WE GET YOU CHICAGO

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.

CHICAGO
312.396.5700
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 IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!
## TOP 50 MARKETS

<table>
<thead>
<tr>
<th>#</th>
<th>Market</th>
<th>CBSA Population</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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- ● INDICATES OUTFRONT MEDIA AVAILABLE
- ○ INDICATES DIGITAL MEDIA AVAILABLE
- □ INDICATES WRAPPED MEDIA AVAILABLE
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<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>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE
WE GET YOU CHICAGO

3rd Largest City in the U.S. with over 7.3 million people and a median HHI of $69,911, 14% above the national average. As a US top 10 financial and trading hub, Chicago is one of the most important economic and cultural centers in the U.S. With over 200 colleges and universities, residents are among the most highly educated in the country. The well employed audiences of Chicagoland create one of the strongest economies in the nation.

WHY CHICAGO?

— Over 55 Million people travel to Chicago annually
— Over 700 theaters, museums and entertainment venues
— Eight national sports teams across all the major leagues
— 34 Fortune 500 Headquarters

In Chicago, OUTFRONT reaches 97.7% of the CBSA consumers weekly.

CHICAGO
312.396.5700
CHICAGO

Profile

- **African American**: 16%
- **Asian**: 7%
- **White**: 52%
- **Hispanic/Latino**: 23%
- **Other/Mixed**: 2%

**CHICAGOLAND AREA 7.32 MILLION A18+ CBSA**

**College Degree or higher**: 36%

**Total miles traveled past week**: 137 mi.

**Blue-collar occupation**: 20%

**Female**: 51%

**Time spent traveling to and from work each day**: 37 min.

**White-collar occupation**: 63%

**Male**: 49%

**Drive alone or carpooled**: 86%

**Employed**: 61%

**Time spent traveling to and from work each day**

- Blue-collar occupation: 49%
- White-collar occupation: 49%
CHICAGO MEDIA PRODUCTS AT A GLANCE

BILLBOARD

DIGITAL BILLBOARD

WALLSCAPE

TRESTLE

METRO LIGHT

BACKLIT SQUARE

DIGITAL POSTER

JUNIOR POSTER

MOBILE BILLBOARD

MOBILE NETWORK
# MEDIA FORMATS

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CHICAGO  
312.396.5700
BILLBOARDS
BULLETINS

Bulletins offer the **most powerful impact** of all outdoor advertising. Located on **key highways, intersections, and integral choke points** throughout the Chicago area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

**PRODUCT INFORMATION**
- 20’H x 60’W
- 14’H x 48’W
- Odd Sizes
- Sizes vary by location
- Extensions available

**COVERAGE**
- DMA
- Custom audience/coverage on a request basis
BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area
DIGITAL BULLETINS

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**
- 14'H x 48'W
- 16'H x 55'W
- 20'H x 60'W
- Spot Length: 10 seconds

**COVERAGE**
- See map for complete coverage
DIGITAL POSTERS

Combine the creative flexibility and day-parting abilities of digital media with key placements and neighborhood penetration of posters - making digital posters an ideal point-of-purchase media.

PRODUCT INFORMATION

- 10'H x 10'W
- Spot Length: 10 seconds
- Full Motion Capability (select locations)

COVERAGE

- See map for complete coverage
DIGITAL POSTER COVERAGE
Downtown and Neighborhood 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 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
WALLSCAPE COVERAGE
Downtown and Neighborhood Coverage
Bridge Trestles draw local engagement with unique, large formats near ground level. Located above key intersections and integral choke points throughout Chicago, Bridge Trestles provide your message with tremendous visibility to both cars and residents.

Motorists must drive directly under these units with a head-on approach, nearly guaranteeing that your audience will see your message.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- See map for complete coverage
Located along primary and secondary roadways in urban Chicago, Junior Posters are highly visible to vehicular and pedestrian traffic. This format gives advertisers deep neighborhood penetration that will speak directly to target audiences. As a cost-effective medium, Junior Posters offer point-of-purchase opportunities and store activation.

PRODUCT INFORMATION
- 5’H x 11’W

COVERAGE
- See map for complete coverage
STREET FURNITURE
Metro Light panels complement and fill in street furniture coverage in highly sought-after downtown locations. Our Metro Light panel coverage dominates Chicago CBD with high penetration in the loop. Metro Lights are the perfect format to reach an affluent, educated audience on the go.

**PRODUCT INFORMATION**
- 69”H x 48”W
- Illuminated

**COVERAGE**
- See map for complete coverage
METRO LIGHT COVERAGE

Downtown and Neighborhood Coverage
SPECIALTY
Backlit Squares are positioned in prime, high-traffic areas reaching Chicagoans as they live, work, and play.

Backlit Squares are surrounded by popular restaurants, shopping, bars, and entertainment venues. High versatility and prime locations make this format a great choice for advertisers. Reach a hip-and-trendy audience in highly sought-after neighborhoods throughout Chicago.

PRODUCT INFORMATION

- 10’ x 10’

COVERAGE

- Magnificent Mile
- West Loop
- Downtown Near North
- Wrigleyville
- Bucktown
MOBILE BILLBOARDS

Mobile Billboards offer targeted impact in the exact location or route of your audience. Reach vehicular and pedestrian traffic by positioning a mobile billboard in a specific location or driving along a custom route. Drive your message directly to your target audience.

PRODUCT INFORMATION
- 515 sq ft
- 4 ad panels per truck
- GPS tracking system

COVERAGE
- Targeted routes are customized based on advertiser goals

CHICAGO
312.396.5700

BACK TO MEDIA FORMATS
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.
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