WE GET YOU PHILADELPHIA.

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 (500K 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. Plus we make 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.
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 500K 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 (7 out of 10 Americans weekly), 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.
Connected on-the-go audiences receive and share information in soundbites, via mobile and social. 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.

OOH inspires us to search, shop, or share. This can be directly through social codes, QR codes, or mobile ads. Or indirectly through photographs, social posts, or searching for the brands.
LEVERAGE OUR EDGE

OUTFRONT’S 360° PARTNERSHIP APPROACH ENSURES YOU GET THE EDGE ON YOUR COMPETITION.

CONSULTATION
DEFINING YOUR CAMPAIGN
Tap into our insights team, Insiders platform, smartSCOUT™, or Geopath to find the best canvases to reach your audience or for campaign planning.

CREATIVE
THE MOST CREATIVE OF ALL MEDIUMS
Leverage our award winning in-house creative agency, OUTFRONT studios, to aid with anything from best practices to full campaign development.

PRODUCTION
LAUNCHING YOUR CAMPAIGN
Let’s launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION
TAKING YOUR MESSAGE FROM IRL TO URL
OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

ATTRIBUTION
TRACKING SUCCESS
Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Phone Calls, Tune In, and Brand Affinity.
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. In addition, 1 in 4 Americans has posted an OOH ad onto Instagram.

An integrated OOH and Facebook filter campaign reached 85.2 M people in 24 hours. 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 189% lift in SAR above the mobile alone benchmark beating out other digital platforms. Read more.
OUTFRONT’S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.

FOOTFALL
Footfall uses a consumer’s physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed.

ONLINE
Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand’s website or mobile app.

TUNE-IN
Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

LOCATION SURVEYING
On site surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. Awareness, ad recall, interest, and intent to buy attributes are measured, providing valuable insight around ROI and the true impact of the OOH buy.
OOH & MOBILE GROW TOGETHER

US Media 2020 Forecast

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

PHILADELPHIA
215.671.8411
SOURCE: MAGNA GLOBAL, 2019
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
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<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
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- ● INDICATES OUTFRONT MEDIA AVAILABLE
- ● INDICATES DIGITAL MEDIA AVAILABLE
- ● INDICATES WRAPPED MEDIA AVAILABLE

PHILADELPHIA
215.671.8411
<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 + SOCIAL NETWORKS</th>
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<td>Sacramento-Roseville, CA</td>
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<td>Virginia Beach et al, VA-NC</td>
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<td>49</td>
<td>Bridgeport-Stamford-Norwalk, CT</td>
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**INDICATES OUTFRONT MEDIA AVAILABLE**  **INDICATES DIGITAL MEDIA AVAILABLE**  **INDICATES WRAPPED MEDIA AVAILABLE**

PHILADELPHIA
215.671.8411
WE GET YOU PHILADELPHIA.

The City of Brotherly Love. With over 4.8 million people, Philadelphia is the economic and cultural center of the Delaware Valley. Known for its historical landmarks and cultural events Philadelphia is one of the top destinations for international and domestic tourism alike. With over 450,000 college students in the area and numerous biomedical and pharmaceutical companies, Philadelphia is one of the largest cities in the U.S. to target “eds and meds”. The corporate home to over 10 FORTUNE 500 companies, Philadelphia is one of the most diverse economies on the east coast.

WHY PHILADELPHIA?

— One of National Geographic’s Top 25 “Best Trips” in the world 2020.
— 3rd most populous downtown in the country.
— Home to the 2nd largest university population in the U.S.
— 6th largest workforce in the U.S. of just over 3 million.
— Ranked 8th largest life science hub in the U.S.
— Named a Top 20 Emerging Startup Hub by Technet.
— Ranked #1 most sports crazed cities in the US (NFL Eagles, MLB Phillies, NHL Flyers, NBA Sixers).
— Home to the James Beard Foundation award for best restaurant in America (2019) and many other culinary award-winners.

In Philadelphia, OUTFRONT reaches 97% of the CBSA consumers weekly.
### PHI AREA 4.80 MILLION CBSA

**Profile**

- **African American**: 20.4%
- **Asian**: 6.3%
- **White**: 60.3%
- **Hispanic/Latino**: 10.3%
- **Other/Mixed**: 2.5%

#### Employment and Travel Statistics

- **College Degree or higher**: 44%
- **Total miles traveled past week**: 148 mi.
- **Time spent traveling to and from work each day**: 33 min.
- **Female**: 52%
- **White-collar occupation**: 66%
- **Male**: 48%
- **Blue-collar occupation**: 16%
- **Drive alone or carpooled**: 73%
- **Employed**: 60%

**Source:** US Census (2020 Update), Scarborough Research 2019, Philadelphia CBSA.
# 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 BILLBOARDS</td>
<td>19</td>
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<tr>
<td>JR POSTERS</td>
<td>21</td>
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<tr>
<td>WALLSCAPES</td>
<td>23</td>
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<tr>
<td>TRESTLES</td>
<td>25</td>
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<tr>
<td>STREET FURNITURE</td>
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<tr>
<td>BIKE SHARES</td>
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<tr>
<td>METRO LIGHTS</td>
<td>30</td>
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<tr>
<td>SECOND SCREEN MEDIA</td>
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<tr>
<td>MOBILE NETWORK</td>
<td>33</td>
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<tr>
<td>SOCIAL INTEGRATION</td>
<td>34</td>
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</tbody>
</table>
BILLBOARDS
Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Philadelphia Metro area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

**PRODUCT INFORMATION**

- Sizes vary by location

**COVERAGE**

- I-95
- Atlantic City Expressway
- Schuylkill Expressway
- Stadium Area
- Airport Coverage
OUTFRONT’S BULLETIN INVENTORY COVERS ALL MAJOR ROADWAYS FROM PHILADELPHIA TO ATLANTIC CITY, NJ
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**
- 20'H x 60'W
- 14'H x 48'W
- 16'H x 60'W
- 10'H x 30'W

**COVERAGE**
- Stadium Area
- I-95
- King of Prussia
- Walt Whitman Bridge
- PA Turnpike
- Atlantic City
OUTFRONT’S DIGITAL INVENTORY OFFERS EXTENSIVE COVERAGE THROUGHOUT THE METRO AREA.
Junior posters extend brand awareness and offers point-of-purchase opportunities on the local level to vehicular traffic and pedestrians. Their smaller canvas allows these signs to infiltrate in local neighborhoods, where bulletins and posters are zoned out.

**PRODUCT INFORMATION**
- 5’H x 11’W

**COVERAGE**
- NJ Waterfront Entertainment District
- Trenton, NJ
- Wilmington, DE
- Atlantic City, NJ
OUTFRONT'S POSTER INVENTORY COVERS SECONDARY ROADWAYS IN BUSY URBAN AREAS

PHILADELPHIA
215.671.8411

BACK TO MEDIA FORMATS
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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**
- Center City
- NJ Entertainment District
WALLSCAPE COVERAGE

Across Philadelphia

OUTFRONT’S LARGE FORMAT WALLS REACH COMMUTERS WHERE BILLBOARDS ARE ZONED OUT.
Trestles draw local engagement with unique, large formats near ground level. Located above key intersections and integral choke points throughout the Philadelphia DMA, Bridge Trestles provide your message with tremendous visibility to both cars and residents. Motorists must drive directly under these units with a head-on approach, nearly guaranteeing that your audience will see your message.

PRODUCT INFORMATION
— Sizes Vary

COVERAGE
— Bordentown, NJ
— Woodbury, NJ
— Pennsauken, NJ
— Bristol, PA
STREET FURNITURE
Increasingly, bike shares are becoming part of the urban landscape in Philadelphia. These units attract white collar, blue collar and millennial demographics alike. Connect your brand message to the community in an eco-friendly advertising environment in some of the most desirable urban neighborhoods.

**PRODUCT INFORMATION**

- **Static**
  - 52.5"H x 25"W
- **Digital**
  - 8 sec spots/8 advs
  - 1980pxH X 1080pxW

**COVERAGE**

- Center City Business District
- Theatre District
- Chinatown
- University City
- South Philly
- Fishtown/Old City
- Navy Yard
- Stadium Area
- Delaware River Trail
- Temple University
- Rittenhouse
EXCLUSIVE BIKE SHARE STATIONS ARE LOCATED IN HIGH TRAFFIC AREAS THAT REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.
Metro lights are an undeniable part of the urban commute in Philadelphia. These units are ideal for connecting with upscale retail shoppers, affluent commuters, arts and culture audiences and tourists in the most desirable and highly sought after areas of center city.

**PRODUCT INFORMATION**
- 67”H x 46”W

**COVERAGE**
- Downtown Business District
- Theatre District
- Chinatown
EXCLUSIVE METRO LIGHTS LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.
SECOND SCREEN MEDIA
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.

**PRODUCTS**
- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

**LOCATED IN THE TOP 50 MARKETS**
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
Organic
- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes
Paid
- AR
- Influencers

LOCATED IN THE TOP 50 MARKETS

PHILADELPHIA 215.671.8411