WE GET YOU FLINT

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.

WASHINGTON DC
202.775.9115

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.

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?
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

-20.4% MOBILE
-7.2% TV
-6.2% INTERNET (EXCL. MOBILE)
-4.2% RADIO
-17.8% PRINT

2.5% OOH
2.0% ALL MEDIA

OOH is the only traditional media channel expected to grow. Plus, it makes digital work harder!

FLINT
810.232.8400
SOURCE: MAGNA GLOBAL, 2018
<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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<td>22 Orlando-Kissimmee-Sanford, FL</td>
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<td>● ● ● ● ● ● ● ●</td>
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<tr>
<td>23 Portland-Vancouver, OR-WA</td>
<td>1,937,025</td>
<td>● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ●</td>
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<td>24 Pittsburgh, PA</td>
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<tr>
<td>25 San Antonio-New Braunfels-TX</td>
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<td>● ● ● ● ● ● ● ●</td>
<td>● ● ● ● ● ● ● ●</td>
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<thead>
<tr>
<th>INDICATES OUTFRONT MEDIA AVAILABLE</th>
<th>INDICATES DIGITAL MEDIA AVAILABLE</th>
<th>INDICATES WRAPPED MEDIA AVAILABLE</th>
</tr>
</thead>
</table>

FLINT 810.232.8400
## TOP 50 MARKETS

<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE 18+</td>
<td>BULLETINS WALLSCAPES POSTERS &amp; JUNIOR POSTERS COMMUTER RAIL &amp; SUBWAY BUSES STREET FURNITURE SPECIALTY MOBILE NETWORK</td>
</tr>
<tr>
<td>26 Sacramento-Roseville, CA</td>
<td>1,792,435 ● ●</td>
</tr>
<tr>
<td>27 Las Vegas-Henderson-Paradise, NV</td>
<td>1,703,138 ● ●</td>
</tr>
<tr>
<td>28 Cleveland-Elyria, OH-KY-IN</td>
<td>1,615,250 ● ●</td>
</tr>
<tr>
<td>29 Kansas City, MO-KS</td>
<td>1,612,246 ● ●</td>
</tr>
<tr>
<td>30 Columbus, OH</td>
<td>1,584,094 ● ●</td>
</tr>
<tr>
<td>31 San Jose-Sunnyvale, CA</td>
<td>1,552,839 ● ●</td>
</tr>
<tr>
<td>32 Indianapolis-Carmel-Anderson, IN</td>
<td>1,530,232 ● ●</td>
</tr>
<tr>
<td>33 Nashville-Davidson, TN</td>
<td>1,470,997 ● ●</td>
</tr>
<tr>
<td>34 Virginia Beach, VA-NC</td>
<td>1,354,497 ●</td>
</tr>
<tr>
<td>35 Providence-Warwick, RI-MA</td>
<td>1,297,094 ●</td>
</tr>
<tr>
<td>36 Jacksonville, FL</td>
<td>1,181,026 ●</td>
</tr>
<tr>
<td>37 Raleigh, NC</td>
<td>1,013,132 ●</td>
</tr>
<tr>
<td>38 Memphis, TN-MS-AR</td>
<td>1,010,521 ●</td>
</tr>
<tr>
<td>39 Richmond, VA</td>
<td>1,009,213 ●</td>
</tr>
<tr>
<td>40 Louisville, KY-IN</td>
<td>1,002,724 ●</td>
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<tr>
<td>41 New Orleans-Metairie, LA</td>
<td>998,397 ●</td>
</tr>
<tr>
<td>42 Hartford-West Hartford, CT</td>
<td>961,069 ●</td>
</tr>
<tr>
<td>43 Buffalo-Cheektowaga, NY</td>
<td>903,131 ●</td>
</tr>
<tr>
<td>44 Rochester, NY</td>
<td>854,315 ●</td>
</tr>
<tr>
<td>45 Grand Rapids, MI</td>
<td>805,636 ●</td>
</tr>
<tr>
<td>46 Fresno, CA</td>
<td>712,009 ●</td>
</tr>
<tr>
<td>47 New Haven-Milford, CT</td>
<td>680,701 ●</td>
</tr>
<tr>
<td>48 North Port-Sarasota, FL</td>
<td>674,397 ●</td>
</tr>
<tr>
<td>49 Allentown-Beth, PA</td>
<td>664,490 ●</td>
</tr>
<tr>
<td>50 Dayton, OH</td>
<td>626,034 ●</td>
</tr>
</tbody>
</table>

● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE
MEDIA ACROSS FLINT
WE GET YOU FLINT

Best known for where General Motors and United Auto Workers was founded, Flint has a rich history and culture for the auto industry. There are countless of indoor and outdoor recreational activities that draw audiences throughout the year. With plenty of shopping, museums, beaches, and parks, Flint has something for everyone.

WHY FLINT?

— Festivals and Farmer’s Markets during warmer months
— Home to several museums and galleries, including Sloan Museum and Planetarium
— Home to Kettering University and the Flint branch of University of Michigan

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

FLINT
810.232.8400

FLINT
Profile

African American: 20%
Asian: 1%
White: 72%
Hispanic/Latino: 4%
Other/Mixed: 3%

Time spent traveling to and from work each day:
- Male: 48%
- Female: 52%

Total miles traveled past week:
- 169 mi.

Employed:
- 55%

Drive alone or carpooled:
- 92%

Blue-collar occupation: 25%
White-collar occupation: 75%
College Degree or higher: 49%
FLINT MEDIA
PRODUCTS AT A GLANCE

BULLETINS

DIGITAL BULLETINS

POSTERS

TRANSIT

MOBILE NETWORK
# MEDIA FORMATS

<table>
<thead>
<tr>
<th>BILLBOARDS</th>
<th>16</th>
</tr>
</thead>
<tbody>
<tr>
<td>BULLETINS</td>
<td>17</td>
</tr>
<tr>
<td>DIGITAL BULLETINS</td>
<td>19</td>
</tr>
<tr>
<td>POSTERS</td>
<td>21</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>TRANSIT MEDIA</th>
<th>23</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSES</td>
<td>24</td>
</tr>
<tr>
<td>BUS KINGS</td>
<td>26</td>
</tr>
<tr>
<td>BUS KONGS</td>
<td>27</td>
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<tr>
<td>BUS TAILS</td>
<td>28</td>
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<tr>
<td>BUS FULLBACKS</td>
<td>29</td>
</tr>
<tr>
<td>BUS WRAPS</td>
<td>30</td>
</tr>
<tr>
<td>BUS INTERIOR CAR CARDS</td>
<td>31</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECOND SCREEN MEDIA</th>
<th>32</th>
</tr>
</thead>
<tbody>
<tr>
<td>MOBILE NETWORK</td>
<td>33</td>
</tr>
<tr>
<td>SOCIAL INTEGRATION</td>
<td>34</td>
</tr>
<tr>
<td>INFLUENCERS</td>
<td>35</td>
</tr>
</tbody>
</table>
BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising. Located on key highways, intersections, and integral choke points throughout the Flint 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

- DMA
- Custom audience/coverage on a request basis
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
- Spot Length: 8 or 10 seconds

**COVERAGE**

- See map for complete coverage
Neighborhood penetration makes Posters the ideal point of purchase media. Demographic-specific locations bring your ad directly to your target audience. Targeted programs include Upscale Showings, General Market, Ethnic and Individual locations.

PRODUCT INFORMATION

— 10’5"H x 22’8”W

COVERAGE

— See map for complete coverage
TRANSIT MEDIA

Doctors who see the person, not just a patient.
**TRANSIT MEDIA**

**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.

**EXTERIOR BUS MEDIA**
- Kings
- Queens
- Kongs
- Headliners
- Extensions
- Fullbacks
- Wraps

**INTERIOR BUS MEDIA**
- Interior Bus Cards
TRANSIT COVERAGE

Market Wide Coverage Reaching the Metro Area

ROUTE LEGEND

1 North Saginaw
2 ML King Ave.
3 Miller-Linden
4 Civic Park
5 Dupont
6 Lewis-Selby
7 Franklin
8 South Saginaw
9 Lapeer Rd.
10 Richfield Rd.
11 Fenton Rd.
12 Beecher-Corunna
13 Crosstown North
Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the Flint 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**
- Flint Metro Area
- Targeted audience on a request basis
BUS KONGS

An extension of the traditional Bus Kings, with 30 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. Impact vehicular and pedestrian traffic throughout Flint with Bus Kongs!

PRODUCT INFORMATION

— 36"H x 360"W
— Add a Headliner and/or Extension for more impact!

COVERAGE

— Flint Metro Area
— Targeted audience on a request basis
BUS TAILS

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

Dominate the city with Tails for frequent exposure and high reach and frequency. As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION

- Bus Tail 21”H x 72”W
- Super Tail 34”H x 80”W

PRODUCT INFORMATION

- Flint Metro Area
- Targeted audience on a request basis
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

- Flint Metro Area
- Targeted area/demographic 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
- Coverage on all 4 sides including doors
- 25% window coverage

**COVERAGE**
- Flint Metro Area
- Targeted audience on a request basis
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

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

**PRODUCT INFORMATION**
- 11”H x 28”W
- 11”H x 42”W

**COVERAGE**
- Flint Metro Area
- Targeted audience on a request basis
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.
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