WE GET YOU TWIN CITIES

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.

MINNEAPOLIS
763.540.0031
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 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.

MINNEAPOLIS
763.540.0031
OOH & MOBILE GROW TOGETHER

US Media 2019 Forecast

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.
<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
MEDIA ACROSS THE TWIN CITIES
WE GET YOU TWIN CITIES

Minneapolis and St. Paul are known for their diverse culture, highly educated people, and high quality of life. The Twin Cities serve as headquarters to corporations such as Target, 3M, Medtronic, Cargill, BestBuy, Carlson Companies, SuperValu, Fair Isaac, Blue Cross, St. Jude, General Mills, Sun Country Airlines, Aveda, and many more. It is also home to many Regional and National Banking Institutions, including Wells Fargo and US Bank, which makes them a powerful financial center.

WHY TWIN CITIES?
— Metro areas seeing record breaking population growth
— Millions of residents and visitors each year
— Third largest economic center in the Midwest
— Thriving theater, cultural center, and museum scene
— Seven national sports teams across all the major leagues

In the Twin Cities, OUTFRONT reaches 95% of the CBSA consumers weekly.
MINNEAPOLIS/ST. PAUL

Profile

- **African American**: 8%
- **Asian**: 7%
- **White**: 76%
- **Hispanic/Latino**: 6%
- **Other/Mixed**: 3%

- **College Degree or higher**: 40%
- **Female**: 51%
- **Male**: 49%
- **Time spent traveling to and from work each day**: 16 min.
- **Drive alone or carpooled**: 95%
- **Employed**: 68%
- **White-collar occupation**: 18%
- **Blue-collar occupation**: 16%
- **Female**: 51%
- **Male**: 49%
- **Total miles traveled past week**: 187 mi.
- **College Degree or higher**: 40%

MINNEAPOLIS/ST.PAUL
2.75 MILLION A18+ CBSA

MINNEAPOLIS
763.540.0031
SOURCE: US CENSUS, SCARBOUROUGH RESEARCH, MINNEAPOLIS CBSA.
MINNEAPOLIS MEDIA PRODUCTS AT A GLANCE

BULLETINS

DIGITAL BULLETINS

JUNIOR POSTERS

LIVEBOARD NETWORKS

BACKLIT DIORAMAS

WALLSCAPES

DOMINATIONS

COLUMN WRAPS

ELEVATOR WRAPS

FLOOR GRAPHICS

EXPERIENTIAL

MOBILE NETWORK
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**MINNEAPOLIS**
763.340.0031

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BILLBOARDS
BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Minnesota, bulletins provide the advertising message a 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
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.

The digital network spots will run 1,228 spots per day, 8,596 per week, **34,384 per 4 weeks**!

**PRODUCT INFORMATION**

- 14’H x 48’W
- 16’H x 55’W
- Spot Length: 8 seconds
- Loop Length: 64
- Advertiser Slots: 8
- Dynamic Capabilities

**COVERAGE**

- See map for complete coverage
DIGITAL BULLETIN COVERAGE
Coverage Reaching high-traffic areas
JUNIOR POSTERS

Junior posters offer point-of-purchase opportunities and are a great medium for local businesses to drive traffic to their stores. Junior posters can target neighborhoods, shops and ethnic areas. These impactful canvases are located in local neighborhoods where many other media options may be zoned out.

PRODUCT INFORMATION

— 5’H x 11’W
— 6’H x 12’W

COVERAGE

— See map for complete coverage
SKYWAY MEDIA

Target the masses in the heart of the cities! Our Skyway Media platform reaches the largest concentration of upscale, educated, working adults in the state, everyday with our downtown skyway signage. Skyway Media is strategically placed to target high demand areas within our markets, such as: the Minneapolis Convention Center, Target Corporation, Target Field, Target Center, Xcel Energy Center, law firms, financial institutions, and many more.

SKYWAYS

Skyways are an interconnected collection of 2nd story pedestrian walkways that connect buildings in the downtown cores. The skyways allow downtown workers and visitors to move easily through the city cores in climate controlled comfort. Skyways are heavily used for speed, convenience and protection from the weather.

Media:
Backlit Dioramas, Liveboard Networks, Wallscapes, Dominations, Column Wraps, Elevator Wraps, Floor Graphics, Experiential Opportunities and many more.

Coverage:
Minneapolis, St. Paul, Rochester, Mall of America
MINNEAPOLIS SKYWAY

With over 9 miles of skyways and 260,000 daily consumers, the Minneapolis Skyways are the largest concentration of upscale, working adults in the state. This system is home to the headquarters for many Fortune 500 businesses, the country’s second largest Theatre District, per capita, and twenty-four of the twenty-five largest law firms.

Coverage Area:

- Minneapolis Convention Center
- Target Corporation
- Target Field
- Target Center
- Theatre District
- Financial Institutions
- U.S. Bank Stadium
- Many more

ST. PAUL SKYWAY

Saint Paul Skyway system is over 4 miles long and connects the Central Business District with the cultural and entertainment areas of downtown allowing advertisers to reach upscale consumers.

Coverage Area:

- Xcel Energy Center
- River Center
- Ecolab
- Securian Financial
- Lawson Software
- Science Museum of MN
- Children’s Museum
- Ordway
- MPR
- Many more
MINNEAPOLIS SKYWAY

CBD Coverage
ST. PAUL SKYWAY

CBD Coverage

Map Locations

- Backlit Dioramas (Full, Triple, Single, or Double)
- Liveboard Displays

BACK TO MEDIA FORMATS
MALL OF AMERICA

Our illuminated backlit signage is located at high-traffic, main entry points into the Mall of America. These impactful units allow advertisers to have the first and last impression with consumers on their purchase paths. Each panel is estimated to deliver 250,000 impressions per 4 weeks.

THE MALL

The Mall of America is the largest retail complex in the United States including an indoor amusement park with over 25 rides and attractions. More people visit the Mall of America than Disney World, Graceland and the Grand Canyon combined. It has more than 40 million visitors annually.

Media:
Vertical Backlit Dioramas, Horizontal Backlit Dioramas, Elevator Wraps, Floor Graphics, Wallscapes

Coverage:
West Parking, East Parking, Transit Station
MALL OF AMERICA

Multi-level Coverage

MALL OF AMERICA MEDIA

LOWER
- 3’x6’ Backlit Diorama

LEVEL 1
- 6’x4’ Backlit Diorama
- 3’x6’ Backlit Diorama

LEVEL 2
- 3’x6’ Backlit Diorama

LEVEL 3
- 6’x4’ Backlit Diorama
- 3’x6’ Backlit Diorama

LEVEL 4
- 6’x4’ Backlit Diorama

LEVEL 6
- 6’x4’ Backlit Diorama

MINNEAPOLIS
763.540.0031

BACK TO MEDIA FORMATS

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ROCHESTER SKYWAY & AIRPORT

Rochester hosts both a second level and underground, interconnected skyway/subway system. Half of the city has above ground skyways, but the closer you get to Mayo Clinic the connected system goes underground.

Rochester is known for the world famous Mayo Clinic which resides in the heart of downtown Rochester. OUTFRONT offers signage throughout the bustling downtown skyways and subway system, and also signage in the Rochester International Airport. Each of our platforms deliver an estimated 150,000 impressions per 4 weeks.

MAYO CLINIC

The Mayo Clinic employs 35,000 medical care professionals who care for over one million outpatient visitors per year. The median household income for the market is 20% higher than the US average.

Media:
Vertical Backlit Dioramas, Horizontal Backlit Dioramas, Liveboard Network, Elevator Wraps, Floor Graphics, Wallscapes, Experiential Opportunities, many more

Coverage:
Mayo Clinic, Retail shops, Downtown Office Buildings, Downtown Hotels, Multi Parking Lots/Garages, Mayo Civic Center, many more
LIVEBOARD NETWORKS

The only digital OOH network in Minnesota that covers downtown Minneapolis, St. Paul and Rochester. The network reaches daily downtown workers and visitors commuting in the central business districts for meetings, dining, concerts, events, shopping, theatre, entertainment, sporting events, etc. Liveboard audiences tend to be a highly sought after upscale commuters. The flexibility and dynamic capabilities of the network provide advertisers with limitless creative opportunities.

The Liveboard Network spots will run 1,228 spots per day, 8,596 per week, \textbf{34,384 per 4 weeks}!

PRODUCT INFORMATION

- 86” diagonal
- 66” diagonal
- Spot Length: 8 seconds
- Loop Length: 64
- Advertiser Slots: 8
- Static/Full Motion
- Dynamic Capabilities

COVERAGE

- Minneapolis
- St. Paul
- Rochester

MINNEAPOLIS
763.540.0031
BACKLIT DIORAMAS

Backlit Dioramas command attention, are fully illuminated and eye-catching! Located in the highest demand areas, this media targets an affluent, educated, white collar demographic with excellent frequency.

We can enhance this media by adding brochure racks, wall graphics, experiential opportunities and much more.

PRODUCT INFORMATION

- 3'H x 6'W
- 3'H x 2'W
- 6'H x 4'W

COVERAGE

- Minneapolis
- St. Paul
- Mall of America
- Rochester
Wallscapes vary in size and are customizable depending on budgets and creative needs. These units allow advertisers to dominate areas of the skyways reaching consumers in a bold and unexpected way. Some locations may include backlit dioramas to add additional impact to an already powerful media.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- Minneapolis
- Saint Paul
- Mall of America
- Rochester
DOMINATIONS

Dominate the consumer journey with a larger than life experience that engages each passerby. The combination of multiple formats create an unforgettable experience.

PRODUCT INFORMATION

- Sizes vary by opportunity

COVERAGE

- 517 Building
- Northstar Center
- 6 Quebec
- 811 Lasalle
- Many more
COLUMN WRAPS

Column Wraps are typically sold in multiples per building creating a domination with multiple message/creative opportunities. They reach consumers in a unique and unexpected way to make your message really stand out!

PRODUCT INFORMATION
— Varies by opportunity

COVERAGE
— 6 Quebec Building: 5 pillars, ~90 sq ft each
— Northstar Center: 14 pillars, ~25 sq ft each
— Convention Center Rotunda: 4 pillars, ~18 sq ft each
ELEVATOR WRAPS

Elevator Wraps are an unexpected way to garner attention. Advertisers can dominate a bank of multiple elevators with a variety of creative executions which target a captive audience as they wait for their elevator to arrive.

PRODUCT INFORMATION
- Varies by opportunity

COVERAGE
- Varies
FLOOR
GRAPHICS

Floor Graphics are a step out of the ordinary. They reach consumers in a unique and unexpected way. Floor Graphics can be created in a variety of shapes, colors and sizes to make your message stand out! Floor Graphics can be combined with multiple media options for added impact that is sure to stop traffic.

PRODUCT INFORMATION
— Varies by opportunity

COVERAGE
— Minneapolis
— St. Paul
— Mall of America
— Rochester
Both Target Field and Target Center are connected via the skyway to ABC parking ramps. These ramps are the largest ramps in the city and are located within 1 to 2 blocks of each venue.

This media interacts with the 3+ million Twins, Timberwolves and other events fans, along with thousands of everyday downtown workers.
Experiential events are a great addition to bring your skyway advertising campaign and brand to life! These opportunities include product sampling, literature/sample distribution, brand ambassadors, games, mascots and many more.

PRODUCT INFORMATION
  — Varies by location

COVERAGE
  — Minneapolis
  — St. Paul
  — Rochester
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.
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