

Springfield/ Holyoke Overview



We are **OUTFRONT** in MA

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.



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!



Mobile Network/Bulletin

Available Products

Bulletins 26

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

Mobile Network

- Geofencing



Bulletin

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



Top Points of Interest

- MassMutual Center
- Basketball Hall of Fame
- Six Flags New England
- Metro Center district
- Eastfield Mall, Holyoke
- Big "E" Fairgrounds
- Dr. Seuss National Memorial
- Club Quarter district
- Symphony Hall
- Connecticut River Walk Park



60% Have a white collar occupation

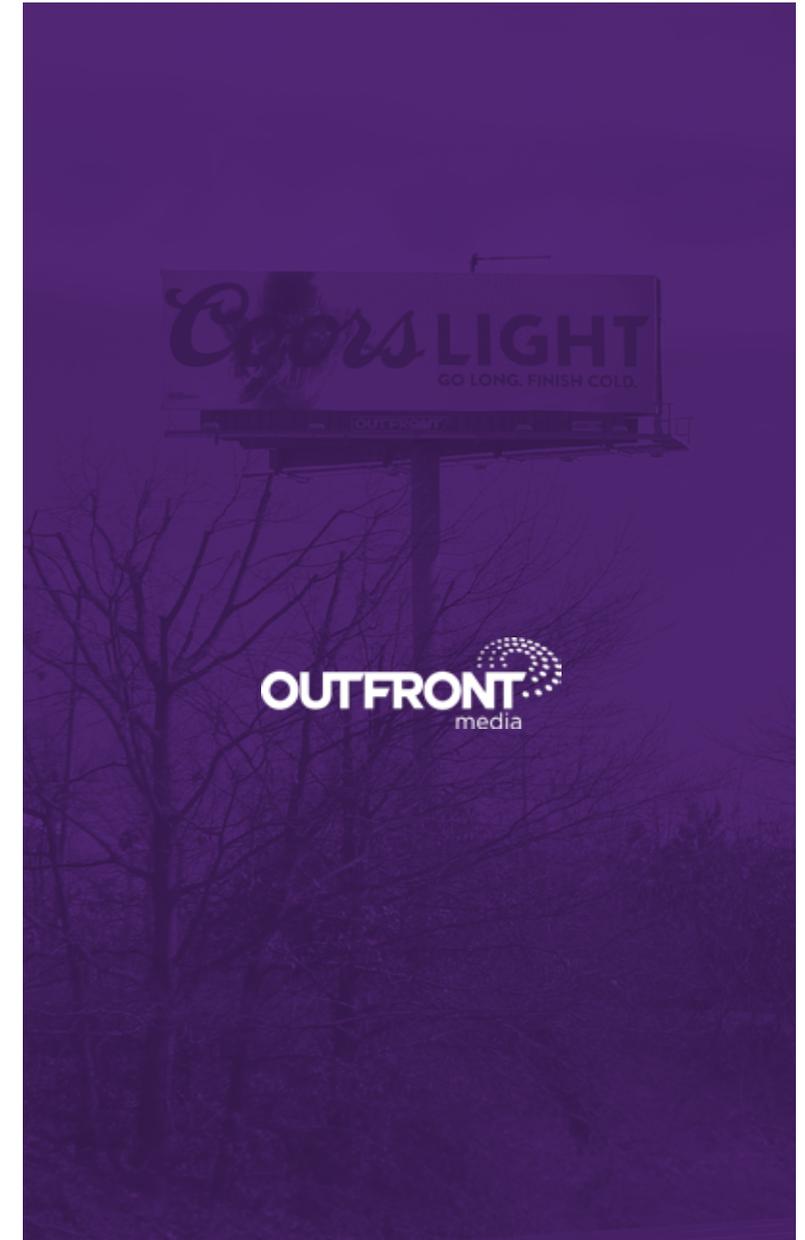
17% Percentage of hispanic/latino residents



30% College educated (4+ years)

23% Have a HHI of 100K+

Source: Census Data 2015



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