WE GET YOU HOUSTON, TX.

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.

HOUSTON, TX
713.868.2284

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.

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.
AUDIENCES ARE EVERYTHING AND WE DELIVER THE RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT TIME. WHO DO YOU WANT TO GET TODAY?
**AMPLIFICATION MATTERS.**

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 (EXCEL MOBILE)
-4.2% RADIO
-17.8% PRINT
20.4% MOBILE
2.5% OOH
2.0% ALL MEDIA

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

HOUSTON, TX
713.868.2284
SOURCE: MAGNA GLOBAL, 2018
IMPACT WHERE IT MATTERS

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.
<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 WRAPPED MEDIA AVAILABLE   ● INDICATES DIGITAL MEDIA AVAILABLE
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE
WE GET YOU HOUSTON, TX.

The 4th largest city in the U.S. with over 6.9 million people. Houston is the epicenter for oil and gas services, space exploration, and foreign exports. The Bayou City is comprised of fourteen major educational institutes, the largest concentration of healthcare in the nation, six professional sports teams, and is ranked #1 in U.S. manufacturing. A commuter driven metro, known for its no zoning laws and extensive highway infrastructure. Houston is a city marked by opportunity and diversity making the metropolis a top ranked place to live and visit.

WHY HOUSTON?

— Home to 22 Fortune 500 companies and 44 Fortune 1000 companies.
— The second fastest growing city in the nation.
— Hightest cost-adjusted standard of living promote job growth for new grads and invite retirees to settle.
— The most ethnically diverse metropolitan area in the nation.
— Ranked the #7 DMA.

In Houston, OUTFRONT reaches 98.4% of the CBSA consumers weekly.
HOUSTON, TX

Profile

African American 17%
Asian 8%
White 36%
Hispanic/Latino 37%
Other/Mixed 2%

College Degree or higher 31%
Total miles traveled past week 156 mi.
White-collar occupation 60%

Female 50%
Time spent traveling to and from work each day 34 min.
Blue-collar occupation 23%

Male 50%
Drive alone or carpooled 92%
Employed 63%
# MEDIA FORMATS

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<th>MEDIA FORMATS</th>
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<td>WALLSCAPES</td>
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<td>SOCIAL INTEGRATION</td>
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<td>INFLUENCERS</td>
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</tbody>
</table>

HOUSTON, TX
713.868.2284

COPYRIGHT © 2018 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 12/3/2018
BILLBOARDS
BULLETINS

Offering the most powerful impact of all outdoor advertising. Located on key highways, intersections and integral chokepoints throughout the Houston area. Bulletins provide long-term presence and visibility that cannot be blocked or turned off.

PRODUCT INFORMATION

- 14" x 48'
- Odd Sizes
- Sizes vary by location
- Extensions available

COVERAGE

- See map for complete coverage
BULLETINS

Across Houston, TX

Generate ultimate brand awareness

HOUSTON, TX
713.868.2284
DIGITAL BULLETINS

Add an extra layer of timeliness and relevance to your campaign through digital execution. Easily change creative messaging based on triggers such as time of day, weather, sports scores, and traffic.

PRODUCT INFORMATION

- 14’ x 48’
- LED Display
- Spot Length: 8 sec.

COVERAGE

- See map for complete coverage
- Not currently allowed within city limits
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 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
- Downtown Houston Green Street
- City Centre
OUTFRONT’S LARGE FORMAT WALLS REACH COMMUTERS WHERE BILLBOARDS ARE ZONED OUT.
STREET FURNITURE
Exclusive kiosks located in premium lifestyle centers. Provide coverage in areas that are zoned out to other media, capturing Houston’s hardest to reach audiences. Illuminated dusk-to-dawn with visibility to both vehicular and pedestrian traffic.

PRODUCT INFORMATION
- 68” x 47”
- 180 Faces
- Static
- Backlit

COVERAGE
- Downtown Houston Green Street
- Downtown Houston Houston Center
- City Centre
- Uptown Park
- River Oaks
- Post Oak
- Rice Village
- Katy La Centerra
- The Woodlands Market Square
- Kingwood Kings Harbor
KIOSK COVERAGE

Across Houston, TX

PRIME PLACEMENT IN HIGHLY DESIRED URBAN AREAS

HOUSTON, TX
713.868.2284
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 11K+ ESTIMATED VISITS TO JEWEL STORES

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