WELCOME TO THE UNITED STATES OF AUDIENCES

Digital Media Across the U.S.A.
WE GET AMERICA

At OUTFRONT, we understand that to brands, audiences are everything. We provide an integrated and targeted platform to connect brands to their desired audiences, as they live their lives.

We are famous for incomparable impact and creativity of our medium – we champion the power of the biggest canvases across North America to drive engagement, fame, and trust.

And we do it where it matters.

— We are everywhere. We empower smart brands to take advantage of our ubiquity (500K canvases), our national footprint (25 top markets), and our local dominance (and relevance).
— 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 leverage new technology to make OOH more relevant, responsive, and rewarding. Plus we make your existing digital investments work harder.

Intelligent OOH is about the permanent versus the transient. The IRL to the URL. The confluence of and flexibility between screens. Truth, trust, and transparency.

OUTFRONT. Impact where it matters.
Source: Jim Spaeth: Creative accounts for 70% of out of home ad ROI.

Impact Where It Matters

We leverage the power of technology, location, and creativity to drive impact and engagement between brands and audiences.

Technology
Technology is a priority for OUTFRONT. We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research and real-time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

Location
With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breath with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly), with targeted messaging by market or demographic, delivered at a high frequency (20+ times a day).

Creativity
Creative drives 70% of an ad’s effectiveness. OUTFRONT delivers the best inventory in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Our location based media provides unmatched contextual relevance to your target audience.
Connected on-the-go audiences receive and share information in soundbites, via mobile and social. Consumers continue to spend the majority of their day outside the home.

OUTFRONT IS UNIQUELY POSITIONED TO SEAMLESSLY INTEGRATE SNACKABLE BRAND STORIES INTO HOW WE LIVE OUR LIVES TODAY. OUR MEDIA (AND YOUR BRAND) BECOME ADDITIVE TO THE EXPERIENCE, RATHER THAN INTERRUPTING IT.

Smartphones have universally become the remote control to our lives, we use them to get from point A to point B, to communicate and share with family, and to stay connected. Leveraging the core strengths of OOH with the connectivity of mobile allows for additional touchpoints of engagement.

OOH inspires us to search, shop, or share. This can be directly through social codes, QR codes, or mobile ads. Or indirectly through photographs, social posts, or searching for the brands.
LEVERAGE OUR EDGE /

OUTFRONT’S 360° PARTNERSHIP APPROACH ENSURES YOU GET THE EDGE ON YOUR COMPETITION.

CONSULTATION
DEFINING YOUR CAMPAIGN
Tap into our insights team, Insiders platform, smartSCOUT™, or Geopath to find the best canvases to reach your audience or for campaign planning.

CREATIVE
THE MOST CREATIVE OF ALL MEDIUMS
Leverage our award winning in-house creative agency, OUTFRONT studios, to aid with anything from best practices to full campaign development.

PRODUCTION
LAUNCHING YOUR CAMPAIGN
Let’s launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION
TAKING YOUR MESSAGE FROM IRL TO URL
OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

ATTRIBUTION
TRACKING SUCCESS
Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Phone Calls, Tune In, and Brand Affinity.
AMPLIFICATION MATTERS

OUTFRONT is the best primer for digital engagement.

SEARCH

When OOH is added to the media mix, it increases search's return on ad spend by 40%.

OOH drove 170% increase in search for a fashion brand in Boston in only 4 weeks. Read more.

SOCIAL

OOH drives nearly 4x more social/digital activations, per ad dollar spent, than any other media. In addition, 1 in 4 Americans has posted an OOH ad onto Instagram.

An integrated OOH and Facebook filter campaign reached 85.2 M people in 24 hours. Read more.

MOBILE

Consumers are 48% more likely to engage with a mobile ad after being exposed to the same ad on OOH first.

OOH & mobile drove an 189% lift in SAR above the mobile alone benchmark beating out other digital platforms. Read more.
OUTFRONT’s comprehensive solutions stack provides clients with the flexibility to choose attribution products based on specific campaign KPIs.

FOOTFALL
Footfall uses a consumer’s physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed.

ONLINE
Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand’s website or mobile app.

TUNE-IN
Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

LOCATION SURVEYING
On site surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. Awareness, ad recall, interest, and intent to buy attributes are measured, providing valuable insight around ROI and the true impact of the OOH buy.
OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
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<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

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<th>Wallscapes</th>
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<th>Buses</th>
<th>Street Furniture</th>
<th>Specialty</th>
<th>Mobile + Social Networks</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

## Digital Media Formats

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<td>Digital Bulletins</td>
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<td>Digital Urban Panels</td>
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<td>23</td>
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*NOTE: Also in Lifestyle Centers

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DIGITAL BILLBOARDS
According to a recent study, **81% of commuters noticed a billboard** in the past month. Billboards, which are located on **key highways, intersections and integral choke points** throughout the U.S., provide your message long-term presence and tremendous visibility by vehicular traffic. Available in digital and static formats.

With the right creative in the right location, one billboard drove a 14% lift in sales for a local franchise. Read more.

**LOCATED IN THE TOP 50 MARKETS**
Located on major arterials and surface streets, Posters allow advertisers to completely saturate their chosen markets in a cost efficient way. Jr. Posters, positioned along secondary roadways, and in urban areas extend brand awareness on the local level. These smaller canvas allows these signs to infiltrate in local neighborhoods, where Billboards are zoned out. Nearly half of commuters noticed a poster in the past month. Available in digital and static formats.


CITIES
- Atlanta, GA
- Boston, MA
- Chicago, IL
- Columbus, GA
- Columbus, OH
- Denver, CO
- Detroit, MI
- Flint, MI
- Fresno, CA
- Grand Rapids, MI
- Hartford, CT
- Kansas City, MO-KS
- Los Angeles, CA
- Louisville, KY
- Minneapolis, MN
- New Orleans, LA
- New York City, NY
- Orange County, CA
- Orlando, FL
- Phoenix, AZ
- Philadelphia, PA
- Portland, OR
- Sacramento-Stockton, CA
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tampa, FL
DIGITAL SHELTERS

Bus shelters are located at key consumer convergence points throughout selected markets, following bus routes in urban areas, and all the way into residential neighborhoods. With 39% of commuters noticing a shelter in the past month, shelters are the perfect opportunity to reach the on-the-go commuter. 24/7 illumination provides round-the-clock visibility to both pedestrian & vehicular traffic.

We reached over 280,000 Watchmen Fans with Eye Catching and Dynamic OOH. Watch This.

CITIES
- Atlanta, GA
- Los Angeles, CA
- Louisville, KY
- Miami, FL
- Orange County, CA
- Phoenix, AZ
- San Francisco, CA
- West Palm Beach, FL

Situated above subway entrances, urban panels are the most **dominant and vibrant street-level displays**, allowing for an **unrivaled connection** with your target audience. Available in both video and static formats.

We reached over 19,000 consumers on social media with contextually relevant Oatly ads.

**CITIES**
- Boston, MA
- New York, NY
DIGITAL TRANSIT
Liveboards, often arranged as a triptych, offer advertisers **endless creative opportunities to engage audiences**, from full motion video to sync. Strategically positioned in the highest traffic stations in major market transit hubs, this scale allows advertisers to make a high impact in a specific neighborhood or cross market. Research shows that of those who saw Liveboards, 73% had total ad recall. Available major market transit hubs and lifestyle centers.

**CITIES**
- Boston, MA
- Los Angeles, CA
- Miami, FL
- Minneapolis, MN
- New York, NY
- San Francisco, CA
- Washington, DC

SOURCE: EDISON RESEARCH, 2018.
LIFESTYLE CENTERS

Impact the highly affluent community, while they are in a shopping frame of mind, through one of our lifestyle centers.

Stitch Fix created a unique experiential opportunity for influencers and commuters alike to walk a red carpet. Watch This.

CITIES
- Los Angeles, CA
- Minneapolis-St. Paul, MN
- New York, NY
- Orange County, CA
These premium displays converge the most desirable locations and audience delivery so that brands can dominate and make a statement.

Olay saw mass conversation across social media with their larger than life campaign in Times Square. Read More.

**ICONIC LOCATIONS**

**CITIES**

— Los Angeles, CA
— New York City, NY
Combine the power of OOH with mobile to create new engagement opportunities with your target audience. Targets the right users by geofencing your OOH and strategic locations, target by behavior, then create message frequency with this audience through retargeting.

**PRODUCTS**

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

**LOCATED IN THE TOP 50 MARKETS**
Social Monitoring tracks lifts in location based social conversation and search with geofencing, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

Engagement Opportunities:

**Organic**
- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes

**Paid**
- AR
- Influencers

Located in the Top 50 Markets