

CHICAGO

Overview



We are **OUTFRONT** in Chicago

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.



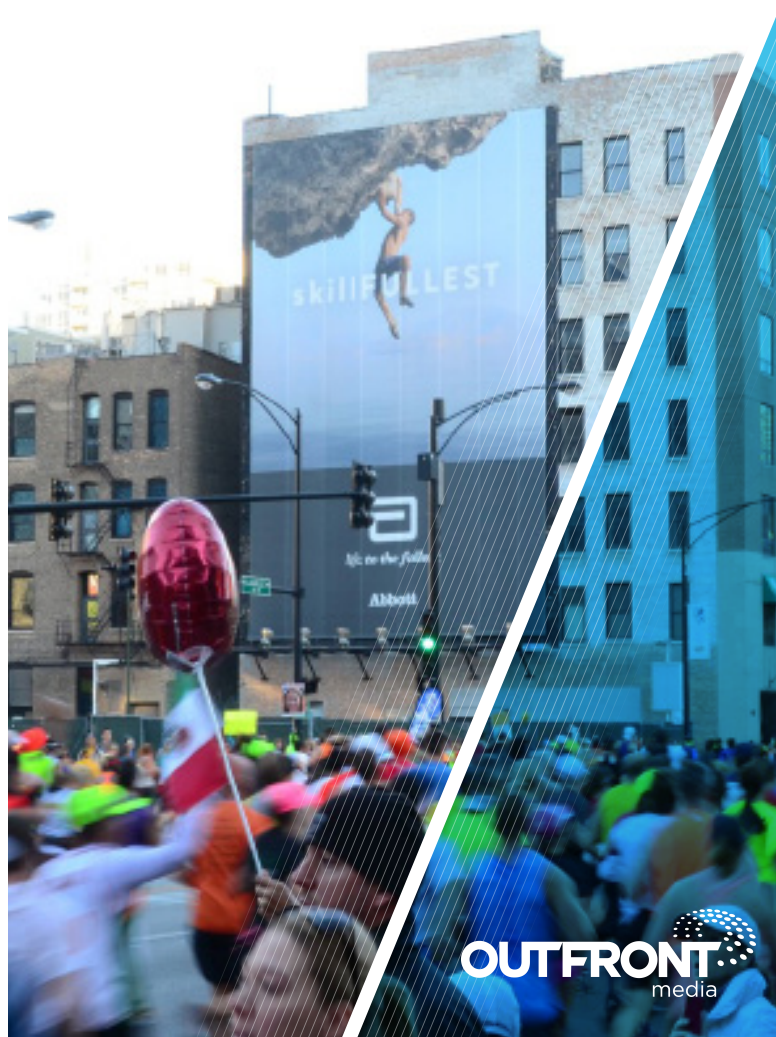
Bike Share



Wall

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!



OUTFRONT
media



Available Products

Static Bulletins **787**

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

Digital Bulletins & Posters **21 Faces**

- Messages can be easily changed (8 spots per face)
- Connect with consumers in real-time
- Bright & bold LEDs stand out

Jr. Posters **214**

- Reach consumers and be cost-efficient
- Target specific neighborhoods & audience demographic coverage

Street Furniture **747**

- Bike Share, Metro Lights, Bike Share Wraps
- Reach pedestrian and vehicular traffic
- Targeted packages reach a wide range of audiences

Trestles **42**

- Can't miss these - commuters must drive under them, head on

Backlit Squares **5**

- Located in popular night-life spots
- Reach pedestrian and vehicular traffic

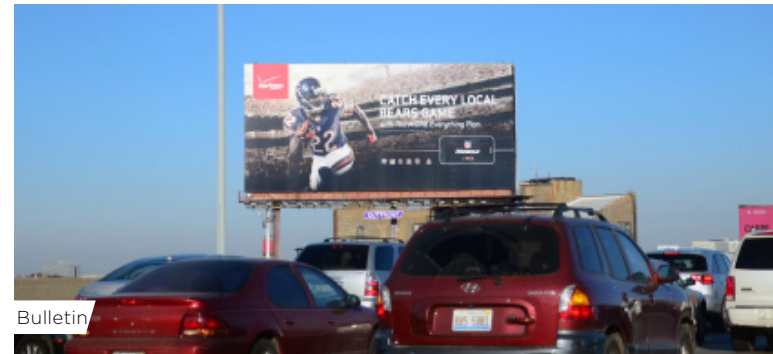
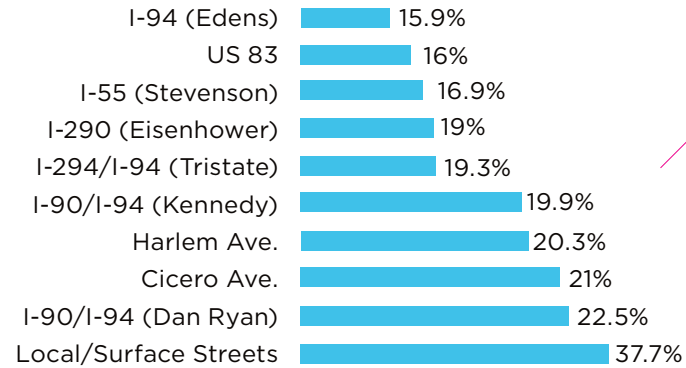
Mobile Billboards **3**

- Drive the message to consumers
- Can be driven to specific places or routes
- Can be parked outside of large events/venues

Please contact your local account executive for detailed



10 Most Traveled Road



85%

Percentage of people that drive alone

140 mi.

Mean total miles traveled past week

Source: Census Data 2015; Scarborough Data 2015 - Kansas City CBSA



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