

CONNECTICUT

Overview



We are **OUTFRONT** in Connecticut

Whether you are new to the market, a first time advertiser, or an existing business, OUTFRONT can help you create buzz, engage a specific audience or direct customers to your front door (real or virtual!).

OUTFRONT is a media company with a relentless focus on our customers' needs. We put fresh thinking and innovative ideas into all aspects of our business from well-placed digital networks, to social and mobile integration, to more efficient systems and apps.

Our approach is collaborative; we are eager to discuss your goals and objectives, and to learn more about your customer so that together we can build your right program. We have the tools, the media, and an expert creative staff who can create a marketplace presence that will engage and connect with your prospects.

We are OUTFRONT Media. Always innovating. Always connecting. Always on. Always the right choice. Always.

Mobile Network
Poster
Bulletin



OUTFRONT
media



Poster

10 Reasons to get **OUTFRONT**

- 1. Brand Fame** - Introduce or keep your brand top of mind.
- 2. Reach** - Up to 96% of your market each month.
- 3. Targetability** - By audience segment, geography, trading zone, and directionally at street level.
- 4. Drives Search** - 58% of adults search for the brand after seeing an OOH ad.
- 5. Natural Synergy with Mobile** - Retarget your message and create a one-to-one experience with one of our mobile capabilities.
- 6. Frequency** - Repetitive journeys translate to repeated exposure to messages.
- 7. Ignites Social** - 55% use social media to share after viewing an OOH advertisement.
- 8. Relentless 24/7 Presence:** You never know on which day your message is relevant to a particular customer.
- 9. Creative is Key:** OUTFRONT's expert design team creates award winning outdoor displays. Simple, powerful creative resonates. Customers know how to find you- exciting creative will amp up interest!
- 10. It's Real:** OOH is real; no skipped ads or 'bots' about it!



Available Products

Bulletins 300+

- The ultimate brand awareness
- Endless creative possibilities
- Impact the daily commuter

Posters 700+

- Reach pedestrian and vehicular traffic
- Target specific neighborhoods & audience demographic coverage

Digital Bulletins & Posters 22

- Messages can be easily changed
- Connect with consumers in real-time
- Bright & bold LEDs stand out

Rail Metro North

- Frequency of rail ridership is very high
- Target commuters to and from NYC

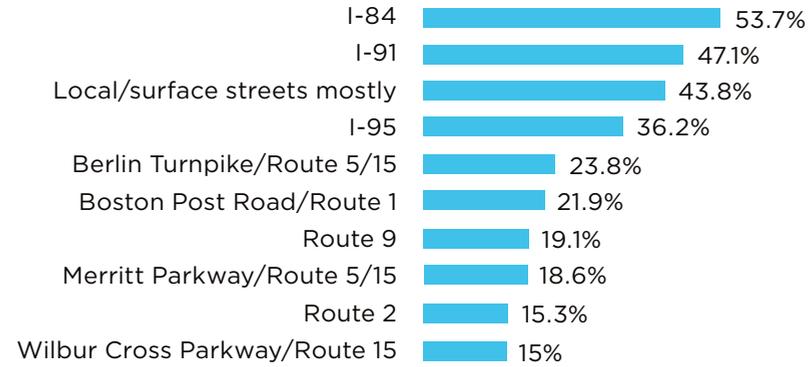
OUTFRONT Mobile Network



Please contact your local account executive for detailed pricing and availability.



10 Most Traveled Roads



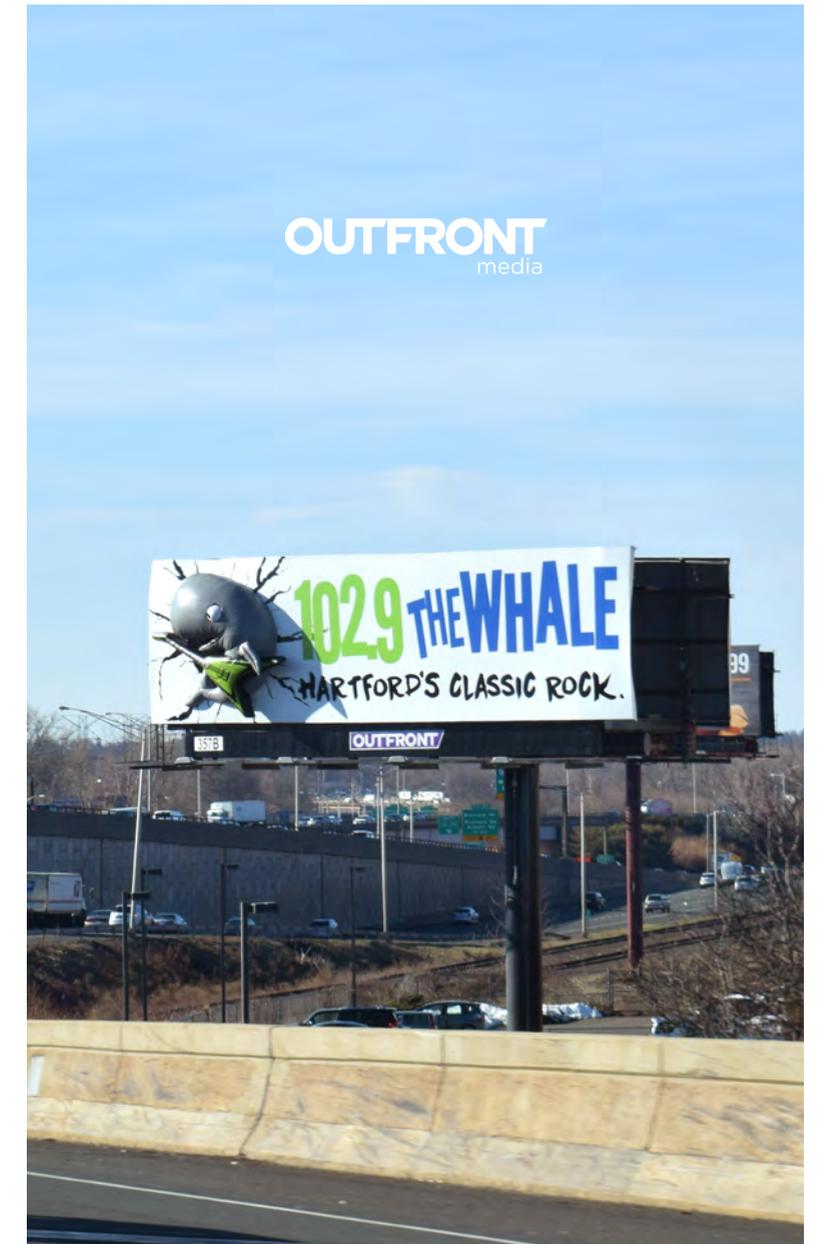
86% Percentage of people that drive alone

30% Travel 200+ miles/week



70% Of Metro North riders own a smart phone

33% Have a HHI of 150K+ (Metro North)



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