OUTFRONT

WE GET YOU WASHINGTON

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.

WASHINGTON
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 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.

CREASED 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.

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541.607.9355
MOBILE: OCEAN NEURO INSIGHTS.

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OUTFRONT’S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSEATTRIBUTION 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
7% DIGITAL
9% OOH

2022 FORECAST

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

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

WASHINGTON
541.607.8359

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

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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<td>15,104,964</td>
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<td>11 Phoenix-Mesa-Scottsdale, AZ</td>
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<td>12 San Francisco-Oakland et al, CA</td>
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<td>22 Portland-Vancouver, OR-WA</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

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

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## TOP 50 MARKETS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market Name</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</td>
<td>Las Vegas-Henderson-Paradise, NV</td>
<td>1,794,296</td>
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<td>27</td>
<td>Cincinnati, OH-KY-IN</td>
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<td>Kansas City, MO-KS</td>
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<td>Indianapolis-Carmel-Anderson, IN</td>
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<td>San Jose-Sunnyvale et al, CA</td>
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<td>Virginia Beach et al, VA-NC</td>
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<tr>
<td>47</td>
<td>Worcester, MA-CT</td>
<td>756,980</td>
<td>●</td>
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<tr>
<td>48</td>
<td>Bridgeport-Stamford-Norwalk, CT</td>
<td>737,995</td>
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<tr>
<td>49</td>
<td>Fresno, CA</td>
<td>728,438</td>
<td>● ● ●</td>
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<tr>
<td>50</td>
<td>Albany -Schenectady-Troy, NY</td>
<td>718,105</td>
<td>●</td>
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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: CLARITAS, LLC (2021 UPDATE)

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WE GET YOU WASHINGTON

Located in the Pacific Northwest, Washington is the 13th most populous state in the country and is home to over 7.6 million people. Known as one of the wealthiest and socially liberal states in the nation, Washington has thriving aerospace, agriculture, technology, & forestry industries and also serves as HQ to 12 Fortune 500 companies. 60% of residents live in Seattle, home to the iconic Space Needle, but other key cities in the state include Spokane, Olympia, Vancouver, & Tacoma.

Coined as ‘The Evergreen State’, there’s something for every outdoor enthusiast. Outdoor adventurers can explore national parks like Olympic, North Cascades, and Mount Rainier, as well as hike up to Mt. St. Helens and the Cascade Mountains. Beach bums will find their bliss here too, with the San Juan Islands and Long Beach Peninsula offering plenty of swimming, surfing, and whale-watching.

WHY WASHINGTON?
— Washington is home to some of today’s most iconic companies such as Microsoft, Amazon, Nordstrom, Starbucks, Boeing, and Costco.
— Washingtonians have a lot of spending power with median HHI 20% higher than the national average.
— The state of Washington ties for 8th with Georgia for states with the most billionaires.
— Washington is the nation’s leading producer of apples, pears, sweet cherries, and hops.
— Washington is home to 7 professional sports teams as well as dozens of minor league teams.
— 3 national parks and 68 state parks border the Puget Sound, which spans 2,500 miles of shoreline & helps generate $20 billion of economic activity annually.

WASHINGTON
541.607.3555
SOURCE: HISTORY.COM, CENSUS.GOV, INVESTOPEDIA, VISIT WASHINGTON
WASHINGTON

Profile

WASHINGTON STATE
7.61 MILLION

WASHINGTON
541.607.93550
SOURCE: US CENSUS 2020, POP-FACTS PREMIER 2020

African American 4%
Asian 10%
White 68%
Hispanic/Latino 13%
Other/Mixed 6%

College Degree or higher 35%
Average HHI Income 107K
Female 50%
Time spent traveling to work each day 30 min.
Male 50%
Drive alone or carooled 81%

White-collar occupation 62%
Blue-collar occupation 19%
Employed 63%
# 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>Posters</td>
<td>20</td>
</tr>
<tr>
<td><strong>Second Screen Media</strong></td>
<td><strong>22</strong></td>
</tr>
<tr>
<td>Mobile Network</td>
<td>23</td>
</tr>
<tr>
<td>Social Integration</td>
<td>24</td>
</tr>
</tbody>
</table>
BILLBOARDS
BULLETINS

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
POSTERS
POSTERS

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
TARGETED STREET LEVEL COVERAGE IN BELLINGHAM, LONGVIEW, WENATCHEE, KENNEWICK, & YAKIMA.
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