

NEW YORK

Overview



We are **OUTFRONT** in New York

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.



Bulletins/Walls



Grand Central Station Domination

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!



Ultra Super Kings

Available Products

Outdoor Media

- Bulletins
- Walls
- Digital Bulletins

Bus Media

- Super King Size Bus
- Ultra Super Kings
- Kong Size Bus
- King Size Bus
- Queen Size Bus
- Taillight Display
- Fullback Bus Display
- L-Side
- Headlight Display
- Headliners
- Window Extensions
- Bus Interior Car Cards
- Brand Interior Buses

Street Furniture

- Digital Urban Panels
- Urban Panels
- Metro Lights

Subway Media

- 1 & 2 Sheet Platform Posters
- Shelter Sized Dioramas
- Turnstiles
- Escalator Squares
- Interior Car Cards
- Interior Brand Trains
- Clocks
- On The Go Digital Network
- Interior/Exterior Shuttle Wraps
- Station Dominations

Commuter Rail Media

- 1, 2, & 3 Sheet Platform Posters
- Interior Car Cards
- Interior Brand Trains
- Timetables
- Metro North Digital Network
- Station Dominations
- GC Digital Network
- GC Vanderbilt Network
- Penn Station Digital Network

Lifestyle Centers

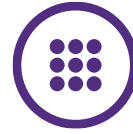
- Time Warner Center

Airports

- East Hampton

OUTFRONT Mobile Network

- Geofencing



NYC Population: 8.5 Million

RANK & RIDERSHIP

Metro Transit Authority Serves	15.2 Million Weekly
LIRR (Long Island Rail Road)	#1 Busiest Rail System
Metro-North	#3 Busiest Rail System
Subway	5.6 Million Weekday
Bus	2.5 Million Weekly

NYC CBSA: 18+

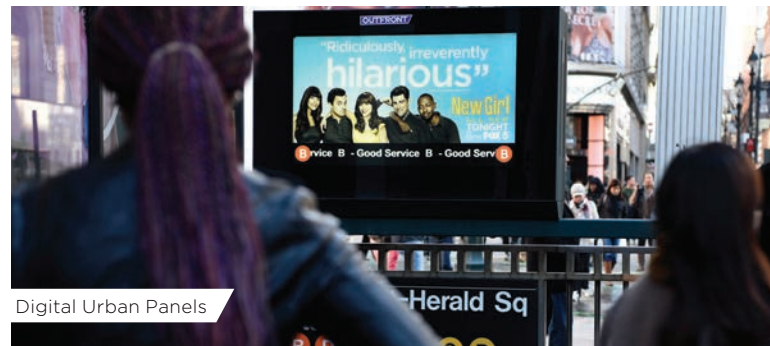


70%

Of the day is spent out of the home for the average American

87 mi.

Mean total traveled in the past week



Digital Urban Panels

Source: Census Data 2015; Scarborough Data 2015 - New York CBSA



405 Lexington Avenue
New York, NY 10174 | 800-926-8834

OUTFRONTmedia.com