WE GET YOU PHILADELPHIA.

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.
IMPACT WHERE IT MATTERS

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.
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.

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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

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

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

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

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
# 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>
<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>1 New York-Newark et al, NY-NJ-PA</td>
<td>15,104,964</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>4 Dallas-Fort Worth-Arlington, TX</td>
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<td>5 Houston-The Woodlands et al, TX</td>
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<td>7 Washington et al, DC-VA-MD-WV</td>
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<td>12 San Francisco-Oakland et al, CA</td>
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<td>24 Pittsburgh, PA</td>
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<td>25 Sacramento-Roseville, CA</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

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<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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<tr>
<td>26 Las Vegas-Henderson-Paradise, NV</td>
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<td>27 Cincinnati, OH-KY-IN</td>
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<td>30 Cleveland-Elyria, OH</td>
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<td>31 Indianapolis-Carmel-Anderson, IN</td>
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<td>32 San Jose-Sunnyvale et al, CA</td>
<td>1,570,361</td>
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<td>34 Virginia Beach et al, VA-NC</td>
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<td>37 Raleigh, NC</td>
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MEDIA ACROSS PHILADELPHIA
WE GET YOU PHILADELPHIA.

The City of Brotherly Love. With over 4.8 million people, Philadelphia is the economic and cultural center of the Delaware Valley. Known for its historical landmarks and cultural events Philadelphia is one of the top destinations for international and domestic tourism alike. With over 450,000 college students in the area and numerous biomedical and pharmaceutical companies, Philadelphia is one of the largest cities in the U.S. to target “eds and meds”. The corporate home to over 10 FORTUNE 500 companies, Philadelphia is one of the most diverse economies on the east coast.

WHY PHILADELPHIA?
— One of National Geographic’s Top 25 “Best Trips” in the world 2020.
— 3rd most populous downtown in the country.
— Home to the 2nd largest university population in the U.S.
— 6th largest workforce in the U.S. of just over 3 million.
— Ranked 8th largest life science hub in the U.S.
— Named a Top 20 Emerging Startup Hub by Technet.
— 18 Fortune 500 companies within an hour’s drive of Philadelphia
— Home to the James Beard Foundation award for best restaurant in America (2019) and many other culinary award-winners.

In Philadelphia, OUTFRONT reaches 99% of the CBSA consumers weekly.

PHILADELPHIA
215.671.8411
SOURCE: US CENSUS (2020 UPDATE), DISCOVER PHL FACTS & FIGURES, GEOPATH (DEC 2020)
# Media Formats

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

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- I-95
- Atlantic City Expressway
- Schuylkill Expressway
- Stadium Area
- Airport Coverage
BULLETIN COVERAGE

Across Philadelphia Metro Area

OUTFRONT’S BULLETIN INVENTORY COVERS ALL MAJOR ROADWAYS FROM PHILADELPHIA TO ATLANTIC CITY, NJ
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**
- 20’H x 60’W
- 14’H x 48’W
- 16’H x 60’W
- 10’H x 30’W

**COVERAGE**
- Stadium Area
- I-95
- King of Prussia
- Walt Whitman Bridge
- PA Turnpike
- Atlantic City
DIGITAL BILLBOARD COVERAGE
Across Philadelphia Metro Area

OUTFRONT'S DIGITAL INVENTORY OFFERS EXTENSIVE COVERAGE THROUGHOUT THE METRO AREA.
Junior posters extend brand awareness and offers point-of-purchase opportunities on the local level to vehicular traffic and pedestrians. Their smaller canvas allows these signs to infiltrate in local neighborhoods, where bulletins and posters are zoned out.

**PRODUCT INFORMATION**
- 5'H x 11'W

**COVERAGE**
- NJ Waterfront Entertainment District
- Trenton, NJ
- Wilmington, DE
- Atlantic City, NJ
OUTFRONT'S POSTER INVENTORY COVERS SECONDARY ROADWAYS IN BUSY URBAN AREAS
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**
- Center City
- NJ Entertainment District
OUTFRONT’S LARGE FORMAT WALLS REACH COMMUTERS WHERE BILLBOARDS ARE ZONED OUT.
Trestles draw local engagement with unique, large formats near ground level. Located above key intersections and integral choke points throughout the Philadelphia DMA, Bridge Trestles provide your message with tremendous visibility to both cars and residents. Motorists must drive directly under these units with a head-on approach, nearly guaranteeing that your audience will see your message.

**PRODUCT INFORMATION**
- Sizes Vary

**COVERAGE**
- Bordentown, NJ
- Woodbury, NJ
- Pennsauken, NJ
- Bristol, PA
STREET FURNITURE
Increasingly, bike shares are becoming part of the urban landscape in Philadelphia. These units attract white collar, blue collar and millennial demographics alike. Connect your brand message to the community in an eco-friendly advertising environment in some of the most desirable urban neighborhoods.

PRODUCT INFORMATION

Static
- 52.5"H x 25"W

Digital
- 8 sec spots/8 advs
- 1980pxH X 1080pxW

Wraps
- 66"H x 32"W (side panels)
- 68"H x 11"W (back panel)

COVERAGE

- Center City Business District
- Theatre District
- Chinatown
- University City
- South Philly
- Fishtown/Old City
- Navy Yard
- Stadium Area
- Delaware River Trail
- Temple University
- Rittenhouse
EXCLUSIVE BIKE SHARE STATIONS ARE LOCATED IN HIGH TRAFFIC AREAS THAT REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.
Metro lights are an undeniable part of the urban commute in Philadelphia. These units are ideal for connecting with upscale retail shoppers, affluent commuters, arts and culture audiences and tourists in the most desirable and highly sought after areas of center city.

**PRODUCT INFORMATION**
- 67”H x 46”W

**COVERAGE**
- Downtown Business District
- Theatre District
- Chinatown
EXCLUSIVE METRO LIGHTS LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.
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**
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
PHILADELPHIA
215.671.8411