WE GET YOU BOSTON.

Media Across The Market
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 breadth 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.

BOSTON
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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.

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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?
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!
IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
<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 NETWORK</th>
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<tbody>
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● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

BOSTON 781.356.2009
# Top 50 Markets

<table>
<thead>
<tr>
<th>Rank</th>
<th>Market Description</th>
<th>CBSA Population Age 18+</th>
<th>Bulletin</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 Network</th>
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● Indicates Outfront Media Available  ● Indicates Digital Media Available  ● Indicates Wrapped Media Available

Boston 781.356.2009

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WE GET YOU BOSTON.

Largest city in New England with over 4.8 million people and a median HHI of $85,974, 41% above the national average. Known as “The Hub,” Boston is at the center of hi-tech manufacturing, healthcare and financial services in New England. With over 200 colleges and universities, residents are among the most highly educated in the country. The well employed consumers of this area create one of the strongest economies in the nation.

WHY BOSTON?

– Ranked #1 for innovation both globally & in the US.
– Boston is the 4th most densely populated city in the US at 48 sq. miles.
– The MBTA is the 4th largest transit system in the nation.
– The area boasts successful sports franchises: NFL Patriots, MLB Red Sox, NHL Bruins, NBA Celtics.

In Boston, OUTFRONT reaches 98.1% of the DMA consumers weekly.
BOSTON AREA 4.8 MILLION CBSA

Profile

African American 7%
Asian 8%
White 70%
Hispanic/Latino 11%
Other/Mixed 3%

College Degree or higher 46%
Female 51%
Male 49%

Total miles traveled past week 127 mi.
Time spent traveling to and from work each day 18 min.

White-collar occupation 69%
Blue-collar occupation 14%

Drive alone or carpooled 85%
Employed 64%

# MEDIA FORMATS

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**BOSTON**

781.356.2009

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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 Boston market coverage.

**EXTERIOR BUS MEDIA**
- Kings
- Queens
- Kongs
- Headliners
- Extensions
- Tails
- Ultra Super Kings
- Fullbacks
- Fullwraps

**INTERIOR BUS MEDIA**
- Interior Car Cards
- Brand Buses
- Michelangelos
**BUS GARAGE COVERAGE**

Provides the heaviest concentration of coverage throughout the ethnic neighborhoods of Boston. Key downtown routes covering the Back Bay, Fenway and Copley Square also originate from this garage. Additional coverage is in Dedham, Brookline, Newton, Norwood, Walpole, Westwood, Watertown, and Milton.

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<th>Arborway</th>
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<th>Albany</th>
<th>Quincy</th>
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<th>South Hampton</th>
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- **Arborway**: This garage provides heavy coverage in the heart of Quincy with additional routes traveling through Weymouth, Randolph, Braintree and the upscale South Shore communities of Hingham and Milton. These areas include major routes into the Davis Square, Wellington and Sullivan 'I' Stations.

- **Cabot**: This garage reaches into key downtown shopping areas in the communities of Medford, Malden, Melrose, Woburn, Stoneham and Wakefield. Included are major routes into the Davis Square, Wellington and Sullivan ‘I’ Stations.

- **Charlestown**: This garage provides service to the North Shore communities of Lynn, Salem, Peabody, Marblehead, Beverly, Swampscott, Danvers and Saugus. The buses also travel to key malls in the area reaching both upscale and blue collar communities alike. The express buses run to and from Boston during peak commuter periods.

- **Somerville**: This provides coverage in the Financial District in downtown Boston as well as upscale audiences in the western suburban communities of Newton and Brookline. Areas of coverage include South Station, Fenway Park and Kenmore Square where there is a large student population.

- **Albany**: This garage offers heavy coverage in the heart of Quincy with additional routes traveling through Weymouth, Randolph, Braintree and the upscale South Shore communities of Hingham and Milton. These areas include major routes into the Davis Square, Wellington and Sullivan ‘I’ Stations.

- **Quincy**: This garage reaches into key downtown shopping areas in the communities of Medford, Malden, Melrose, Woburn, Stoneham and Wakefield. Included are major routes into the Davis Square, Wellington and Sullivan ‘I’ Stations.

- **Fellsway**: This garage provides service to the North Shore communities of Lynn, Salem, Peabody, Marblehead, Beverly, Swampscott, Danvers and Saugus. The buses also travel to key malls in the area reaching both upscale and blue collar communities alike. The express buses run to and from Boston during peak commuter periods.

- **Lynn**: This garage reaches into key downtown shopping areas in the communities of Medford, Malden, Melrose, Woburn, Stoneham and Wakefield. Included are major routes into the Davis Square, Wellington and Sullivan ‘I’ Stations.

- **North Cambridge**: This garage provides service to the Northern Cambridge area. Serving Harvard Square and Mass Ave. These routes target young professionals, college students and the hip & trendy consumers of the area.

- **South Hampton**: This garage reaches into key downtown shopping areas in the communities of Medford, Malden, Melrose, Woburn, Stoneham and Wakefield. Included are major routes into the Davis Square, Wellington and Sullivan ‘I’ Stations.

- **Send your message up and down the silver line routes, serving the waterfront area of Boston, The World Trade Center, Downtown Crossing, J. Joseph Moakley Courthouse, Logan Airport, and South Station.**
Impact the most densely populated and diverse areas with Bus Kings, the ultimate mass reach media in the Boston market. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

PRODUCT INFORMATION

- 30"H x 144"W
- Add a Headliner and/or Extension for more impact!

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis
BUS QUEENS

Strategic placement of your ad on MBTA buses gives your message unique mobility. Queens let your message resonate as they reach diverse demographic clusters all over the city.

PRODUCT INFORMATION

- 30”H x 88”W
- Add a Headliner for more impact!

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis
These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a major impact on vehicular and pedestrian traffic throughout vibrant Boston!

**PRODUCT INFORMATION**

- 36.75”H x 245”W
- Add a Headliner for more impact!

**COVERAGE**

- MBTA Systemwide
- Targeted audience on a request basis
Ultra Super Kings travel the bustling streets of Boston and the surrounding neighborhoods providing advertisers with a large format “rolling billboard” making a lasting impression!

**PRODUCT INFORMATION**
- 8'H x 20'W

**COVERAGE**
- Hip & Trendy
- Harvard Sq.
- Back Bay
- Kenmore Square
- Innovation Hubs
- Downtown Boston
- Financial District
- Colleges/Universities
- Affulent Suburbs
- Hyper-Targeted
Continuous visibility to drivers and passengers behind buses generates lasting impressions! Dominate the city with frequent exposure and high reach and frequency. As they're in their cars or crossing the street, consumers cannot escape this ubiquitous media form.

PRODUCT INFORMATION

- Tail A: 17.5"H x 50"W
- High Impact Tails: Charlestown/Somerville and Cabot Garages: 33"H x 71"L
- High Impact Tails: South Hampton Garage: 30"H x 69"L
- Consult your OUTFRONT representative for more information regarding display size.

COVERAGE

- MBTA Systemwide
- Targeted area/demographic on a request basis
- High Impact Tails: Charlestown/ Somerville, South Hampton and Cabot Garages ONLY
BUS 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

PRODUCT INFORMATION

— MBTA Systemwide
— Targeted audience on a request basis
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
- Wrapped buses cover the window between the wheel wells on the street side only.

COVERAGE
- MBTA Systemwide
- Targeted audience on a request basis
INTERIOR BUS CARDS

Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

Michaelangelos go where the competition isn’t — directly above the heads of passengers on crowded buses.

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

PRODUCT INFORMATION

- Car Card A: 22”H x 21”W
- Car Card B: 11”H x 28”W
- Michelangelo: 4’H x 2’W
- Brand Bus

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis
SUBWAY
SUBWAY MEDIA

Influence a captive audience of over 500,000 daily riders, with tremendous impact and frequency at high-profile locations. Subway advertising on the Orange, Red, Blue and Green Lines offer unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in the Boston area.

Subway advertising provides exceptional value and is the perfect way to command the attention of busy commuters in a captive setting.

STATION MEDIA
- 2-Sheet Posters
- Dioramas
- Station Kings
- Faregates
- Digital Networks
- Station Dominations

INTERIOR CAR MEDIA
- Interior Car Cards
- Interior Brand Cars
- Interior Wraps
- Michelangelos

EXTERIOR CAR MEDIA
- Wraps
- Wild Trolleys
Forge new relationships with Boston’s 500,000+ daily riders through subway 2-Sheet Posters spread throughout the system. Send multiple messages to commuters at all their stopping points!

Situated in the walkways and platforms throughout the Boston area, vibrant and detailed 2-Sheet Posters target key audience profiles — both multicultural and upscale.

**PRODUCT INFORMATION**

- 2-Sheet Posters: 46”H x 60”W
- Platform Displays: 48”H x 48”W

**COVERAGE**

- 2-Sheet posters available on MBTA Orange, Red Blue and Green Lines
- Display posters available on MBTA Green Line only
SUBWAY SHELTER-SIZED DIORAMAS

Brightly illuminated backlit Shelter-Sized Dioramas reach the commuting masses as they enter and exit the stations. These eye-catching displays are located in some of Boston’s busiest stations.

PRODUCT INFORMATION

— Backlit
— 68.5”H x 47.5”W

COVERAGE

— Back Bay Station
— Copley Station
— Harvard Station
— Park Street Station
— North Station
— South Station
This dominating media form cannot be missed as passengers move throughout the station. The combination of dwell time and high impact make it a fantastic stand alone product as well as an integral part of a station domination.

**PRODUCT INFORMATION**
- 30"H x 144"W

**COVERAGE**
- MBTA Orange, Red, Blue and Green Lines
Faregates provide multiple points of unavoidable exposure and command the attention of Boston’s daily commuters as they enter and exit stations. Diversify your creative messaging with multiple creatives—faregate ads are prime space for advertiser branding.

**PRODUCT INFORMATION**
- 4 Ad Panels Per Faregates
- Panel A & C: 11”H x 10.25”W
- Panel B: 4.5”H x 11”W
- Panel D: 14.25”H x 13”W (top) x 11”W (base)
- Consult your OUTFRONT representative for more information regarding display size

**COVERAGE**
- MBTA Orange, Red, Blue and Green Lines
Digital liveboard media provide frequency amongst daily commuters, while offering dynamic capabilities. Perfectly situated in Downtown Boston and all around the Greater Boston area, reach millennials, college students, tourists, the tech savvy, financial district and affluent audiences with your dynamic creative.

**PRODUCT INFORMATION**

- Screen Size 65” Vertical
- Full Motion or Static (No Sound)
- Loop Length :180 (:120 ad rotations)
- Spot Length :15, :10, or :05
- Network of 600, 300 or 150 Liveboards

**COVERAGE**

- Hip & Trendy
- Financial District
- Innovation Hubs
- Affluent Suburbs
- Downtown Boston
- Back Bay
- Kenmore Sq.
- Harvard Sq.
- Hyper-Targeted
- Colleges/Universities
These unique street-level and subway trolleys send your message up and down the Green Line routes, serving such landmarks as Fenway Park, Copley Square, Boston City Hall, Boston University, Boston College and Northeastern University.

PRODUCT INFORMATION

— Wild Trolley Type 7 (All)
— Wild Trolley Type 8 (All)

COVERAGE

— Green Line
Subway Wrapped Rail Cars are one of Boston’s most unique media forms. These rail cars are huge traveling bulletins that create quite the buzz as they travel throughout the MBTA Subway System.

**PRODUCT INFORMATION**
- Coverage on both sides including doors
- Window coverage on all lines
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information regarding display size

**COVERAGE**
- MBTA Orange, Red, Blue and Green Lines
SUBWAY INTERIOR CAR CARDS

Reach a captive audience on their average 19 minute commute each way. Michaelangelos go where the competition isn’t — directly above the heads of passengers on crowded trains. Want a bigger presence? Brand cars or interior wraps offer advertisers the unique opportunity to completely own the inside of the subway.

PRODUCT INFORMATION

— Car Card A: 22”H x 21”W
— Car Card B: 11”H x 28”W
— Car Card C: 22”H x 15.5”W

COVERAGE

— Card A: All MBTA Subway Lines
— Card B: MBTA Orange and Red Lines
— Card C: MBTA Green Line
COMMUTER RAIL
COMMUTER RAIL MEDIA

Reach upscale commuters, from outside the city in all parts of the wealthy suburbs of Boston, who use the rail to and from downtown business districts.

Serving over 151,700 daily, commuter rail advertisers can spend time with this desirable affluent demographic twice a day, 22 ‘work days’ a month while commuters are on the train, waiting for the train and walking through stations.

STATION MEDIA
- 2-Sheet Posters
- Lightpole Banners
- Digital Networks

INTERIOR CAR MEDIA
- Interior Car Cards
- Interior Brand Cars

EXTERIOR CAR MEDIA
- Wraps
RAIL 2-SHEET POSTERS

Break riders away from their surroundings in the hectic commuter environment.
Situated on the commuter rail platforms and walkways, vibrant and detailed 2-Sheet Posters target key demographics — educated and affluent audiences.

PRODUCT INFORMATION
— 46”H x 60”W

COVERAGE
— MBTA Commuter Rail System
RAIL DIGITAL LIVEBOARD NETWORK

Digital liveboards provide brands the technology to serve timely, dynamic and relevant messages to a captive audience. Situated on the commuter rail and AMTRAK platforms, vibrant and detailed liveboards target key demographics — educated and affluent audiences.

PRODUCT INFORMATION

- Screen Size 65” Vertical
- Full Motion or Static (No Sound)
- Loop Length :180 (:120 ad rotations)
- Spot Length :15, :10, or :05
- Network of 75 Liveboards

COVERAGE

- North Station
- South Station
- Back Bay Station
RAIL LIGHTPOLE BANNERS

MBTA Commuter Rail Lightpole Banners offer a unique and eyecatching way to dominate a station. Lightpole Banners are visible from almost every angle on the platforms, as well as from the approaching streets and parking lots.

PRODUCT INFORMATION
- 2 ad panels per pole
- Double sided
- 31”H x 40.5”W

COVERAGE
- MBTA Commuter Rail Systemwide
RAIL EXTERIOR WRAPPED CARS

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

— MBTA Commuter Rail Systemwide
RAIL INTERIOR CAR CARDS

151,700+ commuters travel daily into Boston from upscale suburbs. Reach a captive audience on their average 19 minute commute each way. Want a bigger presence? Brand cars offers advertisers the unique opportunity to completely own the inside of the rail car.

PRODUCT INFORMATION
— 22”H x 21”W

COVERAGE
— MBTA Commuter Rail Systemwide
STATION DOMINATIONS
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
— Back Bay Station
— Copley Station
— Downtown Crossing Station
— Government Center Station
— Harvard Station
— Kendall Station
— Kenmore Station
— North Station
— Park Street Station
— South Station
— South Station Bus Terminal

BOSTON
781.356.2009

BACK TO MEDIA FORMATS
Airport station serves as a direct connection to Logan International Airport, New England's largest airport and with 28 million passengers annually, the nation's 19th busiest. Located in East Boston, this station also services local residents. East Boston today offers a wide-range of restaurants as well as a variety of recreational activities.

**PRODUCT INFORMATION**

- Subway Faregates
- 2-Sheet Posters
- Backlit Dioramas
- Double Sided Banner
- Digital Liveboards
- Cross Over Bridge Panels

**COVERAGE**

- MBTA Blue Line
Back Bay Station is a transit hub for **Subway, Commuter Rail, Amtrak, and Bus commuters**. This station attracts commuters from all corners of Copley Square and the fashionable South End neighborhood. These areas are bustling both day and night, boasting a great selection of restaurants, lounges, bars, boutiques and high-end shopping malls.

**PRODUCT INFORMATION**
- Subway Faregates
- 2-Sheet Posters
- Backlit Dioramas
- Angled Banners
- Digital Liveboards
- Stairwell Banners

**COVERAGE**
- MBTA Orange Line, Commuter Rail, and Amtrak
Copley Station is located in the heart of Boston's highend restaurant & shopping district, right around the corner from Newbury Street and the Shops at Prudential. This station's target demographic is young, affluent residents in the Back Bay neighborhood.

PRODUCT INFORMATION

- Subway Faregates
- 2-Sheet Posters
- Adhesive Dioramas
- Angled Banners
- Digital Liveboards

COVERAGE

- MBTA Green Line
Located in Boston's busiest neighborhood, Downtown Crossing is the place for shopping in Boston. Downtown Crossing station's demographics are a combination of upscale professionals, the fashion savvy looking for a great bargain, and a mix of diverse ethnic riders.

PRODUCT INFORMATION
- Subway Faregates
- 2-Sheet Posters
- Wallscpaes
- Station Kings
- Digital Liveboards
- Column Wraps

COVERAGE
- MBTA Orange & Red Lines
Government Center Station is in Boston’s high-traffic Financial District. It is located in the heart of City Hall Plaza which hosts a variety of events all year round. The station also services Quincy Market, Faneuil Hall, several of Boston’s favorite tourist destinations and shopping centers.

PRODUCT INFORMATION

- Subway Faregates
- 2-Sheet Posters
- Digital Liveboards

COVERAGE

- MBTA Green & Blue Lines
HARVARD STATION DOMINATION

The Greenwich Village of Boston, is Harvard Square! Harvard Station services students, tourists and locals alike, all from different ethnic backgrounds. There is a decidedly young & trendy feel to the area and the commuters. The square is filled with restaurants, shops, bookstores and is also home to Harvard University.

PRODUCT INFORMATION

- Subway Faregates
- 2-Sheet Posters
- Digital Liveboards
- Soffit Wraps
- Backlit Dioramas
- Ramp Wallscapes
- Rotunda Banners

COVERAGE

- MBTA Red Line
KENDALL STATION DOMINATION

Kendall Station is located on the Red Line in Cambridge. This area is known for its technology companies, and its prestigious schools like Massachusetts Institute of Technology and Harvard University. This area’s demographic is young, affluent residents, as well as America’s best and brightest students.

PRODUCT INFORMATION

- Subway Faregates
- 2-Sheet Posters
- Digital Liveboards
- Station Kings

COVERAGE

- MBTA Red Line
Kenmore Station commuters are a mix of upscale professionals who are young and educated. This station serves Fenway Park, home to the beloved Red Sox. No matter the time of year Kenmore Square is filled with students, locals, tourists and Red Sox fans.

PRODUCT INFORMATION
- Subway Faregates
- 2-Sheet Posters
- Digital Liveboards
- Station Kings
- Wallscape
- Adhesive Dioramas

COVERAGE
- MBTA Green Line
NORTH STATION DOMINATION

Located right outside of the TD Garden, North Station serves thousands of Boston Celtics & Bruins fans, as well as special event attendees throughout the year. Additionally, North Station is a juncture for the Commuter Rail, Amtrak, and Subway Green and Orange Lines.

PRODUCT INFORMATION

- Subway Faregates
- 2-Sheet Posters
- Digital Liveboards
- Transom Windows
- Wallscapes
- Backlit Dioramas
- Banners
- Station Soffits
- Shelter Size Wallscapes

COVERAGE

- MBTA Orange and Green Lines, Commuter Rail and Amtrak
PARK STREET STATION DOMINATION

This “T” station is a major transfer point between the Red and Green Lines for special events like the Boston Marathon in April and the Boston Red Sox Baseball season. Demographics in this area are a mix of upscale professionals, students and tourists.

PRODUCT INFORMATION
- Subway Faregates
- 2-Sheet Posters
- Digital Liveboards
- Wallscapes
- Backlit Dioramas
- Soffit Banners
- Light Baffles
- Window Displays

COVERAGE
- MBTA Red and Green Lines
South Station is a historic landmark located in the heart of Boston’s Business and Financial District. This station is the largest transit hub for the Subway, Commuter Rail, Amtrak and Bus in the Greater Boston area.

PRODUCT INFORMATION

- Subway Faregates
- 2-Sheet Posters
- Digital Liveboards
- Wallscapes
- Backlit Dioramas
- Panoramic Displays
- Pillar Wraps

COVERAGE

- MBTA Red & Silver Lines, Commuter Rail and Amtrak
South Station Bus Terminal is a popular bus station to college students & millennials served by Greyhound, Peter Pan Buses, BoltBus and Yankee Line. These regional coach services are available in the adjacent South Station Train Terminal, the busiest transit hub in Boston for Amtrak, MBTA Subway, Commuter Rail & Silver Line serving thousands of commuters daily.

PRODUCT INFORMATION

— Pillar Wraps
— Column Faces
— Wallscapes
— Rail Banners
— Floor Graphic
— Wall Mural

COVERAGE

— Regional Bus Coach Services
BILLBOARDS
Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Boston area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

**PRODUCT INFORMATION**
- 14’H x 48’W
- Odd Sizes
- Sizes vary by location
- Extensions available

**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**
- LED Display Size: 14'H x 48'W and 10'H x 30'W
- Spot Length: 10 seconds

**COVERAGE**
- See map for complete coverage
Located on major arterials and surface streets, Posters allow advertisers to **completely saturate** their chosen markets in a cost efficient way. Achieve dramatic **largescale impact and frequency** with multiple units strategically located to maximize your advertising potential. **Neighborhood penetration and demographic specific** locations bring your ad directly to your audience.

**PRODUCT INFORMATION**
- 10'5"H x 22'8"W

**COVERAGE**
- See map for complete coverage
Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide maximum impact for creative messages. Great point-of-purchase exposure at creative districts keeps your message top of mind. Wallscapes are perfect for penetrating urban centers and vary in size, providing endless creative options.

**PRODUCT INFORMATION**

- Sizes vary by location

**COVERAGE**

- See map for complete coverage
STREET FURNITURE
Situated above subway entrances, urban panels are the most dominant and vibrant streetlevel displays, allowing advertisers the opportunity to appeal to huge rail and pedestrian audiences with creative that can be changed or updated throughout the day.

**PRODUCT INFORMATION**
- Screen Size 65” Horizontal
- Static (No Sound)
- Loop Length :120 (:90 ad rotations)
- Spot Length :15, :10, or :05

**COVERAGE**
- Back Bay
- Broadway
- Haymarket
- Kenmore
- Prudential
- Tufts Medical Center
- World Trade Center
- Airport
BIKE SHARES

Increasingly, bike shares are becoming part of the urban commute in Boston. These units attract a younger, environmentally friendly consumer. Connect your brand message to the elusive millennial demographic in the most desirable urban neighborhoods.

PRODUCT INFORMATION

- 56”H x 38”W
- 67.5”H x 38.5”W

COVERAGE

- Citywide Reach:
- Fenway Park
- TD Bank Garden
- South Station
- North Station
- Newbury Street
- Boylston Street
- Financial District
- Central Boston
- Colleges & Universities
- Waterfront
- See map for complete coverage
SPECIALTY MEDIA

Specialty Media provides tremendous impact and frequency in high-profile locations. They reach both vehicular and pedestrian traffic on major arteries throughout the city, allowing the advertiser to fill the city with their brand.

PRODUCT INFORMATION

— Media/Sizes varies by location

COVERAGE

— Aquarium Windows
— Arlington Windows
— Back Bay Spectacular
— Beacon Hill Windows
— Harvard Square Windows
— Kenmore Elevator
— Kenmore Tower
— Kenmore Monster
— Porter Square Windows
— Science Park Bulletin
— South End Spectacular
— Southie Tower
AQUARIUM WINDOWS

The Aquarium Windows can be found between Boston’s beautiful Waterfront and the busy Financial District. This area is full of tourists heading to some of Boston’s most popular destinations including the New England Aquarium, Quincy Market and the Historic North End. One of the jewels of the waterfront area is the Rowes Wharf Complex, filled with luxury shopping, town-homes and offices. These windows are perfectly situated high above the cluttered distraction of the streets and are visible to both pedestrians and drivers alike.

PRODUCT INFORMATION

- West Headhouse: 20.6’H x 8.16’W
- East Headhouse: 8.20’H x 13.9’W
ARLINGTON WINDOWS

The Arlington Windows are located at the corner of Arlington and Boylston Streets in the upscale Back Bay neighborhood. Arlington is the most convenient station to reach the Boston Public Garden, as well as some of Boston's best shopping, dining and nightlife destinations. Your creative will be displayed outside both the station elevator and head house, viewed daily by thousands of pedestrians and motorists.

PRODUCT INFORMATION

— 2 head house structures (3 facing sides each): various sizes
Welcome to The Back Bay: The Destination for Culture, Cuisine, Couture, and Commerce. Boston’s **Back Bay is the shopping, dining, cultural and nightlife destination in the heart of Boston.** This duo is located at the entrance of Back Bay Station - where **thousands of subway, bus, commuter rail and Amtrak passengers embark daily.** Both the Back Bay Windows and Back Bay Banners creative will face outside the building to the throngs of pedestrians and motorists.

**PRODUCT INFORMATION**

- Banners: (6) 10’H x 8’W
- Windows: 8’H x 60’10.5”W
Located at the entrance to the Charles MGH redline station, these windows can literally light up the city street with an advertiser’s message. This high impact media provides a direct 
read in a highly congested area both day and night. This 
station serves Massachusetts General Hospital, ranked as the 
second best hospital in the United States. Nearby are two 
of Boston’s most prominent neighborhoods, Beacon Hill 
and Back Bay. Stroll down Charles Street to find pricey 
antique shops, enticing cafes, and swanky clothing 
boutiques. Also located in this area is the Boston 
Esplanade, where an estimated two to three million 
people visit annually.

PRODUCT INFORMATION
— 21’H x 26.7’W
HARVARD WINDOWS

Located just steps from Harvard University, in Harvard Square, these windows will greet everyone as they walk towards the Harvard Subway Station. The windows are at eye level and can be seen from both directions of traffic maneuvering around the Square.

PRODUCT INFORMATION

- Top: 29.5"H x 58.5"W
- Bottom: 60.5"H x 58.5"W
The Kenmore Elevator is located in the heart of Kenmore Square situated at the entrance/exit of Kenmore Station. This area of the city is filled with young and educated upscale professionals, as well as students, tourists and Red Sox fans. This media is perfect for targeting the Fenway Park area during the Red Sox Season.

PRODUCT INFORMATION
— 6.25’H X 20.12’W
Located in the heart of Kenmore Square, where Commonwealth Avenue and Beacon Street converge into a lively congestion of shops, restaurants, hotels, clubs and educational institutions. A major local attraction in the Kenmore Square area is Fenway Park. When the Red Sox are in town you can expect droves of baseball fans to pack Kenmore Square’s restaurants and bars, adding to the commotion and buzz.

PRODUCT INFORMATION

- West Side: 20’H X 6’8”W
- South Side: 20’H X 13’11”W
- East Side: 20’H X 6’8”W
Located just before the incredibly famous Boston landmark — the Citgo Sign — this Wallscape cannot go unnoticed. Turn your message into the next famous Boston landmark by utilizing this exclusive property. Perfect for targeting the Fenway Park area during Red Sox Season.

PRODUCT INFORMATION

- Structure: Wallscape
- Address: 695 Beacon St.
- Dimensions: 246”H x 180”W (per side)
- Facing: West/North
- Illumination: No
PORTER SQUARE WINDOWS

Porter Square is a neighborhood located in Cambridge on Massachusetts Ave. between Harvard and Davis Squares. Porter Square is a vibrant community consisting of residents, students, and working professionals with an eclectic mix of national and local retail, providing a unique and synergistic urban shopping experience. These window displays are located at the entrance of Porter Station, serving the MBTA red line. Your creative will face outside the building engaging thousands of pedestrians and motorists daily.

PRODUCT INFORMATION

— Side A: (2) 72.25”H x 72.25”W (1) Various
— Side B: 72.25”H x 72.25”W
SCIENCE PARK BANNER

Located at the crossroads of Storrow Drive and McGrath Highway, at the entrance to I-93 North & South, this bulletin cannot be missed! This area of the city is notorious for grid locked traffic at all hours of the day and night.

PRODUCT INFORMATION

— Structure: Wallscape
— Address Nashua St/Charles River Dam Road
— Dimensions 14’H x 48’W
— Facing: West
— Illumination: Yes
Located just minutes from downtown and the Back Bay, the South End has become one of Boston's most popular neighborhoods. It has attracted a diverse blend of young professionals, families, and a vibrant gay and lesbian population to this Boston Landmark District. Some of Boston's finest restaurants, a thriving arts community and nearly 30 parks also call the South End home. This specialty media reaches both pedestrian and vehicular traffic creating an impactful imprint on this well known Boston neighborhood.

PRODUCT INFORMATION

- Side A: 7.9’ H x 66.4’ W
- Side B: 13.8’ H x 67.1’ W
THE SOUTHIE TOWER

This eye-catching piece is ideally situated at the entrance of the South Boston neighborhood, surrounded by many of the finest shops, restaurants and entertainment destinations outside the downtown Boston area. South Boston, or “Southie” as it’s affectionately called, exudes a cinematic quality. South Boston has become a highly desirable residential neighborhood, attracting a younger and more trendy affluent crowd. Minutes from the airport, downtown and Seaport Innovation District - waterfront parks, new condominiums and new companies in the technology sector are continually springing up.

PRODUCT INFORMATION

— Dimensions: 21'H x 15’W (2 sided tower wrap)
INTERIOR FERRY CARDS

Send your message sailing in Ferry Boats that travel to numerous locations in the Boston area. Every day 4,625 commuters travel to and from various points in Greater Boston including Hingham and Rowes Wharf. Want a bigger presence? A brand ferry offers advertisers the unique opportunity to completely own the inside of the ferry.

PRODUCT INFORMATION
— Car Card A: 22"H x 21"W
— Car Card B: 11"H x 28"W

COVERAGE
— MBTA Ferry 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.

BOSTON
781.356.2009
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