WE GET YOU OREGON

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.

OREGON
541.607.9355
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 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, 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, Insiders platform, smartSCOUT™, or Geopath to find the best canvases to reach your audience or for campaign planning.

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

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

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

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.
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.](#)
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

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

2022 FORECAST

-3% TV
-14% PRINT
-2% RADIO
10% DIGITAL
3% OOH

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

OREGON
541.607.9355
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
## Top 50 Markets

<table>
<thead>
<tr>
<th>Rank</th>
<th>CBSA Population</th>
<th>Outfront Media Available</th>
<th>Digital Media Available</th>
<th>Wrapped Media Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York-Newark et al, NY-NJ-PA</td>
<td>15,104,964</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>2</td>
<td>Los Angeles-Long Beach et al, CA</td>
<td>10,414,332</td>
<td>● ●</td>
<td>●</td>
</tr>
<tr>
<td>3</td>
<td>Chicago et al, IL-IN-WI</td>
<td>7,322,459</td>
<td>● ● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>4</td>
<td>Dallas-Fort Worth-Arlington, TX</td>
<td>5,772,257</td>
<td>● ● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>5</td>
<td>Houston-The Woodlands et al, TX</td>
<td>5,342,259</td>
<td>● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>6</td>
<td>Miami-Fort Lauderdale et al, FL</td>
<td>5,015,236</td>
<td>● ● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>7</td>
<td>Washington et al, DC-VA-MD-WV</td>
<td>4,903,390</td>
<td>● ● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>8</td>
<td>Philadelphia et al, PA-NJ-DE-MD</td>
<td>4,809,395</td>
<td>● ● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>9</td>
<td>Atlanta-Sandy Springs et al, GA</td>
<td>4,683,460</td>
<td>● ● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>10</td>
<td>Boston-Cambridge-Newton, MA-NH</td>
<td>3,941,568</td>
<td>● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>11</td>
<td>Phoenix-Mesa-Scottsdale, AZ</td>
<td>3,891,889</td>
<td>● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>12</td>
<td>San Francisco-Oakland et al, CA</td>
<td>3,828,529</td>
<td>● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>13</td>
<td>Detroit-Warren-Dearborn, MI</td>
<td>3,385,363</td>
<td>● ● ●</td>
<td>●</td>
</tr>
<tr>
<td>14</td>
<td>Seattle-Tacoma-Bellevue, WA</td>
<td>3,188,746</td>
<td>● ●</td>
<td>●</td>
</tr>
<tr>
<td>15</td>
<td>Minneapolis-St. Paul, MN</td>
<td>2,827,057</td>
<td>● ●</td>
<td>●</td>
</tr>
<tr>
<td>16</td>
<td>San Diego-Carlsbad, CA</td>
<td>2,627,944</td>
<td>● ●</td>
<td>●</td>
</tr>
<tr>
<td>17</td>
<td>Tampa-St. Petersburg, FL</td>
<td>2,613,920</td>
<td>● ●</td>
<td>●</td>
</tr>
<tr>
<td>18</td>
<td>Denver-Aurora-Lakewood, CO</td>
<td>2,361,606</td>
<td>● ●</td>
<td>●</td>
</tr>
<tr>
<td>19</td>
<td>Baltimore-Columbia-Towson, MD</td>
<td>2,198,166</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>20</td>
<td>St. Louis, MO-IL</td>
<td>2,189,428</td>
<td>● ●</td>
<td>●</td>
</tr>
<tr>
<td>21</td>
<td>Orlando-Kissimmee-Sanford, FL</td>
<td>2,107,682</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>22</td>
<td>Portland-Vancouver, OR-WA</td>
<td>2,072,503</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>23</td>
<td>San Antonio-New Braunfels-TX</td>
<td>2,005,010</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>24</td>
<td>Pittsburgh, PA</td>
<td>1,960,152</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>25</td>
<td>Sacramento-Roseville, CA</td>
<td>1,875,440</td>
<td>● ●</td>
<td>●</td>
</tr>
</tbody>
</table>

**Indications:**
- ● Indicates Outfront Media Available
- ○ Indicates Digital Media Available
- ◊ Indicates Wrapped Media Available

**Note:** Top 50 Markets based on Outfront Inventory and Population Count. Source: Claritas, LLC (2021 Update)

Copyright © 2020 Outfront Media Inc. All Rights Reserved. Last Revised 11/30/2020
<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>26 Las Vegas-Henderson-Paradise, NV</td>
<td>1,794,296</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>27 Cincinnati, OH-KY-IN</td>
<td>1,720,368</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Kansas City, MO-KS</td>
<td>1,661,410</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29 Columbus, OH</td>
<td>1,652,274</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30 Cleveland-Elyria, OH</td>
<td>1,618,391</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31 Indianapolis-Carmel-Anderson, IN</td>
<td>1,595,630</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>1,570,361</td>
<td>● ●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33 Nashville-Davidson et al, TN</td>
<td>1,528,443</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34 Virginia Beach et al, VA-NC</td>
<td>1,390,411</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35 Providence-Warwick, RI-MA</td>
<td>1,310,517</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36 Jacksonville, FL</td>
<td>1,245,849</td>
<td>●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37 Raleigh, NC</td>
<td>1,217,548</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38 Memphis, TN-MS-AR</td>
<td>1,020,551</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39 Richmond, VA</td>
<td>1,020,487</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40 New Orleans-Metairie, LA</td>
<td>993,685</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41 Louisville et al, KY-IN</td>
<td>990,018</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42 Hartford-West Hartford et al, CT</td>
<td>965,513</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>43 Salt Lake City, UT</td>
<td>914,368</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>44 Buffalo-Cheektowaga et al, NY</td>
<td>901,013</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>45 Rochester, NY</td>
<td>850,635</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>46 Grand Rapids-Wyoming, MI</td>
<td>831,154</td>
<td>● ●</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>47 Worcester, MA-CT</td>
<td>756,980</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48 Bridgeport-Stamford-Norwalk, CT</td>
<td>737,995</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>49 Fresno, CA</td>
<td>728,438</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>50 Albany-Schenectady-Troy, NY</td>
<td>718,105</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: CLARITAS, LLC (2021 UPDATE)

COPYRIGHT © 2020 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 11/30/2020
MEDIA ACROSS OREGON
Oregon is a U.S. coastal state made up of seven diverse regions; the ocean, mountains, valleys, high desert, cities, small towns, and almost everything in between. Home to over 4 million people, Oregon is the 9th largest state in the U.S. occupying over 98,000 square miles and is known for its thriving agriculture, manufacturing, forestry, & tourism industries. Its largest city, Portland, is known for its incredible food and arts scene and houses 60% of the state’s population.

Oregonians are known for being outdoor enthusiasts and there is plenty to do for both local and tourists. You can sample microbrews in Bend, see top notch theater in Ashland, and explore maritime history in Astoria. There’s miles of bike paths throughout the state, hiking trails up Mt. Hood, and rafting in the Columbia River Gorge. Oregon is also home to award winning wine country and breathtaking beaches. There is something for everyone in this beautiful Pacific Northwest state!

WHY OREGON?

- Household incomes continue to rise in the state with the median income HHI surpassing the national average for the first time since 1696.
- Portland consistently ranks in the top cities for foodies. The combination of its affordability, diversity, accessibility, and quality provides endless options for locals and tourists.
- Oregon is full of history and culture with 14 National Historic Districts and 4 National Historic Trails, including the namesake trail that pioneered western expansion, The Oregon Trail.
- Eugene, OR is the birthplace of Nike and is commonly referred to as ‘Tracktown USA’ for its rich history hosting the U.S. Olympic track and field trials a record 7 times.

In Oregon, OUTFRONT reaches 99% of the DMA consumers weekly.
## MEDIA FORMATS

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboards</td>
<td>16</td>
</tr>
<tr>
<td>Bulletins</td>
<td>17</td>
</tr>
<tr>
<td>Digital Bulletins</td>
<td>19</td>
</tr>
<tr>
<td>Digital Posters</td>
<td>20</td>
</tr>
<tr>
<td>Posters</td>
<td>22</td>
</tr>
<tr>
<td>Second Screen Media</td>
<td>24</td>
</tr>
<tr>
<td>Mobile Network</td>
<td>25</td>
</tr>
<tr>
<td>Social Integration</td>
<td>26</td>
</tr>
</tbody>
</table>
Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Washington 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
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**
- 14'H x 48'W
- Spot Length: 8 Seconds
- # of Spots: 8
- Type: Static

**COVERAGE**
- Eugene, OR
- See map for complete coverage
Combine the creative flexibility and day-parting ability of digitals with the key placement and neighborhood penetration of posters - making digital posters the ideal point-of-purchase media.

**PRODUCT INFORMATION**
- 10'H x 20'W
- Spot Length: 8 Seconds
- # of Spots: 8
- Type: Static

**COVERAGE**
- Medford, OR
- See map for complete coverage
TARGETED HIGHWAY COVERAGE REACHING CONSUMERS ON THE GO.
Visible, bright, and green posters are made of 100% recyclable polyethylene printed copy and are highly visible to both pedestrian and vehicular traffic. Specific locations bring your ad and message directly to your target audience. Posters are seamless and are a perfect media option for both local and retail advertisers.

PRODUCT INFORMATION

— 10’5” H x 22’8” W

COVERAGE

— See map for complete coverage
— Targeted audience on request basis
POSTER COVERAGE
ACROSS OREGON

BRING YOUR AD AND MESSAGE DIRECTLY TO YOUR TARGET AUDIENCE.
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**

OREGON
541.607.9355
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

Watch social media integration in action.