WE GET YOU DETROIT
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.

DETROIT 313.872.6030
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**

70% of time is spent out-of-home

68% of mobile use is done on the go

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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

-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!
IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

DETROIT
313.872.6030

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<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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DETOUR 313.872.6030

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WE GET YOU DETROIT

Detroit is home to almost 4.5 million people (adults and children) and is ranked the 13th largest DMA. Motown is the largest city in Michigan and is known as the world’s automotive capital. It serves as headquarters to General Motors, Ford, Chrysler, Compuware, Little Caesars, Quicken Loans, and more. OUTFRONT dominates this market, offering advertisers the ability to reach their audience with a multitude of intelligent OOH solutions.

OUTFRONT has the largest Digital OOH Network available in Detroit.

WHY DETROIT?
- Metro area seeing record breaking population growth
- Detroit is an international city bordering Canada.
- Detroit boosts 3 transit systems; DDOT, SMART & AAATA.
- Forbes ranked Detroit 3rd on their list of the Top 15 Cities Where Your Salary Stretches the Furthest.
- 4 major league sports franchises: NFL Lions, MLB Tigers, NHL Red Wings, NBA Pistons.

In Detroit, OUTFRONT reaches 98.5% of the CBSA consumers weekly.
Profile

- **African American**: 22%
- **Asian**: 4%
- **White**: 66%
- **Hispanic/Latino**: 5%
- **Other/Mixed**: 3%

**Time spent traveling to and from work each day**
- Female: 15 min.
- Male: 165 min.

**College Degree or higher**
- Female: 51%
- Male: 49%

**Total miles traveled past week**
- Female: 89%
- Male: 56%

**Employed**
- Female: 61%
- Male: 56%

**White-collar occupation**
- Female: 21%

**Blue-collar occupation**
- Female: 21%

**Drive alone or carpooled**
- Female: 89%
- Male: 56%
DETOUR MEDIA PRODUCTS AT A GLANCE

BULLETINS

DIGITAL NETWORK

POSTERS

TRANSIT

MOBILE NETWORK
# MEDIA FORMATS

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<td>ULTRA SUPER KINGS</td>
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BILLBOARDS
BULLETINS

Bulletins offer one of the most powerful impacts of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Detroit area, bulletins provide advertisers with long-term presence and tremendous visibility to all traffic.

PRODUCT INFORMATION

- 20’H x 60’W
- 14’H x 48’W
- Unique Sizes
- Extensions available on some locations

COVERAGE

- See map for coverage
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
- 9’6”H x 30’6”W
- 10’6”H x 36’W
- 10’H x 30’W
- 10’H x 36’W
- 20’H x 60’W
- Spot Length: 8 or 10 seconds

**COVERAGE**

- See map for complete coverage
POSTERS

Large impact and neighborhood penetration make Posters an ideal point-of-purchase media. Demographic specific locations can bring your ad message to your ideal audiences. Targeted programs include Upscale Showings, Ethnic, Behavioral and many more.

PRODUCT INFORMATION

— 10’5”H x 22’8”W

COVERAGE

— See map for complete coverage
Reach massive audiences with high impact, high-visibility transit advertising. Your message will go where the people are, being seen daily by pedestrians as well as motorists. This big, bold media stops people in their tracks and offers information in a unique and powerful format. Get on the main streets and in the neighborhoods, with our unparalleled Detroit transit coverage.

**Media:**
Exterior Bus: Kings, Ultra Super Kings, Kongs, Ultra Queens, Fullbacks, Tails
Exterior Bus Wraps: Full Wraps, 3/4 Wraps, Jr. Wraps
Interior Bus: Interior Car Cards
Custom Opportunities

**Coverage:**
Metro Detroit & Ann Arbor
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
- Coverage on all 4 sides including doors
- 25% Window Coverage
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information and templates

COVERAGE
- AAATA - 3/4 Wrap, Jr. Wrap
- SMART - Full Wrap, 3/4 Wrap, Jr. Wrap
- Custom area/demographic targeting available
BUS ULTRA SUPER KING

Also known as “rolling billboards,” Ultra Super Kings (USKs) put your advertising campaign in 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
- 97”H x 182”W
- 97”H x 230”W

COVERAGE
- Detroit Metro
- Ann Arbor
- Custom area/demographic targeting available
BUS ULTRA QUEEN

Strategic placement of your ad on our buses gives your message unique mobility. Ultra Queens let your message resonate as they reach diverse audiences all over the Metro Detroit area.

PRODUCT INFORMATION

— 36"H x 144"W
— 40"H x 88"W
— 40"H x 144"W

COVERAGE

— DDOT: Detroit Dept. of Transportation
— SMART: Suburban Mobility Authority for Regional Transportation
— AAATA: Ann Arbor Transit Authority
— Custom area/demographic targeting available
BUS KONGS

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 the Detroit market.

PRODUCT INFORMATION

— 36"H x 230"W
  (with Headliner- 12"H x 230"W)
— 40"H x 230"W
  (with Headliner- 12"H x 230"W)
— 40"H x 182"W
  (with Headliner- 12"H x 180"W)

COVERAGE

— DDOT: Detroit Dept. of Transportation
— SMART: Suburban Mobility Authority for Regional Transportation
— AAATA: Ann Arbor Transit Authority
— Custom area/demographic targeting available

DETROIT
313.872.6030

BACK TO MEDIA FORMATS
Impact Detroit’s most densely populated and diverse areas with Bus Kings, the ultimate mass reach media. Bring your ad campaign to the masses with daily exposure that captures commuters, as well as vehicular and pedestrian traffic.

PRODUCT INFORMATION
- 30” H x 144” W

COVERAGE
- Detroit Metro
- Ann Arbor
- Custom area/demographic targeting available
BUS FULLBACKS

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways. This over-sized media is sure to make a lasting impression!

PRODUCT INFORMATION

— 85”H x 100”W

COVERAGE

— DDOT: Detroit Dept. of Transportation
— SMART: Suburban Mobility Authority for Regional Transportation
— AAATA: Ann Arbor Transit Authority
— Custom area/demographic targeting available
BUS TAILS

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

Bus Tails dominate the city with massive exposure, high reach, and frequency. Vehicular and pedestrian traffic alike cannot escape this ubiquitous media format.

PRODUCT INFORMATION

- Sizes vary per bus system and per bus tail
- Consult your OUTFRONT representative for more information and templates

COVERAGE

- DDOT: Detroit Dept. of Transportation
- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available
BUS INTERIOR CAR CARDS

Take advantage of long dwell times, by engaging a captive audience with bus interior cards.

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

Want more presence? A branded bus offers advertisers the unique opportunity to completely own the inside of the bus.

PRODUCT INFORMATION

— 11”H x 42”W

COVERAGE

— DDOT: Detroit Dept. of Transportation
— SMART: Suburban Mobility Authority for Regional Transportation
— AAATA: Ann Arbor Transit Authority
— Custom area/demographic targeting available
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