

OUTFRONT/

WE GET YOU BOSTON.

Media Across The Market



BOSTON
781.792.2123

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MASTERING THE ART & SCIENCE OF OOH /

OUTFRONT /

At OUTFRONT, we understand that to brands, audiences are everything. Our media impacts people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to **helping people, places, and business grow stronger.**

We are masters of the Art & Science of OOH. We continue to add intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solutions designed to reach and measure impact against your desired audience. Plus, we understand the power of creative, so we offer access to our Cannes Lions award-winning in-house agencies.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

We are OUTFRONT by name and OUTFRONT by nature. We are front and center in the places where people live, work, and play. From neighborhoods and communities to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases & 14.1B weekly impressions), our national footprint (25 top markets), and our local community connections (and relevance).

**Welcome to America's most visible
and most versatile media network.**

**Welcome to OUTFRONT.
We get you America.**

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IMPACT WHERE IT MATTERS /

WE LEVERAGE THE POWER OF **TECHNOLOGY, LOCATION, AND CREATIVITY** TO DRIVE IMPACTFUL ENGAGEMENTS BETWEEN BRANDS AND **AUDIENCES.**



TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and data to make your campaigns targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research, proprietary geospatial data, 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

At its heart, OOH is a location based medium allowing smart brands to leverage contextual relevance. With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth 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.

CREATIVITY

Creative drives 70% of an ad’s effectiveness and OOH is the most creative medium out there. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Leverage our Cannes Lions award-winning in-house creative agencies for best in class creative services and dynamic digital add-ons.

OOH DRIVES SUCCESS /

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the #1 preferred media format for Millennials and GenZ. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations.

CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.

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SOURCE: 1. DYNATA & INSIGHTS FOR MOVE 2022 2. EBAY

AWARENESS¹

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION¹

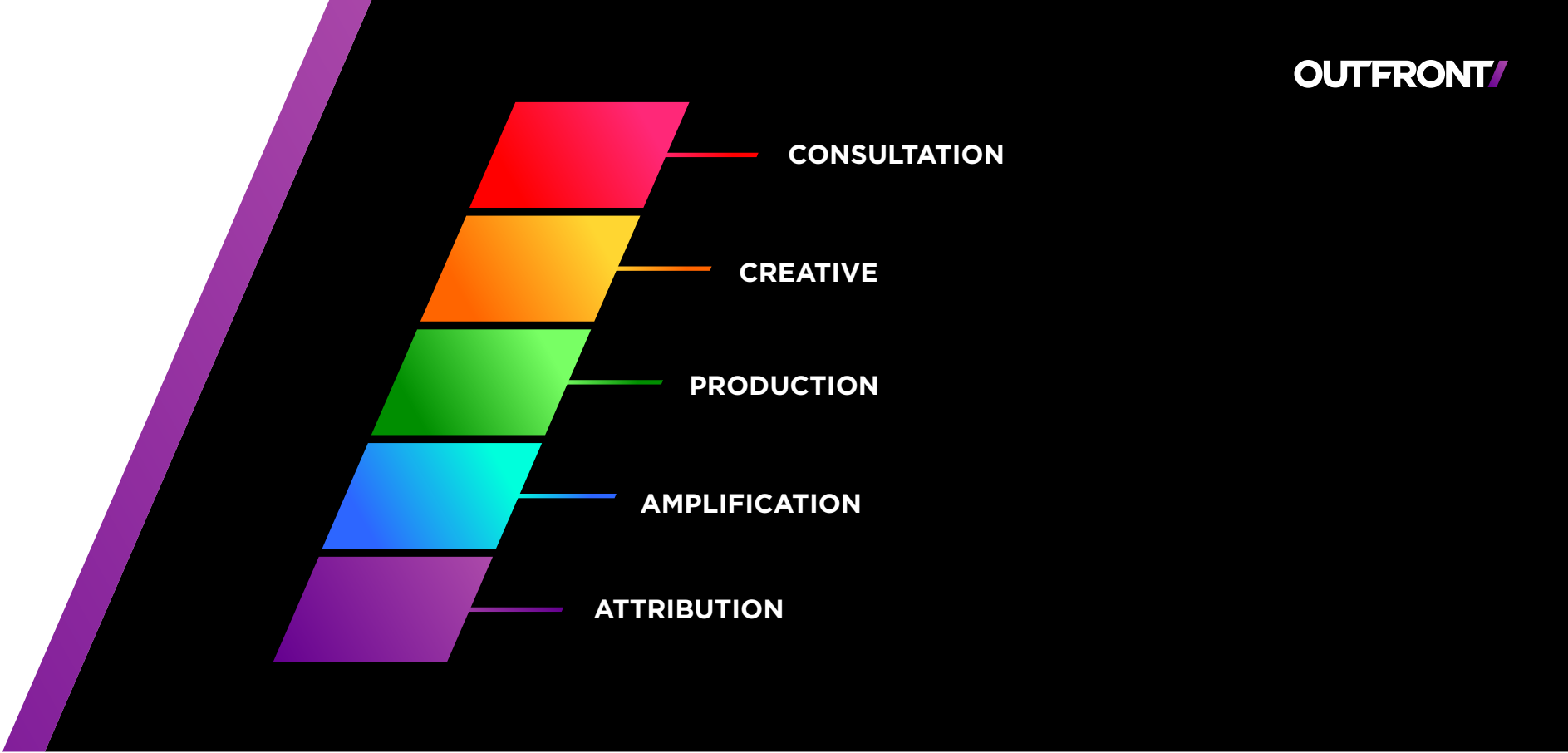
23% OOH
24% TV
24% Social Media
21% Online Video

CONVERSION¹

18% OOH
18% TV
20% Social Media
13% Online Video

LEVERAGE OUR EDGE /

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



CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programmatically? 2,200+ digital billboard and transit canvases available on top SSP & DSP platforms.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

Leverage our Cannes Lions award winning in-house creative agencies, XLabs & OUTFRONT STUDIOS. Together, we can aid in anything from best practices to full campaign development or bring dynamic digital elements to your campaign.

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.

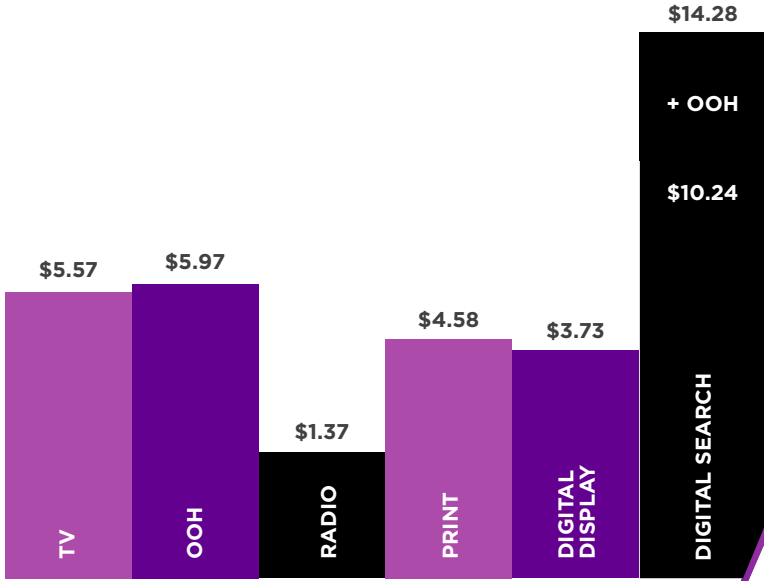
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Tune In, and Brand Affinity.

AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.



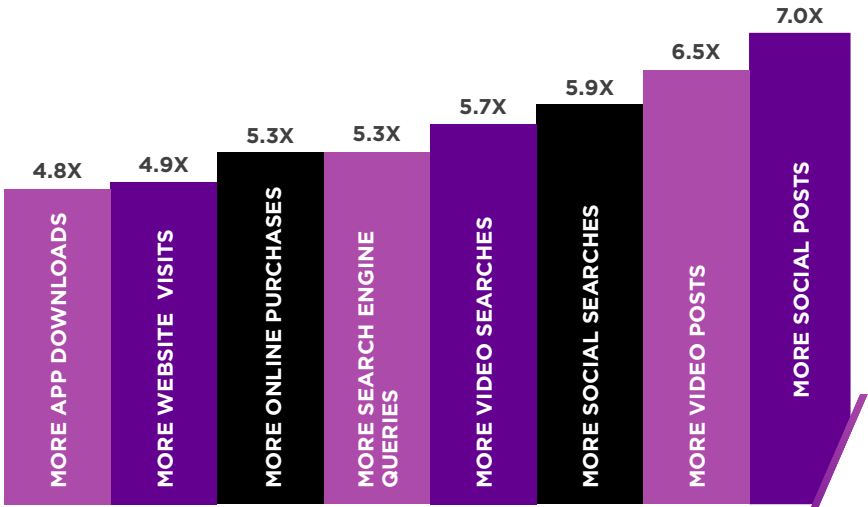
SEARCH

When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

Out of home drove a **300% increase** in search for an innovative healthcare company. [Learn more.](#)



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SOCIAL

Out of home drives 7X more social posts than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Louis Vuitton’s SoHo based OOH campaign reached an estimated **197 million people on social media**. [Learn more.](#)



MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

Bounce Curl combined OOH and mobile to **increase purchase intent by 18%**. [Learn more.](#)



ATTRIBUTION MATTERS/

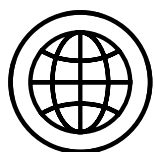
OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE **ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIS.**



FOOTFALL

McDonald's achieved an outstanding surge in foot traffic with OUTFRONT. Through strategic placement on key LA routes, engaging mobile targeting, and collaboration with social influencers, this case study unveils the art and science behind elevating in-store visits. OUTFRONT has seen an average lift of 131% for those exposed to OOH. [Learn how we drove store visitation for a local McDonalds.](#)



ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to pair strongest with online conversion, with an average lift of 345% in website traffic for those exposed to OOH. [Read how we drove website traffic for a DTC hosiery brand.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift. OUTFRONT has seen an average lift of 23% for those exposed to OOH. [See how we drove tune-in for a major sports league.](#)



LOCATION SURVEYING

On site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media. [Learn how we drove sales lift for auto dealers in a Top 5 DMA.](#)



SCAN OR CLICK
FOR THE FOOTFALL
CASE STUDY



SCAN OR CLICK
FOR THE ONLINE
CASE STUDY



SCAN OR CLICK
FOR THE TUNE-IN
CASE STUDY



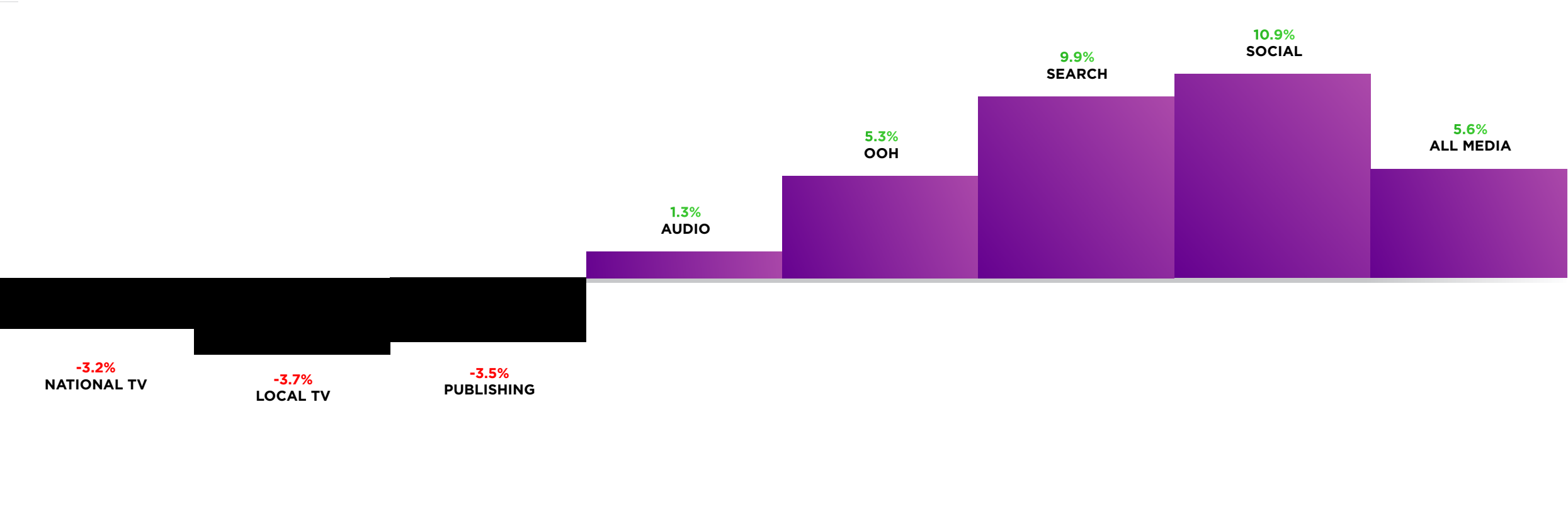
SCAN OR CLICK
FOR SALES LIFT
CASE STUDY



OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2024. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

2024 U.S. MEDIA FORECAST



TOP 50 MARKETS /

TOP 50 MARKETS		CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,639,046	● ●	●	● ●	● ● ●	●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,869,011	● ●	●	● ●		● ●	● ● ●	● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,415,897	● ●	●	● ●	● ● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,126,208	● ●	●				●	●	● ●	●
5	Houston-The Woodlands et al, TX	7,518,993	● ●	●				● ●		● ●	●
6	Washington et al, DC-VA-MD-WV	6,441,102	●	●		● ● ●	● ●	●		●	●
7	Philadelphia et al, PA-NJ-DE-MD	6,264,628	● ●	●	●					● ●	●
6	Miami-Fort Lauderdale et al, FL	6,234,664	● ●	● ●		● ● ●	● ●	● ● ●		● ●	●
9	Atlanta-Sandy Springs et al, GA	6,339,620	● ●		● ●			● ●		● ●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,119,961	● ●		● ●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,934,233	● ●	●	●	● ● ●	● ●	● ●	●	● ●	●
12	San Francisco-Oakland et al, CA	4,591,500	● ●	●	●	● ● ●	● ●	● ●		● ●	●
13	Riverside et al, CA	4,710,115	● ●		●						●
14	Detroit-Warren-Dearborn, MI	4,344,518	● ●	●	●		● ●				●
15	Seattle-Tacoma-Bellevue, WA	4,107,105	●		●						●
16	Minneapolis et al, MN-WI	3,738,359	● ●	●	●				● ●		●
17	Tampa-St. Petersburg et al, FL	3,358,778	● ●	●	●				● ●		●
18	San Diego-Carlsbad, CA	3,297,720	● ●	●	●				● ●		●
19	Denver-Aurora-Lakewood, CO	3,031,111	● ●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2855642	● ●		●	● ●					●
21	Baltimore-Columbia-Towson, MD	2,869,076	●								●
22	St. Louis, MO-IL	2,799,169	● ●	●	● ●						●
23	San Antonio-New Braunfels, TX	2,639,100	● ●								●
24	Portland-Vancouver et al, OR-WA	2,557,385	● ●	●	● ●						●
25	Sacramento-Roseville et al, CA	2,439,765	● ●		● ●						●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

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NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Las Vegas-Henderson-Paradise, NV	2,368,484	● ●				● ●	● ● ●	● ●		●
27	Pittsburgh, PA	2,343,535	●								●
28	Cincinnati, OH-KY-IN	2,279,612	●								●
29	Kansas City, MO-KS	2,231,091	● ●	●	●						●
30	Columbus, OH	2,191,831	● ●	●	●			●			●
31	Indianapolis-Carmel-Anderson, IN	2,170,887	● ●	●	●				● ●		●
32	Cleveland-Elyria, OH	2,059,022	● ●	●							●
33	Nashville-Davidson et al, TN	2,097,909	● ●								●
34	San Jose-Sunnyvale et al, CA	1,942,876	● ●		●	● ● ●	● ●	● ●			●
35	Virginia Beach et al, VA-NC	1,817,020	●					● ●			●
36	Providence-Warwick, RI-MA	1,680,098	● ●								●
37	Jacksonville, FL	1,722,041	● ●								●
38	Raleigh, NC	1,529,484	●								●
39	Memphis, TN-MS-AR	1,333,172	● ●								●
40	Richmond, VA	1,359,801	●								●
41	Louisville et al, KY-IN	1,292,781	● ●		●			●	● ●		●
42	New Orleans-Metairie, LA	1,246,215	● ●	● ●	● ●				●		●
43	Hartford-West Hartford et al, CT	1,223,287	● ●		● ●	●					●
44	Buffalo-Cheektowaga et al, NY	1,162,115	●								●
45	Rochester, NY	1,079,821	●								●
46	Grand Rapids-Wyoming, MI	1,104,923	● ●		● ●						●
47	Fresno, CA	1,024,718	● ●		● ●						●
48	Worcester, MA-CT	986,936	●								●
49	Bridgeport-Stamford-Norwalk, CT	966,725	●			●					●
50	Albany-Schenectady-Troy, NY	907,773	●								●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

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NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A. /

YOUR STORY & AUDIENCE. OUR CANVAS.

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MEDIA ACROSS BOSTON

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WE GET YOU BOSTON.

OUTFRONT

Known as “The Hub of The Universe”, Boston is **one of the most influential, innovative cities in the world**. It is the largest city in New England and a recognized global leader in higher education, healthcare, finance, engineering, biotechnology, and life sciences.

Boston’s many **world-class universities are a key driver in the city’s rapid economic growth**. Major companies and startups are drawn to the city’s talent pool of highly skilled, educated, young adults seeking job opportunities post-grad. This trend has created one of the strongest economies in the country and a valuable marketplace for brands to advertise!

WHY BOSTON?

- 100+ colleges & universities in Greater Boston with 250,000+ students in the cities of Boston and Cambridge alone.
- Boston is the undisputed life sciences & biotech capital of the world.
- Top U.S. Market for Tech Talent (ranked #7)
- 3rd most popular US metro for Millennial homebuyers
- The MBTA is the 4th-busiest public transit system in the U.S.
- Boston has the second-worst traffic congestion in the nation

In Boston, OUTFRONT reaches 95% of metro area consumers weekly.

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SOURCES: APTA RIDERSHIP REPORT, INRIX 2023, SCARBOROUGH 2021, FORBES 2019, SAVILLS TOP 20 SCIENCE CITIES 2021, LENDINGTREE MILLENNIAL HOMEBUYERS 2022, CBRE TECH TALENT REPORT 2022.



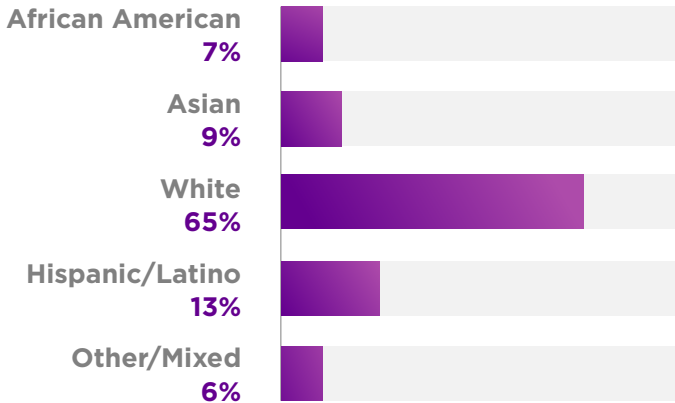
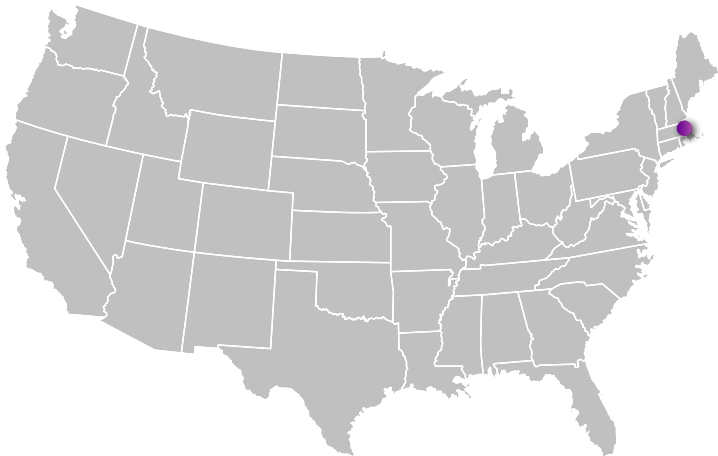
SCAN OR CLICK TO
LEARN MORE



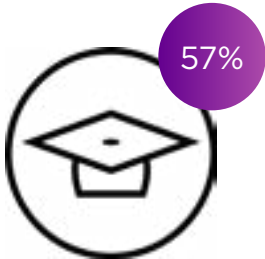
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BOSTON

Profile



4.9 MILLION BOSTON CBSA POPULATION



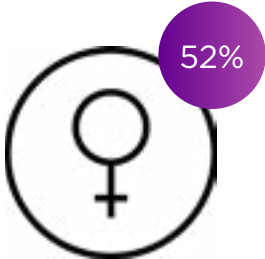
College Degree
or higher



Walk, bike, or take public
transit to work



Average HHI



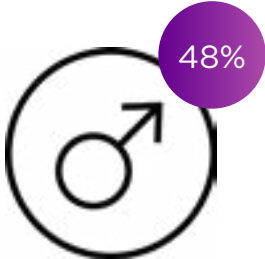
Female



Average daily commute time
to or from work (one way)



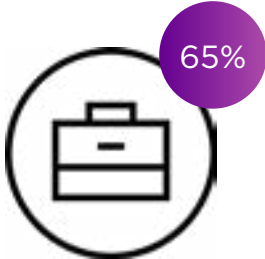
Home Owners



Male



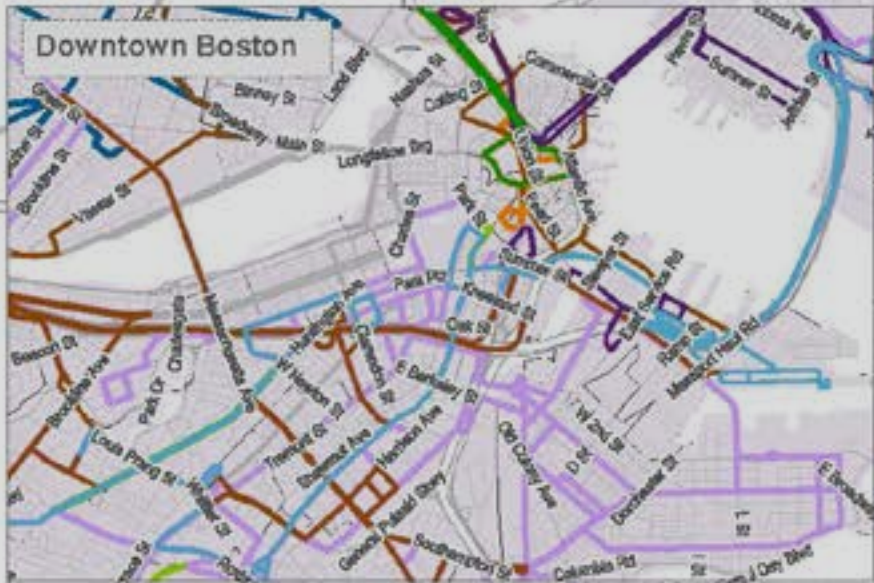
Drive alone or
carpooled



Employed

BUS COVERAGE

Market Wide Coverage Reaching the Greater Boston Area



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- Albany Garage
- Arborway Garage
- Cabot Garage
- Charlestown/Somerville Garage
- Fellsway Garage
- Lynn Garage
- North Cambridge Garage
- Quincy Garage
- Southampton Garage

[BACK TO MEDIA FORMATS](#)

BUS GARAGE COVERAGE

Market Wide Coverage Reaching the Greater Boston Area

Arborway	This garage provides the heaviest concentration of coverage throughout the diverse, ethnic neighborhoods of Boston. Key routes covering Boston’s largest neighborhoods, Dorchester and Roxbury, as well as Hyde Park and Mattapan, originate from this garage. Additional coverage is in the affluent suburban communities of Dedham, Brookline, Newton, Norwood, Walpole, and Watertown.	North Cambridge	This garage provides coverage in the Northern Cambridge, Watertown, and Arlington communities. Serving the Harvard Square and Mass Ave. area, these routes target young professionals, college students, and trendy consumers.
Cabot	This is the largest garage in the system and provides heavy saturation of the downtown Boston area. Some of the key routes pass the Public Garden, Boston Common, State House, Theatre District, Financial District, Back Bay, Seaport, and Harvard Square. South Boston neighborhood coverage also originates from this garage.	Quincy	This garage offers heavy coverage in the heart of Quincy with additional routes traveling through Weymouth, Randolph, Braintree, and the upscale South Shore communities of Hingham and Milton. These buses travel to the largest shopping mall on the South Shore and drive the routes leading into Mattapan and Ashmont.
Cambridge/Somerville	This garage provides heavy coverage of Chelsea, Charlestown, Somerville, and Cambridge, as well as neighboring communities including Watertown, Waltham, Arlington, Belmont, and Burlington. Effectively reach college students attending Harvard or MIT universities, key biotech corridors of Cambridge including Kendall, and tourist areas including TD Garden, Faneuil Hall, Bunker Hill, and the USS Consitution.	Albany	This garage provides coverage to the Financial District in Downtown Boston as well as upscale audiences in the western suburban communities of Waltham, Newton, and Brookline. Key areas of coverage include South Station, Fenway Park, and Kenmore Square where there is a large student population.
Lynn	This garage provides service to the North Shore communities of Lynn, Salem, Peabody, Marblehead, Beverly, Swampscott, Danvers, and Saugus, with additional coverage in East Boston, Chelsea, and Revere. The buses also travel to key malls in the area reaching both upscale and blue-collar communities alike. The express buses run to and from Boston during peak commuter periods.	Fellsway	This garage reaches into key downtown shopping areas in the communities of Somerville, Medford, Malden, Melrose, Saugus, Woburn, Stoneham, and Wakefield. Included are major routes into the Davis Square, Wellington, and Sullivan ‘T’ Stations.
		Southampton	This garage offers the most targeted coverage of the Seaport District and South End neighborhoods. Send your message along the waterfront area of Boston and up and down the Silver Line routes, serving Downtown Crossing, J. Joseph Moakley Courthouse, Logan Airport, South Station, and the affluent Seaport District. Additional coverage includes downtown routes to key enthic communities including Roxbury, Mattapan, and Chelsea.



BUS KINGS

As the ultimate mass reach media, Bus Kings take your message to the streets of Boston and **travel where other traditional out of home formats are limited or unavailable.** These colorful, eye-level ad placements capture the attention of active, on-the-go consumers and connect them with your brand.

PRODUCT INFORMATION

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

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis



BUS ULTRA SUPER KINGS

Bus Ultra Super Kings are **high impact "rolling billboards"** that make a **lasting impression** as they travel the busy streets of Boston.

PRODUCT INFORMATION

— 8'H x 20'W

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis





BUS TAILS

Bus Tails are a cost efficient way for advertisers to **achieve high reach and frequency** of their ad message. This format is **visible to both pedestrians and motorists** and has high dwell time, especially during peak rush hour times.

PRODUCT INFORMATION

— 17.5”H x 50”W

COVERAGE

- MBTA Systemwide
- Targeted area/demographic on a request basis



HIGH IMPACT BUS TAILS

Reach drivers and pedestrians across highways and city streets with an unavoidable media format. This oversized rear display transforms buses into **moving billboard displays**, **generating high reach and frequency** from repetitive brand exposure. Paired with city congestion, these canvases have **great dwell time for motorists**.

PRODUCT INFORMATION

- 33"H x 71"L

COVERAGE

- Charlestown/Somerville, Cabot and Lynn Garages ONLY
- Targeted area/demographic on a request basis by garage



BUS EXTERIOR WRAPS

Bus Exterior Wraps showcase **bold, eye-catching creative that commands the attention** of on-the-go consumers and is impossible to ignore. No other media form can match the **combined impact and targeting ability** of Bus Exterior Wraps.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability
- Wrapped buses cover the window between the wheel wells on the street side only.

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis





BUS INTERIOR CARDS

Bus Interior Cards provide a cost-effective way for brands to **engage with MBTA bus passengers on a daily basis.**

For enhanced visibility, advertisers can purchase Brand Buses and **own 100% of the ad space inside the bus** to maximize the frequency of their messaging and showcase multiple creatives.

PRODUCT INFORMATION

- Car Card A: 22"H x 21"W
- Car Card B: 11"H x 28"W
- Brand Bus

COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis

SUBWAY COVERAGE

Red Line

- Alewife
- Davis
- Porter
- Harvard
- Central
- Kendall/MIT
- Charles/MGH
- Park Street
- Downtown Crossing
- South Station
- Broadway
- Andrew
- JFK/UMass
- North Quincy
- Wollaston
- Quincy Center
- Quincy Adams
- Braintree

Blue Line

- Wonderland
- Revere Beach
- Beachmont
- Suffolk Downs
- Wood Island
- Airport
- Maverick
- Aquarium
- Government Center
- Bowdoin

Orange Line

- Oak Grove
- Malden
- Assembly
- Wellington
- Sullivan Square
- North Station
- Haymarket
- State Street
- Downtown Crossing
- Chinatown
- Tufts Medical Center
- Back Bay
- Mass Ave.
- Ruggles
- Roxbury Crossing
- Jackson Square
- Stony Brook
- Green Street
- Forest Hills

Silver Line

- World Trade Center

Green Line

- North Station
- Haymarket
- Government Center
- Park Street
- Boylston
- Arlington
- Copley
- Hynes Convention Ctr
- Kenmore
- BU East*
- Boston College*
- Coolidge Corner
- Fenway
- Brookline Hills*
- Beaconsfield*
- Reservoir*
- Chestnut Hill*
- Newton Centre
- Newton Highlands*
- Eliot*
- Waban*
- Woodland*
- Riverside*
- Prudential
- Symphony
- Northeastern*
- Museum of Fine Arts*
- Longwood Medical*
- Brigham Circle*
- Heath Street*

* = Station features 48"H x 48"W Platform Displays ONLY

THE MBTA SUBWAY SYSTEM IS THE FOURTH-BUSIEST
IN THE U.S.

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Massachusetts Bay Transportation Authority Rapid Transit/Key Bus Routes Map



Legend

- RL** RED LINE
- M** MATTAPAN LINE
- OL** ORANGE LINE
- BL** BLUE LINE
- SL** SILVER LINE and branches
- GL** GREEN LINE and branches
- COMMUTER RAIL**
- KEY BUS ROUTE**
- FERRY**
- Accessible station**
- Rapid Transit transfer station**
- Commuter Rail transfer station**
- Free Logan Airport shuttle bus**
- Amtrak service**
- Customer Communications & Travel Info**
- MBTA Transit Police: 911**
- Elevator/Escalator availability**

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● 2-SHEET LOCATIONS

Not to scale

SUBWAY PLATFORM POSTERS

Reach diverse audiences throughout the MBTA system with Subway Platform Posters. Situated on station platforms and walkways, platform posters are **visible to passengers as they go about their daily lives**. Brands utilize **multiple touchpoints and creative variety** to capture the attention of commuters.

PRODUCT INFORMATION

- 2-Sheet Posters: 46”H x 60”W
- Platform Displays: 48”H x 48”W

COVERAGE

- 2-Sheet Posters available on MBTA Orange, Red, Blue, and Green Lines
- Platform Displays available on MBTA Green Line only

TWO-SHEET

PLATFORM DISPLAY

SUBWAY LIVEBOARD NETWORK

Liveboards offer advertisers **endless creative opportunities** to engage audiences. Strategically positioned in the highest traffic MBTA stations, this scale allows advertisers to **make a high impact in a specific neighborhood or cross market.**

Our Liveboard network includes full motion or static creative, flexible messages/ day-parting, and synchronized content.

PRODUCT INFORMATION

- Screen Size 65" Vertical
- Full Motion or Static (No Sound)
- Loop Length :180 seconds (:120 seconds of ad rotations)
- Spot Length :15, :10, or :05

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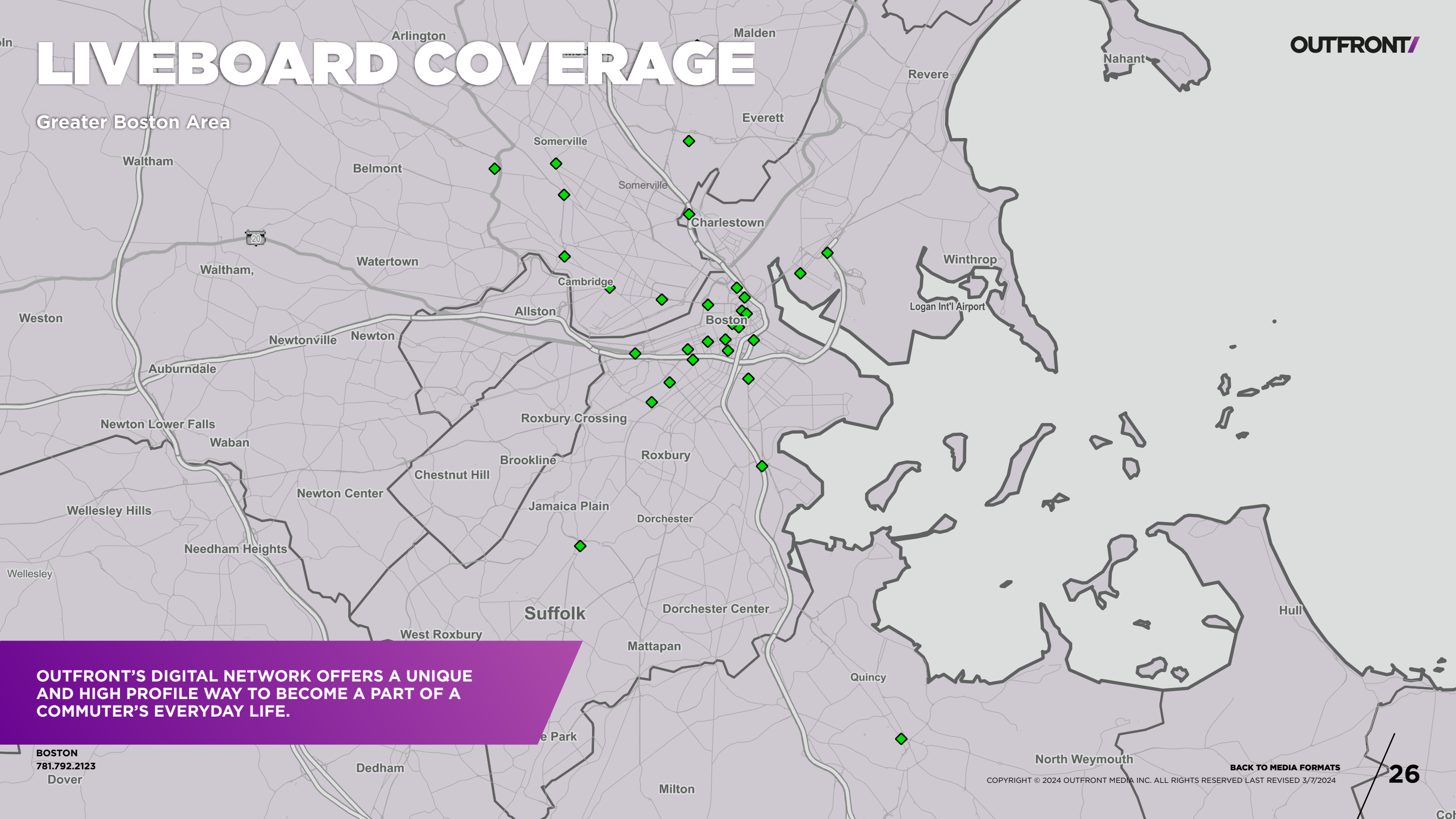
*DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.

BACK TO MEDIA FORMATS

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LIVEBOARD COVERAGE

Greater Boston Area



OUTFRONT'S DIGITAL NETWORK OFFERS A UNIQUE AND HIGH PROFILE WAY TO BECOME A PART OF A COMMUTER'S EVERYDAY LIFE.

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Dover

DIGITAL LIVESCAPES

Reach consumers in two of the most congested, divergent subway environments in the city. Digital Livescapes are located at **Boston’s busiest transit hubs**, South Station and North Station, and **reaches Amtrak, Commuter Rail, and bus commuters as they connect to and from MBTA subway lines**. Additionally, North Station livescapes are located directly under TD Garden, home of the Boston Celtics, Boston Bruins, and numerous year-round concerts and events.

These placements create a captive environment and gives brands the **opportunity to use visually-striking ad content to connect with a diverse audience** of local & suburban residents, business professionals, tourists, sports fans, and students multiple times a week.

PRODUCT INFORMATION

- (3) Video ‘Walls’ with (11) Screens per wall
- Full-motion video (no sound)
- Spot Length: 15 seconds
- Loop Length: 180 Seconds
- # of Advertisers: (8) Paid Advertisers, (4) MBTA Content Ad Spots
- Dynamic content capabilities
- North Station units sold as a package. Cannot purchase individually.

COVERAGE

- South Station MBTA subway mezzanine (1 Wall)
- North Station Underground Walkway (2 Walls)



SOUTH STATION



NORTH STATION



SUBWAY INTERIOR CARDS

Subway Interior Cards deliver your ad message at high frequency to “T” commuters while they are in a captive environment. Interiors are a **cost efficient medium that capitalizes on the long dwell times** associated with commuting via the subway.

PRODUCT INFORMATION

- Car Card A: 22”H x 21”W
- Car Card B: 11”H x 28”W
- Car Card C: 9.75”H x 24.8”W
- Car Card D: 22”H x 15.5”W

COVERAGE

- Card A: All MBTA Subway Lines
- Card B: Red Line + Green Line
- Card C: Orange Line
- Card D: Green Line



SUBWAY INTERIOR BRAND TRAINS

Saturating a train 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.**

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PRODUCT INFORMATION

- Red Line - (12) 11"H x 28"W and (12) 22"H x 21"W
- Orange Line - (14) 9.75"H x 24.8"W and (5) 22"H x 21"W
- Green Line - (6) 22"H x 21"W or (8) 22"H x 15.5"W or (22) 11"H X 28"W
- Blue Line - (8) 22"H x 21"W

PACKAGE INFORMATION

- Typical package includes (65) train cars with a breakdown of:
- (28) Red line cars
 - (10) Orange line cars
 - (17) Blue line cars
 - (10) Green line cars

SUBWAY INTERIOR WRAPS

Dominating a subway train car with your ad ensures **your message is in view regardless of where a rider sits.** Interior Wraps create an immediate impact and gives advertisers the ability to **own the inside of a train car** in a unique and creative way without competition.

PRODUCT INFORMATION

- Custom – refer to spec sheets

COVERAGE

- Red Line
- Orange Line

SUBWAY WILD TROLLEYS

These unique subway trolleys travel up and down the Green Line and offer **underground and street-level exposure for your ad message**. The Green Line provides service to major points of interest in Boston including Fenway Park, Copley Square, Boston City Hall, Boston University, Boston College, and Northeastern University.

PRODUCT INFORMATION

- Wild Trolley Type 7 + 8 Train Cars
- Sizes vary - see spec sheets

COVERAGE

- Green Line





SUBWAY ULTRA SUPER KINGS

Dominate the streets and the stations of the Green Line with Subway Ultra Super Kings. These **high impact travelling billboards** reach daily riders and vehicular traffic in neighborhoods such as Fenway, Back Bay, Brookline, and Downtown Boston. The large canvas allows for **flexible creative messaging that can fit any campaign**.

PRODUCT INFORMATION

- Green Line Type 7 + 8 Train Cars
- Consult your OUTFRONT representative for more information regarding display size

COVERAGE

- Green Line



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SUBWAY EXTERIOR WRAPS

Subway Exterior Wraps are one of **Boston's most unique media forms**. These subway cars are like larger-than-life traveling bulletins that **cut through the clutter and generate buzz** as they travel throughout the MBTA Subway system.

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PRODUCT INFORMATION

- Coverage on both sides including doors
- Window coverage on all lines
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more information regarding display size

COVERAGE

- Orange, Red, Blue, and Green Lines



COMMUTER RAIL COVERAGE

Fitchburg line

- North Leominster
 - West Concord
 - Concord
 - Brandeis/Roberts
 - Belmont
 - North Station
- Middleboro/Lakeville Line
- JFK/Umass
 - Braintree
 - Holbrook/Randolph
 - Montello
 - Campello
 - Bridgewater
 - Middleborough/Lakeville

Needham Line

- Needham Heights
- Needham Center
- Needham Junction
- Hersey
- West Roxbury
- Highland
- Bellevue
- Roslindale Village
- Forest Hills

Greenbush Line

- Weymouth Landing
- East Weymouth
- West Hingham
- Nantasket Junction
- Cohasset
- North Scituate
- Greenbush

Fairmount Line

- Readville
- Fairmount

Newburyport/Rockport Line

- Chelsea
- Lynn
- Swampscott
- Salem
- Hamilton/Wenham
- Ipswich
- Newburyport
- Beverly
- Montserrat
- Beverly Farms
- Manchester

Franklin Line

- Forge Park/495
- Franklin/Dean College
- Norfolk
- Walpole
- Norwood Central
- Norwood Depot
- Dedham Corp. Center
- Endicott

Kingston Line

- South Weymouth
- Abington
- Whitman
- Hanson
- Halifax

Providence/Stoughton Line

- Hyde Park
- Sharon
- Attleboro
- South Attleboro
- Stoughton
- Canton Center
- Canton Junction

Haverhill Line

- Malden Center
- Melrose/Cedar Park
- Greenwood
- Wakefield
- Reading
- Ballardvale
- Andover
- Bradford
- Montserrat
- Haverhill

Lowell Line

- West Medford
- Wedgemere
- Winchester Center
- Anderson/Woburn
- Wilmington
- North Billerica

Framingham/Worcester Line

- Worcester
- Grafton
- Westborough
- Southborough
- Ashland
- Framingham
- West Natick
- Natick
- Wellesley Square
- Wellesley Hills
- Wellesley Farms
- Auburndale
- West Newton
- Newtonville
- Back Bay
- South Station



Massachusetts Bay Transportation Authority
Commuter Rail Map



Legend

- COMMUTER RAIL LINES
- Terminus Station
- 2-SHEET LOCATIONS
- Not to scale
- © 2022 v.37
- RED LINE
- MATTAPAN LINE
- ORANGE LINE
- SILVER LINE and branches
- GREEN LINE and branches
- BLUE LINE
- Accessible station
- Transfer station
- FERRY
- Free Logan Airport shuttle bus
- Amtrak service
- Customer Communications & Travel Info
- MBTA Transit Police: 911
- Elevator/Escalator availability: 617-222-2828

THE MBTA RAIL SYSTEM IS THE FIFTH-BUSIEST IN THE U.S.

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RAIL 2-SHEET POSTERS

Rail 2-Sheet Posters are located on MBTA Commuter Rail platforms where they are **visible to passengers waiting for their train to arrive**. Brands that use platform advertising **build brand awareness through repeated exposure** and benefit from being in a captive environment with a long dwell time.

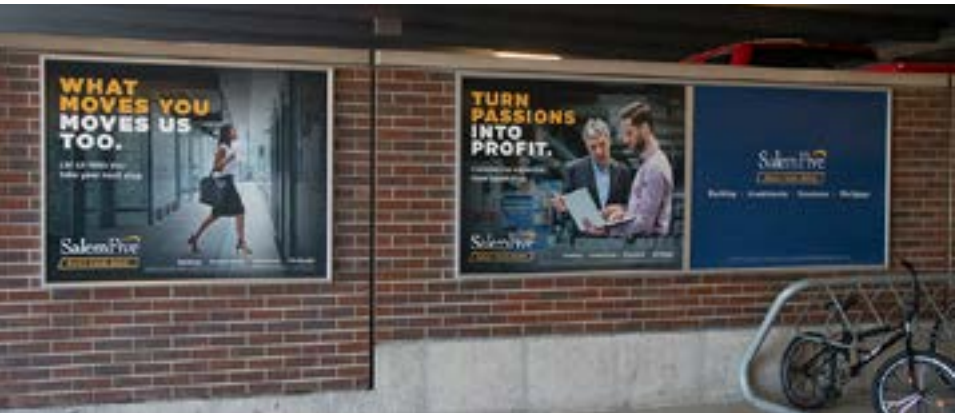
PRODUCT INFORMATION

— 46"H x 60"W

COVERAGE

— MBTA Commuter Rail System

COMMUTER RAIL STATION SATURATION



Own 100% of all traditional station media with a Commuter Rail Saturation. Brands utilize rail saturations to target Boston suburbs, **capturing commuters, leisure travelers, and event-goers heading to and from the city of Boston.** Located on station platforms across the market, these high impact displays are visible to pedestrians and traffic

at railroad stations **across the affluent communities surrounding Boston.**

With **over 90+ stations to choose from**, station saturations enable high reach, targeted coverage throughout the Boston metro area. Expand creative possibilities by utilizing rail bulletins, a larger canvas media that allows for **flexible creative messaging and unavoidable brand exposure.**

MEDIA FORMATS INCLUDED

- 2-Sheet Posters
- Rail Bulletins



RAIL INTERIOR CARDS

Rail Interior Cards deliver your ad message **at a high frequency to affluent MBTA commuter rail passengers** while they are in a captive environment. Interiors are a **cost efficient medium that capitalize on the long dwell times** associated with traveling via the commuter rail.

PRODUCT INFORMATION

— 22"H x 21"W

COVERAGE

— MBTA Commuter Rail Systemwide



RAIL INTERIOR BRAND TRAIN

Saturating a train 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 brand trains, you have the **entire commute to captivate a highly educated, affluent audience** with no other brands present in the car.

PRODUCT INFORMATION

- 22"H x 21"W
- (4) car cards per train car

COVERAGE

- Systemwide across MBTA Commuter Rail - North & South lines



RAIL LIVEBOARD NETWORK

Liveboards, often arranged as a triptych, are **located at the busiest MBTA commuter rail stations** and offer advertisers **endless creative opportunities to engage audiences**. Our Liveboard network includes full motion or static content, flexible messages/day-parting, and synchronized content.

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PRODUCT INFORMATION

- Screen Size 65” Vertical
- Full Motion or Static (No Sound)
- Loop Length :180 seconds (:120 seconds of ad rotations)
- Spot Length :15, :10, or :05
- Network of 68 Liveboards

COVERAGE

- North Station
- South Station
- Back Bay Station



STATION DOMINATIONS

Station Dominations **transform transit passengers' daily commutes into a 'brand experience.'** This media opportunity gives your brand the dominant share of voice within a transit station allowing you to surround commuters with your ad message at a very high frequency. Station Dominations are excellent for advertisers who want to **creatively showcase different products & services or leverage the placement of sequential ad faces to tell a story.**

PRODUCT INFORMATION

- Media varies by station

COVERAGE

- Back Bay Station
- Copley Station
- Downtown Crossing Station
- Government Center Station
- Harvard Station
- Kendall Station
- Kenmore Station
- North Station
- Park Street Station
- South Station
- South Station Bus Terminal

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BACK BAY STATION DOMINATION



Back Bay is an iconic neighborhood in the heart of Downtown Boston that offers a blend of **affluent residential streets, boutique offices, and commercial attractions**. The renowned Newbury Street alongside Copley Place and the Prudential Center make it the city's premiere shopping destination. Famous landmarks such as The Esplanade and Boston Common are also located here, making it an **epicenter for millions of annual tourists**.



Back Bay Station is the gateway to this popular neighborhood. It is one of **Boston's major transit hubs** and provides thousands of daily commuters easy access in and out of the area via the MBTA Subway & Commuter Rail lines and Amtrak.

The Back Bay is the destination for culture, cuisine, and commerce!

MEDIA FORMATS INCLUDED

- Subway
- Faregates
- 2-Sheet Posters
- Backlit Dioramas
- Angled Banners
- Stairwell Banners
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

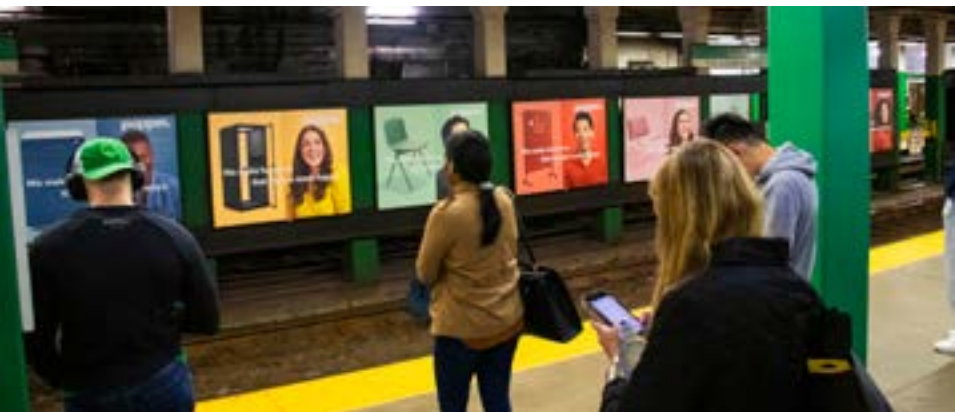
AREA ATTRACTIONS

- Newbury Street
- Prudential Center
- Copley Place
- Museums
- The Esplanade
- Boston Common & Public Garden

AUDIENCES CAPTURED

- Shoppers
- Affluent residents
- Foodies
- Business Professionals
- Tourists

Copley Station Domination



Copley Station is in **the heart of Boston's high-end Back Bay neighborhood**. This station provides access to over one hundred restaurants, cafes, and bars as well as the city's most popular shopping destinations including The Shops at Prudential Center, Copley Place, and the famous Newbury Street.

This is a popular station amongst affluent Back Bay residents, millennials, business professionals, and tourists.

Located in the heart of Boston's trendy restaurant & shopping district!

MEDIA FORMATS INCLUDED

- Subway Faregates
- 2-Sheet Posters
- Adhesive Dioramas
- Angled Banners
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

AREA ATTRACTIONS

- Newbury Street
- Shops at Prudential
- Copley Place
- Copley Square
- Trinity Church
- Boston Public Library
- Top restaurants & bars

AUDIENCES CAPTURED

- Millennials
- Shoppers
- Diners
- Tourists
- Business Professionals

DOWNTOWN CROSSING STATION DOMINATION



Downtown Crossing Station (DTX) is located in the center of Downtown Boston and is **one of the busiest subway stations in the MBTA system**. As one of the four “hub stations,” DTX is the junction of the Red and Orange subway lines and is also a major bus transfer location serving 13 MBTA bus routes.

The Downtown Crossing neighborhood is a very active area that has everything from

universities, historic landmarks, theaters, world-class restaurants, retail giants, and new high-rise condominiums. Many companies have offices in DTX as well; it’s become a popular location for creative & media agencies, PR firms, and startups.

MEDIA FORMATS INCLUDED

- Subway Faregates
- 2-Sheet Posters
- Wallscapes
- Station Kings
- Column Wraps
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

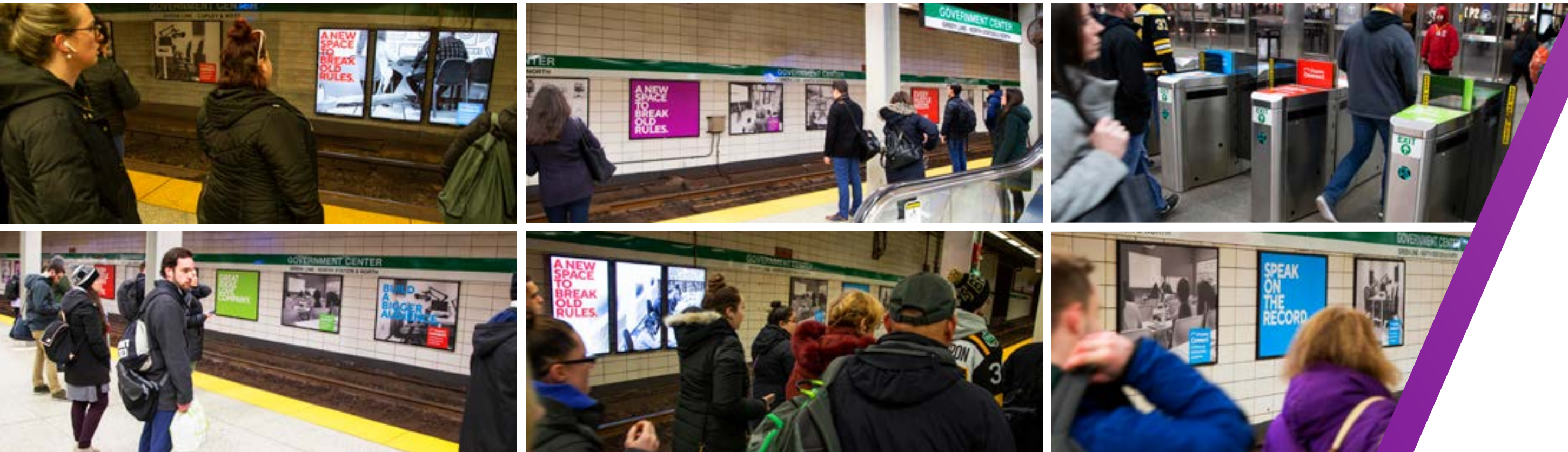
AREA ATTRACTIONS

- DTX retail shopping district
- Colleges & Universities
- Theater District
- Boston Common
- Restaurants & Nightlife

AUDIENCES CAPTURED

- | | |
|--------------------------|----------------------|
| — Shoppers | — Theater-goers |
| — Business professionals | — Affluent residents |
| — Tourists | |
| — College students | |
| — Foodies | |

GOVERNMENT CENTER STATION DOMINATION



Government Center Station is a major downtown transit hub that provides access to the city’s economic and administrative center. It is also a **major transfer point for thousands of daily commuters** as the only link between the MBTA Green and Blue subway lines. As its name implies, the station is surrounded by Boston City Hall, state offices, and the JFK Federal Building. It is situated directly beneath

City Hall Plaza, a large, open public space which hosts a variety of popular events and attractions all year round. The station is also **in close proximity to tourist hotspots** like the Downtown Waterfront, Rose Kennedy Greenway, and the famous Faneuil Hall Marketplace which attracts over 18 million annual visitors.

Government Center Station is the gateway to and from the heart of Downtown Boston!

MEDIA FORMATS INCLUDED

- Subway Faregates
- 2-Sheet Posters
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

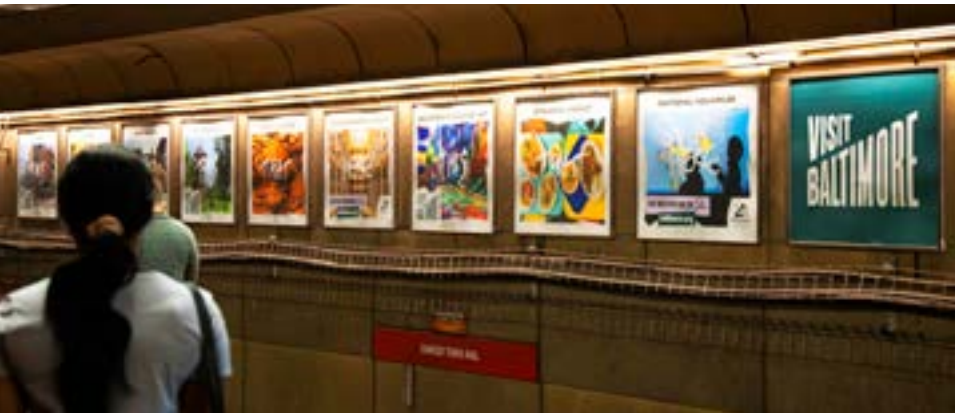
AREA ATTRACTIONS

- Boston City Hall
- City Hall Plaza
- Faneuil Hall Marketplace
- Downtown Waterfront
- Rose Kennedy Greenway
- Financial District
- Downtown Crossing Retail Shops

AUDIENCES CAPTURED

- Government Employees
- Business Professionals
- Tourists
- DTX Shoppers
- Event Attendees

HARVARD STATION DOMINATION



Harvard Station is **one of the busiest “T” stops in the entire system** and is an important transfer point between the Red Line Subway and five of the fifteen key MBTA bus routes. Each day thousands of **students, tourists, business professionals, and local residents** can be found walking through this station.

This area of Cambridge has a decidedly young & trendy feel to it. Harvard Square is not only home to the world renowned Harvard University, it’s also filled with unique retail shops & many of the top bars & restaurants in the Boston metro area.

MEDIA FORMATS INCLUDED

- Subway Faregates
- 2-Sheet Posters
- Soffit Wraps
- Backlit Dioramas
- Ramp Wallscapes
- Rotunda Banners
- Liveboards*
*Dom advertisers receive :30 in the :180 loop

AREA ATTRACTIONS

- Harvard Square
- Harvard University
- Theaters
- Boutiques
- Trendy Bars & Restaurants

AUDIENCES CAPTURED

- College Students
- Higher Education Employees
- Tourists
- Local Residents
- Artists & Musicians
- Young Business Professionals



KENDALL STATION DOMINATION



Kendall Station is located in an area of Cambridge called Kendall Square where **over 66,000 people come to live, work, learn, and dine each day**. Cambridge is home to two of the nation’s most prestigious schools, MIT and Harvard University, and is also a top U.S. city for young professionals earning the **nickname the “Millennial Mecca”**.

Kendall Square is best known for its high concentration of technology & startup companies and has also become one of the top culinary destinations in the area.

“Kendall Square is the most innovative square mile on the planet.” -Boston Consulting Group

MEDIA FORMATS INCLUDED

- Subway Faregates
- 2-Sheet Posters
- Station Kings
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

AREA ATTRACTIONS

- 300+ Technology, Life Sciences & Biopharma Companies
- Facebook, Google, Microsoft, Twitter
- Startups

- The Cambridge Innovation Center
- MIT
- Restaurants & Bars

AUDIENCES CAPTURED

- Tech and Life Science Employees
- Higher Education Employees
- Harvard and MIT Students
- Millennials
- Foodies

KENMORE STATION DOMINATION



Kenmore Station serves the busy Fenway-Kenmore neighborhood and is **located just one block away from Fenway Park**, home of the Boston Red Sox. While this area is best known for the baseball stadium, it's also a **popular destination for art, music, food, & shopping** and is densely populated with students attending the many universities that surround this station. The area has also been undergoing a major transformation

with new luxury, high-rise apartments and office space popping up everywhere, drawing more startups and younger, affluent residents & workers to this station.

Kenmore Station is perfect for reaching sports fans, college students and affluent millennials!

MEDIA FORMATS INCLUDED

- Subway Faregates
- 2-Sheet Posters
- Wallscapes
- Station Kings
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

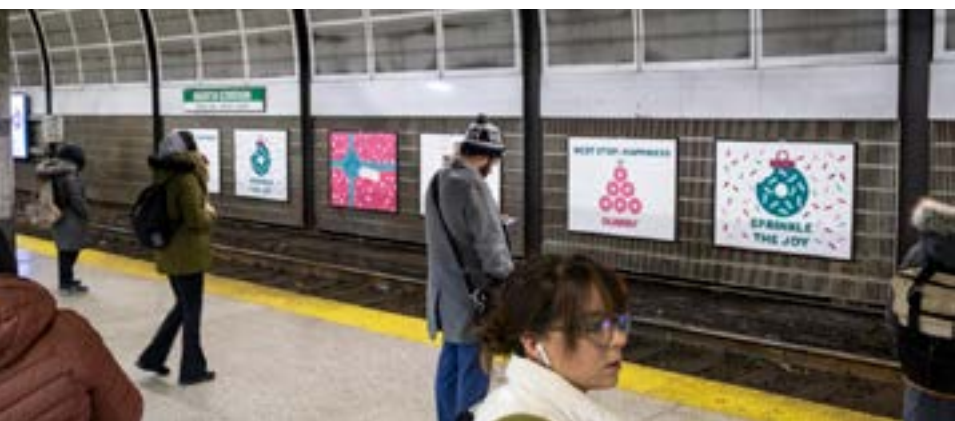
AREA ATTRACTIONS

- Fenway Park
- Colleges & Universities
- Kenmore Square
- Fenway Retail Shopping
- Restaurants & Nightlife

AUDIENCES CAPTURED

- | | |
|--------------------------|----------------------|
| — Shoppers | — Tourists |
| — Red Sox fans | — College students |
| — Business professionals | — Foodies |
| — Concert Goers | — Affluent residents |

NORTH STATION DOMINATION



North Station is **one of New England's busiest transportation hubs**. This “superstation” offers connections to Amtrak, MBTA commuter rail lines, and the T’s Green and Orange subway lines. It’s also located directly beneath TD Garden, the **largest sports and entertainment venue in the region**, which averages 3.5 million attendees at 200+ events a year.

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SOURCE: TD GARDEN



Advertisers can ‘own’ this station and put their brand messaging in front of the **thousands of business professionals, tourists, sports fans, and affluent suburbanites** who pass through this station on a daily basis.

MEDIA FORMATS INCLUDED

- 2-Sheet Posters/ Platform Bulletins
- Rail Transoms
- Shelter Size Dioramas
- Rail Column Panels
- Soffits
- Vertical Wall Banners
- Subway Faregates
- Shelter Size Wallscapes
- Station Kings
- Liveboards*
- Livescapes*

*Dom advertisers receive :30 in the :180 loop

AREA ATTRACTIONS

- TD Garden
- The Hub on Causeway
- Bars & Restaurants
- The North End
- Rose Kennedy Greenway

AUDIENCES CAPTURED

- Business Professionals
- Celtics & Bruins Fans
- Concertgoers
- Tourists
- Affluent Suburbanites
- New England Residents

NON-CANCELLABLE

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PARK STREET STATION DOMINATION



Park Street Station is **located in the core of the city** directly next to The Common and just steps away from Boston’s Theater and Downtown Crossing Shopping Districts. This station is considered **one of four “hub stations” in the MBTA subway system**, serving as a major transfer point between the Red and Green “T” lines. Commuters can also transfer to the Orange and Silver

Lines via the underground Winter Street Concourse which connects Park Street and Downtown Crossing Stations.

MEDIA FORMATS INCLUDED

- Subway Faregates
 - 2-Sheet Posters
 - Wallscapes
- Backlit Dioramas
 - Soffit Banners
 - Liveboards*
*Dom advertisers receive :30 in the :180 loop

AREA ATTRACTIONS

- Boston Common
- Theater District
- Downtown Crossing Shopping District
- Suffolk University
- Emerson University
- MA State House

AUDIENCES CAPTURED

- College Students
- Tourists
- Theater-goers
- Shoppers
- Business Professionals

SOUTH STATION DOMINATION



South Station is **New England's busiest transit station** providing rail service across the Greater Boston area as well as the Northeast and Midwestern regions of the U.S. Commuters use South Station to access the MBTA Red & Silver lines, MBTA Commuter Rail, Amtrak, and Acela trains. The station is **centrally located in Downtown Boston within walking distance of popular neighborhoods** like Downtown

Crossing, Chinatown, and the trendy Seaport Innovation District. Business professionals, tourists, and residents from affluent suburbs south of Boston are some of the target audiences found here. This domination offers ad placements throughout both the MBTA subway & commuter rail sections of the station.

MEDIA FORMATS INCLUDED

- Subway Faregates
- Panoramic Displays
- 2-Sheet Posters
- Pillar Wraps
- Wallscapes
- Tunnel Wrap
- Backlit Dioramas
- Liveboards*
- Livescapes*

*Dom advertisers receive :30 in the :180 loop

AREA ATTRACTIONS

- Seaport District
- Downtown Crossing
- Chinatown
- Museums
- Theaters
- Boston Convention & Exhibition Center

AUDIENCES CAPTURED

- Business professionals
- Tourists
- Affluent suburbanites
- New England residents

SOUTH STATION BUS TERMINAL DOMINATION



South Station Bus Terminal is the **region’s busiest bus station**. Located adjacent to the South Station Train Terminal, the bus terminal is the **main gateway for long-distance coach buses traveling in and out of Boston**. Passengers use this station for access to regional coach bus carriers including Bolt Bus, C&J, Concord Coach Lines, Dartmouth Coach, Greyhound, Lucky Star, Megabus, Peter Pan, and Plymouth &

Brockton. These bus lines travel to many destinations throughout New England as well as other major destinations across the Northeast Region including New York City, Philadelphia, and Washington D.C.

MEDIA FORMATS INCLUDED

- Pillar Wraps
- Column Faces
- Wallscapes
- Rail Banners
- Wall Mural

AREA ATTRACTIONS

- South Station Train Terminal
- Downtown Crossing
- Chinatown
- Theater District
- Seaport District

AUDIENCES CAPTURED

- New England residents
- Tourists
- College Students
- Business Professionals



BULLETINS

Bulletins give brands an **oversized canvas to amplify reach and frequency**. With 100% share of voice, consumers will see **unavoidable brand messaging** on major arteries and highways across the Boston DMA.

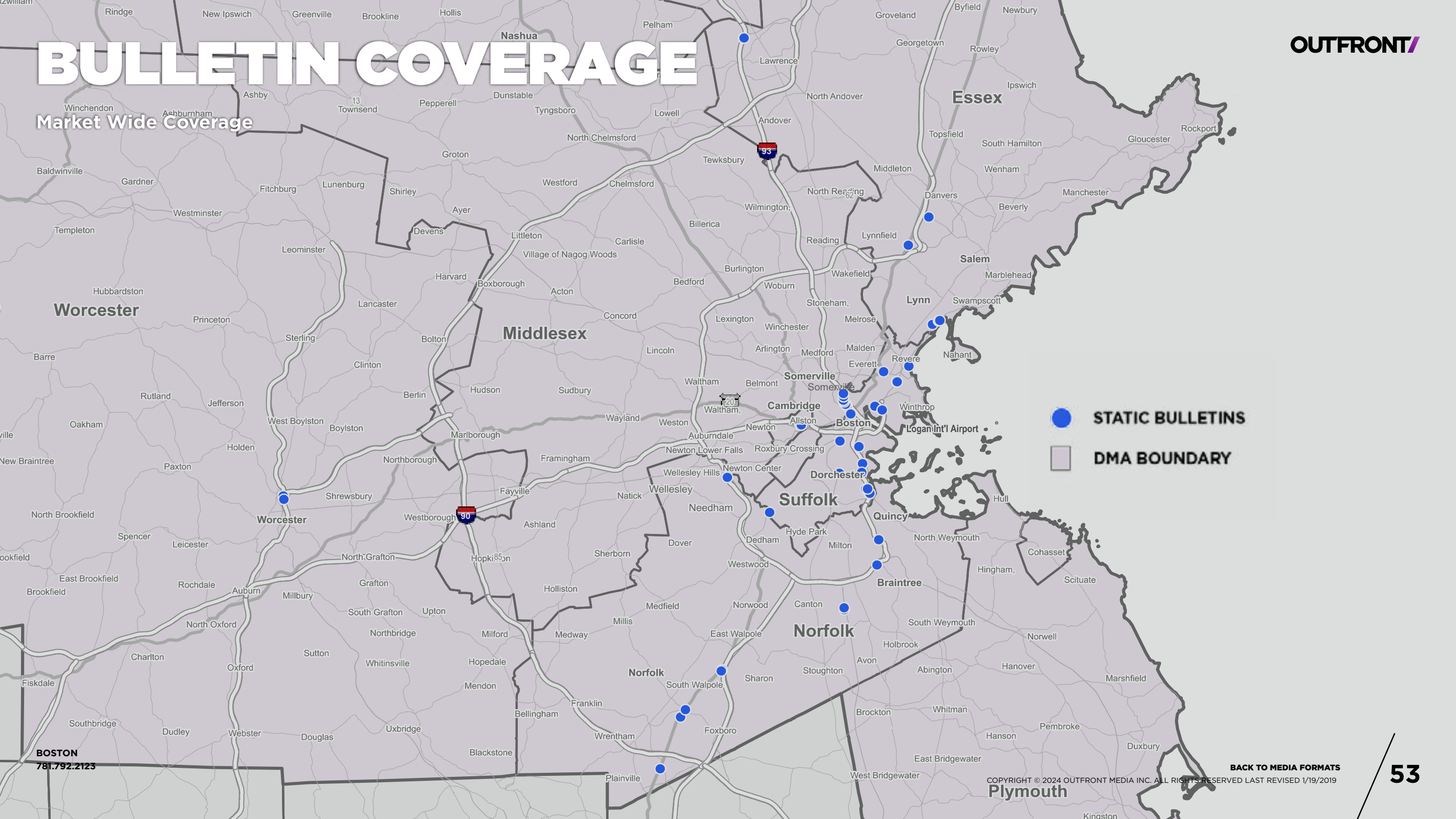
PRODUCT INFORMATION

- 14'H x 48'W
- Odd Sizes
- Sizes vary by location



BULLETIN COVERAGE

Market Wide Coverage



- STATIC BULLETINS
- DMA BOUNDARY

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Plymouth



DIGITAL BULLETINS

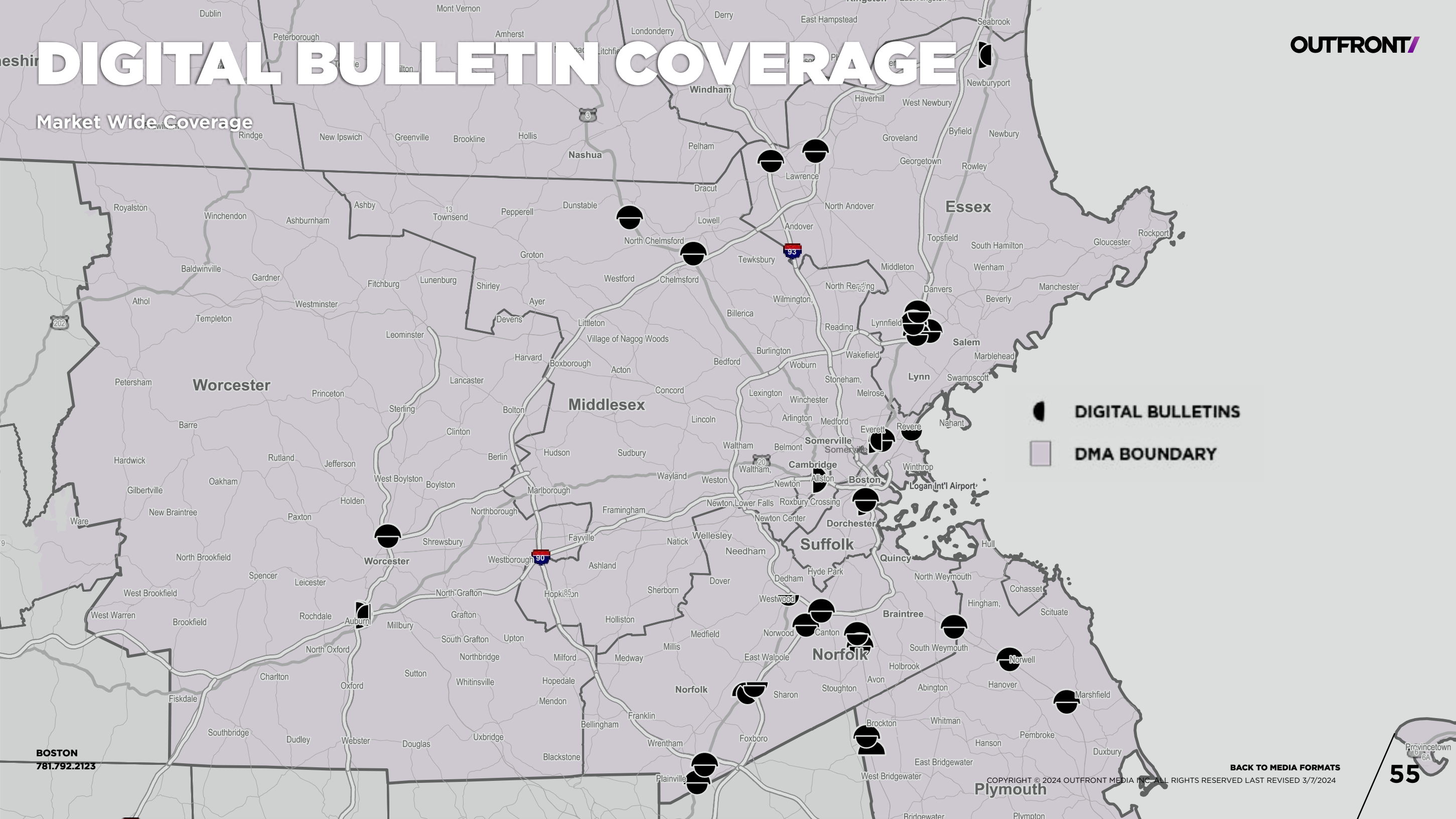
Amplify your message with high-impact Digital Bulletin Displays! Leverage the **dynamic and flexible creative capabilities** of our Digital OOH assets to deliver relevant and engaging content to **millions of commuters every month**.

Digital Bulletins **add an extra layer of timeliness and relevance** to a campaign allowing advertisers to easily change creative messaging based on triggers such as time of day, weather, or sports scores.

PRODUCT INFORMATION

- LED Display Size: 14'H x 48'W, 18'H x 48'W, and 10'H x 30'W
- Spot Length: 10 seconds





DIGITAL BULLETIN COVERAGE

Market Wide Coverage



POSTERS

Posters are a **cost efficient way to connect with local consumers in city centers** across the Boston DMA. Located on major arteries and surface streets, Poster displays enable brands to **connect with local consumers and maintain top-of-mind awareness**. This format provides **100% share of voice**, creating the perfect touchpoint for **high reach and frequency**.

PRODUCT INFORMATION

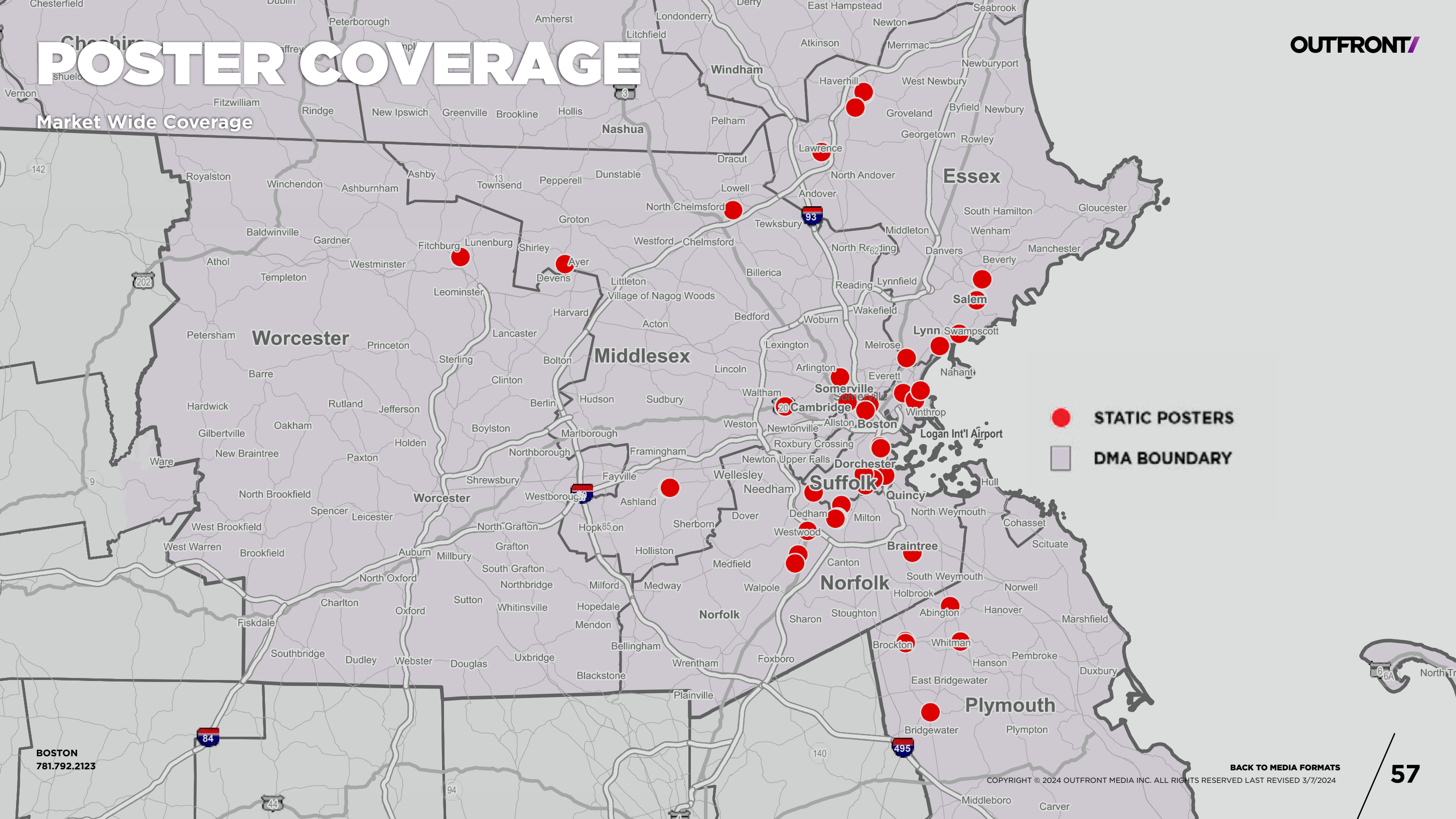
- 10'5"H x 22'8"W
- 12'H x 25'W

COVERAGE

- See map for complete coverage

POSTER COVERAGE

Market Wide Coverage



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WALLSCAPES

Wallscapes are unique, oversized displays in heavily trafficked areas of the greater Boston area. This format offers a **large, unavoidable canvas** in an urban environment that reaches and appeals to consumers using **high impact creative**.

PRODUCT INFORMATION

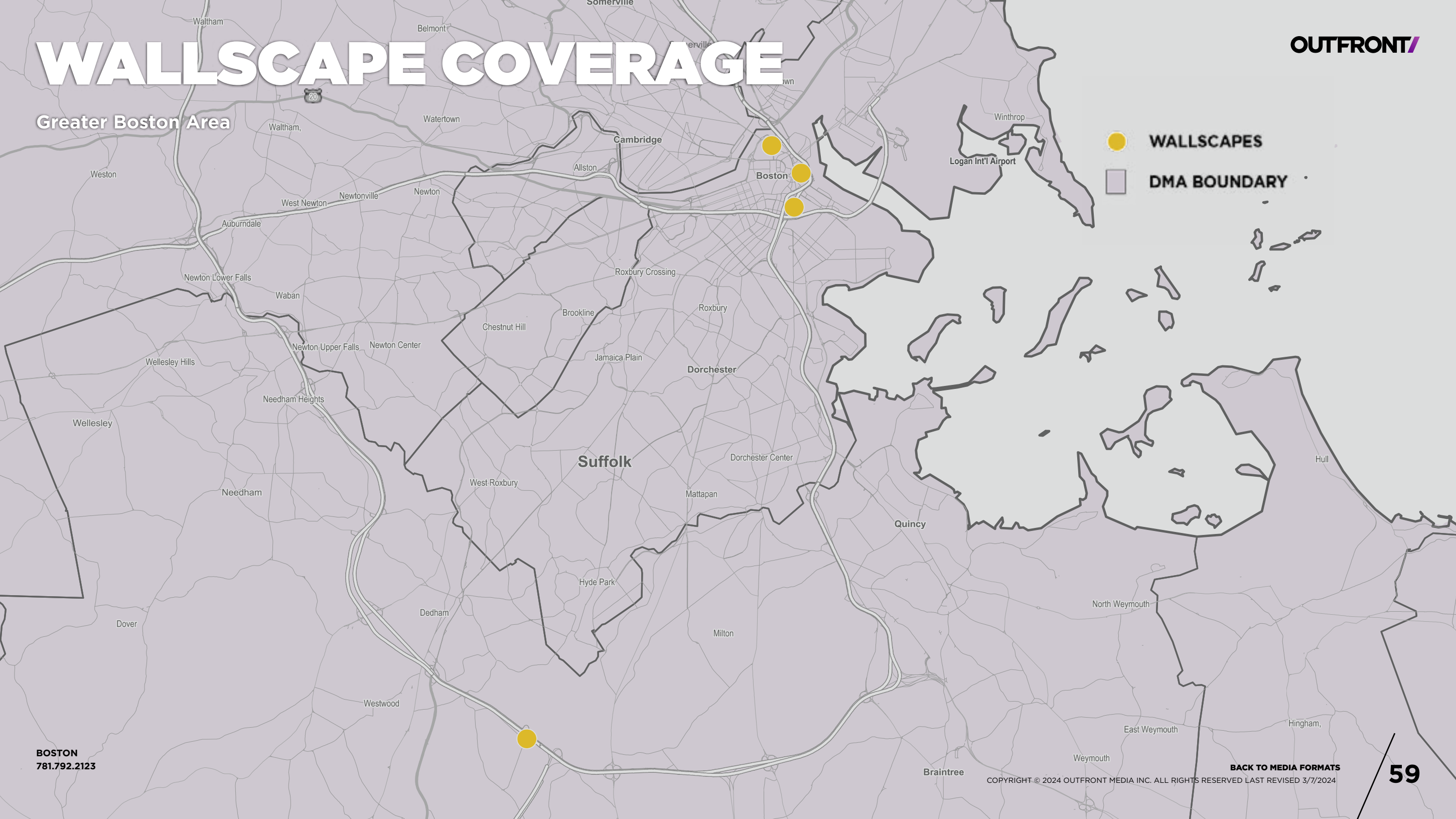
- Sizes vary by location

COVERAGE

- Financial District
- Downtown Boston
- I-95/Canton
- See map for complete coverage

WALLSCAPE COVERAGE

Greater Boston Area



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DIGITAL URBAN PANELS

Digital Urban Panels (DUPs) are street level displays situated above MBTA subway entrances that offer video or static capabilities to **reach a large audience of “T” riders, pedestrians, cyclists, and motorists.** DUPs provide advertisers with flexibility of rotating multiple creatives or full motion video, allowing for dynamic content served to communities across the Boston metro area.

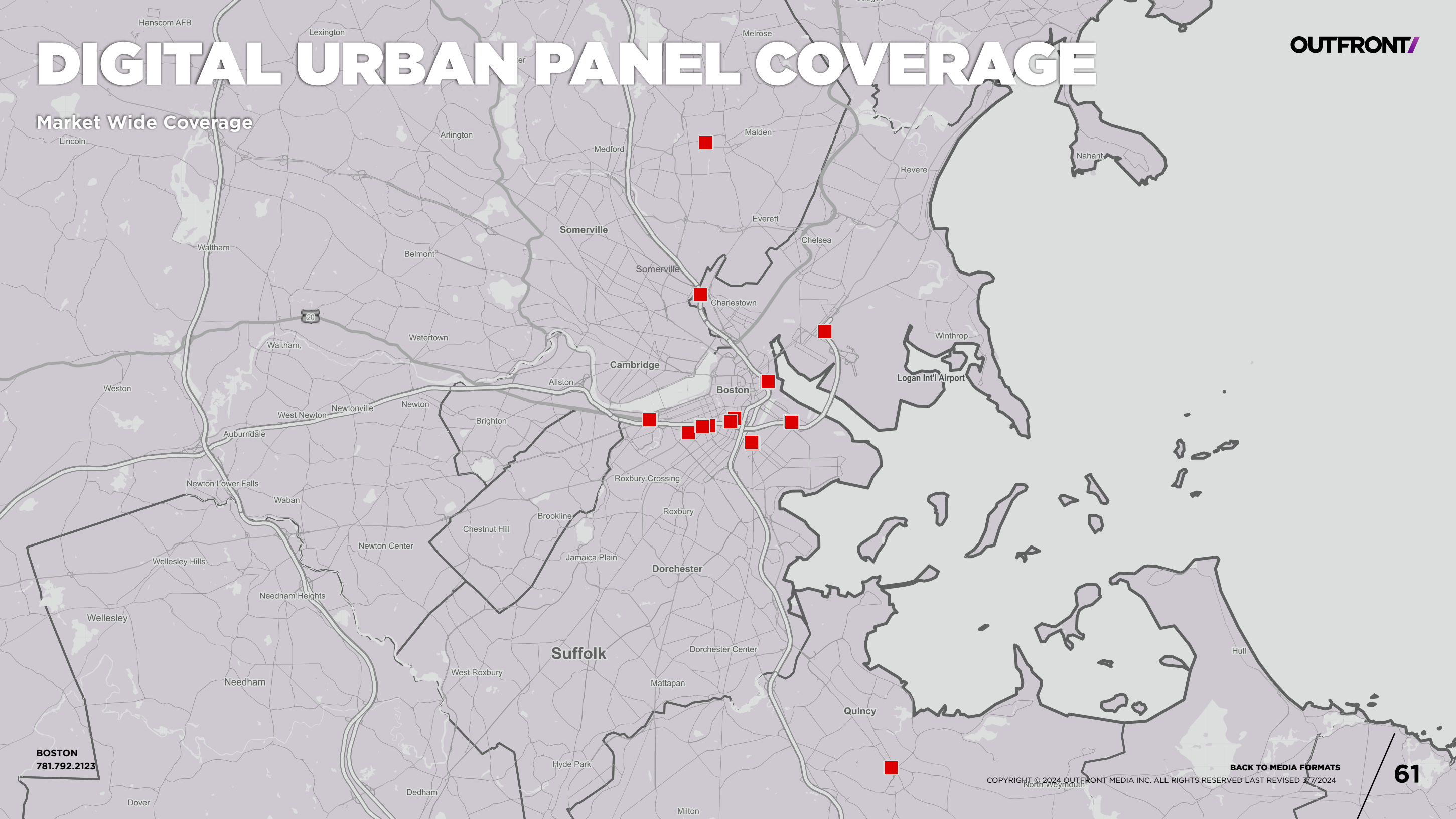
PRODUCT INFORMATION

- Screen Size 65” Horizontal
- Static/Full Motion Video (No Sound)
- Loop Length :180 seconds (:135 seconds ad rotations)
- Spot Length :15, :10, or :05



DIGITAL URBAN PANEL COVERAGE

Market Wide Coverage



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BIKE SHARES

Increasingly, Bike Shares are becoming part of the urban commute in Boston. These units attract a **younger, environmentally friendly consumer**. Connect your brand message to the **elusive millennial demographic** in the most desirable urban neighborhoods.

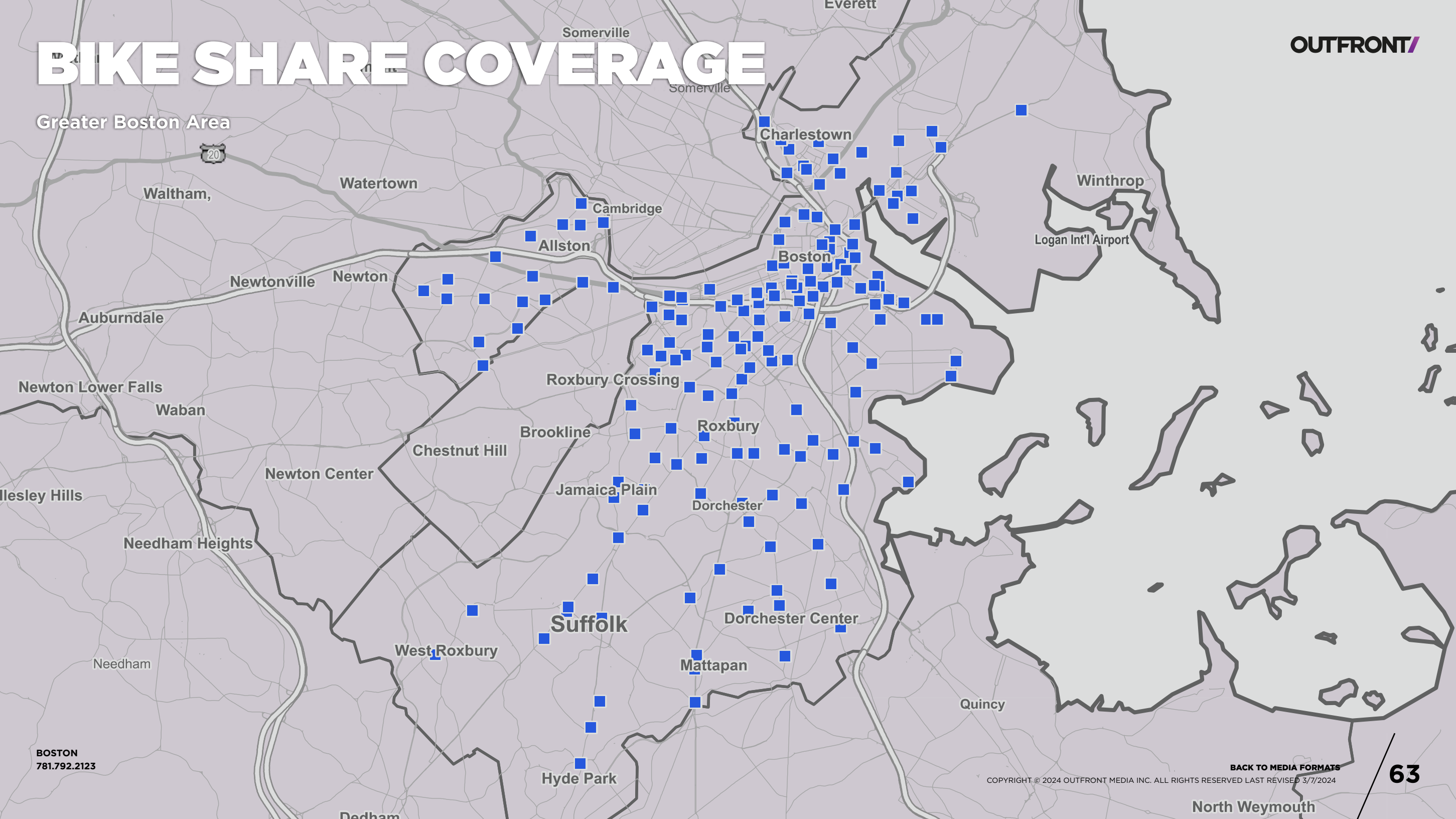
PRODUCT INFORMATION

- 56"H x 38"W
- 67.5"H x 38.5"W

COVERAGE: CITYWIDE REACH

- | | |
|-----------------|---------------------|
| — Fenway Park | — Back Bay |
| — TD Garden | — Seaport District |
| — South Station | — South Boston |
| — Dorchester | — Downtown Crossing |

BIKE SHARE COVERAGE



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SPECIALTY MEDIA

Specialty Media provides **unique, larger-than-life canvases** for your brand message. These placements deliver impact and frequency in high-profile locations in the cities of Boston and Cambridge.

MEDIA PRODUCTS

- Aquarium Windows
- Arlington Windows
- Back Bay Spectacular
- Back Bay Wallscapes
- Beacon Hill Windows
- Downtown Duo
- Harvard Square Windows
- Haymarket Windows
- Kenmore Elevator
- Kenmore Tower
- Porter Square Windows
- Seaport Spectacular
- Seaport Windows
- South End Spectacular
- South Station Showcase
- Southie Tower

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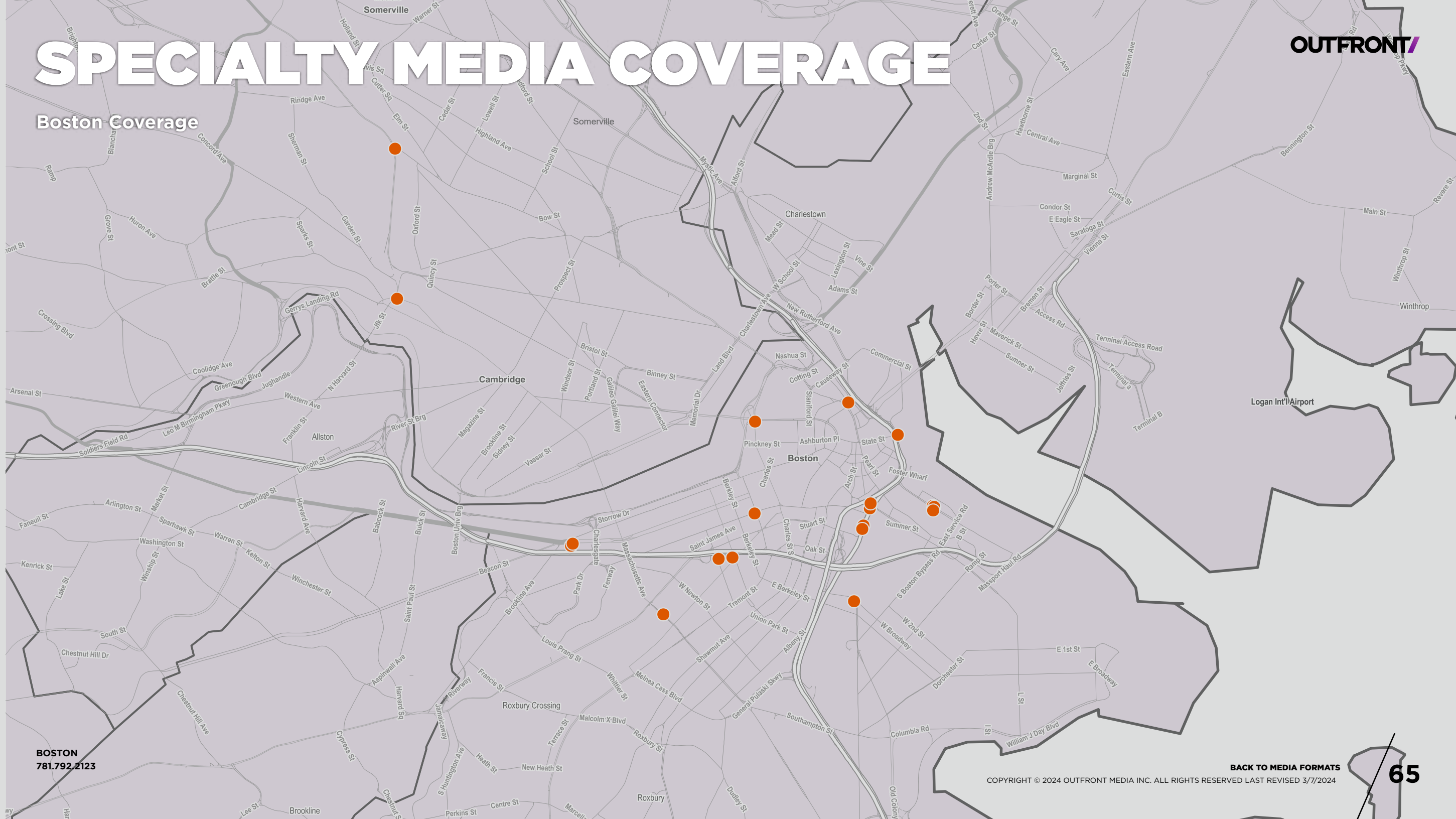


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SPECIALTY MEDIA COVERAGE

Boston Coverage



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AQUARIUM WINDOWS

The Aquarium Windows are found between Boston's Waterfront and the busy Financial District. This area is **swarming with tourists visiting nearby attractions** such as the New England Aquarium, Faneuil Hall, and the Historic North End or boarding the popular trolley tours. Also located nearby is Rowes Wharf Complex which houses luxury shopping boutiques, multi-million dollar town homes, and office space.

These windows are located on two large street-level structures which serve as the entrances/exits to the Aquarium Station "T" stop. The ads are situated high above the busy streets and **cannot be missed by pedestrians and drivers.**

PRODUCT INFORMATION

- West Headhouse: 20.6'H x 8.16'W
- East Headhouse: 8.20'H x 13.9'W

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ARLINGTON WINDOWS

The Arlington Windows are located in Boston's **upscale Back Bay neighborhood** at the corner of Arlington and Boylston Streets. This specialty unit includes window displays located on the street-level elevator and headhouse entrances at the Arlington "T" stop. The station is located in close proximity to the Boston Public Garden as well as many of Boston's **BOSTON**
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best **shopping, dining, and nightlife destinations**. It's also conveniently located near the **finish line for the Boston Marathon and along the parade route** for events such as PRIDE and championship celebrations.

PRODUCT INFORMATION

- 2 headhouse structures
- 3 ad faces per headhouse
- Various sizes

BACK BAY SPECTACULAR

Welcome to The Back Bay: The Destination for Culture, Cuisine, Couture, and Commerce. Boston's **Back Bay is the shopping, dining, cultural, and nightlife destination in the heart of Boston.**

This duo is located at the entrance of Back Bay Station - where **thousands of subway, bus, commuter rail, and Amtrak passengers embark daily.** Both the Back Bay Windows and Back Bay Banners creative will face outside the building to the throngs of pedestrians and motorists.

PRODUCT INFORMATION

- Banners: (6) 10'H x 8'W
- Windows: 8'H x 60'10.5"W

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BACK BAY WALLSCAPE

The Back Bay Wallscape is located in one of Boston's most expensive residential neighborhoods. Back Bay is famous for its luxury shopping, dining, and hotels. This unit is situated in one of Boston's high density commercial areas of the city, with commuters passing this unit daily. The wallscape is located just steps away from Back Bay's MBTA transportation center, a hub for subway, Commuter Rail, and Amtrak riders. The position of the wallscape offers opportunities to reach westbound traffic on I-90/Mass Pike as well as passersby headed into the historic South End neighborhood on Clarendon Street.

PRODUCT INFORMATION

- 83E: 25'H x 15'W
- 84N: 25'H x 14'10.5"W

COVERAGE

- Back Bay
- South End
- I-90/Mass Pike

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SOURCE: ESPLANADE ASSOCIATION 2019

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BEACON HILL WINDOWS

Located at the entrance to the Charles/MGH Red Line station are the Beacon Hill Windows; a high-impact media placement that provides the advertiser with a direct read to a highly congested intersection. Charles/ MGH Station serves the renowned Massachusetts General Hospital and is located nearby two of

Boston's most prominent, affluent neighborhoods, Beacon Hill and Back Bay. The area is also home to the Boston Esplanade, which attracts an estimated 3 million people annually, and Charles Street which is lined with pricey antique shops, trendy cafes, and upscale clothing boutiques.

PRODUCT INFORMATION

— 21'H x 26.7'W



DOWNTOWN DUO

The Downtown Duo offers **unparalleled brand visibility** in the heart of Downtown Boston. This pair of premium street-level ad display sits at the intersection of Summer Street and Atlantic Avenue, the 4th most congested road in the city, and is positioned directly in front of the main entrance to New England's busiest

transit hub, South Station. The combination of the 4-sided structure and the 2-sided structure guarantees your brand message will be seen from all angles by **tens of thousands of daily commuters and visitors** each day.

PRODUCT INFORMATION

- One 4-sided structure (Tower A)
- One 2-sided structure (Tower B)
- Dimensions vary by side; see spec sheet for specific measurements



HARVARD WINDOWS

The Harvard Windows sit atop the entry to **one of the MBTA's busiest "T" stops**, Harvard Station. This is one of the only OOH placements available in the Harvard Square area. It's located at eye level, just steps away from

Harvard University, and is visible to the **thousands of students, workers, and tourists who pass through this area every day.**

PRODUCT INFORMATION

- Top: 29.5"H x 58.5"W
- Bottom: 60.5"H x 58.5"W



HAYMARKET WINDOWS

Located at the entrance to the Haymarket subway station and steps away from Faneuil Hall, these windows **light up the city streets with an advertiser's message.**

They are perfectly situated in Downtown Boston, the tourism and professional mecca of the city, and are **visible to both pedestrians and drivers.**

PRODUCT INFORMATION

- Window Panels A-C: 47.7.5"H x 88"W
- Window Panels D-E: 47.75.5"H x 70.75"

COVERAGE

- MBTA Orange and Green Lines

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KENMORE ELEVATOR

The Kenmore Elevator is located in the heart of Kenmore Square situated at the entrance/exit of Kenmore Station. This area of the city is **filled with young and educated upscale professionals, as well as students, tourists, and Red Sox fans.** This media is perfect for targeting the Fenway Park area during the Red Sox Season.

PRODUCT INFORMATION

— 6.25'H X 20.12'W





KENMORE TOWER

The Kenmore Tower is located in the heart of the lively Kenmore Square where Commonwealth Ave. and Beacon Street converge. This larger than life media asset sits in **close proximity to the neighborhoods shops, restaurants, hotels, clubs, and many educational institutions.** This area is swarming with college students

and millennials who either live or work in the neighborhood.

Another major attraction in Kenmore Square is Fenway Park. When the Red Sox are in town you can expect **droves of baseball fans** to pack the neighborhood's many restaurants and bars before and after the games.

PRODUCT INFORMATION

- West Side: 20'H x 6'8"W
- South Side: 20'H x 13'11"W
- East Side: 20'H x 6'8"W



PORTER SQUARE WINDOWS

Porter Square is a neighborhood located in Cambridge along Massachusetts Avenue between Harvard and Davis Squares. This neighborhood is a **vibrant, up-and-coming community** where you can find local residents, college students, and working professionals along with a mix of national and local retailers. These window displays are

situated at the entrance of Porter Station, serving the MBTA Red line.

The creative faces outside the building to **engage thousands of pedestrians, motorists, and “T” passengers on a daily basis**. This is also one of the few street-level OOH formats available in the area.

PRODUCT INFORMATION

- Side A: See spec sheet
- Side B: 72.25”H x 72.25”W





SEAPORT SPECTACULAR

Make a lasting impact **in the heart of Boston's newest and most lively neighborhood**. The Seaport Spectacular is a two-piece street display located on Seaport Boulevard, above Courthouse Station. Just steps from trendy hotels, restaurants, shopping, and nightlife venues, the Seaport Spectacular allows brands

to **reach tourists, affluent residents, local entertainment seekers, and motorists** traveling up and down the popular boulevard.

PRODUCT INFORMATION

- South Side: 10'H x 40'W
- East Side: 10'H x 20'W
- Elevator: 187"H x 543"W



SEAPORT WINDOWS

Located in the heart of the Seaport District, this larger-than-life display is **unavoidable to pedestrians and traffic in Boston's newest, vibrant neighborhood**. The two-sided unit is situated on the corner of Seaport Boulevard and Thompson Place, above Courthouse Station on the Silver Line, just steps from trendy hotels, restaurants, shopping, and nightlife venues. The Seaport Windows are **seen by tourists, affluent residents, local entertainment seekers, and motorists** traveling up and down the boulevard.

PRODUCT INFORMATION

- North Side: 10'H x 50'W
- East Side: 10'H x 8'W

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SOUTH END SPECTACULAR

Located just minutes from downtown and the Back Bay, the South End has become one of Boston's most popular neighborhoods. The area is **home to a diverse blend of young professionals, families, and a vibrant LGBTQ community.**

Some of Boston's finest restaurants, a thriving arts and theatre community, as well as nearly 30 parks can also be found in the South End. This specialty format offers two large, street-level canvases on the exterior of the Massachusetts Ave. MBTA station and delivers **impactful messaging to all pedestrian and vehicular traffic passing by.**

PRODUCTION INFORMATION

- Side A: 7.9'H x 66.4'W
- Side B: 13.8'H x 67.1'W





SOUTH STATION SHOWCASE

The South Station Showcase is **located in the heart of Downtown Boston, affixed to the exterior of South Station; New England's busiest transit hub.** This pair of high-impact ad displays captivates the diverse commuter base that frequents South Station daily. Capture the attention of **commuters, professionals, students,**

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and tourists who pass through South Station or live/work in this bustling area of the city.

Sold together as a package, these side-by-side units are perfect for brands with creative messaging that complement or play off of one another.

- PRODUCT INFORMATION**
- (2) 15'H x 20'W displays
 - Located on the exterior of South Station Bus Terminal
 - Sold as a package (2 units)



SOUTHIE TOWER

This eye-catching media placement is located at the entrance of the South Boston, or “Southie,” neighborhood, next to the busy MBTA “T” stop at Broadway Station. It’s **surrounded by many of the best shops, restaurants, and entertainment spots outside of the Boston Downtown area.**

Southie is just minutes from Logan Airport, the trendy Seaport Innovation District, and Downtown as well as home to many new condominiums and tech companies. The neighborhood has become a **highly desirable residential area, attracting a younger, affluent, millennial crowd.**

PRODUCT INFORMATION

- Dimensions: 21'H x 15'W (2 sided tower wrap)

FERRY INTERIOR CARDS

Send your message sailing in Ferry Boats that travel to numerous locations in the Boston area. Every day, **over 5,000 commuters travel to and from various points** in Greater Boston including Hingham and Rowes Wharf. Want a bigger presence? A brand ferry offers advertisers the unique opportunity to completely **own the inside of the ferry.**

PRODUCT INFORMATION

- Car Card A: 22”H x 21”W
- Car Card B: 11”H x 28”W

COVERAGE

- MBTA Ferry Systemwide



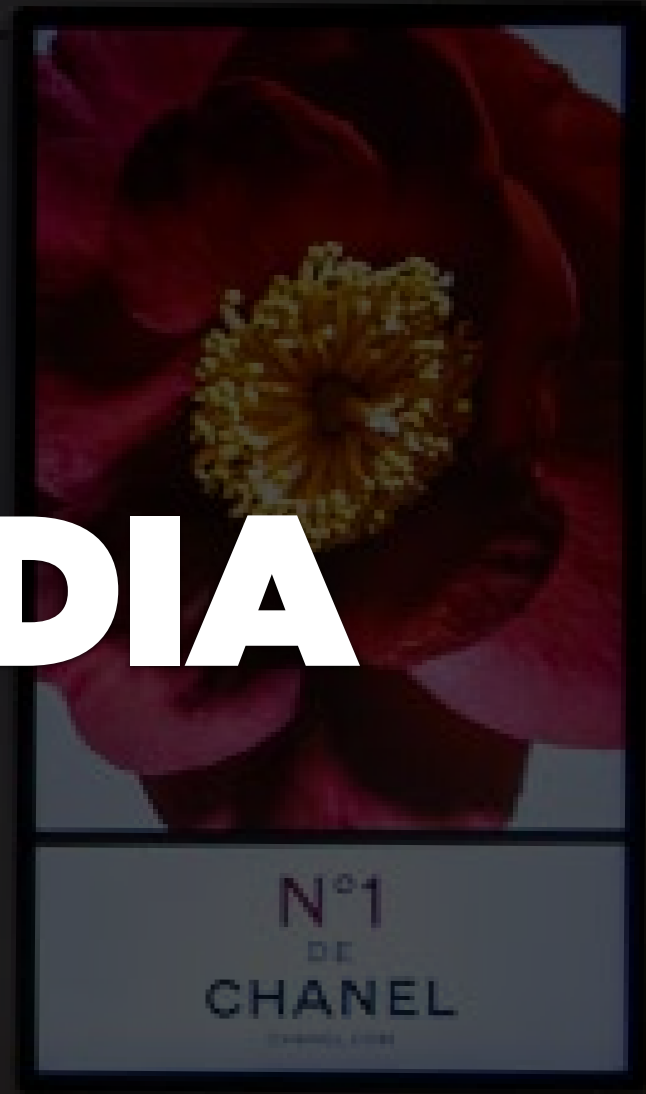
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SECOND SCREEN MEDIA



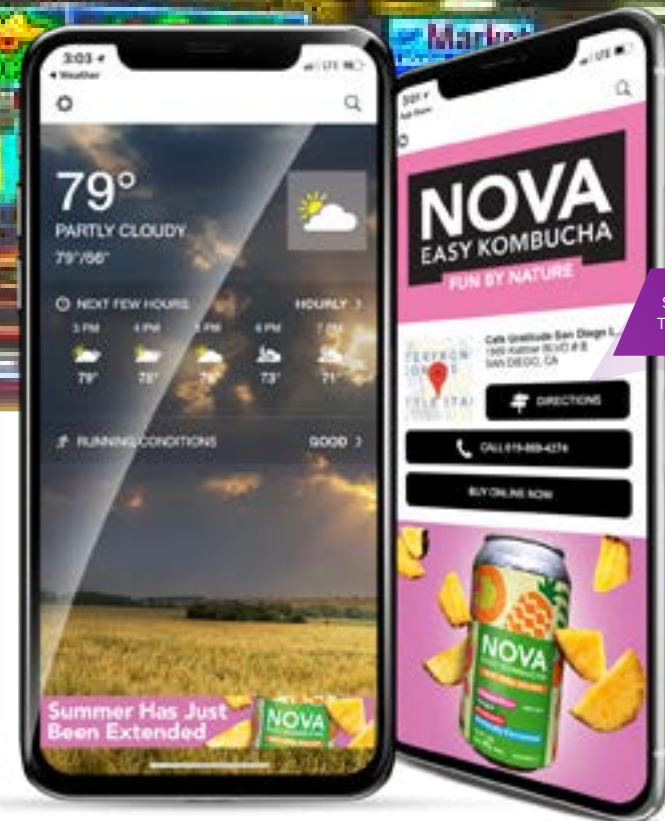
MOBILE NETWORK

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. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

PRODUCTS

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

LOCATED IN THE
TOP 50 MARKETS



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TO LEARN MORE



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.

[Watch PBR's #sOOH Success Story](#)

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

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