WE GET YOU NEW YORK.

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.

NEW YORK
212.295.6400
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?

NEW YORK
212.295.6400
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
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!

NEW YORK
212.295.6400
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 DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE
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NEW YORK 212.295.6400  COPYRIGHT © 2018 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED. LAST REVISED 11/14/2018
MEDIA ACROSS NEW YORK
Known as the “Big Apple,” New York is one of the most economically prosperous and cultural cities in the world. The average worker earns 1.7x the national average, and one out of every 21 residents is a millionaire. A premier destination for tourism, New York City attracts millions of visitors from around the U.S. and the globe each year.

WHY NY?

— Most diverse city in the United States, over 3 million residents are foreign born.
— New York City’s population has grown by 1 million since 1990.
— The MTA is the largest mass transit system in the United States!
— New York’s real estate market is among the most expensive in the world.
— New York City saw over 60 million tourists in 2016.

In New York, OUTFRONT reaches 98.5% of the DMA consumers weekly.
NEW YORK

Profile

NY AREA 14.5 MILLION*
COMMUTERLAND

African American 17%
Asian 11%
White 43%
Hispanic/Latino 26%

College Degree or higher 38%
Total miles traveled past week 109 mi.
White-collar occupation 64%
Female 52%
Time spent traveling to and from work each day 20 min.
Blue-collar occupation 15%
Male 48%
Drive alone or carpooled 65%
Employed 59%

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# Media Formats

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**Media Formats**

- BILLBOARDS
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  - BUS QUEENS

- COMMUTER RAIL
  - PLATFORM POSTERS
  - PLATFORM KIOSKS
  - JAMAICA LIRR DIORAMAS
  - GRAND CENTRAL DIGITAL DIORAMAS
  - VANDERBILT HALL DIGITAL SCREENS
  - PENN STATION DIGITAL NETWORK
  - NEW ROCHELLE LIVEBOARD NETWORK
  - ATLANTIC AVE. DIGITAL SCREENS
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Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the tristate area, Bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

**PRODUCT INFORMATION**
- 14'H x 48'W
- 20'H x 60'W
- Odd Sizes
- Sizes vary by location
- Extensions available

**COVERAGE**
- See map for complete coverage

NEW YORK 212.295.6400
5 TIMES SQUARE

With its larger than life presence in one of the nation’s most iconic landmarks, the 5 Times Square bulletin spectacular is one of the most dynamic OOH dominations located in the heart of Manhattan! Electrifying locals, commuters and tourists alike, this collection of powerful static displays presents advertisers with a unique, and cost efficient, means for your message to resonate daily with a distinct audience, both local and from around the world.

PRODUCT INFORMATION

— 6 Units
— Sizes Vary

COVERAGE

— Times Square
— Midtown Manhattan
TIMES SQUARE TOWER

Located at the Crossroads of the World, this magnificent assembly of oversized spectaculars is quite possibly the most prominent displays in the U.S.A. Impossible to miss, and easily seen from all angles by commuters, locals and thousands of tourists daily. This imposing static display is popular among advertisers looking to make an impact in the highly competitive New York market, and is also often seen in both highlight reels of New York and world renowned landmark locations.

PRODUCT INFORMATION

— 9 Units
— Sizes Vary

COVERAGE

— Times Square
— Midtown Manhattan
NOHO DOMINATION

These three illuminated faces are in the heart of trendy NOHO and at the entrance of the #6 train, making this a hot spot for advertisers. The three faces combine to more than 2,000 square feet, and work together to form a unique NOHO domination. This domination will be seen by tourists, local upscale SOHO/NOHO residents, and by motorists travelling north from downtown on the heavily trafficked Lafayette Street.

PRODUCT INFORMATION

- 3 Units
- Sizes Vary

COVERAGE

- NoHo
- Manhattan
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**
- Number of Units: 10
- LED Display Size: 14’H x 48’W
- Spot Length: :08
- Loop Length: :64
- Advertisers: 8
- Hours: 24/7
- Static

**COVERAGE**
- See map for complete coverage

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
DIGITAL BULLETIN NETWORK COVERAGE

Across New York’s Five Boroughs
Located at the “Crossroads of the World”, the Cube is a one of a kind Digital Bulletin with incredible static and video capabilities. With an estimated 300,000 people visiting this location daily, its dual state-of-the-art 45’ x 45’ LED screens bring advertisements to life!

PRODUCT INFORMATION

- 1 Corner Wrap
- Size: 45’H x 90’W
- Spot Length: .15
- Loop Length: .120
- Advertisers: 8
- Hours: 24/7
- Static/Video

COVERAGE

- Times Square
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
Three units of the TSQ Trio are at the crossroads of Times Square. Half a billion people are exposed to these 5,000 ft of signs each year because these four signs face in every possible direction. Screens are flexible allowing for synced full motion video, static or streaming. TSQ is top US tourist spot pushing Instagram moments. New Yorkers are here too - it’s the home of the top US commuter bus, largest subway station and twelve fortune 500 HQ’s.

TIMES SQUARE TRIO

PRODUCT INFORMATION
- 3 Screens
- Sizes Vary
- Spot Length: :15
- Loop Length: :120
- Advertisers: 8
- Hours: 22/7
- Static/Video

COVERAGE
- Times Square
- Midtown Manhattan

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NEW YORK 212.295.6400
SOURCE: TIMES SQUARE ALLIANCE
JAVITS DIGITAL

The Javits Center hosts over 130 trade shows and conventions annually, with over 3.5 million attendees! Digital Billboards provide advertisers with ultimate flexibility — day-parting, last-minute updates and promotional campaigns are all possible with endless creative opportunities designed to reach targeted audiences.

PRODUCT INFORMATION

- 2 Screens
- Size: 22’H x 29’W
- Spot Length: :08
- Loop Length: :80
- Advertisers: 10
- Hours: 24/7
- Static

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.

NEW YORK
212.295.6400
SOURCE: JAVITS CENTER
This digital spectacular is located in Penn Center, an area that has become the hottest digital signage area in Manhattan. With world famous landmarks Madison Square Garden and Penn Station across the street, and Macy’s around the corner, advertisers can achieve ultimate brand exposure and recognition.

**PRODUCT INFORMATION**
- 1 Corner Wrap
- Size: 65’H x 40’W / 65’H x 42’6”W
- Spot Length: :08
- Loop Length: :80
- Advertisers: 10
- Hours: 24/7
- Static/Video

**COVERAGE**
- Penn Station
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
An unprecedented branding opportunity, the Helmsley Walkway Liveboards are a one of a kind experience. Located in the famed Helmsley Building, these Liveboards offer a rare digital advertising opportunity on Park Avenue. Communicate your message while targeting an affluent audience heading to and from Grand Central Terminal and major financial institutions.

**PRODUCT INFORMATION**
- Please contact your sales representative for more information.

**COVERAGE**
- Grand Central Terminal
- Midtown Manhattan

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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
— See map for complete coverage
WALL COVERAGE
Across The Big Apple
Trestles are frequently located at major intersections allowing for additional viewing time when motorists are stuck at traffic lights — giving them the opportunity to ‘take in’ and identify with your brand or message.

**PRODUCT INFORMATION**

- 33 in Queens
- 1 in Brooklyn
- 108 in Long Island (83 in Nassau/25 in Suffolk)
- 7 in Fairfield County, CT

**COVERAGE**

- See map for complete coverage
TRESTLES COVERAGE

Across The Greater Tri-state Area
BUSES
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. Big, bold, in your face, and yet not an obtrusive medium - it’s part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this New York coverage.

EXTERIOR BUS MEDIA
- Kongs
- 30x215s
- Kings
- Super Kings
- Ultra Super Kings
- Queens
- L-Sides
- Headliners
- Extensions
- Headlights
- Tails
- The Franklin

INTERIOR BUS MEDIA
- Interior Bus Cards
- Brand Buses
BUS COVERAGE

Reaching New York’s Five Boroughs

- Bronx County Bus Lines
- Kings County Bus Lines
- New York County Bus Lines
- Queens County Bus Lines
- Richmond County Bus Lines
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 “Big Apple”!

**PRODUCT INFORMATION**
- Various Sizes
- Add a Headliner or Window Extension for more impact!

**COVERAGE**
- Systemwide
BUS 30X215

Get the conversation started on the streets with this oversized rolling display, while generating multiple impressions from pedestrian & vehicular traffic. Hard to miss presence increases brand recognition and awareness amongst the always active, mobile population.

PRODUCT INFORMATION

— 30”H x 215”W
— Add a Headliner or L-Side for more impact!

COVERAGE

— Systemwide
Impact New York’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 in a standalone environment.

**PRODUCT INFORMATION**
- 30"H x 144"W
- Add a Headliner for more impact!

**COVERAGE**
- Systemwide
BUS SUPER KINGS

Attract consumers with high-quality creative that covers 20 feet of exterior space of the bus from wheel to wheel, allowing your message to make a lasting impression. Super Kings are the perfect medium to promote special events, promotional tie-ins and launching a new brand!

PRODUCT INFORMATION
— 30”H x 240”W

COVERAGE
— Manhattan
Ultra Super Kings travel the bustling streets of New York City providing advertisers with large format “rolling billboard” presence where traditional media is zoned out.

PRODUCT INFORMATION
- 102”H x 222”W

COVERAGE
- Manhattan
- Brooklyn
Strategic placement of your ad on NYC buses gives your message unique mobility. Queens let your message resonate as they reach diverse demographic clusters all over the city.

**BUS QUEENS**

**PRODUCT INFORMATION**
- 30”H x 88”W

**COVERAGE**
- Bronx
- Manhattan
L-Sides have standout visibility that demand attention throughout the streets of New York City. Ensuring maximum exposure at a low CPM, giving you the best bang for your buck.

PRODUCT INFORMATION
- Upper Panel 56"W x 52.875"H
- Lower Panel 30"W x 144"H

PRODUCT INFORMATION
- Systemwide
30 x 215 with L-Sides provide unparalleled exposure throughout the busy streets of the “Big Apple”. By expanding the creative space beyond the normal 30 x 215, you can ensure maximum campaign visibility and cost efficiency.

**PRODUCT INFORMATION**
- Upper Panel 56”W x 52.875”H
- Lower Panel 30”H x 215”W

**COVERAGE**
- Systemwide

BACK TO MEDIA FORMATS
Extending across the top of the entire bus, Headliners impact your audience and reach them no matter which direction they are going. Be on the streets and make multiple impressions directly in the heart of New York City.

PRODUCT INFORMATION

- 30x215
- Kings
- Kongs
- L-Sides
- L-Sides w/ 30x215

COVERAGE

- Systemwide
BUS EXTENSIONS

Differentiate your message from other various bus formats. Window Extensions make a major impact on your audience regardless of which direction consumers are traveling. Be on the streets and make multiple impressions directly in the heart of New York!

PRODUCT INFORMATION

— Kings
— Super Kings

PRODUCT INFORMATION

— Systemwide
Static media forms pin-point a target around a specific area. **Give your ad mobility** with Headlight displays, allowing your message to break free from a single area and **expand your horizon of opportunity**.

**PRODUCT INFORMATION**
- 19.25”H x 44”W

**COVERAGE**
- Systemwide
Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Dominate the city with consistent exposure, high reach and frequency. While traveling in cars or crossing the street, consumers cannot escape this ubiquitous media form.

PRODUCT INFORMATION
- 17.5”H x 50”W

COVERAGE
- Systemwide
Double panel bus tails give continuous visibility to drivers and passengers behind buses generates lasting impressions plus creative flexibility! **Dominate the city with consistent exposure, high reach and frequency.** Consumers cannot escape this ubiquitous media form with a new twist.

**PRODUCT INFORMATION**

- Upper Panel 22"W x 70"H
- Lower Panel 15"H x 70"W

**PRODUCT INFORMATION**

- Systemwide
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

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

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 46”W
- Brand Bus

COVERAGE

- Systemwide
COMMUTER RAIL
COMMUTER RAIL MEDIA

Reach an Upscale Audience from communities located in and around the tristate area. Advertisers can spend time with this affluent demographic twice a day, 20 ‘work days’ a month while commuters are on the train, waiting on the platform, and walking through stations. While traveling, commuters “take in” and identify with your brand, putting your message front and center in a high traffic environment.

STATION MEDIA

– Platform Posters
– Platform Kiosks
– Jamaica LIRR Dioramas
– Grand Central Digital Network
– GC Vanderbilt Hall Digital Screens
– Penn Station Digital Network
– Rail Digital Liveboard Network
– New Rochelle Liveboard Network
– Atlantic Ave. Digital Screen
– MN Digital Platform Network
– Station Dominations
– Diorama Saturation

RAIL CAR MEDIA

– Interior Rail Cards
– Interior Brand Cards
RAIL PLATFORM POSTERS

Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed Platform Posters target key demographics — educated and affluent audiences.

PRODUCT INFORMATION

— 1-Sheet Posters
— 2-Sheet Posters
— 3-Sheet Posters

COVERAGE

— Metro-North Railroad
— Long Island Rail Road
RAIL PLATFORM KIOSKS

These highly visible Platform Kiosks keep your message front and center in highly trafficked boarding and waiting areas. Platform Kiosks demand attention in an otherwise hectic commuter environment.

PRODUCT INFORMATION
— 26"H x 53"W

COVERAGE
— Westchester & Connecticut
— Metro-North Railroad
Located at the Jamaica Station in Queens, NY, a station where over 1,000 trains pass through daily, these vibrant and colorful ads are impossible to miss and leave a lasting impression on commuters.

**PRODUCT INFORMATION**
- 68.5"H x 47.5"W
- 5 units

**COVERAGE**
- Jamaica Station
- Long Island Rail Road
Grand Central, the “upscale” Times Square, boasts an affluent demographic. Over 750,000 people pass through the main rotunda daily! It is the #6 World’s Most-Visited Tourist Attraction according to Travel & Leisure, with more business traveler traffic passing through than JFK Airport! Impossible to miss, this digital network draws attention with its impactful size and vivid displays are a sure way to command the attention of commuters and tourists from around the world!

**GRAND CENTRAL DIGITAL DIORAMAS**

**PRODUCT INFORMATION**
- 4 Screens
- Spot Length: :12
- Loop Length: :96
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static

**COVERAGE**
- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

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VANDERBILT HALL DIGITAL SCREENS

Grand Central’s famed Vanderbilt Hall has transformed into a popular destination with over 200,000 people passing through this landmark daily. OUTFRONT’s three digital displays ensures maximum campaign visibility and cost efficiency. Perfect to target premier corporate events and product launches, affluent commuters, and foodies looking to grab a bite to eat at the trendy Nordic inspired food stands.

PRODUCT INFORMATION
- 2 Portrait 46” Screens
- 1 Landscape 32” Screen
- Spot Length: .08
- Loop Length: .64
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static

COVERAGE
- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
This 22 Screen Digital Advertising Network is strategically positioned near track information providing “built-in” audience. Demand attention in an otherwise hectic commuter environment — keep commuters actively engaged and informed of your message as they seek information on their scheduled trains.

PRODUCT INFORMATION

- 22 Screens
- Spot Length: :15
- Loop Length: :120
- Advertisers: 6
- Hours: 24/7
- Static/Video

COVERAGE

- Penn Station
- Long Island Rail Road

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
A high traffic Metro-North and Amtrak transportation hub, New Rochelle’s Liveboard Network with its endless digital capabilities provides advertisers with the unique opportunity to truly engage with a diverse Westchester based audience like never before!

Easily change creative messaging based on triggers such as time of day, weather, or sports scores. Four digital liveboards located on the south bound main platform are able to speak to consumers in the right place at the right time, making the most of your ad campaign!

**PRODUCT INFORMATION**
- 4 Screens
- Spot Length: :15
- Loop Length: :120
- Advertisers: 8
- Hours: 24/7
- Static/Video

**COVERAGE**
- New Rochelle Station
- Metro-North Railroad
- Amtrak

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
The Atlantic Avenue Digital Screen is a prime opportunity to make an impact on commuters travelling to and from Brooklyn’s Atlantic Terminal, a major transfer hub for Long Island Railroad. Vibrant and eye-catching, this digital screen allows advertisers to update their messaging instantaneously. Possess the rare ability to connect with affluent business leaders traveling via the LIRR every day!

PRODUCT INFORMATION
— Sold: Individually or as part of Penn Station/LIRR Digital Network
— Spot Length: :15
— Loop Length: :120

COVERAGE
— Atlantic Terminal
— Long Island Rail Road
— Downtown Brooklyn
— Barclays Center

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
Strategically located on select Metro-North platforms, the Digital Platform Network consists of an upper screen that provides both track information and real-time transit service changes. Advertising on the lower screen provides advertisers the opportunity to engage consumers with their message as they check for travel updates.

**PRODUCT INFORMATION**
- 98 Units
- 45 Stations
- Size: 42"
- Spot Length: :08
- Loop Length: :64
- Advertisers: 8
- Hours: 24/7
- Static

**COVERAGE**
- Metro-North Railroad

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
MN DIGITAL PLATFORM NETWORK
Target Affluent Commuters Across Westchester and Connecticut
Strategically impactful on high traffic platforms with long commuter dwell time, Digital Platform Liveboards can be bought on a network across Metro-North railroad stations or individually. Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

PRODUCT INFORMATION
- Screen Size 65” Vertical
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05

COVERAGE
- Metro-North Railroad
- White Plains Station

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RAIL STATION DOMINATIONS

Rail Dominations offers the unique opportunity to completely saturate a commuter station and make a major impact in the New York market. Special sites are strategically located in high-traffic areas throughout the rail system.

Get unrivaled brand awareness by creating a virtual exhibit that surrounds consumers with multiple messages throughout their commute.

PRODUCT INFORMATION

— Media varies by station

COVERAGE

— Grand Central North
— Grand Central Train Shed
— Yankee Stadium
— Citi Field
— Stamford Station
— Greenwich Station

NEW YORK
212.295.6400
INTERIOR RAIL CARDS

The average commuter rides the train 2 times a day, 20 days a month, allowing over 40 opportunities for your message to be seen. With hard-to-miss placement, high reach and frequency, Interior Rail Cards help your message stand out year round.

PRODUCT INFORMATION

- 33"H x 21"W

COVERAGE

- Metro-North Railroad
- Long Island Rail Road
Grab the attention of a completely captive audience!

**Without any other advertiser on the train car,** you have an amazing opportunity to promote your brand message to a distinctly highly educated, diverse and affluent audience.

**PRODUCT INFORMATION**

- 33”H x 21”W

**COVERAGE**

- Metro-North Railroad
- Long Island Rail Road
SUBWAY MEDIA

Influence a captive audience of over 5.6 million riders daily, with tremendous impact and frequency at high-traffic locations. Subway advertising offers unparalleled reach to some of the most intelligent, savvy and affluent consumers in New York City. Subway advertising provides exceptional value and is the perfect way to command the attention of busy commuters in a captive setting.

STATION MEDIA
- Platform Posters
- Shelter-Sized Dioramas
- Escalator Squares
- Stair Risers
- Turnstiles
- Station Dominations
- Hudson Yards Wallscapes
- TurnStyle At Columbus Circle
- Times Square/PABT Digital Concourse
- Times Square Activation Zone
- Digital Dioramas
- MTA Metrocard Vending Machine
- Times Square Banner
- Tunnel Takeover
- Clocks

EXTERIOR SUBWAY
- Wrapped Shuttle

INTERIOR SUBWAY
- Car Cards
- Brand Trains
SUBWAY PLATFORM POSTERS

Forge new relationships with New York’s 5 million+ daily riders through subway Platform Posters spread throughout the system. Send multiple messages to the subway’s commuters at all their stopping points! Situated on the platforms and walkways throughout the “Big Apple”, vibrant and detailed Platform Posters target key demographics — both multicultural and upscale audiences.

PRODUCT INFORMATION

— 1-Sheet Posters
— 2-Sheet Posters

COVERAGE

— Citywide
— By Borough
— By Station
— African American
— Hispanic
SHELTER-SIZED DIORAMAS

Brightly illuminated backlit Shelter-Sized Dioramas reach the commuting masses as they enter and exit the stations. These eye-catching displays are located in some of New York’s busiest stations.

PRODUCT INFORMATION

— Backlit
— 68.5" H x 47.5" W

COVERAGE

— Manhattan
Located at the highly trafficked 53rd Street and Fifth Avenue Station, these displays impact 169,800 riders every week! The extra-long escalator rides produce a captive audience for your message. By utilizing each square, you will send in-depth and detailed information directly to your audience.

**PRODUCT INFORMATION**
- 22”H x 21”W

**COVERAGE**
- 53rd & 5th Ave Station
- Midtown Manhattan
STAIR RISERS

Stair Risers are an extremely artful way to advertise with OOH, are cost effective, and maximize advertising dollars. Due to their unique creativity they also attract a following on social media with locals, tourists and commuters. OUTFRONT’s Stair Risers offer a unique opportunity to promote brand messaging, product launches, event branding, event promotions, and sponsorships.

PRODUCT INFORMATION

— Sizes Vary

COVERAGE

— Citywide
TURNSTILES

Multiple points of unavoidable exposure command the attention of New York City’s 5 million+ daily subway riders as they enter and exit stations during their daily travels. Diversify your creative messaging with multiple creatives — Turnstile ads are prime space for advertiser branding.

PRODUCT INFORMATION
— By Station
— By Borough
— Ability to purchase Turnstile Arms only, or Turnstile Arms with Entrance & Exit Decals.
— *Includes non domination stations only

COVERAGE
— Citywide
SUBWAY STATION DOMINATIONS

Dominate the consumer landscape at key, high traffic commuter centers. Station dominations transform commuters’ daily ride into a total “brand experience,” delivering multiple campaign messages.

PRODUCT INFORMATION
— Media varies by station

COVERAGE
— Yankee Stadium/161st Street
— Yankee Stadium-Outside Fare Zone
— 59th & Lexington Avenue
— 125th & Lexington Avenue
— Grand Central Subway
— GC Subway Corridor to Lines 4, 5, & 6
— GC Subway 7 Train Mini Dom
— GC Subway Lower Level
— Bedford Avenue
— Atlantic Avenue
— Delancey & Essex
— Main Street-Flushing
— 59th & 5th Avenue
— Meatpacking District 14th/8th Avenue
— Jackson Heights/Roosevelt Avenue
— Rockefeller Center 48th/49th Street
— Broadway & Lafayette @ Houston
— 5 Ave. - 53rd St.
— Spring Street
— Herald Square/34th Street
— Times Square/42nd Street
— Bryant Park/5th Avenue
— Willets Pt./Citi Field
— Union Square
— Wall Street (4 & 5)
— West 4th Street Station
With 65,000 daily visitors, OUTFRONT Media’s Wallscapes located at the Hudson Yards subway station presents advertisers with the perfect opportunity to take your message to one of New York City’s desirable up-and-coming neighborhoods, 33rd and 11th Avenue. Located along the main corridor of the last stop on the extended 7 line, these vibrant displays are a sure way to captivate and keep your brand top-of-mind among millennials, affluent New Yorkers, tourists, and individuals heading to and from popular Javits Center events! Perfect to promote brand messaging, product launches, event branding, event promotions, and sponsorships.

**PRODUCT INFORMATION**
- 55”H x 53.25”W
- 10 Units

**COVERAGE**
- Hell’s Kitchen
- Manhattan
- Hudson Yards
Speak directly to New Yorkers through our emerging liveboard network in NYC. The impact of our liveboards connects brands with tourists and locals alike in environments with high dwell time. Leverage full motion video to enhance your message’s creative content.

**PRODUCT INFORMATION**
- Loop Length: 180 Seconds
- Spot Length: Primarily :15
- Full Motion (No Sound)
- Display Format: 65” and 50” Liveboards

### 2018 TOTALS
- Stations Live as of today: Total = 12 (Manhattan = 2 + Brooklyn = 10)
- Ad Screens Live as of today: Total = 156 (Manhattan = 39 + Brooklyn = 117)
- Stations Live by end of year: Total = 37 (Manhattan = 23 + Brooklyn = 13 + Queens = 1)
- Ad Screens Live by end of year: Total = 555 (Manhattan = 381 + Brooklyn = 156 + Queens = 18) inclusive of above.

### 2019 (INSTALLED) TOTALS
- Ad Screens: -1500
- Stations: -100

### 2019 (INSTALLED) TOTALS
- Ad Screens: -2055
- Stations: -137

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
Reach one of the most highly trafficked and important subway environments in New York City with an unrivaled digital experience. Located under the intersection of 42nd Street, Seventh Avenue and Broadway, Times Square is one of the busiest transportation hubs in the city. Perfect to target a broad demographic from tourists to commuters, to locals and office workers, providing transportation and connections within the five boroughs and surrounding areas.

**PRODUCT INFORMATION**

- Size: Triptych Liveboard Array
- Screen sizes: (3) 65" screens
- Spot Length: .05, .10, or .15
- Loop Length: :180

**COVERAGE**

- Times Square Subway Station
- Midtown Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*
Located in the center of the action and home to nearly 35 upscale stores and restaurants, the TurnStyle Underground Market provides brands with a unique opportunity to connect with Columbus Circle’s 80,000 daily visitors. OUTFRONT’s full-motion, touchscreen displays fully immerse commuters in a brands world. Liveboard’s unique technology allows advertisements that are contextually relevant to reach their targeted audience at the right time with the message a brand aims to send.

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**EXTERIOR NETWORK:**
- 7 screen network located at 2 street level entrances for the 59th St. Columbus Circle Subway Station.
  - 4 vertical screens (2-sided above the stairwell) at 57th & 8th
  - 3 consecutive horizontal screens at 58th & 8th
- 5 or 15 second spot on a 75 second loop
- Only 15 seconds of advertising spots are available with the remainder of the loop dedicated to the TurnStyle Group Landlord.
  - (3) 5 second spots OR
  - (1) 15 second spot
- Video with the exception of 2 screens that face the stairwell and are Static Only.

**INTERIOR NETWORK:**
- 16 screen network located in the TurnStyle Underground Market
- Day is broken into Rush Hour and Non-Rush Hour
  - Rush Hour: 8-10am & 5-7pm
    - 15 second spot on a 120 second loop
  - Non-Rush Hour: 5-8am, 10am-5pm & 7pm-midnight
    - 4 minutes of advertising time on a 16 minute loop per Hour (remainder of loop is reserved for landlord)
- 4 total advertising spots are available (remainder of loop is reserved for landlord)
The Times Square Activation Zone allows advertisers to engage with consumers like never before. Located in the old Wells Fargo Banking space by the Shuttle area, this special opportunity is a surefire way to ignite connections with the millions of monthly riders. Perfect for adventurous advertisers looking to become the talk of the town by paring new technologies and utilizing street teams to launch your brand. Don’t pass up on this golden opportunity to reach New York locals and tourists with innovative executions.

**PRODUCT INFORMATION**
- Hours: 24/7
- Static/Video
- Utilize Street Teams

**COVERAGE**
- Times Square Subway Station

*Offer only available to those who purchase Times Square Station Domination. All station domination purchases are not cancellable.

*Activation Zone digital screens do not come standard. Additional costs apply.

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SUBWAY DIGITAL DIORAMAS

The Subway Digital Dios Network is made up of 9 screens with full video streaming capabilities. These screens are located in 9 of the busiest subway stations spread across Manhattan. The digital screens provide brands impactful messaging and brand exposure to an elusive targeted audience. Connect with consumers and commuters like never before!

PRODUCT INFORMATION

- 9 Screens
- Size (diagonal): 72"
- Resolution: 1920 x 1080
- Luminance (nits min): 450
- Width: 38.6"
- Height: 66.1"
- Depth: 5.4"

COVERAGE

- Manhattan

*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.
Unlike other forms of advertisements, the MTA Metrocard Vending Machine Network provides a distinct opportunity for advertisers to directly impact consumers on a massive scale! Impossible to miss in the world’s 7th busiest transit system, your message will pierce through the highly competitive New York market like never before, leaving a lasting impression for millions of commuters!

**PRODUCT INFORMATION**
- 1,649 MTA Vending Machines
- Spots: 8
- Spot Length: :20
- Loop Length: :160
- Advertisers: 1
- Hours: 24/7
- 4 weeks per spot

**COVERAGE**
- Citywide

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SUBWAY WRAPPED SHUTTLE

The Wrapped Shuttle offers an incredible opportunity to overtake the entire interior and exterior space of the most popular subway cars in NYC. Connecting 100,000+ riders between Grand Central Station and Times Square daily, the wraps allows advertisers unlimited artistic possibilities with the ability to spark interest and garner buzz among commuters, tourists, and locals alike.

PRODUCT INFORMATION

- 3-Car Shuttle
- 4-Car Shuttle, Track 3

COVERAGE

- Grand Central Station
- Times Square
SUBWAY INTERIOR CARDS

Reach a captive audience on their average 19 minute commute each way. Unlike other forms of media, Interior Car Cards go where the competition isn’t — directly above the heads of passengers on crowded trains.

PRODUCT INFORMATION
— 11”H x 46”W
— 11”H x 70”W
— 22”H x 21”W

COVERAGE
— Citywide
SATURATING A CAR WITH YOUR AD ENSURES YOUR MESSAGE IS IN VIEW REGARDLESS OF WHERE A RIDER SITS. TELL YOUR STORY, FEATURE ALL OF YOUR PRODUCTS, OR DISPLAY MULTIPLE MESSAGES. WITH NO OTHER BRANDS PRESENT IN THE TRAIN, YOU HAVE THE ENTIRE COMMUTE TO CAPTIVATE THE AUDIENCE WITHOUT COMPETITION.

PRODUCT INFORMATION

- Includes all sizes:
  - 11”H x 46”W
  - 11”H x 70”W
  - 22”H x 21”W

COVERAGE

- Citywide Coverage
- 4 Car Shuttle*
- 3 Car Shuttle*
- *Shuttle coverage between Grand Central Station & Times Square
STREET FURNITURE
URBAN PANELS

Visible to subway riders, pedestrians and vehicular traffic, Urban Panels provide your message with great reach and frequency and the opportunity to develop ultimate brand awareness. These units are raised and cannot be blocked by pedestrians or vehicular traffic — leaving a clean line of sight for your message at all times.

PRODUCT INFORMATION

— 30”H x 60”W

COVERAGE

— Manhattan
— Brooklyn
— Queens
— Bronx
DIGITAL URBAN PANELS

Situated above subway entrances, urban panels are the most dominant and vibrant street-level displays, allowing advertisers the opportunity to appeal to huge subway and pedestrian audiences with creative that can be changed or updated throughout the day.

PRODUCT INFORMATION

— 100 Screens
— Size 55" LCD, MTA informational scroll
— Spot Length: :08
— Loop Length: :64
— Advertisers: 8
— Hours: 24/7*
— Static Only

COVERAGE

— Manhattan

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Situated above subway entrances, these digital displays are the most desirable full video street level screens in New York City! Located throughout Manhattan and Brooklyn, these “People Magnets” attract attention directly to your message when and where it is relevant — creating perfect point-of-purchase opportunities for your brand.

**PRODUCT INFORMATION**
- 100 Screens
- Size 55” LCD
- Spot Length: .05, .10, or .15
- Loop Length: :90
- Advertisers: 6
- Hours: 24/7*
- Static/Video

**COVERAGE**
- Manhattan

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These Digital Urban Panels are situated in highly traffic Brooklyn locations, including one of NYC’s busiest hubs, Atlantic Avenue, and positioned over subway entryway stairs. Advertising sits atop of an MTA information scroll, giving customers up to date information about subway service.

**STAIRWAY FACING**
- 6 Screens
- Size 55” LCD, MTA informational scroll
- Spot Length: 08
- Loop Length: 64
- Hours: 24/7*
- Static Only

**SIDEWALK FACING**
- 6 Screens
- Size 55” LCD
- Spot Length: 05, 10, or 15
- Loop Length: 90
- Hours: 24/7*
- Static/Video

**COVERAGE**
- Brooklyn

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METRO LIGHTS

Metro Light panels complement and fill in street furniture coverage in highly sought-after downtown locations. Our metro light panel coverage penetrates the downtown and center city regions - reaching educated, affluent professionals.

PRODUCT INFORMATION

— Illuminated
— 69"H x 48"W

COVERAGE

— See map for complete coverage
TIME WARNER CENTER
GREAT ROOM BANNERS

These gigantic illuminated banners are front and center to one of the busiest areas in NYC, providing your brand with an unmatched presence. Visible daily to 171,000 passersby/day, subway commuters, and 40,000 customers entering and exiting the subway in addition to traffic travelling through both Columbus Circle and Central Park. Don’t miss out on the chance to reach Time Warner Center’s 16 million annual visitors with your messaging!

PRODUCT INFORMATION

— TWC-2
— 2 Vertical Banners (Double-Sided)
— Front Entrance
— Size: 50’H x 12’W
This opportunity allows advertisers to make their mark with striking visibility at the main entrance to Time Warner Center and on Columbus Circle. The Entrance Transparency is visible to 171,000 passersby and 40,000 visitors each day. Take advantage of this valuable opportunity to impact the affluent consumers that frequent this lifestyle center.

PRODUCT INFORMATION
— > TWC-6
— > Vinyl Adhesive
— > Front Entrance
BROADWAY SHOWCASE

The Showcase is located in the heart of the action, offering excellent visibility to the 16 million people that visit the Center each year. Large format displays in this area of Manhattan are rare, so you don’t want to pass up on this golden opportunity to reach more than 171,000 daily passersby.

PRODUCT INFORMATION

— TWC-3
— 2 Displays
— 600 Sq. Ft.
— Front Entrance to Jazz at Lincoln Center
OVERSIZED ENTRANCE VITRINE BANNERS

The oversized Entrance Vitrine is a huge, vibrant backlit display positioned adjacent to the entrance of Time Warner Center. Standing at nine feet tall, this gigantic south facing vitrine provides a striking backlit display and showcases your brand for a well-to-do audience.

PRODUCT INFORMATION

— TWC-4
— 9’H x 6’W
— Front Entrance
INTERIOR VITRINES

Interior Vitrines are effective, vibrant displays located in prime locations throughout Time Warner Center’s first, second, third and fourth floors. Their expansive presence is impossible to miss and represents a perfect advertising opportunity for your brand to impact the 16 million people that visit Time Warner Center every year.

PRODUCT INFORMATION

- Backlit
- Located Throughout 4 Floors
- Sold In Packages of 10 Units
- 23 Panels
- Sizes Vary
DIGITAL VITRINES

Situated in strategic locations at the main entrances, Digital Vitrines are clearly visible to all consumers. As an added bonus, these illuminated screens are visible to street traffic on Columbus Circle through Time Warner Center’s striking glass façade.

PRODUCT INFORMATION

- TWC-10
- Located At Ground Floor Entrances
- Sold In Packages of 4 Directories
- Sizes Vary
- Spot Length: :15
- Loop Length: :90
- Video/Static

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EXHIBITION SPACE

Time Warner Center’s exquisite exhibit spaces provide an **ideal location for a full spectrum of activities and events**. There are four spaces located throughout the first and second floor where the advertiser can showcase experiential marketing opportunities such as taste testing, car displays, product exhibits, interactive media, and so much more. **Take advantage of this valuable opportunity to interact with Time Warner Center’s affluent guests.**

**PRODUCT INFORMATION**

- TWC-5
- TWC-5A: Great Room Exhibit Space (1st Floor)
- TWC-5B: North Gallery Exhibit Space (1st Floor)
- TWC-5C: South Gallery Exhibit Space (1st Floor)
- TWC-5D: 2nd Floor Exhibit Space
EAST HAMPTON AIRPORT

East Hampton Airport, the aerial gateway of eastern long island, offers an exclusive chance for advertisers to make a resounding impact on both locals and affluent vacationers from across the globe! With an average of 28,000 annual flights per year, East Hampton Airport’s bold and eye catching venues offers a fantastic opportunity for advertisers to capture the attention of not only the very rich, but also executives, media moguls, and film stars!

PRODUCT INFORMATION

— Backlit Displays: 72”H x 48”W
— Magazine Rack: 25”H x 55.25”W
— Posters: Various Sizes
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