

# REOPENING INDIANA

## #STRONGERINDIANA

We understand that the past few weeks have been very difficult for local businesses. OUTFRONT wants to help you grow again. We provide a platform to help businesses of all sizes #GrowStronger. The below outlines the specifics of Indiana's reopening and current traffic patterns.

### PHASE 4 REOPENING

- June 14th: Social gatherings of 250 people or fewer, manufacturing and industrial, retail, restaurants, gyms and fitness centers, personal services, religious services, government and business offices, entertainment centers and tourism. Occupancy, capacity, and hours of operation have been modified based on CDC guidelines.

### TRAFFIC PATTERNS

- Since the national emergency, our combined market average yield is at 90% of impressions delivered.
- As more business and offices reopen, we continue to see a steady increase in impressions across the market. As of the last 7 audited days, OUTFRONT is delivering an average of 90% of impressions across our Indiana markets.

