WELCOME TO THE UNITED STATES OF AUDIENCES

Media Across The U.S.A.
WE GET YOU AMERICA/

At OUTFRONT, we understand that to brands, audiences are everything. Consumers have changed their daily habits but still associate being outside the home with joy and according to the Harris poll, have increased their notice rate of OOH media.

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 community connections (and relevance).

— We are front and center in the places where people live, work, and play. From neighborhoods and communities, to urban centers and transit hubs, to busier than ever highways and roads.

We leverage new technology to make OOH more relevant, responsive, and rewarding. Plus we make all of your existing digital investments work harder, including search, social, and mobile.

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. We help people, places, and business grow stronger.
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. Leverage our in-house creative agency, STUDIOS, for best in class creative services.
COVID-19 ACCELERATED MANY CONSUMER TRENDS AND CHANGED BEHAVIORS, HIGHLIGHTING AND INCREASING OUTFRONT’S PROXIMITY MARKETING POWER. OUR ABILITY TO INTEGRATE INTO COMMUNITIES, DRIVE CONTEXTUAL AND SITUATIONAL RELEVANCE, AND AMPLIFY DIGITAL MEDIA’S EFFECTIVENESS UNIQUELY POSITIONS OUTFRONT (AND YOUR MESSAGING) TO IMPACT CONSUMERS.

RENEWED APPRECIATION FOR THE OUTDOORS
People are eager to get out of the house, associating the outdoors with joy and safety. In fact, 69% reported increased appreciation for their outdoor surroundings and 65% try to get out of the house as often as possible. The demand for outdoors experiences continues to rise, whether that’s walking around town, dining outside, or visiting outdoor pop-up-shops. This has driven a 45% increase in notice rates of OOH ads compared to pre-pandemic.

INCREASED LOCALIZED TRAVEL
Personal vehicles have become their own form of PPE. In fact, many millennials have purchased a car during the pandemic. Over half of people report travel patterns that are the same or greater versus pre-COVID, with 40% walking more and 29% driving more. OOH’s localized proximity and relevance is key to connect.

DIGITAL BURNOUT
People are experiencing digital fatigue, with 68% agreeing that they spend too much time looking at screens. OOH can both serve as relief with its IRL presence and creativity and amplify needed digital connection. Leverage the core strengths of OOH with the connectivity of mobile to provide more touchpoints of engagement and inspire people to search, shop, or share.
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, smartSCOUT™, or Geopath, to find the best canvases to reach your audience. Prefer to buy programmatically? 1000+ canvases available to be bought programmatically on top SSP & DSP platforms.

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.
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 300% increase in search for an innovative insulin company. 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.

A single digital billboard reached over 13 million book lovers on social over a 8 week campaign. 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 over 19,000 people to grocery stores in the San Francisco area. 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’s 2021 projected growth is higher than any other medium.

US Media 2021 & 2022 Forecast

**2021 Forecast**
- Digital: 7%
- Radio: -9%
- Print: -8%
- TV: -2%

**2022 Forecast**
- Digital: 10%
- Radio: -3%
- Print: -14%
- TV: 3%

OOH & Digital are the only two media channels projected for growth through 2022.

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
## TOP 50 MARKETS

<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<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>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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<td>24 Pittsburgh, PA</td>
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<td>25 Sacramento-Roseville, CA</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

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<thead>
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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>
<th>SPECIALTY</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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<tbody>
<tr>
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<td>50 Albany -Schenectady-Troy, NY</td>
<td>718,105</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT SOURCE: CENSUS DATA (2021 UPDATE).
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*NOTE: ALSO IN LIFESTYLE CENTERS
BILLBOARDS

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.

Watch billboards in action.
Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide **maximum impact** for creative messages. Wallscapes are **perfect for penetrating urban centers** and vary in size, providing endless creative options.

**CITIES**
- Boston, MA
- Chicago, IL
- Columbus, OH
- Dallas, TX
- Denver, CO
- Detroit, MI
- Fairfield, NJ
- Houston, TX
- Kansas City, MO-KS
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL
- Minneapolis, MN
- New Orleans, LA
- New York, NY
- Philadelphia, PA
- San Diego, CA
- San Francisco, CA
- St. Louis
- Washington, DC

[Watch wallscapes in action.]
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. Available in digital and static formats.

**POSTERS**

**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
- Los Angeles, CA
- Louisville, KY
- Minneapolis, MN
- New Orleans, LA
- New Jersey, NJ
- New York, NY
- Orange County, CA
- Orlando, FL
- Phoenix, AZ
- Philadelphia, PA
- Portland, OR
- Sacramento, CA
- San Diego, CA
- San Francisco, CA
- Seattle, WA
- St. Louis, MO
- Tampa, FL

[Check out this poster in action](#)
STREET FURNITURE
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. 24/7 illumination provides round-the-clock visibility to both pedestrian & vehicular traffic.

Watch shelters in action.

CITIES
- Atlanta, GA
- Los Angeles, CA
- Louisville, KY
- Miami, FL
- Orange County, CA
- Phoenix, AZ
- San Francisco, CA
- West Palm Beach, FL
Metro light panels complement and fill in street furniture coverage in highly sought-after downtown locations. Our metro light panel coverage penetrates the downtown and center city regions - reaching educated, affluent professionals.

Watch metro lights in action.

CITIES
— Chicago, IL
— New York, NY
— Philadelphia, PA
BIKE SHARE

Increasingly, bike shares are becoming part of the urban commute in top cities. According to the recent Harris Poll study, 27% of people are biking more than ever. These units attract a younger, environmentally friendly consumer. Connect your brand message to the elusive Millennial demographic in the most desirable urban neighborhoods.

Watch bikes shares in action.

CITIES
- Boston, MA
- Los Angeles, CA
- Philadelphia, PA
- Washington, DC

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 video, digital, and static formats.

**CITIES**
- Boston, MA
- New York, NY

[Watch urban panels in action.](#)
Buses serve as ‘rolling billboards’ traveling in and around densely populated city streets, leaving a lasting impact on pedestrians, motorists and passengers. Eye level bus exterior ads provide maximum exposure for your brand. Multiple bus enhancement options are available, including extensions, headliners and full wraps.

CITIES
- Atlanta, GA
- Boston, MA
- Detroit, MI
- Flint, MI
- Los Angeles, CA
- Las Vegas, NV
- Miami, FL
- New York, NY
- Orange County, CA
- San Francisco, CA
- Washington, DC

Watch buses in action.
Maximize on **long dwell time** and engage **a captive audience** with bus interior media. Want more presence? A branded bus offers advertisers the unique opportunity to completely **own the inside of the bus**.

**CITIES**
- Atlanta, GA
- Boston, MA
- Detroit, MI
- Flint, MI
- Los Angeles, CA
- Miami, FL
- New York, NY
- Orange County, CA
- San Francisco, CA
- Washington, DC

[Watch buses in action]
Make a huge impact with rail exterior media. Influence riders, onlookers, vehicular traffic alike, as they are waiting trains to arrive or alongside major highways.

CITIES
- Atlanta, GA
- Boston, MA
- Orange County, CA
- Miami, FL
- New York, NY
- Phoenix, AZ
- San Francisco, CA
- Washington, DC

Watch subway & rail in action.
Reach a captive audience on their average 35 minute daily commute* each way. Want a bigger presence? A brand car offers advertisers the unique opportunity to completely own the inside of the subway or rail car.

Watch subway & rail in action.

CITIES
- Atlanta, GA
- Boston, MA
- New Haven, CT
- Miami, FL
- New York, NY
- Orange County, CA
- Phoenix, AZ
- San Francisco, CA
- Washington, DC
Deliver your message to the hard-to-reach commuter audience with high impact subway ads! Tell your story through car cards, station platform posters, digital units, floor graphics, and turnstiles. Many startups and millennial facing brands are already using subway media to build their brands.

CITIES
- Atlanta, GA
- Boston, MA
- Hartford, CT
- Miami, FL
- New York, NY
- Orange County, CA
- Phoenix, AZ
- San Francisco, CA
- San Jose, CA
- Washington, DC

Watch subway & rail in action.
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 and lifestyle centers, this scale allows advertisers to make a high impact in a specific neighborhood or cross market.

Our new MOMENTS content platform engages commuters and shoppers, driving more eyeballs to our canvases and your messaging.

Watch liveboards in action.

**CITIES**
- Atlanta, GA
- Boston, MA
- Los Angeles, CA
- Miami, FL
- Minneapolis, MN
- New York, NY
- Rochester, MN
- San Francisco, CA
- Washington, DC
SPECIALTY
LIFESTYLE CENTERS

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

Learn more about lifestyle centers.

CITIES
- Dallas, TX
- Los Angeles, CA
- Minneapolis-St. Paul, MN
- New Orleans, LA
- New York, NY
- Orange County, CA
- Rochester, MN
AIRPORTS

Engage the affluent business traveler through airport media, on or in close proximity to the airport property. Maximize on long dwell time with consumers eager for something to engage with!

CITIES
- Atlanta, GA
- Chicago, IL
- East Hampton, NY
- Boston, MA
- Newark, NJ
- New York, NY
- Houston, TX
- San Diego, CA
- San Francisco, CA
- Washington, DC
Located on primary streets in high-profile, highly desired urban areas, kiosks provide coverage in areas zoned out to other media. This gives advertisers the opportunity to stand out and target audiences in areas with minimal advertising, at a high frequency.

CITIES
- Dallas, TX
- Las Vegas, NV
- Houston, TX
- Los Angeles, CA
- Louisville, KY
- Hoboken, NJ
- San Francisco, CA

Watch kiosks in action.
ICONIC LOCATIONS

These premium displays cover the most desirable locations and audience delivery so that brands can dominate and make a statement.

Watch iconic locations in action.

CITIES
— Los Angeles, CA
— New York, NY
— San Francisco, CA
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.

**Watch the mobile network in action.**

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

**LOCATED IN THE TOP 50 MARKETS**

MOBILE NETWORK

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DRIVING CLIENT RESULTS
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.

Watch social media integration in action.

ENGAGEMENT OPPORTUNITIES
Organic
— Snapcodes + Filters
— QR Codes
— Shazam Codes
— Spotify Codes

Paid
— AR
— Influencers

LOCATED IN THE TOP 50 MARKETS