WE GET YOU DALLAS/ FT. WORTH

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 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.

DALLAS/ FT. WORTH
972-243-1100

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**

- **70%** OF TIME IS SPENT OUT-OF-HOME
- **68%** OF MOBILE USE IS DONE ON THE GO

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DALLAS/ FT. WORTH
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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?

DALLAS/FT. WORTH
972-243-1100
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!
<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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MEDIA ACROSS DALLAS/FT. WORTH
Dallas/Fort Worth, Texas is one of the nation’s fastest growing urban centers and its thriving community is home to world class cultural amenities, leading-edge healthcare and many Fortune 500 companies. Dallas/Fort Worth has one of the world’s busiest airports and one of the largest concentrations of telecommunications companies in the United States. In addition, the market is also home to 5 major sports franchises including the Cowboys, Mavericks, Rangers, Stars and FC Dallas

WHY DFW?

- Dallas ranks #3 for highest salaries after adjusting for the cost of living.
- Dallas is second in the number of jobs added and the rate of growth among the 12 largest metropolitan areas in the nation.
- Zagat names DFW as one of the most exciting areas for food.
- Home to 20 Fortune 500 Headquarters and 39 Fortune 1000 Headquarters.

In Dallas/ Ft. Worth OUTFRONT reaches 96.5% of the CBSA consumers weekly.
MEDIA FORMATS

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MOBILE NETWORK 31
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INFLUENCERS 33
BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Dallas-Ft. Worth area, our bulletins are uniquely situated to communicate your brand message in close proximity to tourist destinations, prompting action!

PRODUCT INFORMATION

— 14’H x 48’W
— Odd Sizes
— Sizes vary by location
— Extensions available

COVERAGE

— See map for complete coverage
BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area

GENERATE BRAND AWARENESS WITH MEDIA YOU CAN’T TURN OFF, SKIP, OR MUTE

DALLAS/FT. WORTH
972-243-1100

BACK TO MEDIA FORMATS
DIGITAL BULLETINS
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 the opportunity for ultimate messaging.

PRODUCT INFORMATION

- LED Display Size: 14’H x 48’W
- Spot Length: 8 seconds

COVERAGE

- See map for complete coverage
DIGITAL BULLETIN COVERAGE

DELIVER RELEVANT MESSAGING WITH UNLIMITED CREATIVE EXECUTIONS
WALLSCAPES
WALLSCAPES

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 for 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
OUTFRONT’S LARGE FORMAT WALLS REACH COMMUTERS WHERE BILLBOARDS ARE ZONED OUT, OFFERING HIGH REACH & FREQUENCY DESIGNED FOR LONG TERM EXPOSURE.
DOWNTOWN DIGITAL NETWORK
The Downtown Digital Network (DDN) is the only digital network permitted to overhang the right-of-way on the busiest thoroughfares in the Central Business District. Capturing Dallas’ hardest to reach and most coveted audiences, the DDN has exclusive destination, retail, nightlife, Central Business District and transit station placement.

PRODUCT INFORMATION
- 16'H x 9’W
- Spot Length: 8 seconds
- Illuminated 17 hours per day (7am-12am)

COVERAGE
- See map for complete coverage
DOWNTOWN DIGITAL NETWORK

Exclusive Opportunity

EXCELLENT LOCATIONS ON HIGH TRAFFIC STREETS REACHING PEDESTRIANS, PASSING VEHICLES, AND PUBLIC TRANSPORT
STREET FURNITURE
STREET FURNITURE

(BACKLIT KIOSKS)

Backlit kiosks provide your message with great reach and frequency. Dusk-to-dawn illumination provides **around-the-clock visibility, impacting pedestrian and vehicular traffic**. Magazine-quality production provides a great on-the-street extension of print campaigns.

**PRODUCT INFORMATION**
- 68”H x 47”W

**COVERAGE**
- See map for complete coverage
OUTFRONT'S BACKLIT KIOSKS REACH AUDIENCES AT THE STREET LEVEL.
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.

70% CALL INCREASE FOLLOWING COMBINED OOH & MOBILE CAMPAIGN

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

DALLAS/FT. WORTH
972-243-1100