WE GET YOU ORANGE COUNTY

Media Across The Market
At OUTFRONT, we understand that to brands, audiences are everything. Consumers have changed their daily habits but still associate being outside the home with joy and according to the Harris poll, have increased their notice rate of OOH media.

We provide an integrated and targeted platform to connect brands to their desired audiences, as they live their lives. We are famous for incomparable impact and creativity of our medium — we champion the power of the biggest canvases across North America to drive engagement, fame, and trust. And we do it where it matters.

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

— We are front and center in the places where people live, work, and play. From neighborhoods and communities, to urban centers and transit hubs, to busier than ever highways and roads.

We leverage new technology to make OOH more relevant, responsive, and rewarding. Plus we make all of your existing digital investments work harder, including search, social, and mobile.

Intelligent OOH is about the permanent versus the transient. The IRL to the URL. The confluence of and flexibility between screens. Truth, trust, and transparency.

OUTFRONT. We help people, places, and business grow stronger.
WE LEVERAGE THE POWER OF TECHNOLOGY, LOCATION, AND CREATIVITY TO DRIVE IMPACT AND ENGAGEMENT BETWEEN BRANDS AND AUDIENCES.

TECHNOLOGY
Technology is a priority for OUTFRONT. We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research and real-time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

LOCATION
With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breath with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly), with targeted messaging by market or demographic, delivered at a high frequency (20+ times a day).

CREATIVITY
Creative drives 70% of an ad’s effectiveness. OUTFRONT delivers the best inventory in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Our location based media provides unmatched contextual relevance to your target audience. Leverage our in-house creative agency, STUDIOS, for best in class creative services.

ORANGE COUNTY
323.222.7171
SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.
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.

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.

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.
LEVERAGE OUR EDGE

OUTFRONT’S 360° PARTNERSHIP APPROACH ENSURES YOU GET THE EDGE ON YOUR COMPETITION.

CONSULTATION
DEFINING YOUR CAMPAIGN
Tap into our insights team, smartSCOUT™, or Geopath, to find the best canvases to reach your audience. Prefer to buy programmatically? 1000+ canvases available to be bought programmatically on top SSP & DSP platforms.

CREATIVE
THE MOST CREATIVE OF ALL MEDIUMS
Leverage our award winning in-house creative agency, OUTFRONT STUDIOS, to aid with anything from best practices to full campaign development.

PRODUCTION
LAUNCHING YOUR CAMPAIGN
Let’s launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION
TAKING YOUR MESSAGE FROM IRL TO URL
OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

ATTRIBUTION
TRACKING SUCCESS
Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Phone Calls, Tune In, and Brand Affinity.

ORANGE COUNTY
323.222.7171

BACK TO MEDIA FORMATS
COPYRIGHT © 2020 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 12/9/2020
SEARCH
When OOH is added to the media mix, it increases search’s return on ad spend by 40%.

OOH drove 300% increase in search for an innovative insulin company. Read more.

SOCIAL
OOH drives nearly 4x more social/digital activations, per ad dollar spent, than any other media. In addition, 1 in 4 Americans has posted an OOH ad onto Instagram.

A single digital billboard reached over 13 million book lovers on social over a 8 week campaign. Read more.

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

OOH & mobile drove over 19,000 people to grocery stores in the San Francisco area. Read more.
OUTFRONT’S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.

FOOTFALL
Footfall uses a consumer’s physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed.

ONLINE
Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand’s website or mobile app.

TUNE-IN
Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

LOCATION SURVEYING
On site surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. Awareness, ad recall, interest, and intent to buy attributes are measured, providing valuable insight around ROI and the true impact of the OOH buy.
OOH’S 2021 PROJECTED GROWTH IS HIGHER THAN ANY OTHER MEDIUM

US Media 2021 & 2022 Forecast

2021 FORECAST

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

2022 FORECAST

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

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

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION</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>
</tr>
</thead>
<tbody>
<tr>
<td>26 Sacramento-Roseville, CA</td>
<td>1,832,666</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 Las Vegas-Henderson-Paradise, NV</td>
<td>1,766,370</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Cincinnati, OH-KY-IN</td>
<td>1,714,211</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 Kansas City, MO-KS</td>
<td>1,647,766</td>
<td>● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 Columbus, OH</td>
<td>1,640,644</td>
<td>● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 Cleveland-Elyria, OH</td>
<td>1,624,130</td>
<td>● ●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32 San Jose-Sunnyvale et al, CA</td>
<td>1,575,755</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33 Indianapolis-Carmel-Anderson, IN</td>
<td>1,571,797</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34 Nashville-Davidson et al, TN</td>
<td>1,503,953</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35 Virginia Beach et al, VA-NC</td>
<td>1,388,194</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36 Providence-Warwick, RI-MA</td>
<td>1,306,635</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37 Jacksonvil, FL</td>
<td>1,227,430</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38 Raleigh, NC</td>
<td>1,065,186</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39 Memphis, TN-MS-AR</td>
<td>1,015,774</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40 Richmond, VA</td>
<td>1,013,229</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41 New Orleans-Metairie, LA</td>
<td>999,617</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42 Louisville et al, KY-IN</td>
<td>990,168</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43 Hartford-West Hartford et al, CT</td>
<td>966,562</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44 Salt Lake City, UT</td>
<td>904,106</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 Buffalo-Cheektowaga et al, NY</td>
<td>902,498</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46 Rochester, NY</td>
<td>850,043</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47 Grand Rapids-Wyoming, MI</td>
<td>826,762</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48 Worcester, MA-CT</td>
<td>757,657</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49 Bridgeport-Stamford-Norwalk, CT</td>
<td>737,847</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 Fresno, CA</td>
<td>723,958</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE
<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>
</tr>
</thead>
<tbody>
<tr>
<td>1 New York-Newark et al, NY-NJ-PA</td>
<td>15,104,964</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Los Angeles-Long Beach et al, CA</td>
<td>10,414,332</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Chicago et al, IL-IN-WI</td>
<td>7,322,459</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 Dallas-Fort Worth-Arlington, TX</td>
<td>5,772,257</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Houston-The Woodlands et al, TX</td>
<td>5,342,259</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 Miami-Fort Lauderdale et al, FL</td>
<td>5,015,236</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 Washington et al, DC-VA-MD-WV</td>
<td>4,903,390</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 Philadelphia et al, PA-NJ-DE-MD</td>
<td>4,809,395</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 Atlanta-Sandy Springs et al, GA</td>
<td>4,683,460</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 Boston-Cambridge-Newton, MA-NH</td>
<td>3,941,568</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 Phoenix-Mesa-Scottsdale, AZ</td>
<td>3,891,889</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12 San Francisco-Oakland et al, CA</td>
<td>3,828,529</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13 Detroit-Warren-Dearborn, MI</td>
<td>3,385,363</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14 Seattle-Tacoma-Bellevue, WA</td>
<td>3,187,746</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15 Minneapolis-St. Paul, MN</td>
<td>2,827,057</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16 San Diego-Carlsbad, CA</td>
<td>2,627,944</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17 Tampa St. Petersburg, FL</td>
<td>2,613,920</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18 Denver-Aurora-Lakewood, CO</td>
<td>2,361,606</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19 Baltimore-Columbia-Towson, MD</td>
<td>2,198,166</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20 St. Louis, MO-IL</td>
<td>2,188,928</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 Orlando-Kissimmee-Sanford, FL</td>
<td>2,107,168</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 Portland-Vancouver, OR-WA</td>
<td>2,072,503</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 San Antonio-New Braunfels-TX</td>
<td>2,005,010</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 Pittsburgh, PA</td>
<td>1,960,152</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 Sacramento-Roseville, CA</td>
<td>1,875,440</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

● 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).
Famously known as “The O.C”, Orange County is California’s third most populous county, and is home to several densely populated cities and beach communities along the Pacific Coast. The OC is known for its upscale communities and beach scene as it sits along more than 40 miles of coastline. Its close proximity to Los Angeles makes it a popular enclave for employees commuting to LA.

WHY ORANGE COUNTY?

— Orange County is known for its beautiful beaches, golf courses, and good weather!
— 40% of Orange County residents have a HHI of $100K+
— Orange County is home to the largest mall on the West Coast, South Coast Plaza.
— Fortune 500 companies, such as First American Financial and Pacific Life, are headquartered in Orange County.
— The median property value in Orange County is $709K.
— Orange County is home to famous theme parks such as Disneyland & Knott’s Berry Farm.

In Orange County, OUTFRONT reaches 100% of the county consumers weekly.
# Media Formats

<table>
<thead>
<tr>
<th>Media Format</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>15</td>
</tr>
<tr>
<td>Bulletins</td>
<td>16</td>
</tr>
<tr>
<td>Posters</td>
<td>18</td>
</tr>
<tr>
<td>Digital</td>
<td>20</td>
</tr>
<tr>
<td>Digital Bulletins</td>
<td>21</td>
</tr>
<tr>
<td>Bus</td>
<td>23</td>
</tr>
<tr>
<td>Bus Kings</td>
<td>26</td>
</tr>
<tr>
<td>Bus Kongs</td>
<td>27</td>
</tr>
<tr>
<td>Bus L Sides</td>
<td>28</td>
</tr>
<tr>
<td>Bus Headliners</td>
<td>29</td>
</tr>
<tr>
<td>Bus Ultra Super Kings</td>
<td>30</td>
</tr>
<tr>
<td>Bus Headlights</td>
<td>31</td>
</tr>
<tr>
<td>Bus Tails</td>
<td>32</td>
</tr>
<tr>
<td>Bus Wraps</td>
<td>33</td>
</tr>
<tr>
<td>Bus Interior Cards</td>
<td>34</td>
</tr>
<tr>
<td>Commuter Rail</td>
<td>35</td>
</tr>
<tr>
<td>Exterior Wraps</td>
<td>38</td>
</tr>
<tr>
<td>Interior Car Cards</td>
<td>39</td>
</tr>
<tr>
<td>Street Furniture</td>
<td>40</td>
</tr>
<tr>
<td>Shelters</td>
<td>41</td>
</tr>
<tr>
<td>Second Screen Media</td>
<td>43</td>
</tr>
<tr>
<td>Mobile Network</td>
<td>44</td>
</tr>
<tr>
<td>Social Integration</td>
<td>45</td>
</tr>
</tbody>
</table>

---

Orange County 223.222.7777

Copyright © 2020 OutFront Media Inc. All Rights Reserved Last Revised 12/9/2020
BILLBOARDS
BULLETINS

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

PRODUCT INFORMATION

- 14’H x 48’W
- Odd Sizes
- Sizes vary by location
- Extensions available

COVERAGE

- See map for complete coverage
- Targeted audience on request basis
BULLETIN COVERAGE

Across Orange County

STREET LEVEL AND FREEWAY COVERAGE SPANNING THE ENTIRE ORANGE COUNTY AREA.
Located on major arterials and surface streets, Posters allow advertisers to **completely saturate** their chosen markets in a cost efficient way. Positioned along secondary roadways in urban areas, Posters help to **extend brand awareness** on the local level. Their smaller canvas allows these signs to infiltrate in local neighborhoods.

**PRODUCT INFORMATION**

- **Standard Size:** 10’5” H x 22’8” W
- **Premier Panel:** 12’3” H x 24’6” W

**COVERAGE**

- See map for complete coverage
- Targeted audience on request basis
TOTAL COUNTY SATURATION AT BOTH THE FREEWAY AND LOCAL SURFACE STREET LEVEL.
DIGITAL BULLETINS

Add an extra layer of *timeliness and relevance* to your campaign through a digital execution. Easily change creative messaging based on triggers such as time of day, weather, or sports scores. Digital provides the *ultimate campaign messaging.*

**PRODUCT INFORMATION**

- Size: 14’H x 48’W
- Spot Length: 8 Seconds
- # of Spots: 8
- Hours: 24
- Type: Static

**COVERAGE**

- OC Digital Network (4 Units)
- Irvine Spectrum Digital Network (4 units)
- Stand Alone Units
- See map for more details
PRIME COVERAGE ON HEAVILY TRAFFICKED FREEWAYS THROUGHOUT KEYS AREAS IN ORANGE COUNTY.
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 every day. Big, bold, in your face every day, and yet it is 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 Orange County coverage.

**MEDIA**
- Kings
- Kongs
- L-Sides
- Headliners
- Extensions
- Headlights
- Tails
- Ultra Super Kings
- Half Wraps
- Full Wraps
- Interior Cards
- Michelangelos

**COVERAGE**
- OCTA
STREET LEVEL COVERAGE THROUGHOUT ORANGE COUNTY AND OUTLYING NEIGHBORHOODS.
Impact LA’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 stand-alone environment.

PRODUCT INFORMATION

- Size: 30”H x 144”W
- Add an extension or headliner for impact!

COVERAGE

- OCTA
- Targeted audience on request basis
These “rolling billboards” are an extension of traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a major impact on vehicular and pedestrian traffic throughout Orange County!!

**PRODUCT INFORMATION**
- Size: 36”H x 215”W
- Add an extension or headliner for impact!

**COVERAGE**
- OCTA
- Targeted audience on request basis
L Sides

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

**PRODUCT INFORMATION**
- Available to add onto kings, kongs or 30x215s
- Sizes vary
- Consult your representative for more information

**COVERAGE**
- OCTA
- Targeted audience on request basis
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 Orange County.

**PRODUCT INFORMATION**
- Available to add onto kings, kongs or 30x215s.
- Sizes vary based on coverage and availability.
- Consult your representative for more details.

**COVERAGE**
- OCTA
- Targeted audience on request basis.
These vibrant and colorful ads extend your message beyond the borders of traditional media. Enhance your imagery and recognition on the bustling streets of Orange County.

PRODUCT INFORMATION
- Sizes vary based on coverage and availability

COVERAGE
- OCTA
- Targeted audience on request basis
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**
- Size: 5-1/4”H x 46-1/2”W

**COVERAGE**
- OCTA
- Targeted audience on request basis
Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Dominate the county with frequent exposure and high reach and frequency. As they’re in their cars or crossing the street, consumers cannot escape this ubiquitous media form.

PRODUCT INFORMATION
- Size: 21”H x 72”W

COVERAGE
- OCTA
- Targeted audience on request basis
WRAPS

Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that will grasp the attention of consumers and make it impossible to ignore.

PRODUCT INFORMATION

— Half or Full wraps available
— Sizes vary

COVERAGE

— OCTA
— Targeted audience on request basis
INTERIOR CARDS

Maximize on long dwell time and engage a captive audience with bus interior cards. Michelangelos go where the competition isn’t — directly above the heads of passengers on crowded buses.

Want more presence? A branded bus offers advertisers the unique opportunity to completely own the inside of the bus.

PRODUCT INFORMATION

- Bus Interior Cards: 11"H x 28"W
- Michelangelos: 48"H x 24"W
- Brand Buses Available

COVERAGE

- OCTA
- Targeted audience on request basis
COMMUTER RAIL
Reach upscale commuters from the wealthy suburbs of Orange County, who use the rail to and from the Los Angeles County, Riverside County, San Bernardino County, and Ventura County communities on the nation’s 3rd largest commuter rail system. Serving over 39,000 on an average weekday, commuter rail advertisers can spend time with this desirable affluent demographic twice a day, 22 ‘work days’ a month.

MEDIA
- Exterior Car Wraps
- Interior Car Cards
- Interior Brand Trains
EXPANSIVE COMMUTER COVERAGE CONNECTING THOSE FROM THE MAJOR OUTLYING COUNTIES INTO THE CITY.
EXTERIOR WRAPS

Make a **huge impact** with rail exterior media. Influence riders, onlookers, vehicular traffic alike, as they are waiting for the train to arrive or alongside major highways.

**PRODUCT INFORMATION**
- Sizes Vary
- Full door & window coverage
- USK’s also available

**COVERAGE**
- Metrolink systemwide
INTERIOR CAR CARDS

Reach a captive audience on their commute each way. Car cards are where the competition isn’t - directly next to the door of crowded trains. High dwell times means commuters can ‘take in’ your message and identify with your brand.

PRODUCT INFORMATION
- Size: 22.25"H x 21"W
- Brand trains also available!

COVERAGE
- Metrolink systemwide
STREET FURNITURE
Bus shelters are located at key consumer convergence points throughout the market, following bus routes in urban areas, and all the way into residential neighborhoods. 24/7 illumination provides round-the-clock visibility to both pedestrian & vehicular traffic.

**PRODUCT INFORMATION**
- Size: 70"H x 48”W
- Illuminated

**COVERAGE**
- See map for complete coverage
- Targeted audience on request basis
TOTAL COUNTY SATURATION AT THE PEDESTRIAN LEVEL ALLOWING FOR MAXIMUM VIEWABILITY.
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.

Watch the mobile network in action.

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

**LOCATED IN THE TOP 50 MARKETS**
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.

ENGAGEMENT OPPORTUNITIES

Organic
- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes

Paid
- AR
- Influencers

LOCATED IN THE TOP 50 MARKETS

ORANGE COUNTY
323.222.7171

Watch social media integration in action.

LOCATED IN THE TOP 50 MARKETS

ORANGE COUNTY
323.222.7171

Watch social media integration in action.