WE GET YOU **WASHINGTON DC.**

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.
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
- 9% OOH
- 1% RADIO
- 2% TV
- 9% PRINT

2022 FORECAST

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

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

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
<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>24 Pittsburgh, PA</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

WASHINGTON DC 202.775.9115
NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT SOURCE: CENSUS DATA (2021 UPDATE).
<table>
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<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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<tr>
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<td>27 Cincinnati, OH-KY-IN</td>
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<td>33 Nashville-Davidson et al, TN</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

WASHINGTON DC 202.775.9115

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

Home to the Nation's Capital with over 4.9 million people and a median HHI of $109,100, 62% above the national average. DC is the center of US and international government providing an ethnically diverse area of political leaders, government employees, and corporate contractors. In addition to government, the Capital Region is powered by education, health, technology and tourism creating one of the strongest economies in the nation.

WHY DC?

— Half of the richest counties in America are in the DC Metro Area.
— One of the nation’s most educated work force with 56% having a college degree and 25% having graduate or professional degrees.
— Top of high-tech employment in the country.
— The heart of “The Cloud” is in Northern Virginia with 70% of the world’s internet running through the NoVA.
— Metrorail is the 3rd busiest rapid transit system in the nation.

In Washington DC, OUTFRONT reaches 92.6% of the CBSA consumers weekly.

WASHINGTON DC
202.775.9115
# Media Formats

## Buses

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## Commuter Rail

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## Billboard

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# Contact Information

WASHINGTON DC
202.775.9115

COPYRIGHT © 2018 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 12/14/2020
Reach a large audience with bus advertising, offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it’s part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this DC market coverage.

EXTERIOR BUS MEDIA

- Kings
- 30x215s
- Kongs
- Headliners
- Extensions/L-Sides
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps

INTERIOR BUS MEDIA

- Interior Bus Cards
- Brand Buses
BUS COVERAGE

Market Wide Coverage Reaching the Metro Area

AUDIENCE A: DC

AUDIENCE B: MONTGOMERY
Montgomery Co.

AUDIENCE C: PRINCE GEORGE'S
Prince George's Co.

AUDIENCE D+: NORTHERN VIRGINIA

STREET LEVEL COVERAGE REACHING DC'S HIGHLY DESIRED MARKET WHICH IS ZONED OUT OF TRADITIONAL OUT OF HOME.

WASHINGTON DC
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BACK TO MEDIA FORMATS
Impact the most densely populated and diverse areas with Bus Kings, the ultimate mass reach media in the DC market. 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/L-Side for more impact!

COVERAGE

- Metrobus and Prince William Commuter Bus
- Targeted audience on a request basis
BUS 30X215

Strategic placement of your ad on buses gives your message unique mobility. 50% bigger than the current king, 30x215s allow a tremendous amount of added space primed for dynamic creative messaging.

PRODUCT INFORMATION

- 30”H x 215”W
- Add a Headliner and/or Extension/L-Side for more impact!

COVERAGE

- Metrobus and Prince William Commuter Bus
- 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 vibrant Washington DC with Bus Kongs!

PRODUCT INFORMATION
— Metrobus 34”H x 228”W
— Prince William Commuter Bus sizes vary
— Add a Headliner and/or Extension/L-Side for more impact!

COVERAGE
— Metrobus and Prince William Commuter Bus
— Targeted audience on a request basis
Ultra Super Kings travel the bustling streets of DC and the surrounding neighborhoods providing advertisers with large format “rolling billboard” presence where traditional media is zoned out.

PRODUCT INFORMATION
- Sizes vary based on coverage and availability

COVERAGE
- Metrobus and Prince William Commuter Bus
- 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

— Metrobus: Standard 21"H x 72"W
— Metrobus: High Impact
— Prince William Local Bus: 24"H x 50"W

PRODUCT INFORMATION

— Metrobus and Prince William Local Bus
— Targeted audience on a request basis
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
- Sizes vary based on coverage and availability

PRODUCT INFORMATION
- Metrobus
- Targeted area/demographic on a request basis
Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that will grasp the attention of consumers and make it impossible to ignore.

**PRODUCT INFORMATION**

- Sizes vary based on coverage and availability
- Wrapped Metrobuses cover the windows between the wheel wells on the street side only
- Wrapped Prince William Commuter Buses cover all side windows

**COVERAGE**

- Metrobus and Prince William Commuter Bus
- Targeted audience on a request basis
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

Want more presence? Brand Buses offer advertisers the unique opportunity to completely own the inside of the bus.

**PRODUCT INFORMATION**
- 11”H x 28”W
- 11”H x 42”W
- 22”H x 21”W
- Brand Bus

**COVERAGE**
- Metrobus
- Targeted audience on a request basis
**SUBWAY METRORAIL MEDIA**

*Influence a captive audience* of over 626,000 daily riders, with tremendous impact and frequency at *high-profile locations*. Subway advertising on Metrorail’s 6 lines offer unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in the DC area.

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

**STATION MEDIA**
- 2-Sheet Posters
- Dioramas
- Banners
- Floor Graphics
- Window Graphics
- Faregates
- Station Activations
- Digital Networks
- Station Dominations

**RAIL CAR MEDIA**
- Interior Cards, Headers, & Panels
- Interior Brand Cars
- Exterior Car Doors
- Exterior Ultra Super Kings
- Exterior Wrapped Cars

WASHINGTON DC
202.775.9115
SOURCE: WMATA FY19
DC METRORAIL REACHES A CAPTIVE AUDIENCE 2 TIMES A DAY, 22 TIMES A MONTH.
Forge new relationships with DC’s 626,000 daily riders through subway 2-Sheet Posters spread throughout the system. Send multiple messages to commuters at all their stopping points!

Situated in the walkways and platforms throughout the DC area, vibrant and detailed 2-Sheet Posters target key audience profiles — both multicultural and upscale.

PRODUCT INFORMATION
- 46”H x 60”W

COVERAGE
- Systemwide
- Targeted audience on a request basis
RAIL DIYORAMAS

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
- 43"H x 62"W

COVERAGE

- Systemwide
- Targeted audience on a request basis
RAIL BANNERS

Demand attention in Metrorail's hectic stations with large, dominant and vibrant Banners. Positioned atop of rail escalators, fare machines, across platforms Banners allow an unrivaled connection between your message and multiple audiences.

PRODUCT INFORMATION
— Sizes vary based on coverage and availability

COVERAGE
— Targeted audience on a request basis
RAIL FLOOR GRAPHICS

Floor Graphics are the perfect way to make your footprint in DC. This media allows for the maximum dramatic effect, and are sure to get people talking to create a lasting impression on the daily commuter.

Get noticed with unavoidable Floor Graphics as commuters and tourist walk up to your logo daily.

PRODUCT INFORMATION
- Sizes vary based on coverage and availability

COVERAGE
- Systemwide
- Targeted audience on a request basis
RAIL WINDOW GRAPHICS

Break riders away from their surroundings in the hectic commuter environment. Striking window graphics stand prominently on the platform and/or entrance/exit ways to ensure that your message is seen.

PRODUCT INFORMATION

— Sizes vary based on coverage and availability

COVERAGE

— Targeted audience on a request basis
Faregates provide multiple points of unavoidable exposure and command the attention of DC’s daily commuters as they enter and exit stations. Diversify your creative messaging with multiple creatives — faregate ads are prime space for advertiser branding.

PRODUCT INFORMATION
— 20”H x 10”W

COVERAGE
— Targeted audience on a request basis
RAIL STATION ACTIVATIONS

Activations provide advertisers the ability to pair one-on-one engagement with our media assets, creating a unique environment where consumers can take your brand to various touch points throughout their day.

PRODUCT INFORMATION

- By entrance/exit way
- 1-3 people
- Hourly increments
- May hand out items (no food/beverages)
- Must supply team members
- Names submitted 3 business days prior
- Add-on to a Metrorail campaign

COVERAGE

- Systemwide - TBD by transit authority based on entrance/exit way layout
- *St Dominations only available to the Domination advertiser
- **Stationary objects/exhibit for an additional charge
The Digital Rail Mezzanine Network offers engaging full motion video/static spots that target commuters as well as visitors to DC. The screens are positioned in prime mezzanine locations within DC’s most iconic and highly trafficked stations. Interactive maps along with Metro service updates draw commuters to the screens.

PRODUCT INFORMATION
- 10 Screen Network
- Screen Size 72” LCD
- Advertising portion 55” display
- 1080pxH x 1920pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05

COVERAGE
- Metro Center (2)
- Gallery Place (2)
- Farragut North (1)
- Farragut West (1)
- Federal Triangle (1)
- Capitol South (1)
- Foggy Bottom (1)
- Pentagon (1)

5,930,397 4 Week Station Circulation

*DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.
Strategically impactful on high traffic platforms with long commuter dwell time, Digital Platform Liveboards can be bought on a network across 52 stations or individually. Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

### PRODUCT INFORMATION
- Screen Size 65”
  - Vertical
- 1920pxH x 1080pxW
- Full Motion or Static
  - (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05

### COVERAGE
- Network of 75, 150, 300 Deliveries
- Network Circ 25.4 million/4-weeks
- Individual Station Circs available

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
Reach DC’s desirable audiences. Impact business commuters, influential decision makers, upscale residents and hip & trendy millennials.

Takeover the entire platform at high traffic stations with a continuous message influencing riders while they wait for the train.

Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

**PRODUCT INFORMATION**
- Screen Size 65” Vertical
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05
- All Digital Advertising on the Platform
- Quantities vary by station. See your account executive

**COVERAGE**
- Foggy Bottom
- Dupont Circle
- Union Station
- Metro Center
- Gallery Place
- L’Enfant Plaza
- and many more

©DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.
Located at the entrance/exit way at Navy Yard station, in the growing Capital Riverfront neighborhood and 1 block from Nationals Park, the digital is visible to riders as well as pedestrians.

Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

**PRODUCT INFORMATION**
- 3 Liveboard Triptych
- Each Screen Size 65'’
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length: 180
- Spot Length: :05, :10, :15

**COVERAGE**
- MLB Nationals Park
- Navy Yard
- US Dept of Transportation
- Capital Riverfront
- The Fairgrounds/ Bullpen
- Yards Park

484,084 4-Week Station Circulation
+ a spike in ridership on baseball game days

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

WASHINGTON DC
202.775.9115
SOURCE: WMATA FY19

BACK TO MEDIA FORMATS
Digital Spectaculars are large format digital screens in high traffic corridors in the DC areas most desirable stations. The screens offer engaging full motion video/static spots that target commuters as well as visitors to DC.

**PRODUCT INFORMATION**
- Various Sizes
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :05, :10, :15

**COVERAGE**
- Farragut North
- Gallery Place
- NoMa
- and growing...

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
Digital Escalator Panels (DEPs) are located alongside escalators viewable to commuters entering and exiting the stations. The screens offer long dwell time as people ride the escalators. Reach DC's most desirable audience at high traffic in demand stations.

DEPs are available by the corridor providing a sequential message influencing riders throughout their commute.

**PRODUCT INFORMATION**
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length: 180
- Spot Length: 15, 10, or 5
- Sold by escalator corridors

**COVERAGE**
- Crystal City (6)
- Gallery Place (8)
- Metro Center (16)
- L’Enfant Plaza (26)
- and growing...

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to redemption for emergency messaging service.*
RAIL STATION DOMINATIONS

Dominate the consumer 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

For Digital Media in the Station Dominations, where applicable:
— Of :180 digital loop, on the Liveboards and Spectaculars, :30 is included in the St Dom
— Of :180 digital loop, on the Escalator Panels, :135 is included in the St Dom (100% SOV of the ad space)

COVERAGE
— Metro Center-Center City
— Gallery Place-Capital One Arena
— L’Enfant Plaza-Government
— Farragut North-K Street
— Union Station-Transit Hub
— Capitol South-Capitol Hill
— Pentagon-US Dept of Defense
— Federal Triangle-Government
— Navy Yard-MLB Nationals Park

WASHINGTON DC
202.775.9115
RAIL EXTERIOR CAR DOORS

Rail Car Doors are an impactful way to make a statement in DC. This media allows for dramatic effect as people anxiously wait for the train car doors to open.

Unique messaging right in front of your audience when and where they are in need of a distraction.

PRODUCT INFORMATION

— 75"H x 50"W
— 6 units per rail car

COVERAGE

— Systemwide
RAIL EXTERIOR ULTRA SUPER KINGS

Make a huge impact with rail exterior media. Influence rail riders and vehicular traffic alike, as they are waiting for the train to arrive or alongside major highways across the region.

PRODUCT INFORMATION

- 4 units per rail car, 8 units per married pair
- No Window Coverage
- Sizes vary based on coverage and availability

COVERAGE

- Systemwide
RAIL EXTERIOR WRAPPED CARS

Wrapped Rail Cars are one of DC’s most unique media forms. These rail cars are huge traveling bulletins that create quite the buzz as they travel throughout the system. Trains go both underground and above ground reaching vehicular traffic along key highways such as Route 66 and 267.

PRODUCT INFORMATION

— Coverage on both sides including doors
— No Window Coverage
— Sizes vary based on coverage and availability

COVERAGE

— Systemwide
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 downtown DC means commuters can 'take in' your message and identify with your brand.

PRODUCT INFORMATION

- 22"H x 21"W
- 11"H x 62"W
- 11"H x 46"W

COVERAGE

- Systemwide
RAIL INTERIOR HEADERS

Unexpected and eye-catching, 11 x 142 Headers create an instant awareness when consumers are most attentive. Interior Rail Media provides a prominent presence that yields a lasting impression to the daily Metrorail rider. While confined to a limited space, consumers are visually drawn to your brands message.

PRODUCT INFORMATION

— 11”H x 142”W

COVERAGE

— Systemwide
RAIL INTERIOR PANELS

Amplify your message and stand out with highly visible Rail Interior Panels located adjacent to the rail car doors. This over 5 foot tall, portrait ad space allows a magazine or bus shelter ad to be easily transferred over to reach the affluent and educated Metrorail population.

PRODUCT INFORMATION

— 64”H x 37”W

COVERAGE

— Systemwide
RAIL INTERIOR BRAND CARS

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

— Full Brand Cars A
  — 7 Units of 22"H x 21"W
  — 8 Units of 11"H x 62"W
— Full Brand Cars B
  — 4 Units of 22"H x 21"W
  — 2 Units of 11"H x 45"W
  — 2 Units of 11"H x 142"W
— Half Brand Cars A
  — 4 Units of 22"H x 21"W
  — 4 Units of 11"H x 62"W
— Half Brand Cars B
  — 2 Units of 22"H x 21"W
  — 1 Units of 11"H x 45"W
  — 1 Units of 11"H x 142"W

COVERAGE

— Systemwide
WASHINGTON DC
202.775.9115
Reach upscale commuters from outside the city in all parts of the wealthy suburbs of Virginia who use the rail to and from downtown business districts. Virginia Railway Express (VRE) is the 10th largest commuter rail service in the US. Serving over 4.5 million a year, commuter rail advertisers can spend time with this desirable affluent demographic twice a day, 22 ‘work days’ a month while commuters are on the train, waiting for the train and walking through stations.

**STATION MEDIA**
- 2-Sheet Posters

**RAIL CAR MEDIA**
- Interior Car Cards

**COUNTY COVERAGE**
- Washington DC
- Arlington County
- Alexandria City
- Fairfax County
- Prince William County
- Stafford County
- Spotsylvania County
VRE COMMUTER RAIL COVERAGE

Impact Northern Virginia’s Commuter Rail Riders

VIRGINIA RAILWAY EXPRESS DELIVERS THE HARD TO REACH HEAVY COMMUTERS OF 7 JURISDICTIONS AS THEY COMMUTE TO AND FROM DOWNTOWN DC DAILY.
RAIL 2-SHEET POSTERS

Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed 2-Sheet Posters target key demographics — educated and affluent audiences.

PRODUCT INFORMATION

— 46”H x 60”W

COVERAGE

— Spotsylvania County
— Stafford County
— Prince William County
— Fairfax County
— Alexandria City
— Arlington County
— Washington DC
— Targeted audience on a request basis
RAIL INTERIOR CAR CARDS

20,000+ commuters travel daily into Washington DC and Arlington from upscale Virginia suburbs via the Virginia Railway Express.

Reach a captive audience twice a day, 22 work days a month as commuters enter and exit the train.

PRODUCT INFORMATION

— 22”H x 21”W
— Adhesive Car Cards

COVERAGE

— Manassas Line
— Fredericksburg Line
— Targeted audience on a request basis
STREET FURNITURE
Increasingly, bike shares are becoming part of the urban commute in Washington DC. These units attract a younger, environmentally friendly consumer. Connect your brand message to the elusive millennial and Gen Z demographics in the most desirable urban neighborhoods.

PRODUCT INFORMATION

- Various Sizes

COVERAGE

- Downtown Business District
- Capitol Hill
- Georgetown
- Dupont Circle
- Southwest Waterfront
- Nationals Park
- Northeast DC
- Universities and Colleges
BIKE SHARE COVERAGE

Across the District of Columbia

EXCLUSIVE BIKE SHARES LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.
BILLBOARDS
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**
- Downtown Business
- Universities/Colleges
- City Center
- Capital One Arena
- NoMa
- Convention Center
- I-695
- New York Avenue
OUTFRONT'S LARGE FORMAT WALLS REACH COMMUTERS WHERE BILLBOARDS ARE ZONED OUT.
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.

ENGAGEMENT OPPORTUNITIES

Organic
- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes

Paid
- AR
- Influencers

LOCATED IN THE TOP 50 MARKETS