Aurora-Lakewood, CO</td>
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<tr>
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<td>21 St. Louis, MO-IL</td>
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<td>● ●</td>
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<tr>
<td>22 Orlando-Kissimmee-Sanford, FL</td>
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<tr>
<td>23 Portland-Vancouver et al, OR-WA</td>
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<tr>
<td>24 San Antonio-New Braunfels, TX</td>
<td>1,990,817</td>
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<tr>
<td>25 Pittsburgh, PA</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

NEW YORK 212.297.6400
NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2021 UPDATE).

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</thead>
<tbody>
<tr>
<td>26 Sacramento--Roseville et al, CA</td>
<td>1,868,176</td>
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<td>● ● ● ● ●</td>
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<tr>
<td>27 Las Vegas-Henderson-Paradise, NV</td>
<td>1,816,899</td>
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<td>● ● ● ●</td>
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<tr>
<td>28 Cincinnati, OH-KY-IN</td>
<td>1,747,915</td>
<td>● ● ● ●</td>
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<td>29 Kansas City, MO-KS</td>
<td>1,685,604</td>
<td>● ● ● ●</td>
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<td>30 Columbus, OH</td>
<td>1,680,497</td>
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<tr>
<td>31 Cleveland-Elyria, OH</td>
<td>1,633,258</td>
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<td>● ● ● ●</td>
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<td>32 Indianapolis-Carmel-Anderson, IN</td>
<td>1,618,427</td>
<td>● ● ● ●</td>
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<td>33 San Jose-Sunnyvale et al, CA</td>
<td>1,570,775</td>
<td>● ● ● ●</td>
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<td>37 Jacksonville, FL</td>
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<tr>
<td>41 Louisville et al, KY-IN</td>
<td>1,000,624</td>
<td>● ● ● ●</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).
WE GET YOU NEW YORK.

Home to nearly 9 million residents and with another 20 million people living in the surrounding metropolitan area, New York City is the most densely populated city in the United States. Famed for its skyscrapers and its reputation as the city that never sleeps, it’s one of the most economically prosperous and cultured cities in the world, attracting millions of visitors annually. The average worker earns 1.7x the national average and the city is home to approximately 500,000 millionaires and billionaires. It’s also considered to be the cultural, financial, and media capital of the world. If it were a sovereign state it would have the eighth-largest global economy!

WHY NY?

— Most diverse city in the United States. Over 3.2 million residents are foreign-born, and as many as 800 languages are spoken within the metropolitan area.
— New York City’s population has grown by 629,057 since 2010.
— With 36 subway lines and 472 different stations, the New York City subway system is one of the busiest systems in the world! It would take a rider roughly 24 hours to navigate the entire system!
— Real estate market is among the most expensive in the world.
— New York City expects to see over 57 million tourists in 2022.

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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NEW YORK 212.297.6400
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
5 Times Square is the most unique domination in all of New York. These six faces cover 7th Ave from 42nd to 41st street. The domination combines static and digital displays to give your brand unlimited messaging opportunities. 5 Times Square is over 9,000 square feet of brand fame opportunity that is in the most desirable advertising area on the planet. Reach millions daily with this unbeatable opportunity in the heart of Times Square.

PRODUCT INFORMATION
— 6 Units (5 Static & 1 Digital)
— Advertisers: 1
— Hours: 24/7
— 100% SOV
— Full Motion Video/Digital Static (No Audio)

COVERAGE
— Times Square
— Midtown Manhattan
TIMES SQUARE TOWER

Located at the Crossroads of the World, this magnificent assembly of oversized spectulars 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**

- 24 Total Units
- 5 Network Options & 4 Stand Alone Units
- LED Display Sizes Vary By Unit
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 24/7
- Digital Static Only (No Audio)

**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 Seconds
- Loop Length: 120 Seconds
- Advertisers: 4**
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

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.
TIMES SQUARE TRIO

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 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
- Size: Vary By Unit
- Spot Length: 15 Seconds
- Loop Length: 120 Seconds
- Advertisers: 8
- Hours: 22/7
- Full Motion Video/Digital Static (No Audio)

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.
THE CUBE AT 2 TIMES SQUARE

This PRIME location is in the background of every social media post taken from the Pedestrian Plaza and TKTS amplifying your brand across the globe. The cube is perfect for reaching Times Square’s 150 million annual visitors as well as billions worldwide via social media reach.

PRODUCT INFORMATION

- 2 Screens
- Size: Vary By Unit
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 8
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

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.

NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE
THE BIRD

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

- 2 Screens
- Size: Vary By Unit
- Spot Length: 15 Seconds
- Loop Length: 120 Seconds
- Advertisers: 8
- Hours: 22/7
- Full Motion Video/Digital Static (No Audio)

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.
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: 8 Seconds
- Loop Length: 80 Seconds
- Advertisers: 10
- Hours: 24/7
- Digital Static Only (No Audio)

**PRODUCT INFORMATION**

- Hell’s Kitchen
- Manhattan
- Hudson Yards

*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: 8 Seconds
- Loop Length: 80 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

**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
TRESTLES COVERAGE

Across The Greater Tri-state Area
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

NEW YORK
212.297.6400

BACK TO MEDIA FORMATS
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**
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
**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**
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
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**
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

BACK TO MEDIA FORMATS
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
- Bronx
- 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
- Manhattan
- Bronx
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 52.875"H x 56"W
- Lower Panel 30"H x 144"W

PRODUCT INFORMATION
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
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 52.875”H x 56”W
- Lower Panel 30”H x 215”W

**COVERAGE**
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
HEADLINERS

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
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
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

— Manhattan
— Brooklyn
— Queens
— Bronx
— Staten Island
HEADLIGHTS

Promote your brand with this powerful media format utilized daily on more than 2000 buses across the city! With no other advertiser present, Headlights offer low CPM’s, and allows advertisers to cost-efficiently bring their ad campaign to the masses with daily exposures.

PRODUCT INFORMATION

— 19.25”H x 44”W
— 17.5”H x 28.5”W

PRODUCT INFORMATION

— Manhattan
— Brooklyn
— Queens
— Bronx
— Staten Island
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

PRODUCT INFORMATION
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
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”H x 70”W
- Lower Panel 15”H x 70”W

PRODUCT INFORMATION
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
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 46”W
- Brand Bus

COVERAGE
- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island
COMMUTER RAIL
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 Dioramas
- GC Shed Liveboard Network
- Grand Central Liveboard Network
- GC Vanderbilt Hall Digital Screens
- GC Shed Liveboard Network
- One Vanderbilt Liveboard Network
- MN Digital Platform Network
- Commuter Rail Liveboard Network
- Station Dominations

**RAIL CAR MEDIA**
- Interior Rail Cards
- Commuter Rail Livecard Network
- Interior Brand Cards
- LIRR Cannonball Express Wrap
- Wrapped Married Pairs
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 Digital Dioramas
- Size: 101"
- Spot Length: 12 Seconds
- Loop Length: 96 Seconds
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

**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.*
Metro-North Railroad, 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
- Size: Vary By Unit
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 5:30am - 2:00am
- Full Motion Video/Static (No Audio)

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

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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
- Size: 50” Portrait Screens
- Spot Length: 12 Seconds
- Loop Length: 96 Seconds
- 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 ensure 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: 8 Seconds
— Loop Length: 64 Seconds
— Advertisers: 8
— Hours: 5:30 am - 2:00 am
— Digital Static Only (No Audio)

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.
Located at the entrance of the 4th largest building in New York and Grand Central Terminal’s main concourse, OUTFRONT’s One Vanderbilt Liveboard Network provides an unparalleled opportunity to engage with commuters, tourists, and thrill-seekers heading to Manhattan’s hottest new observation decks. Opened in September 2020, the ‘SUMMIT’ offers a rare immersive cultural experience filled with translucent lights, mirrors, and transparent glass floors, making it the only one of its kind in the United States, drawing in thousands of visitors each month and quickly becoming a popular attraction for adventure seeking city residents.

**PRODUCT INFORMATION**
- 10 Screens
- Size: 65"
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Hours: 6:00am – 9:00pm
- Full Motion Video/Static (No Audio)
- 1 out of 10 screens is static exclusively

**COVERAGE**
- One Vanderbilt
- Grand Central Terminal

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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: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 24/7
- Digital Static Only (No Audio)

**COVERAGE**
- Metro-North Railroad

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MN DIGITAL PLATFORM NETWORK

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: 50” Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

**LONG ISLAND RAIL ROAD**
- 183 Screens
- 23 Stations

**METRO-NORTH RAILROAD**
- 106 Screens
- 18 Stations

*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.*
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 unparalleled 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
— Yankee Stadium
— Citi Field
— Stamford Station
— Greenwich Station
— Penn Station Lower Level

NEW YORK
212.297.6400
INTERIOR RAIL CARDS

Commuter rail connects suburban dwellers with the business districts 2 times a day, multiple days a week, allowing 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
COMMUTER RAIL LIVECARD NETWORK

BE THE FIRST TO DYNAMICALLY ENGAGE WITH NEW YORK’S UPSCALE POPULATION.

Impact affluent New Yorkers and Connecticuter with Commuter Rail Livecards. Get your brand in front of this hard to reach audience which spends an average of 45 minutes on the train multiple times a week.

Our livecard network includes full motion or static, synchronized content.

PRODUCT INFORMATION

- 4 Livecards Per Car
- LIRR (186 cars) / MNR (102 cars)
- Size: 31.55” Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 300 Seconds
- Hours: 5:30 am - 2:00 am
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Metro-North Railroad
- 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.
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
LIRR CANNONBALL EXPRESS WRAP

BE THE BRAND THAT KICKS OFF THE PARTY WEEKEND WITH THE CANNONBALL EXPRESS!

Jump start the summer weekends greeting riders with the larger than life Cannonball Express Wrap, as they depart the city for fresh air, sun, and relaxation. The Cannonball Express Wrap has the potential to reach the 7.6M+ local Long Island residents and 2M+ summer travelers as the train rides alongside major roadways and through towns.

PRODUCT INFORMATION

- 4 Consecutive Rail Cars
- Exterior Wrap (No Windows)
- 1 Package Available
- MTA Partnership Required
- MTA Restrictions Apply

COVERAGE

- East Hampton
- Long Island Rail Road

SOURCE: US CENSUS, DISCOVER LONG ISLAND
NEW YORK
212.297.6400
Reach New York City’s suburbs like never before with OUTFRONT’s brand new Wrapped Married Pairs! Sold in groups of two, these massive creative canvases located along both sides of Metro-North and/or Long Island Rail Road trains travel through some of the country’s wealthiest towns and can be seen from many heavily trafficked highways. Perfect for brands with larger-than-life aspirations looking to make a big statement within the highly competitive New York market.

**PRODUCT INFORMATION**
- Sold in Groups of 2
- Exterior Wrap (No Windows)
- Sizes Vary
- MTA Restrictions Apply

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

Influence a captive audience of over 5.5 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
- Liveboard Network
- Times Square Digital Livescape
- MTA Metrocard Vending Machine
- Tunnel Takeover
- Clocks

EXTERIOR SUBWAY
- Wrapped Shuttle
- Subway System Wraps

INTERIOR SUBWAY
- Car Cards
- Livecard Network
- Half Car Brand Train
- Subway Livecard Brand Train

SOURCE: MTA (2019)
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
- Systemwide Coverage
- By Borough
- By Station
- African American
- Hispanic

NEW YORK
212.297.6400
SOURCE: MTA (2019)
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 293,261 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

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
— Systemwide Coverage
TURNSTILES

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
— *Includes non domination stations only

COVERAGE

— Systemwide Coverage
SUBWAY STATION DOMINATIONS

Dominate the consumer landscape at key, high traffic commuter centers. With no other brands present, Station Dominations completely transform commuters’ daily rides into a total “brand experience.” Creating a virtual exhibit that surrounds the consumer with multiple messages throughout their commute, makes this a popular choice among advertisers looking to make an impact within the Big Apple.

PRODUCT INFORMATION

— Media varies by station

COVERAGE

— Yankee Stadium/161st Street
— 59th & Lexington Avenue
— 116th & Lexington Avenue
— 125th & Lexington Avenue
— Grand Central Subway
— GC Subway Lower Level
— Bedford Avenue
— Atlantic Avenue-Barclays
— Delancey & Essex
— Main Street-Flushing
— 59th & 5th Avenue
— 72nd Street & 2nd Avenue
— 86th Street & 2nd Avenue
— Hudson Yards
— Columbus Circle
— Fulton Street (4,5)
— 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
— Jay St-Metro Tech
— 53rd Street (Brooklyn)
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

- Size: 50” & 65” Portrait Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

CURRENT TOTALS

- 3,284 Screens
- 355 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
- Size: 65” Portrait Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital 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.*
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!

MTA METROCARD VENDING MACHINE

PRODUCT INFORMATION

- 1,649 Screens
- Spot Length: 20 Seconds
- Loop Length: 160 Seconds
- Advertisers: 1
- Hours: 24/7
- Digital Static Only (No Audio)

COVERAGE

- Systemwide Coverage

NEW YORK
212.297.6400
SOURCE: MTA (2019)

*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

— 6-Car Shuttle

COVERAGE

— Grand Central Station
— Times Square
Subway System Wraps are one of New York City's most unique and exciting media formats available. Offering brands an incredible opportunity to completely overtake the entire exterior of subway cars and be the only interior presence, this larger-than-life canvas cuts through the clutter and generates buzz across the city and on social media as they travel throughout the subway system. Presenting advertisers with the perfect branding opportunity within one of the most desirable advertising locations in the world!

**PRODUCT INFORMATION**
- Exterior Wrap (No Windows) and Brand Train
- Must buy a package of 8, 10, or 11 cars.
- Must follow MTA pilot guidelines. See AE for details.
- MTA Restrictions Apply

**COVERAGE**
- Systemwide
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

— Systemwide Coverage

NEW YORK
212.297.6400
SOURCE: MTA (2019)
BE THE FIRST TO DYNAMICALLY ENGAGE WITH NEW YORK CITY’S COMMUTER POPULATION.

Impact a captive audience with Subway Livecards. Get your brand in front of this mass audience which spends an average of 19 minutes on the subway multiple times a week.

Our livecard network includes full motion or static, synchronized content.

PRODUCT INFORMATION
- 188 Subway Cars
- Size: 26.49” Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE
- Systemwide 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.
Saturating a subway car with your ad ensures your message is in full view regardless of where a rider is located. Tell your story, feature your product, or display multiple messages! With advertising space situated along the subway car, you have the unique opportunity to command attention with your message that no other media format can match!

PRODUCT INFORMATION
- Includes all sizes:
  - 11"H x 46"W
  - 11"H x 70"W
  - 22"H x 21"W

COVERAGE
- Systemwide Coverage
- 4 Car Shuttle*
- 3 Car Shuttle*
- *Shuttle coverage between Grand Central Station & Times Square
LIVECARD BRAND TRAINS

Introducing OUTFRONT’s next generation Brand Train format. Utilizing the power of our innovative livecard network, these vibrant digital screens located along the entire side of the subway car provides brands with an unprecedented opportunity to mesmerize and engage with riders within the country's largest subway system. Perfect for aspiring startup, product launches, brand messaging utilizing our dynamic digital capabilities.

PRODUCT INFORMATION

- 82 Subway Cars
- Size: 26.49” Portrait and 47.8” Landscape Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Screen counts vary by rail car series
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Systemwide Coverage

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STREET FURNITURE
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
URBAN PANEL COVERAGE

Across New York City
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**
- 400 Screens
- Size: 55” & 65” Landscape/ Diagonal Screens
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: Varies
- Hours: 24/7*
- Static Digital Only (No Audio)

**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**
- 400 Screens
- Size: 55” & 65” Landscape/Diagonal Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 90 Seconds
- Advertisers: Varies
- Hours: 24/7*
- Full Motion Video/Static (No Audio)

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

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DIGITAL URBAN PANEL NETWORK COVERAGE

NEW YORK
212.297.6400

BACK TO MEDIA FORMATS
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, 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
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. Proximity targeting technology enables mobile ad activation for users within a geographical boundary. These virtual perimeters are created around real-world locations defined as lat/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

**PRODUCTS**
- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

**LOCATED IN THE TOP 50 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
Organic
- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes
Paid
- AR
- Influencers

LOCATED IN THE TOP 50 MARKETS

SOCIAL MEDIA INTEGRATION