WE GET YOU
GRAND RAPIDS.
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 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.

GRAND RAPIDS
616.452.3171
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.
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.

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OOH & MOBILE
GROW TOGETHER

US Media 2019 Forecast

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

OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!

GRAND RAPIDS
616.452.3171
SOURCE: MAGNA GLOBAL, 2018
IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
# 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**
<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

GRAND RAPIDS
616.452.3971

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MEDIA ACROSS GRAND RAPIDS
WE GET YOU GRAND RAPIDS.

With over 1 million people in the metropolitan area, and a HHI median of $61,391, Grand Rapids is Michigan’s second largest city. GR is at the center of hi-tech manufacturing, healthcare and financial services in the Midwest known as the “Medical Mile.” With 15 colleges and Universities, residents are among the most highly educated in the country. The well employed consumers of this area create one of the strongest economies in the nation.

WHY GR?

— GR hosts one of the richest and most attended public art events in the world known as Art Prize.
— Lending tree Ranked GR the second best city for small businesses
— GR is the #1 city on Forbes list of fastest growing economies in the US.
— Business Insider named GR the #1 place that “Millennials are flocking to in the US to get a job, buy a home, and start a life.”
— Named “America’s Greenest City” by Fast Company magazine, Grand Rapids has received worldwide recognition for its sustainable efforts.

In Grand Rapids, OUTFRONT reaches 88.8% of the CBSA consumers weekly.
**GRAND RAPIDS**

**Profile**

- **African American**: 6.53%
- **Asian**: 2.7%
- **White**: 78.5%
- **Hispanic/Latino**: 9.6%
- **Other/Mixed**: 2.6%

- **College Degree or higher**: 31%
- **Total miles traveled past week**: 185 mi.
- **White-collar occupation**: 57%
- **Female**: 51%
- **Time spent traveling to and from work each day**: 24 min.
- **Blue-collar occupation**: 26%
- **Male**: 49%
- **Drive alone or carpooled**: 93%
- **Employed**: 62%

**GRAND RAPIDS 1.02 MILLION A18+ CBSA**

GRAND RAPIDS
616.452.3171
GRAND RAPIDS MEDIA PRODUCTS AT A GLANCE

BULLETINS

DIGITAL BULLETINS

POSTERS

MOBILE NETWORK
# MEDIA FORMATS

<table>
<thead>
<tr>
<th>BILLBOARDS</th>
<th>16</th>
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<tbody>
<tr>
<td>BULLETINS</td>
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<tr>
<td>DIGITAL BULLETINS</td>
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<td>POSTERS</td>
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<th>SECOND SCREEN MEDIA</th>
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<tr>
<td>MOBILE NETWORK</td>
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<tr>
<td>SOCIAL INTEGRATION</td>
<td>25</td>
</tr>
<tr>
<td>INFLUENCERS</td>
<td>26</td>
</tr>
</tbody>
</table>
BILLBOARDS
Billboards, which are located on key highways, intersections and integral choke points throughout the market, provide your message long-term presence and tremendous visibility by vehicular traffic.

**PRODUCT INFORMATION**
- 14 x 48, 10’6 x 36
- Extentions available

**COVERAGE**
- Downtown Business
- M-45, M-11, M-37, M-121
- Holland
- Muskegon
- Kalamazoo
BULLETIN COVERAGE

Grand Rapids, MI

[Map of Grand Rapids and surrounding areas showing bulletins locations]
Add an extra layer of timeliness and relevance to your campaign through the Digital OOH Network. Easily change creative messages based on triggers such as time of day, weather, or sports scores. Digital provides ultimate flexibility in messaging.

**PRODUCT INFORMATION**
- LED Display size:
  - poster: 10'6 x 22
  - Bulletin: 14 x 48
- spot length: 8 sec.

**COVERAGE**
- US-131
- US-96
- M-6
- Muskegon
- Holland
Located on major arterials and local surface streets, Posters provide opportunity to completely saturate chosen areas within a market in a cost efficient way. These canvases allow advertisers the ability to infiltrate local neighborhoods, where other media may be zoned out.

**PRODUCT INFORMATION**
- 10'5"H x 22'8"W

**COVERAGE**
- Downtown GR, Easttown, West Grand, Kentwood, Wyoming
- Kalamazoo, Muskegon
- M-45, M-11, M-37, M-121
POSTER COVERAGE

GRAND RAPIDS, MI

GRAND RAPIDS
616.452.3171

Posters
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.

GRAND RAPIDS
616.452.3371
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