WE GET YOU SAN DIEGO

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 (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.
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.
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. 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.


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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

MOBILE: +23.1%
PRINT: -3.7%
DESKTOP: -7.6%
TV: -13.9%
RADIO: -2.5%
OOH: 5%
ALL MEDIA: 41%

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 + SOCIAL NETWORKS</th>
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- ● INDICATES OUTFRONT MEDIA AVAILABLE
- ● INDICATES DIGITAL MEDIA AVAILABLE
- ● INDICATES WRAPPED MEDIA AVAILABLE

SAN DIEGO CA
619.283.7074
<table>
<thead>
<tr>
<th>Rank</th>
<th>Market</th>
<th>Population</th>
<th>Bulletins</th>
<th>Wallscapes</th>
<th>Junior Posters</th>
<th>Commuter Rail &amp; Subway</th>
<th>Buses</th>
<th>Street Furniture</th>
<th>Specialty</th>
<th>Mobile &amp; Social Networks</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE
MEDIA ACROSS SAN DIEGO
WE GET YOU SAN DIEGO

This metropolitan area is one of the largest in the United States. From Downtown to North County, Pacific Beach to Apline, we have you covered in this fast growing and diverse community with sunshine to share. The city is home to the San Diego Padres and host of the massively popular “Comic Con” at the downtown convention center. It is also ranked in the top five most popular destinations in the U.S. with over 35 million visitors per year.

WHY SAN DIEGO?

— It is the 2nd largest city in California and the 8th largest in the US.
— San Diego has sunshine on average 263 days per year.
— San Diego is home to a variety of attractions such as: The San Diego Zoo, SeaWorld, LEGOLAND, and the San Diego Zoo Safari Park. Combined these attractions bring over 13 million visitors per year.

In San Diego, OUTFRONT reaches 99% of the DMA consumers weekly.
SAN DIEGO

Profile

Hispanic/Latino: 35%
Asian: 12.03%
White: 43.7%
African American: 4.6%
Other/Mixed: 4.5%

College Degree or higher: 46.4%
Female: 50%
Time spent traveling to and from work each day: 31 min.
Drive alone or carpooled: 84.6%

Total miles traveled past week: 149 mi.
White-collar occupation: 64%
Blue-collar occupation: 15.5%
Employed: 66.4%

SAN DIEGO AREA 3.37 MILLION CBSA

SOURCE: SCARBOUROUGH RESEARCH 2018, SAN DIEGO, CA CBSA, US CENSUS.
**MEDIA FORMATS**

<table>
<thead>
<tr>
<th>Section</th>
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<tbody>
<tr>
<td>BILLBOARDS</td>
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<tr>
<td>BULLETINS</td>
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<td>DIGITAL BULLETINS</td>
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<td>POSTERS</td>
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<td>SPECTACULARS</td>
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<td>WALLSCAPES</td>
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<td>SECOND SCREEN MEDIA</td>
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<td>MOBILE NETWORK</td>
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</tr>
<tr>
<td>SOCIAL INTEGRATION</td>
<td>31</td>
</tr>
</tbody>
</table>
One of our largest advertising formats, bulletins offer a powerful impact on audiences across the market. Located on key highways, intersections and integral choke points throughout the San Diego area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

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

**COVERAGE**
- See map for complete coverage
Add an extra layer to your campaign through a digital execution located on San Diego's busy I-15 freeway. Target North and/or Southbound traffic and easily change creative to trigger audiences based on time of day. Copy is subject to approval by local ordinance.

**PRODUCT INFORMATION**
- LED Display
- 13’H x 46’W
- 8 Sec Spot
- Loop 64 Sec
- PSA/Non-Profit Advertisers Only

**COVERAGE**
- See map for complete coverage
DIGITAL BULLETIN COVERAGE

ONLY DIGITALS IN NORTH COUNTY AND 2ND OVERALL IN SAN DIEGO

SAN DIEGO CA
619.283.7074
POSTERS

Located on both freeways and surface streets, Posters allow advertisers to pinpoint a chosen audience and saturate the market. Posters, positioned along roadways and in urban areas, extend brand awareness on the local level. These street visible canvases allow OOH to infiltrate in local neighborhoods.

PRODUCT INFORMATION

- 10'5"H x 22'8"W
- Odd Sizes
- Extensions vary by location. Please Inquire

COVERAGE

- See map for complete coverage
A rare format in San Diego, these Spectaculars provide an advertiser with that extra space to stand out and amplify your brand message. Located along San Diego’s busiest freeways, these boards bring in almost 1 million impressions per week!

**PRODUCT INFORMATION**
- 20’ x 64’

**COVERAGE**
- I-5 Freeway
- I-805 Freeway
Be the star of the show at Comic Con with one of the **biggest and best placed trio of walls** at the entire event! Centered between the main event at the Convention Center and the Interactive Zone at Petco Park, these Walls will undoubtedly **capture the attention of attendees and more** in a dominating, eye popping fashion!

**PRODUCT INFORMATION**

- Seasonal Availability, Please Inquire
- Sizes vary by location

**COVERAGE**

- San Diego Convention Center Parking Garage
Captivate and demand the attention of audiences at the Fashion Valley Mall, an upscale, open-air shopping center. **Target luxury shoppers** at one of San Diego’s most exclusive lifestyle centers which offers a collection of over 200 high end stores.

**LUXURY STORES ON SITE**
- Louis Vuitton
- Gucci
- Neiman Marcus
- Prada
- Tesla
- Rolex
- Burberry
- Salvatore Ferragamo
- Hermes
- Balenciaga
- Chanel
- Lululemon
- Fendi
- and more...

**PRODUCT INFORMATION**
- 10 Walls at Fashion Valley Mall
- Vary in Size
- Illuminated
- Vinyl
- Copy subject to approval by Fashion Valley Mall
FASHION VALLEY MALL WALLSCAPE COVERAGE

SAN DIEGO'S LARGEST MEDIA FORMAT, EXCLUSIVELY AT OUTFRONT
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**

MOBILE NETWORK

SAN DIEGO CA
619.283.7074

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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

SAN DIEGO CA
619.283.7074

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BACK TO MEDIA FORMATS