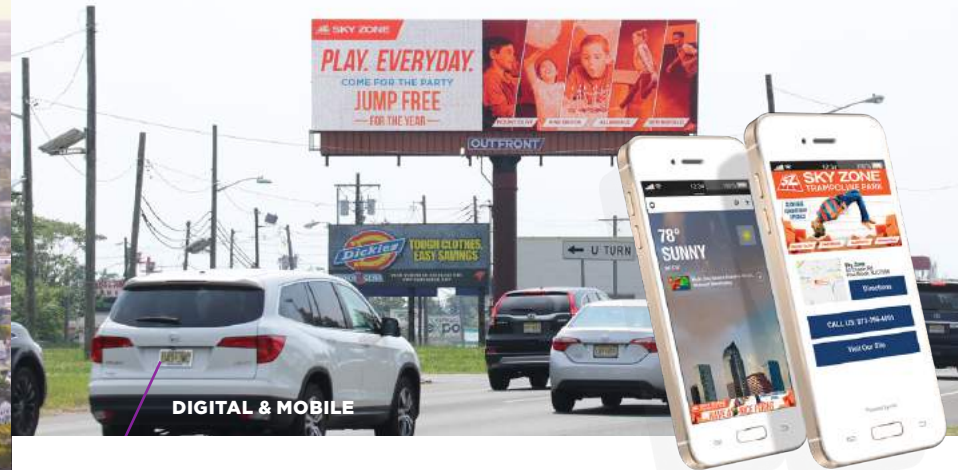


WE GET YOU NEW JERSEY

Our media reaches 9 out of 10 people in the NJ Metro area every week. That's one big audience. And lots of little ones too. Talk to us about reaching yours.

OUTFRONT



OUTFRONT GETS THAT TO BRANDS, AUDIENCES ARE EVERYTHING.

That's why we provide a platform that connects brands to the people they want to reach, as they live their lives. We are famous for the unrivaled impact and creativity of our medium. We champion the power of the largest canvases across America to grow advertisers' businesses through driving engagement, fame, and trust.

And we do it where it matters.

- /// We are everywhere. We empower smart brands to take advantage of our ubiquity across 400,000 canvases, our national footprint across 25 top markets, and targeted relevance that can be achieved through our local dominance.
- /// We are front and center in the places where people live, work, and travel; from urban centers, to busy highways, to transit hubs, to neighborhoods.

We provide the permanent in a media landscape overwrought with the transient. The IRL to fuel the URL. The confluence of and flexibility between screens. Truth, trust, and visibility. We are Intelligent OOH. We leverage new technology to make OOH more relevant, responsive, and rewarding to make your existing digital investments work harder.

OUTFRONT. Impact where it matters.

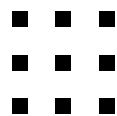


IMPACT WHERE IT MATTERS

We leverage the power of technology, location, and creativity to drive impactful and engaging interactions with audiences as they live their lives.

- /// **Technology:** We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable.
- /// **Location:** With over 400K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth with deep local depth. In New Jersey, OUTFRONT reaches 98% of consumers weekly.
- /// **Creativity:** Creative drives 70% of an ad's effectiveness. We deliver the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative.





TOP INDUSTRIES/AUDIENCES FOR THE NJ METRO AREA:

- / Healthcare/Medical
- / Auto Dealers
- / Education
- / Financial
- / Professional Service
- / Retail

#1 DENSELY POPULATED STATE IN THE US

32.8 AVERAGE TRAVEL TIME IN THE NJ METRO AREA.

Source: US Census Bureau American Community Survey 2016;
Population Density 2010 US Census

WHAT OUR CLIENTS ARE SAYING

“OVER THE YEARS I’VE SPENT MILLIONS ON ALL SORTS OF MEDIA TO GET MY MESSAGE AND BRAND OUT THERE, NOTHING HAS MADE ME AN OVERNIGHT CELEBRITY LIKE BILLBOARDS HAVE!”

- Rob Dekanski
Sales Associate
ReMax 1st Advantage



AVAILABLE PRODUCTS

DIGITAL BILLBOARDS (SIZES: 20'x60', 14'x48', 10'6x22' and more)

- / Easily change messaging throughout the campaign
- / Connect with consumers using real-time triggers such as time of day, weather, sport scores and much more

BULLETIN (SIZES: 20'x60', 16'x60', 14'x48' and more)

- / The ultimate brand awareness and mass impact
- / Endless creative possibilities with 100% SOV and long-term presence

POSTERS (SIZE: 10'5x22'8)

- / Achieve large-scale impact and frequency
- / Neighborhood penetration bringing ad directly to your target audiences

JUNIOR POSTERS (SIZE: 5'x11')

- / Hyper-local saturation reaching both vehicular and pedestrian traffic in a cost efficient way

SECOND SCREEN MEDIA

- / Proximity Retargeting
- / Behavioral Audience Targeting
- / Social Influencers
- / Social Tracking

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



OUTFRONT
WE GET YOU AMERICA

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