

# REOPENING OHIO

## #STRONGEROHIO

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 Ohio's reopening and current traffic patterns.

### PHASE 3 REOPENING

- June 10th: Restaurants, personal services (including salons, spas, massage therapy, tattoo parlors, and piercing services), malls, retailers, campgrounds, gyms and fitness centers, day camps and day care centers, aquariums, art galleries, recreation facilities (ice skating rinks, indoor sports facilities, playgrounds, social clubs, etc.), movie theaters, museums, and entertainment centers. 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 88% 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 78% of impressions across our Ohio markets.

