

# REOPENING NEW YORK NON-METRO

## #STRONGERNYM

We understand that the past few months 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 New York Non-Metro's reopening plan and current traffic patterns.

### PHASE 4 REOPENING

- Current openings to date: construction, agriculture, manufacturing, wholesale trade, retail (limited), office spaces, real estate, auto dealers & rentals, salons & other personal care services, higher education, swimming pools, playgrounds, outdoor entertainment (zoos, botanical gardens, outdoor nature parks, outdoor museums), indoor entertainment (museums, aquariums), casinos, media production, restaurants

### TRAFFIC PATTERNS

- Since the national emergency, our average yield is at 80% of impressions delivered.
- Impressions have been steadily increasing every week. As of the last 7 audited days, OUTFRONT is delivering 105% of impressions across New York Non-Metro.

