WE GET YOU SAN FRANCISCO BAY AREA

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.
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.
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**
- 7% Digital
- 1% Radio
- 9% OOH
- -2% TV
- -9% Print

**2022 FORECAST**
- 10% Digital
- 3% OOH
- -3% TV
- -14% Print
- -2% Radio

OOH & DIGITAL ARE THE ONLY TWO MEDIA CHANNELS PROJECTED FOR GROWTH THROUGH 2022
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
### TOP 50 MARKETS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market Description</th>
<th>CBSA Population Age 18+</th>
<th>Bulletin Availability</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 &amp; 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: Claritas, LLC (2021 update).
<table>
<thead>
<tr>
<th>Rank</th>
<th>Market Name</th>
<th>CBSA Population Age 18+</th>
<th>Outfront Media Available</th>
<th>Digital Media Available</th>
<th>Wrapped Media Available</th>
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**Indicators:**
- ● INDICATES OUTFRONT MEDIA AVAILABLE
- ● INDICATES DIGITAL MEDIA AVAILABLE
- ● INDICATES WRAPPED MEDIA AVAILABLE

**Notes:**
- TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
- SOURCE: CLARITAS, LLC (2021 UPDATE)

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San Francisco is the cultural, financial, and commercial epicenter of Northern California. Home to over 4.7 million people and spanning nine counties, it’s the 6th largest city largest city in the U.S. and has one of the strongest economies in the nation. Considered to be the tech capital of the world, the Bay Area leads the nation in innovation and is home to the densest concentration of tech companies. In addition to being early adopters of tech the Bay Area has robust finance, health, and hospitality industries that power their economy.

Home to iconic landmarks such as the Golden Gate Bridge & Alcatraz Island as well as the renowned wine-producing regions of Sonoma & Napa, The Bay Area has a lot to offer to both locals and tourists!

WHY SAN FRANCISCO BAY AREA?

— Bay Area residents have a lot of spending power with the mean HHI of over $119K, 44% higher than the national average.
— The Bay has a thriving economy and is home to over 15 Fortune 500 companies including Alphabet, Apple, Chevron, Google, Facebook, & Oracle.
— The Bay Area is a center of innovation and education with the city ranking in the top five in most educated cities in the United States.
— The Bay Area is home to 6 major league sports franchises including The Giants, 49ers, Oakland A’s, Golden State Warriors, San Jose Sharks, & The San Jose Earthquakes.
— The Bay Area is extremely culturally relevant & diverse with Oakland and San Jose ranking in the top 10 most diverse cities.

In the San Francisco Bay Area, OUTFRONT reaches 99% of DMA consumers weekly.
Profile

African American 6%
Asian 14%
White 69%
Hispanic/Latino 21%
Other/Mixed 11%

Bachelor's Degree or Higher 43%
Female 49%
Male 51%

Total miles traveled past week 143 mi.
Time spent traveling to and from work each day 36 min
Drive alone or carpooled 89%

White-collar occupation 51%
Blue-collar occupation 14%
Employed 66%
# MEDIA FORMATS

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BULLETINS

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

PRODUCT INFORMATION

- 14'H x 48'W
- 20'H x 630'W
- Sizes vary by location
- Extensions available on some units

COVERAGE

- Bay Area Wide
STREET LEVEL AND FREEWAY COVERAGE SPANNING THE ENTIRE SAN FRANCISCO DESIGNATED MARKET AREA.
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 unparalleled and relevant messaging.

**PRODUCT INFORMATION**
- Digital Bulletins & Posters
- Sizes: 14’H x 48’W, 20’H x 60’W, 15’H x 30’W
- Sizes vary by location
- Type: Static

**COVERAGE**
- Major Highways
- Bay Bridge
- San Francisco Int’l Airport
- Oakland Coliseum/Oracle Arena
- Palo Alto
- Silicon Valley
- Fisherman’s Wharf
DIGITAL BULLETIN COVERAGE

TIMELINESS, RELEVANCE, AND NO PRODUCTION COST MAKES DIGITAL BULLETINS AN UNRIVALLED MEDIA FORMAT

SAN FRANCISCO BAY AREA
510.527.3350

BACK TO MEDIA FORMATS
WALLSCAPES

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 densely populated downtown areas and vary in size, providing **endless creative options**.

**PRODUCT INFORMATION**

- Sizes vary by location

**COVERAGE**

- Bay Street/Emeryville
- Chinatown
- Downtown
- Financial District
- Oakland Int’l Airport
- South of Market
- Union Square
Spanning from downtown San Francisco, to Oakland Airport and Emeryville, our wall coverage stands out and makes an impact.
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**
- Belmont
- Milpitas
- Redwood City
- San Jose
- Santa Clara

**NETWORKS**
- San Jose Poster Network
REACHING A WIDE VARIETY OF AUDIENCES, POSTERS OFFER ULTIMATE REACH AND FREQUENCY.

SAN FRANCISCO BAY AREA
510.527.3350

BACK TO MEDIA FORMATS
Located in densely populated neighborhoods where panels are within blocks of each other; keeping your brand top of mind to vehicular and pedestrian traffic 24/7.

Eye-level to the most important people - audiences, your messaging is available at the point of purchase, directly connecting your brand with your desired audience.

PRODUCT INFORMATION
- 6’H x 12’W
- Targeted Audiences on request basis

COVERAGE
- Bay Area Wide
JUNIOR POSTERS PENETRATE A WIDE VARIETY OF NEIGHBORHOODS, REACHING YOUR TARGET AUDIENCE.
Standing high above the interstate, the Towers create **ultimate brand awareness** amongst daily commuters, sports enthusiasts, and event goers. I-880 is one of The Bay Area’s most congested roadways, running from Oakland to San Jose.

The Coliseum hosts over 130 sporting events, numerous concerts, and other events annually.

**PRODUCT INFORMATION**

- 48’H x 25’W

**COVERAGE**

- Oakland Coliseum/ Oracle Arena
- Interstate 880
Oakland International services over 12 Million passengers annually. With easy access to downtown San Francisco and Oakland, this airport services 60% business travelers a year, reaching an affluent, upscale and educated audience.

Placed at the entrance gates, exit ramp and throughout the airport, Bulletins and Walls reach consumers on the go: upon arrival and again during departure, travelers and vehicular traffic will keep your brand top of mind as they are jetsetting or picking up friends and family.

PRODUCT INFORMATION

WALLS
- 28'H x 96'W
- 48'H x 285'W
- 40'H x 50'W

BULLETINS
- 20'H x 60'W
- 14'H x 48'W
- 7'H x 24'W
- 10'H x 34'W
Influence a captive audience with tremendous impact and frequency at high-profile locations. Rail advertising on BART’s 5 lines offer unparalleled reach and frequency to some of the most savvy, diverse, and affluent audiences in The Bay Area.

BART advertising provides exceptional value and is the perfect way to command the attention of busy commuters in an otherwise hectic environment.

STATION MEDIA
- 2-Sheet Posters
- Station Kings
- Shelter Dioramas
- Illuminated Piers
- Platform Digital Network
- Station Dominations
- Wrapped Tunnels

RAIL CAR MEDIA
- Exterior Wrapped Trains
- Interior Rail Car Cards
- Interior Rail Brand Trains
REACH A CAPTIVE AUDIENCE AT ALL MAJOR POINTS OF THE BAY AREA WITH BART COVERAGE.
Forge new relationships with the Bay Area’s daily riders through BART 2-Sheet Posters spread throughout the system. **Send multiple messages to commuters** at all their stopping points!

Situated on both, the concourse and platform station level throughout the Bay Area, these vibrant and detailed 2-Sheet Posters target key audience profiles.

**PRODUCT INFORMATION**

- 46”H x 60”W

**COVERAGE**

- Systemwide
- Targeted audience on a request basis
Brightly illuminated backlit Dioramas reach the commuting masses as they wait for the train or enter and exit the stations. These eye-catching displays are located across the system providing targeted exposure for your creative message.

PRODUCT INFORMATION

- Backlit
- 68.5”H x 47.5”W

COVERAGE

- Select Stations
- Targeted audience on a request basis
Situated above escalators, stairwells, above ticket machines and at entrances & exits, Bart kings cannot be missed as passengers move throughout the station. The combination of dwell time and high impact make it a fantastic stand alone product as well as an integral part of a station domination.

PRODUCT INFORMATION
- 30”H x 144”W

COVERAGE
- Systemwide
- Targeted audience on a request basis
Demand attention at BART’s hectic stations with large, dominant and vibrant Illuminated Piers. Positioned along the concourse, creative messaging reaches the commuting masses as they enter and exit the station, allowing an unrivaled connection to multiple audiences.

PRODUCT INFORMATION

— Illuminated
— 87.25”H x 87.25”W

COVERAGE

— Downtown Stations
— Embarcadero / Montgomery / Powell
Maximize on long dwell time and engage a captive audience with BART Station Platform Digital Networks. Placed across track, displays are unavoidable, dominating passengers line of sight. BART Digital Networks add value to the commuter journey by providing them with valuable sports, weather, and other editorial content.

**PRODUCT INFORMATION**
- Size: 83”H x 87”W
- Spot Length: 8 or 15 sec
- Loop: 3 Minutes*
- Static & Full Motion
- Video Format: mpeg/.mov
- Static Format: jpeg

**COVERAGE**
- 6 Digital Displays
- Montgomery and Powell Stations

*4 spots dedicated to BART
BART STATION DOMINATIONS

Dominate your desired audience at key, high traffic commuter centers. Station dominations transform commuters’ daily ride into a total “brand experience,” delivering multiple campaign messages.

PRODUCT INFORMATION
— Media varies by station

COVERAGE
— Embarcadero
— Montgomery
— Powell
— Civic Center/UN Plaza
— 12th St Oakland
— 16th St Mission
— 24th St Mission
— Dublin/Pleasanton
— Fremont
— Oakland Coliseum/OAK Int’l Airport
— San Francisco Int’l Airport
— Walnut Creek
— West Dublin/Pleasanton
Wrapped Cars are one of BART’s most unique media formats. These rail cars are huge traveling bulletins that create major brand buzz as they travel throughout the system. Trains go both above and underground reaching vehicular traffic along key highways, onlookers, and riders as they are waiting for the train to arrive.

PRODUCT INFORMATION
- Coverage on both sides including doors
- No Window Coverage
- Sizes vary

COVERAGE
- Systemwide
Reach a captive audience. Interior car cards are bold media formats directly in sight of commuters throughout their entire trip. Long rides in and out of downtown SF means commuters can ‘take in’ your message and identify with your brand.

PRODUCT INFORMATION
— 22”H x 21”W

COVERAGE
— Systemwide
Saturating a car with your ad ensures your message is in view regardless of where a rider sits. Tell your story, feature all of your products, or display multiple messages. With no other brands present in the train, you have the entire commute to captivate the audience without competition.

**PRODUCT INFORMATION**
- 6 Units
- 22"H x 21"W

**COVERAGE**
- Systemwide
MUNI MEDIA

Reaching daily commuters and San Francisco locals, MUNI is the city dwellers transit choice. With media located in key MUNI stations operated by BART, creative messaging is seen by over 1 Million people monthly.

Whether you’re dominating an entire station, or adding a 2-Sheet frequency program, MUNI advertising provides exceptional value and is the perfect way to command the attention of busy commuters.

STATION MEDIA

— 2-Sheet Posters
— Station Dominations
SPANNING OVER 47 SQUARE MILES, MUNI MEDIA REACHES BOTH LOCALS AND TOURISTS WITH IT’S BAY AREA COVERAGE.
Dominate your desired audience at key, high traffic commuter centers. Station dominations transform commuters’ daily ride into a total “brand experience,” delivering multiple campaign messages.

PRODUCT INFORMATION
- Sizes Vary

COVERAGE
- Embarcadero
- Montgomery
- Powell
- Civic Center/UN Plaza
- Castro
- Church

SAN FRANCISCO BAY AREA
510.527.3350
MUNI 2 SHEET POSTERS

Command the attention of daily MUNI riders with 2-Sheet Posters spread throughout key station. Send multiple messages to commuters at all their stopping points!

Situated on platform station levels in the eight BART operated MUNI Stations, these eye-catching 2-Sheet Posters target desirable transit audiences.

PRODUCT INFORMATION

- 46”H x 60”W

STATION WCOVERAGE

- Embarcadero
- Montgomery
- Powell
- Civic Center
- Van Ness
- Castro
- Church
- West Portal
Influence a captive audience of over 10 Million annual riders, with tremendous impact and frequency at high-profile locations. Light Rail advertising traveling throughout Silicon Valley offers unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in Santa Clara County.

Light Rail advertising provides exceptional value and is the perfect way to command the attention of busy commuters in a captive setting.
CAL TRAIN REACHES THE MOST AFFLUENT RIDERS SPANNING FROM THE CITY, ALL THE WAY THROUGH THE SILICON VALLEY

SAN FRANCISCO BAY AREA
510.527.3350
Dominate the media landscape in San Francisco’s only above ground rail station at the 4th & King Station.

Station Dominations transform commuters’ daily ride into a total brand experience, delivering multiple campaign messages.

**EXTERIOR MEDIA**
- Ticket Window Wall
- Double Sided Pennants
- Column Wraps
- Plaza Window Wall
- Ticket Window Wall
- Station Barriers

**INTERIOR MEDIA**
- Ticket Window Wall
- Column Wraps
- Hanging Banners
- Liveboards
Reaching over 65,000 of the Bay Area’s most educated, upscale and affluent transit audience daily, liveboards demand attention in an otherwise hectic commuter environment. Keep commuters actively engaged and informed as they enter and exit the station or seek train schedule information.

**PRODUCT INFORMATION**
- 17 Liveboards (14 Singles & 1 Triptych)
- Size: 56.3”H x 31.7”W
- Spots: 12* / :15 second
- Loop Length: 180 seconds
- Static and Full Motion

**COVERAGE**
- San Francisco’s 4th & King Station

*2 spots are reserved for station domination
CAL TRAIN WRAPS

65,000+ commuters travel daily into San Francisco and through Silicon Valley from upscale Bay Area suburbs via Cal Train. This 100% above ground rolling canvas targets daily commuters, weekend riders, and locals as they travel from Downtown San Francisco to the congested San Jose Business Corridor.

PRODUCT INFORMATION
- 18’H x 85’W
- Locomotive: 1 Train
- Full Five: 5 Trains

COVERAGE
- 32 Stations
- 43 Vehicle Street Crossings
- 24 Over & Underpass Crossings
Influence a captive audience of over 10 Million annual riders, with tremendous impact and frequency at high-profile locations. Light Rail advertising traveling throughout Silicon Valley offers unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in Santa Clara County.

Light Rail advertising provides exceptional value and is the perfect way to command the attention of busy commuters in a captive setting.

STATION MEDIA
- Posters
- Dominations

RAIL CAR MEDIA
- Interior Car Cards

COVERAGE
- Santa Clara County
KEY STATIONS LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.
STATION DOMINATIONS

Dominate the Rail landscape at key, high traffic commuter centers. Station dominations transform commuters’ daily ride into a total “brand experience,” delivering multiple campaign messages.

PRODUCT INFORMATION
– Media varies by station

COVERAGE
– San Jose Convention Center
– Mountain View
– Diridon
– Great America
This **dominating media form cannot be missed** as it moves through Santa Clara County’s densely populated areas - The ultimate mass reach media. Rolling through the “Tech Capitol” of the world, wrapped trains pass by many of the heavy-hitters in the tech community, reaching Silicon Valley’s elite. These rolling canvases make a lasting impression on the daily commuter, pedestrian and vehicular traffic passerby.

**PRODUCT INFORMATION**
- 11’H x 80’W

**COVERAGE**
- Santa Clara County
- San Jose
- Silicon Valley
Forge new relationships with Silicon Valley VTA riders through Light Rail Platform Posters spread throughout the system.

Send multiple messages to Light Rail commuters at all their stopping points!

Situated on the platforms and walkways throughout Silicon Valley, vibrant and detailed Platform Posters target key demographics — both multicultural and upscale audiences.

**PRODUCT INFORMATION**
- 28”H x 22”W
- 40”H x 22”W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
Situated between two rail cars, the Center Stage draws the eye straight to your creative messaging, keeping your brand top of mind. Center Stages reach Silicon Valley’s affluent consumers where they live, work and play to ensure the attention of daily riders and vehicular traffic. This medium allows for unlimited artistic possibilities with the ability to spark interest and garner buzz around campaigns.

**PRODUCT INFORMATION**
- 132"H x 120"W

**COVERAGE**
- Santa Clara County
- Silicon Valley
- Downtown San Jose
RAIL INTERIOR CAR CARDS

Reach a captive audience. Interior car cards are bold media formats directly in sight of commuters throughout their entire trip. Long rides in and out of Silicon Valley commuters can ‘take in’ your message and identify with your brand.

PRODUCT INFORMATION
- 11”H x 28”W

COVERAGE
- Systemwide
- Santa Clara County
- San Jose
- Silicon Valley
BUS MEDIA
**VTA BUS MEDIA**

Reach a large audience with bus advertising, offering high visibility with consistent daily views. With over 70 buses in its fleet, VTA saturates the Silicon Valley reaching people and motorists on the go. This big, bold, in your face format becomes part of our everyday outdoor life and offers information in a unique and powerful way. When it comes to visibility, reach and frequency, no other media type matches this coverage.

**AVAILABLE MEDIA**

- Kings
- Kongs
- Headliners
- Extensions
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps
- Queens
- Interior Bus Cards
STREET LEVEL COVERAGE REACHING SANTA CLARA COUNTY’S HIGHLY DESIRED NEIGHBORHOODS.
Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in Santa Clara County. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

**PRODUCT INFORMATION**
- 30"H x 144"W
- Add a Headliner and/or extension for more impact!

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
BUS KONGS

An extension of the traditional Bus Kings, with over 19 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. Impact vehicular and pedestrian traffic throughout bustling Santa Clara County.

PRODUCT INFORMATION

- 42"H x 228"W
- Add a Headliner and/or Extension for more impact!

COVERAGE

- Systemwide
- Targeted audience on a request basis
Ultra Super Kings travel the lively streets of Santa Clara County and the surrounding neighborhoods providing advertisers with large format “rolling billboard” presence where traditional media is zoned out.

**PRODUCT INFORMATION**
- 108"H x 228"W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
BUS TAILS

Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Dominate the city with Tails for frequent exposure and high reach and frequency. As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION
- 21"H x 72"W

PRODUCT INFORMATION
- Systemwide
- Targeted audience on a request basis
BUS FULLBACKS

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

PRODUCT INFORMATION
- 108”H x 84”W

PRODUCT INFORMATION
- Systemwide
- Targeted audience on a request basis
Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that demands the attention of audiences and make it impossible to ignore.

**PRODUCT INFORMATION**
- Sizes vary based on bus type

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
BUS QUEENS

Strategic placement of your ad on VTA buses gives your message unique mobility. Bus Queens let your message resonate as they reach diverse demographic clusters all over the county.

PRODUCT INFORMATION
— 30”H x 88”W

COVERAGE
— Systemwide
— Targeted audience on a request basis
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

Increase your campaign’s reach and frequency by including Interior Cards with any media mix.

**PRODUCT INFORMATION**
- 11”H x 28”W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
STREET FURNITURE
Transit 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: 67”H x 48”W
- Illuminated
- Wrapped Shelters Available

**COVERAGE**
- Palo Alto
- Redwood City
- San Carlos
- San Mateo
- Millbrae
- San Bruno
- Belmont
- Burlingame
STREET LEVEL SATURATION SPANNING FROM SAN BRUNO TO PALO ALTO.
FERRY TERMINAL SHELTERS

Reaching daily commuters two times a day, Ferry Terminal Shelters uniquely target business commuters, tourists, and leisure passengers as they travel between San Francisco, Marin, and Oakland.

PRODUCT INFORMATION
— 68”H x 47.25”W

COVERAGE
— San Francisco
— Larkspur
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.

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.