WE GET YOU ATLANTA GA.

Media Across The Market
WE GET YOU 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 (400K 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. And it makes 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.
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 400K 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 (75% of US population reached each week), 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.

ATLANTA GA
404.699.3499

SOURCE: JIM SPAETH; CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI, NIELSEN 2017, OCEAN & NEUROINSIGHT BEYOND OUT OF HOME.
Connected on-the-go audiences receive and share information in soundbites, via mobile and social. Plus, 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.

This could be direct through interactions with QR or social codes or clicking on a retargeted ad. It can also be indirect through inspiration to search or share the brand.
WE GET YOU

AUDIENCES ARE EVERYTHING AND WE DELIVER THE RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT TIME. WHO DO YOU WANT TO GET TODAY?
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.

A contextually relevant domination drove 335M earned press and social impressions. 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 85% lift in engagement and over 32,600 store visits to WeWork in 4 weeks. Read more.
OOH & MOBILE GROW TOGETHER

US Media 2019 Forecast

- OOH is the only traditional media channel expected to grow. Plus, it makes digital work harder!

SOURCE: MAGNA GLOBAL, 2018
# TOP 50 MARKETS

<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION AGE 18+</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
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<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE NETWORK</th>
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<tr>
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<td>25 San Antonio-New Braunfels-TX</td>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE
## TOP 50 MARKETS

<table>
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<tr>
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<th>SPECIALTY</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

ATLANTA GA 404.699.1499

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WE GET YOU ATLANTA GA.

With over 5 million people and a median HHI of $65,167 Atlanta is known as the “economic engine of the Southeast”. Atlanta serves as headquarters to Fortune 500 companies including The Coca-Cola Company, Delta Air Lines, Southern Company, The Home Depot and UPS. The Atlanta population is a melting pot of ethnically, professionally and demographically diverse residents a blend of southern natives and transplants from all over the country and world.

WHY ATLANTA?

— Atlanta is the ninth largest Metropolitan Statistical Area in the country.
— Over 53 million visitors in 2017, generating $15 billion in spending.
— Home to four professional sports franchises: Atlanta Falcons, Atlanta Braves, Atlanta Hawks & Atlanta United.

In ATLANTA GA, OUTFRONT reaches over 98% of the CBSA consumers weekly.

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SOURCE: GEOPATH 2018, CLARITAS, LLC, ATLANTA CVB.
ATLANTA GA

Profile

- African American: 33%
- Asian: 6%
- White: 47%
- Hispanic/Latino: 11%
- Other/Mixed: 3%

- College Degree or higher: 37%
- Female: 52%
- Male: 48%
- Drive alone or carpooled: 92%
- Blue-collar occupation: 19%
- White-collar occupation: 65%
- Employed: 61%
- Total miles traveled past week: 176 mi.
- Time spent traveling to and from work each day: 37 min.

5.92 MILLION ATLANTA CBSA

ATLANTA GA
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<table>
<thead>
<tr>
<th>Media Formats</th>
<th>Number</th>
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<tr>
<td><strong>BULLETINS</strong></td>
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<tr>
<td>Digital Bulletins</td>
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<tr>
<td>Posters</td>
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<tr>
<td>Digital Posters</td>
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<tr>
<td>JR Posters</td>
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<td><strong>STREET FURNITURE</strong></td>
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<td>Transit Shelters</td>
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<tr>
<td>Digital Transit Shelters</td>
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<tr>
<td><strong>BUS MEDIA</strong></td>
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<tr>
<td>Bus Wraps</td>
<td>35</td>
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<tr>
<td>Ultra Super Kings</td>
<td>36</td>
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<tr>
<td>Bus Kings</td>
<td>37</td>
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<tr>
<td>Bus Queens</td>
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<tr>
<td>Fullbacks</td>
<td>39</td>
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<tr>
<td>Headlights</td>
<td>40</td>
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<tr>
<td>Tailights</td>
<td>41</td>
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<tr>
<td>Bus Cards</td>
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<td><strong>COMMUTER RAIL</strong></td>
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<tr>
<td>2-Sheet Posters</td>
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<tr>
<td>Dioramas &amp; Piers</td>
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<tr>
<td>Station Dominations</td>
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<tr>
<td>Station Saturations</td>
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<tr>
<td>Wrapped Trains</td>
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<tr>
<td>Interior Rail Cards</td>
<td>51</td>
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<tr>
<td><strong>SECOND SCREEN MEDIA</strong></td>
<td>52</td>
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<tr>
<td>Mobile Network</td>
<td>53</td>
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<tr>
<td>Social Integration</td>
<td>54</td>
</tr>
<tr>
<td>Influencers</td>
<td>55</td>
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</tbody>
</table>
BULLETINS
Bulletins offer the most powerful impact of all of outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Atlanta area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- See map for complete coverage
Add an extra layer of timeliness and relevance to your campaign through a digital execution. Easily change creative messaging based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- See map for complete coverage
POSTERS
Posters are made of 100% recyclable polyethylene printed copy and are highly visible to both pedestrian and vehicular traffic.

Achieve dramatic large-scale impact and frequency with multiple units strategically located to maximize your advertising potential.

PRODUCT INFORMATION
- 10.5’H x 22.8”W

COVERAGE
- See map for complete coverage
Digital Posters combine the creative flexibility and dayparting abilities of digital with the **key placement and neighborhood penetration** of Posters.

This digital format also gives you the opportunity to hyper-localize campaigns across a national landscape.

**PRODUCT INFORMATION**
- 160px h x 336px w

**COVERAGE**
- See map for complete coverage

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BACK TO MEDIA FORMATS
Located along primary and secondary roadways in urban Atlanta, junior posters are highly visible to vehicular traffic. This media format offers advertisers deep neighborhood penetration that will speak directly to your demographic in one of the most cost efficient ways.

**PRODUCT INFORMATION**
- 6’ H x 12’ W

**COVERAGE**
- See map for complete coverage
Transit shelters provide your message with targeted reach and frequency. With curbside positioning along main roadways, these transit shelters provide high circulation in the areas where traditional media forms are not available.

**PRODUCT INFORMATION**
- 68.5"H X 47.5"W

**COVERAGE**
- Fulton & Dekalb Counties
SHELTERS PROVIDE ROUND-THE-CLOCK VISIBILITY TO BOTH VEHICULAR AND PEDESTRIAN TRAFFIC.
Digital Transit Shelter Networks include some of the most prominent and prestigious Transit Shelters in the Atlanta CBSA. These highly sought after locations reach audiences within some of Atlanta’s best known districts including Buckhead, Midtown and Downtown.

**PRODUCT INFORMATION**
- 1920px h x 1080px w

**COVERAGE**
- Fulton & Dekalb Counties
BUS MEDIA
Reach a large audience with bus advertising, offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it’s part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this DC market coverage.

**EXTERIOR BUS MEDIA**
- Kings
- Super Kings
- Queens
- Headliners
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps
- Specialty

**INTERIOR BUS MEDIA**
- Interior Bus Cards
- Brand Buses
BUS WRAPS

Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that will grasp the attention of consumers and make it impossible to ignore.

PRODUCT INFORMATION
- Sizes vary based on coverage and availability

COVERAGE
- MARTA Systemwide
- Targeted area/audience on a request basis
Also known as “rolling billboards,” Ultra Super Kings put your advertising campaign into motion. This format attracts consumers with high-quality creative that covers almost the entire exterior space of the bus on the driver’s side.

**PRODUCT INFORMATION**
- Sizes vary based on coverage and availability

**COVERAGE**
- MARTA Systemwide
- Targeted area/demographic on a request basis
BUS KINGS

Impact the most densely populated and diverse areas with Bus Kings, the ultimate mass reach media in the Atlanta market. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability
- Add a Headliner and/or Extension for more impact!

COVERAGE

- MARTA Systemwide
- Targeted area/audience on a request basis
BUS QUEENS

Posted on smaller MARTA buses, Bus Queens offer exposure along secondary arterials throughout Atlanta as they travel where larger buses do not frequent.

PRODUCT INFORMATION
— 30”H X 88”

COVERAGE
— MARTA Systemwide
— Targeted area/demographic on a request basis
FULLBACKS

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

PRODUCT INFORMATION

— Sizes vary based on coverage and availability
— Consult your OUTFRONT representative for more information regarding display size.

COVERAGE

— MARTA Systemwide
— Targeted area/demographic on a request basis
HEADLIGHTS

Stay ahead of the competition! Bus Headlights are positioned at the front of buses, showing to vehicular and pedestrian traffic alike.

PRODUCT INFORMATION
— Sizes vary based on coverage and availability
— Consult your OUTFRONT representative for more information regarding display size.

COVERAGE
— MARTA Systemwide
— Targeted area/demographic on a request basis
BUS TAILS

Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Dominate the city with Tails for frequent exposure and high reach and frequency. As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION

— 21"H x 72"W
— Mini Tails: 16 3/4"H X 78 3/4"W

COVERAGE

— MARTA Systemwide
— Targeted area/demographic on a request basis
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

Want more presence? Brand Buses offer advertisers the unique opportunity to completely own the inside of the bus.

**PRODUCT INFORMATION**
- 11"H x 28"W
- 11"H x 42"W
- Brand Bus

**COVERAGE**
- MARTA Systemwide
- Targeted area/audience on a request basis
COMMUTER RAIL MEDIA

With over 300,000 unique riders every day, the MARTA rail system is often referred to as “Atlanta’s 5th Highway.” Commuter Rail Media influences this captive audience of students, household decision makers and tourists as they are out and about, ensuring that your ad is seen immediately before their activity or purchase.

STATION MEDIA
- 1-Sheet Posters
- 2-Sheet Posters
- Dioramas
- Piers
- Banners
- Floor Graphics
- Station Saturations
- Station Dominations

RAIL CAR MEDIA
- Interior Car Cards
- Wrapped Trains
- Brand Trains
Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed Two-Sheet Posters target key demographics - educated and affluent audiences.

**PRODUCT INFORMATION**
- 46”H x 60”W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
RAIL DIORAMAS & PIERs

Brightly illuminated backlit Dioramas reach the commuting masses as they wait for the train or enter and exit the stations. These eye-catching displays are located across the system providing targeted exposure for your creative message.

PRODUCT INFORMATION

- Backlit
- Diorama: 43"H x 62"W
- Pier: 88"H x 88"W
- Jumbo Pier: 83"H x 135"W

COVERAGE

- Systemwide
- Targeted audience on a request basis
RAIL STATION DOMINATIONS

Dominate the consumer landscape at key, high traffic commuter centers. Station dominations transform commuters' daily ride into a total “brand experience,” delivering multiple campaign messages.

PRODUCT INFORMATION
— Media varies by station

COVERAGE
— Airport Station
— Five Points Station
— Mercedes Benz Stadium/GWCC/CNN/State Farm Arena
— Lenox Station
— North Avenue Station
— Peachtree Station
Station Saturations allow advertiser to utilize all 2-Sheet Posters and Dioramas within a single station, creating a complete brand environment that reinforces a message and increases brand awareness.

PRODUCT INFORMATION

— All 2-Sheet Posters and Dioramas within a station (on average 16 2-Sheets and 4 Dioramas)

COVERAGE

— Systemwide
WRAPPED TRAINS

Make a huge impact with rail exterior media. Influence riders, onlookers, vehicular traffic alike, as they are waiting for the train to arrive or alongside major highways.

PRODUCT INFORMATION
- Coverage on both sides including doors
- No Window Coverage
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information regarding display size.

COVERAGE
- MARTA Commuter Rail Systemwide
**RAIL INTERIOR CAR CARDS**

Interior Car Cards are bold media formats that are directly in sight of commuters throughout their entire trip, allowing them to “take in” your message and identify with your brand.

**PRODUCT INFORMATION**
- 22"H x 21"W
- 33"H x 33"W
- 33.75"H x 39.75"W

**COVERAGE**
- MARTA Commuter Rail Systemwide
SECOND SCREEN MEDIA
MOBILE NETWORK

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.

DROVE OVER 32K+ ESTIMATED VISITS TO WE WORK

Disclaimer: OUTFRONT does not guarantee results or end user activity/engagement with respect to OUTFRONT Mobile Network campaigns, including, without limitation, the click through rate (CTR), the secondary action rate (SAR) or increased traffic/visits, customer interactions, commercial opportunities, revenue or ROI.
SOCIAL MEDIA INTEGRATION

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.

ENGAGEMENT OPPORTUNITIES
- Snap Codes & Filters
- QR Codes
- Shazam Codes
- Spotify Codes
- AR
- Paid Social
- Influencers

IRL TO URL IMPACT
OOH secures 4x more social activations, per ad dollar spent, compared to all other media.
INFLUENCERS

Choose the right influencers for your brand and continue to amplify the impact of your OOH campaign on social media. Content can live infeed on Facebook, Twitter or Instagram or as an Instagram story.

METRICS

- Views
- Engagement
- Clicks
- Downloads