WE GET YOU CLEVELAND

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.

CLEVELAND
614.846.5600
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?

CLEVELAND
814.846.5600
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

-7.2% TV
-6.2% INTERNET (EXCL. MOBILE)
-17.8% PRINT
-4.2% RADIO
2.5% OOH
2.0% ALL MEDIA

OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!
## 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 NETWORK</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE
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<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>MOBILE NETWORK</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE
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Cleveland 614.846.5600

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MEDIA ACROSS CLEVELAND
Cleveland is part of the larger Cleveland-Akron-Canton, OH Combined Statistical Area. Cleveland’s economy has diversified sectors across manufacturing, financial services, healthcare, and biomedical. Cleveland has grown its economy by attracting corporations to build their headquarters in the area such as NACCO Industries, KeyCorp, and Cliffs Natural Resources. As the city’s largest employer, Cleveland Clinic has a workforce of over 37,000 and carries the distinction as being among America’s top hospitals.

WHY CLEVELAND?

— Home to Rock and Roll Hall of Fame
— Three national sports teams: Indians, Browns, and Cavaliers
— Pro Football Hall of Fame and birthplace of the NFL is located in nearby Canton, OH
— Many award winning galleries including the Cleveland Museum of Art

In Cleveland, OUTFRONT reaches 89.9% of the CBSA consumers weekly.
Profile

- **African American:** 20%
- **Asian:** 2%
- **White:** 70%
- **Hispanic/Latino:** 6%
- **Other/Mixed:** 2%

- **Time spent traveling to and from work each day:**
  - Female: 14 min.
  - Male: 16 min.

- **College Degree or higher:**
  - Male: 48%
  - Female: 52%

- **Total miles traveled past week:**
  - Male: 167 mi.
  - Female: 88 mi.

- **Drive alone or carpooled:**
  - Male: 88%
  - Female: 62%

- **Blue-collar occupation:**
  - Male: 20%
  - Female: 6%

- **White-collar occupation:**
  - Male: 62%
  - Female: 58%

- **Employed:**
  - Male: 52%
  - Female: 29%

**CLEVELAND 1.62 MILLION A18+ CBSA**

**CLEVELAND**
614.846.5600
CLEVELAND MEDIA PRODUCTS AT A GLANCE

BULLETINS

DIGITAL BULLETINS

TRIVISIONS

MOBILE NETWORK
# MEDIA FORMATS

## BILLBOARDS
- BULLETINS 17
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- TRIVISIONS 21

## SECOND SCREEN MEDIA
- MOBILE NETWORK 24
- SOCIAL INTEGRATION 25
- INFLUENCERS 26
BILLBOARDS
BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising. Located on key highways, intersections, and integral choke points throughout Cleveland, 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
— 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**
- 10’6”H x 36’W
- 14’H x 48’W
- Spot Length: 8 seconds

**COVERAGE**
- See map for complete coverage
Create huge awareness by rotating three different messages on one structure. Trivision technology offers a flexible, high impact opportunity to promote advertising messages in vivid, high-resolution graphics.

The power of motion helps attract attention to your ad, making a definitive lasting impression. In front of your audience, at the right place, at the right time, trivisions are changing the face of outdoor.

PRODUCT INFORMATION
— 14’H x 48’W

COVERAGE
— See map for complete coverage
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.

CLEVELAND 614.846.5600
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