WE GET YOU SAN FRANCISCO BAY AREA.

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 and 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.

SAN FRANCISCO BAY AREA
510.527.3350
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.
AUDIENCES ARE EVERYTHING AND WE DELIVER THE RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT TIME. WHO DO YOU WANT TO GET TODAY?
AMPLIFICATION MATTERS.

OUTFRONT is the best primer for digital engagement.

SEARCH
When OOH is added to the media mix, it increases search’s return on ad spend by 40%.
OOH drove 170% increase in search for a fashion brand in Boston in only 4 weeks. Read more.

SOCIAL
OOH drives nearly 4x more social/digital activations, per ad dollar spent, than any other media.
A contextually relevant domination drove 335M earned press and social impressions. Read more.

MOBILE
Consumers are 48% more likely to engage with a mobile ad after being exposed to the same ad on OOH first.
OOH & mobile drove an 85% lift in engagement and over 32,600 store visits to WeWork in 4 weeks. Read more.
OOH & MOBILE GROW TOGETHER

US Media 2019 Forecast

-7.2% TV
-6.2% INTERNET (EXCEL MOBILE)
-17.8% PRINT
-4.2% RADIO
2.5% OOH
2.0% ALL MEDIA

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

SAN FRANCISCO BAY AREA
510.527.3350
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
### TOP 50 MARKETS

<table>
<thead>
<tr>
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<th>SPECIALTY</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE   ● INDICATES DIGITAL MEDIA AVAILABLE   ● INDICATES WRAPPED MEDIA AVAILABLE
MEDIA ACROSS THE SAN FRANCISCO BAY AREA
WE GET YOU SAN FRANCISCO BAY AREA.

Considered the tech capital of the world with over 20% of employed adults in the tech industry, San Francisco leads the nation in innovation and early adopters of tech. Home to 7.9 Million people with a Median HHI of $105,000, 70% above the national average. Home to many iconic landmarks, including one of the Seven Wonders of the World, The Golden Gate Bridge. San Francisco brings in over $9 Billion in tourism spending annually. In addition to tech and tourism, The Bay Area is powered by finance, health, and hospitality creating one of the strongest economies in the nation.

WHY SF BAY AREA?

— Ranked #2 affluent metro area in the US
— The nation’s most educated work force with 50% having a college degree of higher
— Dominates the list of ‘Top Locations for VC Investment; Over $17 Billion was invested in Q1 2018
— Considered the 2nd Best City for Public Transportation

In The San Francisco Bay Area, OUTFRONT reaches 95.7% of the CBSA consumers weekly.
SAN FRANCISCO BAY AREA

Profile

African American 7%
Asian 23%
White 58%
Hispanic/Latino 14%
Other/Mixed 4%

College Degree or higher 52%
Female 51%
Time spent traveling to and from work each day 31 min.

Blue-collar occupation 13%
Drive alone or carpooled 72%
Employed 61%

Total miles traveled past week 150 mi.
White-collar occupation 70%

BAY AREA 3.79 MILLION CBSA

SAN FRANCISCO BAY AREA
510.527.3350
SOURCE: US CENSUS 2018, SCARBOROUGH RESEARCH 2017, SAN FRANCISCO,CA CBSA.
# MEDIA FORMATS

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BILLBOARDS
Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the San Francisco Bay 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 630’W
- Sizes vary by location
- Extensions available on some units

**COVERAGE**
- Bay Area Wide
STREET LEVEL AND FREEWAY COVERAGE SPANNING THE ENTIRE SAN FRANCISCO DESIGNATED MARKET AREA.
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 **unparalleled and relevant messaging**.

**PRODUCT INFORMATION**
- **LED Bulletin Sizes**:
  - 14'H x 48'W
  - 20'H x 60'W
  - Sizes vary by location
  - 8 // .08 Spots
- **LED Poster Size**
  - 15'H x 30'W
  - 8 // .08 Spots

**COVERAGE**
- Major Highways
- Bay Bridge
- San Francisco Int’l Airport
- Oakland Coliseum/Oracle Arena
- Palo Alto
- Silicon Valley
- Fisherman’s Wharf
DIGITAL BULLETINS COVERAGE

Target Major Highway Commuters and Daily Drivers

TIMELINESS, RELEVANCE, AND NO PRODUCTION COST MAKES DIGITAL BULLETINS AN UNRIVLED MEDIA FORMAT
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 densely populated downtown areas and vary in size, providing endless creative options.

**PRODUCT INFORMATION**
- Sizes vary by location

**COVERAGE**
- Financial District
- Downtown
- Union Square
- South of Market
- Chinatown
- Oakland Int’l Airport
- Bay Street/Emeryville
OUTFRONT’S LARGE FORMAT WALLS REACH COMMUTERS THROUGHOUT DOWNTOWN SAN FRANCISCO
Posters offer advertisers a repetitive journey throughout densely populated San Francisco and other Bay Area neighborhoods, giving each campaign tremendous reach and frequency. Posters are strategically located in the line of sight to maximize advertising potential.

**PRODUCT INFORMATION**
- 10'8"H x 22'6"W
- 12'H x 24'W

**COVERAGE**
- Densely populated neighborhoods and surface streets
POSTER COVERAGE®

Complete San Francisco Bay Area Penetration

REACHING A WIDE VARIETY OF AUDIENCES, POSTERS OFFER ULTIMATE REACH AND FREQUENCY
Located in densely populated neighborhoods where panels are within blocks of each other; keeping your brand top of mind to vehicular and pedestrian traffic 24/7.

Eye-level to the most important people - audiences, your messaging is available at the point of purchase, directly connecting your brand with your desired audience.

PRODUCT INFORMATION
- 6’H x 12’W
- Targeted Audiences on request basis

COVERAGE
- San Francisco Bay Area wide
JUNIOR POSTER COVERAGE

Densely Populated and Diverse Neighborhoods

JUNIOR POSTERS PENETRATE A WIDE VARIETY OF NEIGHBORHOODS, REACHING YOUR TARGET AUDIENCE
Standing high above the interstate, the Towers create **ultimate brand awareness amongst daily commuters, sports enthusiasts, and event goers.** I-880 is one of The Bay Area’s most congested roadways, running from Oakland to San Jose. The Coliseum hosts over 130 sporting events, numerous concerts and other events annually.

**PRODUCT INFORMATION**
- 48’H x 25’W

**COVERAGE**
- Oakland Coliseum/Oracle Arena
- Interstate 880
Oakland International services over 12 Million passengers annually. With easy access to downtown San Francisco and Oakland, this airport services 60% business travelers a year, reaching an affluent, upscale and educated audience.

Placed at the entrance gates, exit ramp and throughout the airport, Bulletins and Walls reach consumers on the go; upon arrival and again during departure, travelers and vehicular traffic will keep your brand top of mind as they are jetsetting or picking up friends and family.

PRODUCT INFORMATION

- Walls
  - 28’H x 96’W
  - 48’H x 285’W
  - 40’H x 50’W
- Bulletins
  - 20’H x 60’W
  - 14’H x 48’W
  - 7’H x 24’W
  - 10’H x 34’W

COVERAGE

- Oakland International Airport
BART MEDIA

Influence a captive audience of over 432,000 daily riders, with tremendous impact and frequency at high-profile locations. Rail advertising on BART’s 5 lines offer unparalleled reach and frequency to some of the most savvy, diverse, and affluent audiences in The Bay Area.

BART advertising provides exceptional value and is the perfect way to command the attention of busy commuters in an otherwise hectic environment.

STATION MEDIA
- 2-Sheet Posters
- Station Kings
- Shelter Dioramas
- Illuminated Piers
- Platform Digital Network
- Station Dominations
- Wrapped Tunnels

RAIL CAR MEDIA
- Exterior Wrapped Trains
- Interior Rail Car Cards
- Interior Rail Brand Trains
BART REACHES A CAPTIVE AUDIENCE 2 TIMES A DAY, 22 TIMES A MONTH.
Forge new relationships with the Bay Area’s 432,000+ daily riders through BART 2-Sheet Posters spread throughout the system. Send multiple messages to commuters at all their stopping points!

Situated on both, the concourse and platform station levels throughout the Bay Area, these vibrant and detailed 2-Sheet Posters target key audience profiles.

**PRODUCT INFORMATION**
- 46”H x 60”W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
BART DIORAMAS

Brightly illuminated backlit Dioramas reach the commuting masses as they wait for the train or enter and exit the stations. These eye-catching displays are located across the system providing targeted exposure for your creative message.

PRODUCT INFORMATION

- Backlit
- 68.5"H x 47.5"W

COVERAGE

- Select Stations
- Targeted audience on a request basis
Situated above escalators, stairwells, above ticket machines and at entrances/exits, Kings cannot be missed as passengers move throughout the station. The combination of dwell time and high impact make it a fantastic stand alone product as well as an integral part of a station domination.

PRODUCT INFORMATION
- 30”H x 144”W

COVERAGE
- Systemwide
- Targeted audience on a request basis
Demand attention at BART’s hectic stations with large, dominant and vibrant Illuminated Piers. Positioned along the concourse, creative messaging reaches the commuting masses as they enter and exit the station, allowing an unrivaled connection to multiple audiences.

PRODUCT INFORMATION
- Illuminated
- 87.25"H x 87.25"W

COVERAGE
- Downtown Stations
- Embarcadero / Montgomery / Powell
Maximize on long dwell time and engage a captive audience with BART Station Platform Digital Networks. Placed across track, displays are unavoidable, dominating passengers line of sight.

BART Digital Networks add value to the commuter journey by providing them with valuable sports, weather, and other editorial content.

**PRODUCT INFORMATION**
- 83”H x 87”W
- 1080px H x 1920px W
- 8 - 15 second spots/ 3 minute loop*
- Video Format: mpeg/.mov
- Static Format: jpeg

**COVERAGE**
- 6 Digital Displays in both, Montgomery and Powell Stations

**LOOP BREAKDOWN**
- 8 OUTFRONT Ads
- 4 BART Content
BART STATION DOMINATIONS

Dominate your desired audience 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

— Embarcadero
— Montgomery
— Powell
— Civic Center/UN Plaza
— 12th St Oakland
— 16th St Mission
— 24th St Mission
— Dublin/Pleasanton
— Fremont
— Oakland Coliseum/OAK Int’l Airport
— San Francisco Int’l Airport
— Walnut Creek
— West Dublin/Pleasanton

SAN FRANCISCO BAY AREA
510.527.3350
BART TRAIN WRAPS

Wrapped Cars are one of BART’s most unique media forms. These rail cars are huge traveling bulletins that create major brand buzz as they travel throughout the system. Trains go both above and underground reaching vehicular traffic along key highways, onlookers, and riders as they are waiting for the train to arrive.

PRODUCT INFORMATION

- Coverage on both sides including doors
- No Window Coverage
- Sizes vary

COVERAGE

- Systemwide
BART INTERIOR CAR CARDS

Reach a captive audience. Interior car cards are bold media formats directly in sight of commuters throughout their entire trip. Long rides in and out of downtown SF means commuters can ‘take in’ your message and identify with your brand.

PRODUCT INFORMATION

- 22”H x 21”W

COVERAGE

- Systemwide
BART INTERIOR BRAND CARS

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

- 6 Units / 22"H x 21"W

COVERAGE

- Systemwide
MUNI MEDIA

Reaching daily commuters and San Francisco locals, MUNI is the city dwellers transit choice. With media located in key MUNI stations operated by BART, creative messaging is seen by over 1 Million people monthly.

Whether you're dominating an entire station, or adding a 2-Sheet frequency program, MUNI advertising provides exceptional value and is the perfect way to command the attention of busy commuters.

STATION MEDIA

— 2-Sheet Posters
— Station Dominations
MUNI STATION DOMINATIONS

Dominate your desired audience 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

— Embarcadero
— Montgomery
— Powell
— Civic Center/UN Plaza
— Castro
— Church
Command the attention of daily MUNI riders with 2-Sheet Posters spread throughout key station. Send multiple messages to commuters at all their stopping points!

Situated on platform station levels in the eight BART operated MUNI Stations, these eye-catching 2-Sheet Posters target desirable transit audiences.

**MUNI 2-SHEET POSTERS**

**PRODUCT INFORMATION**
- 46”H x 60”W

**COVERAGE**
- Embarcadero, Montgomery, Powell, Civic Center, Van Ness, Castro, Church and West Portal Stations
- Targeted audience on a request basis

SAN FRANCISCO BAY AREA
510.527.3350
SOURCE: BART FY18

BACK TO MEDIA FORMATS
Reach upscale commuters from outside the city in all parts of the wealthy suburbs of The Bay Area who use CalTrain to and from downtown business districts. Cal Train serves over 1.3 Million riders a month, Cal Train advertisers can spend time with this desirable affluent demographic twice a day, 22 ‘work days’ a month while commuters are on the train, waiting for the train and walking through 4th & King Station.

STATION MEDIA
- 4th & King Station Domination
- Wrapped Trains
- Liveboard Digital Network

COUNTY COVERAGE
- San Francisco
- San Mateo
- Santa Clara
CAL TRAIN REACHES THE MOST AFFLUENT AND EDUCATED TRANSIT SYSTEM IN CALIFORNIA
CAL TRAIN STATION DOMINATION

Dominate the media landscape in San Francisco’s only above ground rail station at the 4th & King Station.

Station Dominations transform commuters’ daily ride into a total brand experience, delivering multiple campaign messages.

PRODUCT INFORMATION

— EXTERIOR MEDIA
  — Double Sided Pennants
  — Column Wraps
  — Plaza Window Wall
  — Ticket Window Wall
  — Station Barriers

— INTERIOR MEDIA
  — Ticket Window Wall
  — Column Wraps
  — Hanging Banners
  — Liveboards

SAN FRANCISCO BAY AREA
510.527.3350
CAL TRAIN WRAPS

65,000 + commuters travel daily into San Francisco and through Silicon Valley from upscale Bay Area suburbs via Cal Train.

This 100% above ground rolling canvas targets daily commuters, weekend riders, and locals as they travel from Downtown San Francisco to the congested san Jose Business Corridor.

PRODUCT INFORMATION

— 18’H x 85’W ad space
— Locomotive: 1 Train
— Full Five: 5 Trains

COVERAGE

— 32 Stations
— 43 Vehicle Street Crossings
— 24 Over/Underpass Crossings

KEY STOPS

— AT&T Park
— Palo Alto/Stanford
— SAP Center
CAL TRAIN LIVEBOARD NETWORK

Reaching over 65,000 of the Bay Area's most educated, upscale and affluent transit audience daily, liveboards demand attention in an otherwise hectic commuter environment. Keep commuters actively engaged and informed as they enter and exit the station or seek train schedule information.

PRODUCT INFORMATION
- 14 Interior Liveboards // 56.3"H x 31.7"W
- Spots: 8 // :15
- Loop Length // 2 minutes
- Static and Full Motion

COVERAGE
- San Francisco's 4th & King Station
Influence a captive audience of over 10 Million annual riders, with tremendous impact and frequency at high-profile locations. Light Rail advertising traveling throughout Silicon Valley offers unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in Santa Clara County.

Light Rail advertising provides exceptional value and is the perfect way to command the attention of busy commuters in a captive setting.

STATION MEDIA
- Posters
- Dominations

RAIL CAR MEDIA
- Interior Car Cards

COUNTY COVERAGE
- Santa Clara County
KEY STATIONS LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.
VTA LIGHT
RAIL STATION
DOMINATIONS

Dominate the Rail 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
— San Jose Convention Center
— Mountain View
— Diridon
VTA LIGHT RAIL WRAPS

This dominating media form cannot be missed as it moves through Santa Clara County’s densely populated areas - The ultimate mass reach media. Rolling through the “Tech Capitol” of the world, wrapped trains pass by many of the heavy-hitters in the tech community, reaching Silicon Valley’s elite. These rolling canvases make a lasting impression on the daily commuter, pedestrian and vehicular traffic passerby.

PRODUCT INFORMATION

— 11' H x 80' W

COVERAGE

— Santa Clara County
— San Jose
— Silicon Valley

99% OF PEOPLE COVERED IN THE U.S.
JUST LIKE AT&T AND VERIZON.

99% OF PEOPLE COVERED IN THE U.S.
JUST LIKE AT&T AND VERIZON.
Forge new relationships with Silicon Valley VTA riders through Light Rail Platform Posters spread throughout the system. Send multiple messages to Light Rail commuters at all their stopping points!

Situated on the platforms and walkways throughout Silicon Valley, vibrant and detailed Platform Posters target key demographics — both multicultural and upscale audiences.

**PRODUCT INFORMATION**
- 28"H x 22"W
- 40"H x 22"W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
Situated between two rail cars, the Center Stage draws the eye straight to your creative messaging, keeping your brand top of mind. Center Stages reach Silicon Valley’s affluent consumers where they live, work and play to ensure the attention of daily riders and vehicular traffic. This medium allows for unlimited artistic possibilities with the ability to spark interest and garner buzz around campaigns.

**PRODUCT INFORMATION**
- 132"H x 120"W

**COVERAGE**
- Santa Clara County
- Silicon Valley
- Downtown San Jose
VTA LIGHT RAIL INTERIOR CAR CARDS

Create **awareness by saturating the environment** and captivating the rail audience by with this eye-catching format.

Messaging resonates with rail riders **two times a day and 20+ times a month** - capture the attention of a completely captive audience.

**PRODUCT INFORMATION**
- 11"H x 28"W

**COVERAGE**
- Systemwide
- Santa Clara County
- San Jose
- Silicon Valley
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 every day. This big, bold, in your face format becomes part of our everyday outdoor life and offers information in a unique and powerful way. When it comes to visibility, reach and frequency, no other media type builds brands The Bay Area.

EXTERIOR BUS MEDIA
- Kings
- Kongs
- Headliners
- Extensions
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps
- Queens

INTERIOR BUS MEDIA
- Interior Bus Cards
VTA BUS COVERAGE

Market Wide Coverage Reaching the Metro Area

STREET LEVEL COVERAGE REACHING SANTA CLARA COUNTY’S HIGHLY DESIRED NEIGHBORHOODS.
VTA BUS KINGS

Impact the most densely populated and diverse areas with Bus Kings, the ultimate mass reach media in Santa Clara County. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

PRODUCT INFORMATION

- 30"H x 144"W
- Add a Headliner and/or Extension for more impact!

COVERAGE

- Systemwide
- Targeted audience on a request basis
VTA BUS KONGS

An extension of the traditional Bus Kings, with over 19 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. **Impact vehicular and pedestrian traffic throughout bustling Santa Clara County**

PRODUCT INFORMATION

- 42"H x 228"W
- Add a Headliner and/or Extension for more impact!

COVERAGE

- Systemwide
- Targeted audience on a request basis
Ultra Super Kings travel the lively streets of Santa Clara County and the surrounding neighborhoods providing advertisers with large format “rolling billboard” presence where traditional media is zoned out.

PRODUCT INFORMATION
- 108”H x 228”W

COVERAGE
- Systemwide
- Targeted audience on a request basis
VTA BUS TAILS

Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Dominate the city with Tails for frequent exposure and high reach and frequency. As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION
— 21”H x 72”W

PRODUCT INFORMATION
— Systemwide
— Targeted audience on a request basis
VTA BUS FULLBACKS

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

PRODUCT INFORMATION
- 108”H x 84”W

PRODUCT INFORMATION
- Systemwide
- Targeted area/demographic on a request basis
Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that demands the attention of audiences and make it impossible to ignore.

**PRODUCT INFORMATION**

- Sizes vary based on bus type

**COVERAGE**

- Systemwide
- Targeted audience on a request basis
Strategic placement of your ad on VTA buses gives your message unique mobility. **Bus Queens** let your message resonate as they reach diverse demographic clusters all over the county.

**PRODUCT INFORMATION**
- 30”H x 88”W

**COVERAGE**
- Systemwide
- Targeted audience on a request basis
Maximize on long dwell time and engage a captive audience with Bus Interior Cards.

Increase your campaign’s reach and frequency by including Interior Cards with any media mix.

PRODUCT INFORMATION

- 11”H x 28”W

COVERAGE

- Systemwide
- Targeted audience on a request basis
A larger-than-life, three sided bulletin on wheels, Double Decker Wrapped Buses travel the tourist destinations looping around town, ensuring that your message is always seen in the most important and high traffic areas of the City by the Bay.

**PRODUCT INFORMATION**

- 116”H X 412”W
- 126”H X 108”W
- DD wrapped buses cover side windows, but no door windows, driver windows and front coverage

**COVERAGE**

- Union Square
- Fisherman's Wharf
- Haight-Ashbury
- Golden Gate Park
- Chinatown
- Alamo Square
- Pier 39
- Golden Gate Bridge
BIG BUS DOUBLE DECKER COVERAGE

Market Wide Coverage Reaching the Metro Area

TARGET THE TOP TOURIST ATTRACTIONS IN SAN FRANCISCO
STREET FURNITURE
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 areas; reaching educated, affluent professionals.

**PRODUCT INFORMATION**
- Illuminated
- 67”H x 46”W

**COVERAGE**
- Downtown San Francisco
- Financial District
- Embarcadero
- Union Square
- Chinatown
METRO LIGHTS COVERAGE
Covers Downtown San Francisco

METRO LIGHTS REACH A PROFESSIONAL, EDUCATED AUDIENCE THROUGHOUT THE DOWNTOWN AREA
Transit Shelters reach the masses; those on the go, offering each campaign great reach and frequency. Positioned along main roadways, shelters cover areas where traditional media is zoned out or unavailable. Illuminated from dusk to dawn, providing clear visibility to vehicular and pedestrian traffic.

**PRODUCT INFORMATION**
- Illuminated
- 67"H x 48"W
- Wrapped Shelters Available

**COVERAGE**
- Marin County
- Contra Costa County
- San Mateo County
TRANSIT SHELTER COVERAGE

Located in the three key Bay Area Counties

TARGETING AUDIENCES ON THE GO, TRANSIT SHELTERS OFFER UNMATCHED REACH AND FREQUENCY
FERRY TERMINAL SHELTERS

Reaching daily commuters two times a day, Ferry Terminal Shelters uniquely target business commuters, tourists, and leisure passengers as they travel between San Francisco, Marin, and Oakland.

PRODUCT INFORMATION
— 68”H x 47.25”W

COVERAGE
— San Francisco
— Larkspur
Located in the line of sight on access paths to the Arena and Coliseum, kiosks have the wow factor your brand wants. With 3.6 Million annual visitors, your brand will reach the affluent and sports enthusiast audiences.

**PRODUCT INFORMATION**
- 11’3/4”H x 4’2 1/4”W

**COVERAGE**
- Walkways and Promenade
- Oracle Arena/Oakland Coliseum Parking Lots
Located throughout the parking lot, Coliseum flags provide **unrivaled frequency to maximize exposure**. With every home game or event, sports enthusiasts and event go-ers are able to connect with your brand directly. The Coliseum hosts over **130** sporting events and numerous concerts and events annually, reaching people entering and exiting the parking lot.

**PRODUCT INFORMATION**

— 72"H x 24"W

**COVERAGE**

— Oracle Arena/Oakland Coliseum Parking Lot
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

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BACK TO MEDIA FORMATS