WE GET YOU WESTERN PENNSYLVANIA.

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.
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.
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.

WESTERN PENNSYLVANIA
724.348.7255
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 uses a consumer’s physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed.

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

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

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
7% DIGITAL
9% OOH

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


WESTERN PENNSYLVANIA
724.348.7251
IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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<tr>
<td>21 Orlando-Kissimmee-Sanford, FL</td>
<td>2,107,368</td>
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<tr>
<td>22 Portland-Vancouver, OR-WA</td>
<td>2,072,503</td>
<td>● ● ● ● ● ● ● ● ● ● ● ● ● ● ●</td>
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<tr>
<td>23 San Antonio-New Braunfels-TX</td>
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<tr>
<td>24 Pittsburgh, PA</td>
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<tr>
<td>25 Sacramento-Roseville, CA</td>
<td>1,875,440</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).
<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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<tbody>
<tr>
<td>26 Las Vegas-Henderson-Paradise, NV</td>
<td>1,794,296</td>
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<td>27 Cincinnati, OH-KY-IN</td>
<td>1,720,368</td>
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<tr>
<td>28 Kansas City, MO-KS</td>
<td>1,661,410</td>
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<td>29 Columbus, OH</td>
<td>1,652,274</td>
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<tr>
<td>30 Cleveland-Elyria, OH</td>
<td>1,618,191</td>
<td>● ●</td>
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<td>31 Indianapolis-Carmel-Anderson, IN</td>
<td>1,595,630</td>
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<tr>
<td>32 San Jose-Sunnyvale et al, CA</td>
<td>1,570,361</td>
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<tr>
<td>33 Nashville-Davidson et al, TN</td>
<td>1,528,443</td>
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<tr>
<td>34 Virginia Beach et al, VA-NC</td>
<td>1,390,411</td>
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<td>35 Providence-Warwick, RI-MA</td>
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<td>36 Jacksonville, FL</td>
<td>1,245,849</td>
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<td>37 Raleigh, NC</td>
<td>1,217,548</td>
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<tr>
<td>38 Memphis, TN-MS-AR</td>
<td>1,020,551</td>
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<tr>
<td>39 Richmond, VA</td>
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<tr>
<td>40 New Orleans-Metairie, LA</td>
<td>993,685</td>
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<tr>
<td>41 Louisville et al, KY-IN</td>
<td>990,018</td>
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<tr>
<td>42 Hartford-West Hartford et al, CT</td>
<td>965,513</td>
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<td>43 Salt Lake City, UT</td>
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<tr>
<td>44 Buffalo-Cheektowaga et al, NY</td>
<td>901,013</td>
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<td>45 Rochester, NY</td>
<td>850,635</td>
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<td>46 Grand Rapids-Wyoming, MI</td>
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<td>47 Worcester, MA-CT</td>
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<td>48 Bridgeport-Stamford-Norwalk, CT</td>
<td>737,995</td>
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<td>49 Fresno, CA</td>
<td>728,438</td>
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<tr>
<td>50 Albany -Schenectady-Troy, NY</td>
<td>718,105</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).
MEDIA ACROSS WESTERN PENNSYLVANIA
WE GET YOU WESTERN PENNSYLVANIA.

The main route through Western Pennsylvania is the *grandfather of the nation's highway system* I-76 “The Pennsylvania Turnpike.” This highway was the first long distance controlled access highway in the US. The other interstate highways that pass through Western Pennsylvania are I-70, I-90, I-79, and I-80. These highways are the main routes to major cities like NYC, Chicago, Baltimore, Washington DC, and Columbus.

WHY WESTERN PENNSYLVANIA?

- Part of the 3rd largest megaregion in the world.
- LinkedIn ranked Pittsburgh the 7th best city in America to start a career.
- 214M vehicles traveled on the PA Turnpike last year.
- Western PA offers many recreational opportunities depending on the season ranging from the ski resorts of the Laurel Highlands to the shores of Lake Erie.
- Pittsburgh, its biggest city, boasts three major league sports teams: the Pittsburgh Steelers (NFL), the Pittsburgh Pirates (MLB), and the Pittsburgh Penguins (NHL).

SOURCE: US CENSUS 2019, PA Turnpike Commission, LinkedIn, Global Metro Monitor
Profile

- African American: 5%
- Asian: 2%
- White: 88%
- Other/Mixed: 2%

- College Degree or higher: 37%
- Female: 50%
- Blue-collar occupation: 22%
- Male: 50%
- HHI $100K+: 20%
- White-collar occupation: 59%

Source: US Census 2020, Pittsburgh, Altoona, Johnstown, Erie, State College CBSA.
### MEDIA FORMATS

<table>
<thead>
<tr>
<th>Format</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>SECOND SCREEN MEDIA</td>
<td>19</td>
</tr>
<tr>
<td>MOBILE NETWORK</td>
<td>20</td>
</tr>
<tr>
<td>SOCIAL INTEGRATION</td>
<td>21</td>
</tr>
</tbody>
</table>
BILLBOARDS
Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Western Pennsylvania area, our bulletins are uniquely situated to communicate your brand message in close proximity to tourist destinations, prompting action.

PRODUCT INFORMATION
- 14’H x 48’W
- Odd Sizes
- Sizes vary by location
- Extensions allowed

COVERAGE
- See map for complete coverage
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**

[Image of MOBILE NETWORK]

[Image of Outdoor Advertising Network]
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

WATCH SOCIAL MEDIA INTEGRATION IN ACTION

WESTERN PENNSYLVANIA
724.348.7255

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