WE GET YOU ORLANDO.

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.
WE GET YOU AUDIENCES/

COVID-19 ACCELERATED MANY CONSUMER TRENDS AND CHANGED BEHAVIORS, HIGHLIGHTING AND INCREASING OUTFRONT’S PROXIMITY MARKETING POWER. OUR ABILITY TO INTEGRATE INTO COMMUNITIES, DRIVE CONTEXTUAL AND SITUATIONAL RELEVANCE, AND AMPLIFY DIGITAL MEDIA’S EFFECTIVENESS UNIQUELY POSITIONS OUTFRONT (AND YOUR MESSAGING) TO IMPACT CONSUMERS.

RENEWED APPRECIATION FOR THE OUTDOORS
People are eager to get out of the house, associating the outdoors with joy and safety. In fact, 69% reported increased appreciation for their outdoor surroundings and 65% try to get out of the house as often as possible. The demand for outdoors experiences continues to rise, whether that’s walking around town, dining outside, or visiting outdoor pop-up-shops. This has driven a 45% increase in notice rates of OOH ads compared to pre-pandemic.

INCREASED LOCALIZED TRAVEL
Personal vehicles have become their own form of PPE. In fact, many millennials have purchased a car during the pandemic. Over half of people report travel patterns that are the same or greater versus pre-COVID, with 40% walking more and 29% driving more. OOH’s localized proximity and relevance is key to connect.

DIGITAL BURNOUT
People are experiencing digital fatigue, with 68% agreeing that they spend too much time looking at screens. OOH can both serve as relief with its IRL presence and creativity and amplify needed digital connection. Leverage the core strengths of OOH with the connectivity of mobile to provide more touchpoints of engagement and inspire people to search, shop, or share.
LEVERAGE OUR EDGE

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

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

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

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

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

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

OUTFRONT’S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.

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

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

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

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

US Media 2021 & 2022 Forecast

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

IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

ORLANDO
407.975.0202
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

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

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<thead>
<tr>
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</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)

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WE GET YOU ORLANDO.

ORLANDO’s metro is home to booming Tech, Healthcare, and Life Sciences industries with top-ranking job growth. Digital Media as well as Simulation and Training are also top industries in the Orlando market. A perennial tourist destination, even throughout an unprecedented 2020, Orlando continues to be a popular place to visit by both out-of-state and in-state and visitors. Its central location within the Sunshine State make it an easy drive from other Florida metros. Home to MLS Soccer team Orlando City Soccer Club, NBA Team Orlando Magic. Also a top-ranking city for recreation based on entertainment and recreational facilities, weather, and quality of parks.

WHY ORLANDO?
- Population growth 227% faster than that of the national average.
- Ranked #1 among Top Metros for Job Growth; #2 in the nation for White-Collar Job Growth.
- #6 out of the top cities in the Nation for Tech jobs.
- Home to the 2nd largest university in the U.S. -- the University of Central Florida.
- Above-average share of the Millennial population.

“Don’t equate Orlando with mouse ears and thrill rides: The city is a checkerboard of intriguing neighborhoods filled with galleries, shops, and restaurants.”

-- New York Times

ORLANDO
407.975.0202
SOURCE: FORBES, US CENSUS, THE NEW YORK TIMES, ORLANDO BUSINESS JOURNAL

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Profile

- **African American**: 15%
- **Asian**: 2%
- **White**: 75%
- **Hispanic/Latino**: 29%

Time spent traveling to and from work each day

- **Female**: 52%
- **Male**: 48%

Employed

- **Drive alone or carpooled**: 93%
- **Employed**: 62%

College Degree or higher

- **28%**

Total miles traveled past week

- **94 mi.**

White-collar occupation

- **43%**

Blue-collar occupation

- **20%**

Female

- **30 min.**

College Degree or higher

- **94 mi.**

White-collar occupation

- **43%**

Blue-collar occupation

- **20%**

Drive alone or carpooled

- **93%**

Employed

- **62%**

College Degree or higher

- **28%**

Total miles traveled past week

- **94 mi.**

White-collar occupation

- **43%**

Blue-collar occupation

- **20%**

Drive alone or carpooled

- **93%**

Employed

- **62%**
# MEDIA FORMATS

<table>
<thead>
<tr>
<th>BILLBOARDS</th>
<th>16</th>
</tr>
</thead>
<tbody>
<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>
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</table>

<table>
<thead>
<tr>
<th>SECOND SCREEN MEDIA</th>
<th>22</th>
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<tbody>
<tr>
<td>MOBILE NETWORK</td>
<td>23</td>
</tr>
<tr>
<td>SOCIAL INTEGRATION</td>
<td>24</td>
</tr>
</tbody>
</table>
BILLBOARDS
Bulletins allow you to make a larger-than-life impression on consumers with various creative display options such as extensions and/or inflatables. OUTFRONT’S Orlando Bulletin inventory is vast and located across the Orlando DMA on key highways, intersections, and integral choke points, as well as surface streets. Bulletins are seen by motorists as well as pedestrians.

**PRODUCT INFORMATION**

- 14’ x 48”
- 10’6” x 36’
- Various sizes
- Extensions, Inflatables, specialty lighting

**COVERAGE**

- Orlando DMA
- Universities/Colleges
- I-4
- Florida Turnpike
- Tourist Area
- Convention Center
- OIA
OUTFRONT’S BULLETINS OFFER INCREDIBLE REACH IN THE ORLANDO MARKET
Keep your brand message fresh, topical and relevant with Digital Bulletins. Orlando’s Digital Bulletin inventory is located throughout the Metro area including the Mall at Millenia area, on commuter routes into the Downtown area as well as the well-traveled area from Downtown to the Convention and Tourist District.

**PRODUCT INFORMATION**
- 14’ x 48”
- 10’6” x 36’

**COVERAGE**
- Throughout the Metro area
- I-4
- 408 E/W Expwy
- Key Highways
- Highly-traveled commuter routes
DIGITAL POSTERS

A smaller version of our Digital Bulletins, Digital Posters, offer the same opportunity for flexible messaging.

PRODUCT INFORMATION
— 10'6" x 22'

COVERAGE
— Orlando Metro Area
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**
DRIVING CLIENT RESULTS
Social monitoring tracks lifts in location based social conversation and search with geofencing, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

Watch social media integration in action.

ENGAGEMENT OPPORTUNITIES
Organic
- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes
Paid
- AR
- Influencers

LOCATED IN THE TOP 50 MARKETS

SOCIAL MEDIA INTEGRATION