

# OUTFRONT/

## WE GET YOU **BOSTON**

Media Across The Market





# WE ARE OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impact people where and when it matters most: in the real world. Smart brands leverage out of home's power of TLC by combining technology, location, and creativity to drive meaningful connections with their target audiences.

We continue to add intelligence to OOH, making our media more accurate, agile, and accountable. Our insights suite and attribution solutions were designed to reach your desired audience and measure your campaign's impact on them.

We are OUTFRONT by name and nature. We are everywhere, empowering businesses to leverage our ubiquity (500K canvases and 14.1B weekly impressions), our national footprint (top 25 markets), and our local relevance and community connections. We are front and center in the places your consumers live, work, and play, from neighborhoods to urban centers, from transit hubs to busier-than-ever highways and roads.

OOH is today's most creative medium. All OUTFRONT clients have access to our Cannes Lions award-winning in-house creative agencies to develop the right messaging and campaigns to drive positive outcomes. Champion the power of America's biggest canvases to drive engagement, fame, and trust.

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 businesses grow stronger.

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

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





# WE LEAD IN THE ART, SCIENCE, & AUTOMATION OF OOH/



## ART

Creative drives 70% of an ad's effectiveness. 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. Tap into our award-winning creative agencies for best-in-class creative services, campaign development, and dynamic digital additions.

## SCIENCE

Tech advancements are a priority for OUTFRONT. We have the right hardware, software, and data to ensure your campaign is 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 audience segments IRL. We also know that measurement matters. So, we have an attribution model that is scalable to different business needs.

## AUTOMATION

Automation is transforming digital out of home buying. Access OUTFRONT's digital inventory and automate the DOOH buying process programmatically or via the OUTFRONT Ad Server, for a managed service experience. Both approaches include the ability to easily activate complex digital campaigns at scale, which may include data conditions, impression or audience targeting, and dayparting.

# OOH DRIVES SUCCESS /

OUTFRONT/

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 and the checkout line.

## 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.

### AWARENESS<sup>1</sup>

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

### CONSIDERATION<sup>1</sup>

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

### CONVERSION<sup>1</sup>

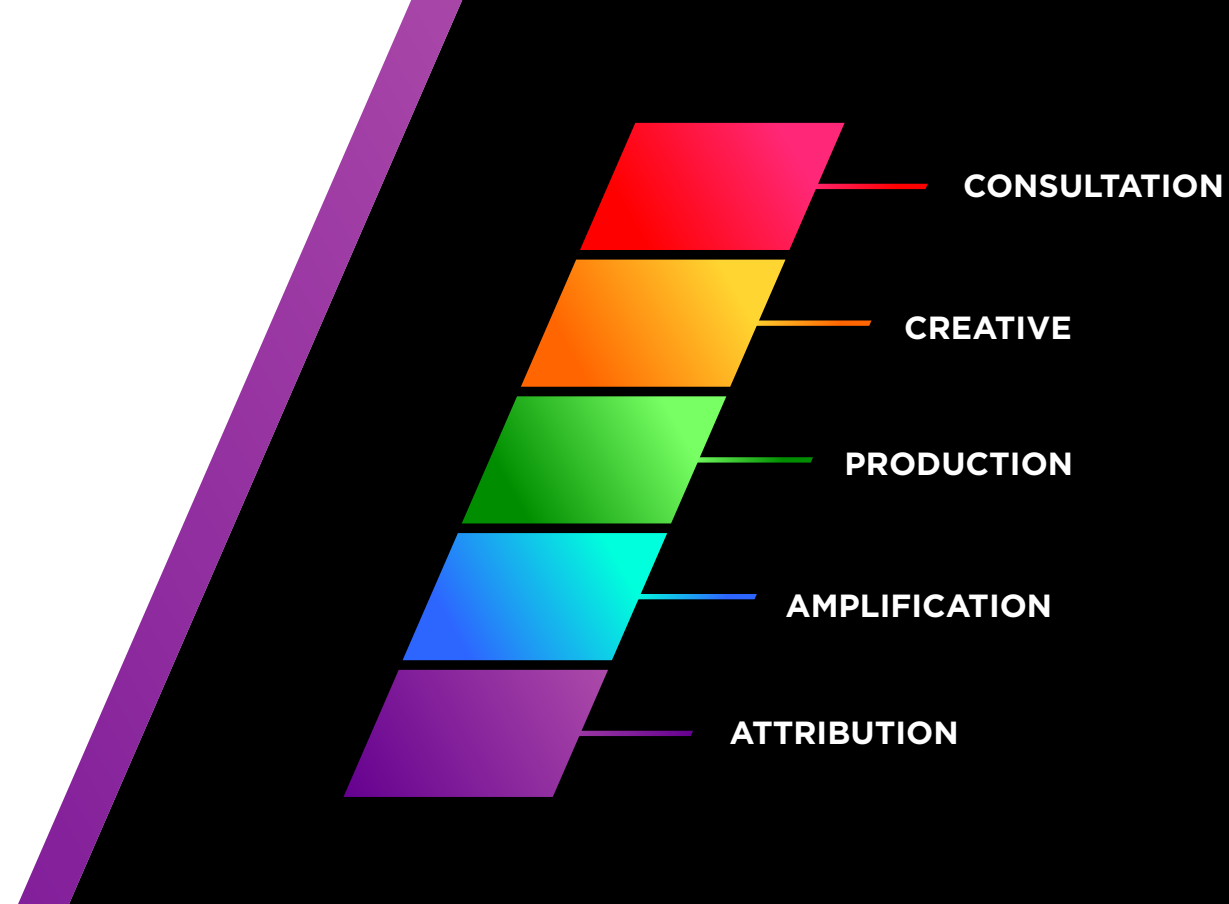
**18% OOH**  
**18% TV**  
**20% Social Media**  
**13% Online Video**



# LEVERAGE OUR EDGE /

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

OUTFRONT/



## CONSULTATION

### DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to automate the buying process? 7,000+ digital billboard and transit canvases available on top SSP and DSP platforms, plus OUTFRONT's Ad Server.

## CREATIVE

### THE MOST CREATIVE OF ALL MEDIUMS

XLabs and OUTFRONT STUDIOS design Cannes Lions and industry award-winning campaigns. Together, we can aid in anything from best practices to full campaign development, or integrate the latest dynamic digital elements.

## 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 amplify your real world campaign through press, social OOH, and mobile reach.

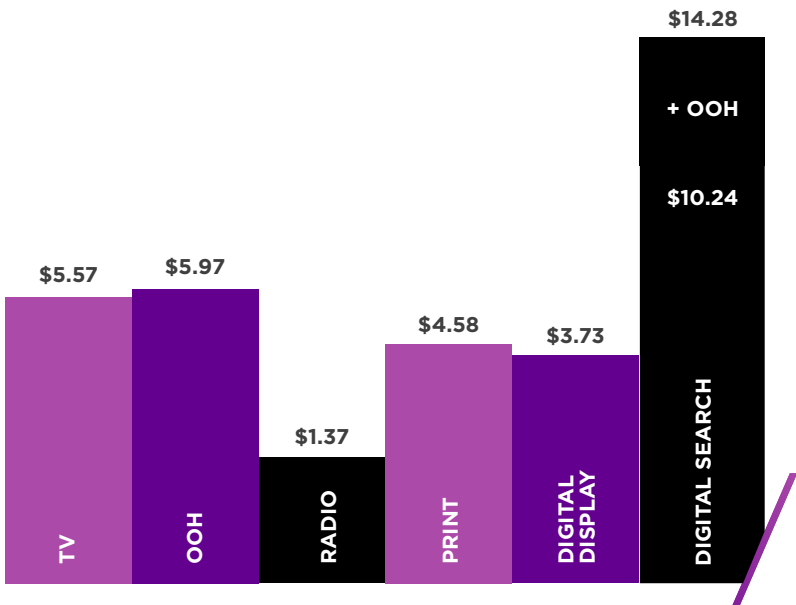
## ATTRIBUTION

### TRACKING SUCCESS

Our suite of attribution solutions can track your campaign's success based on KPIs like footfall, website visitation, app downloads, tune-in, and brand affinity.

# AMPLIFICATION MATTERS/

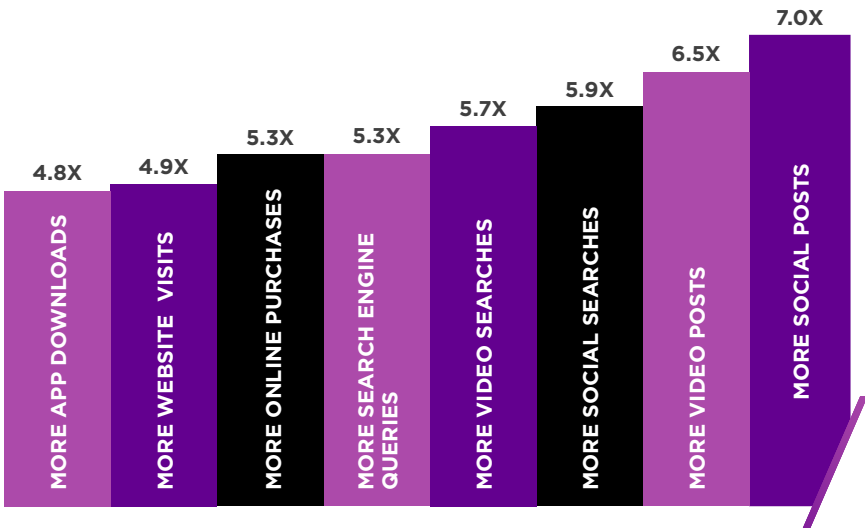
OUTFRONT is the best primer for digital engagement.



## 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.

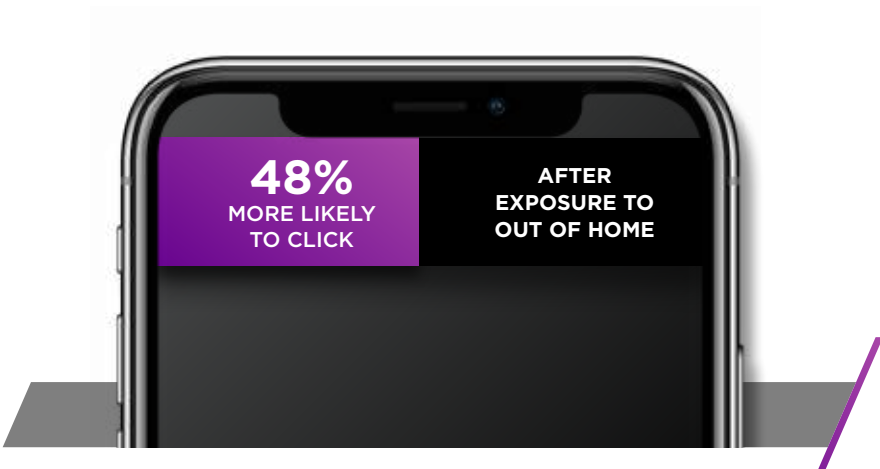
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



## 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.

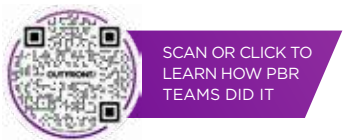
Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



## 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.

PBR Teams expanded to eight markets after its first OOH campaign captivated Kansas City, **boosting ticket sales**.





# ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES FLEXIBILITY TO CHOOSE THE **ATTRIBUTION PRODUCTS THAT BEST ALIGN WITH YOUR KPIs.**



## FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits and link them to out of home campaigns they have viewed. OUTFRONT has seen an average lift of 131% for those exposed to OOH.

[Learn how we drove a 164% lift in store traffic to 200 Burger King locations.](#)



## WEBSITE

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 drive the strongest digital conversion, with an average lift of 345% in website traffic for those exposed to the OOH.

[Read how we drove website traffic for Celebrity Cruises.](#)



## APP DOWNLOAD

We leverage a post-back to observe which mobile devices have downloaded and used the app after exposure to the OOH campaign.

[See how we increased likelihood to download the Tinder app.](#)



## TUNE-IN

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

[See how we drove tune-in for a major sports league.](#)



## BRAND LIFT

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 increased unaided brand awareness for Fresh Direct.](#)



READ THE  
BURGER KING  
CASE STUDY



READ THE  
CELEBRITY CRUISES  
CASE STUDY



READ THE  
TINDER  
CASE STUDY



READ THE  
SPORTS LEAGUE  
CASE STUDY



READ THE  
FRESH DIRECT  
CASE STUDY



SOURCE: OUTFRONT ATTRIBUTION STUDIES

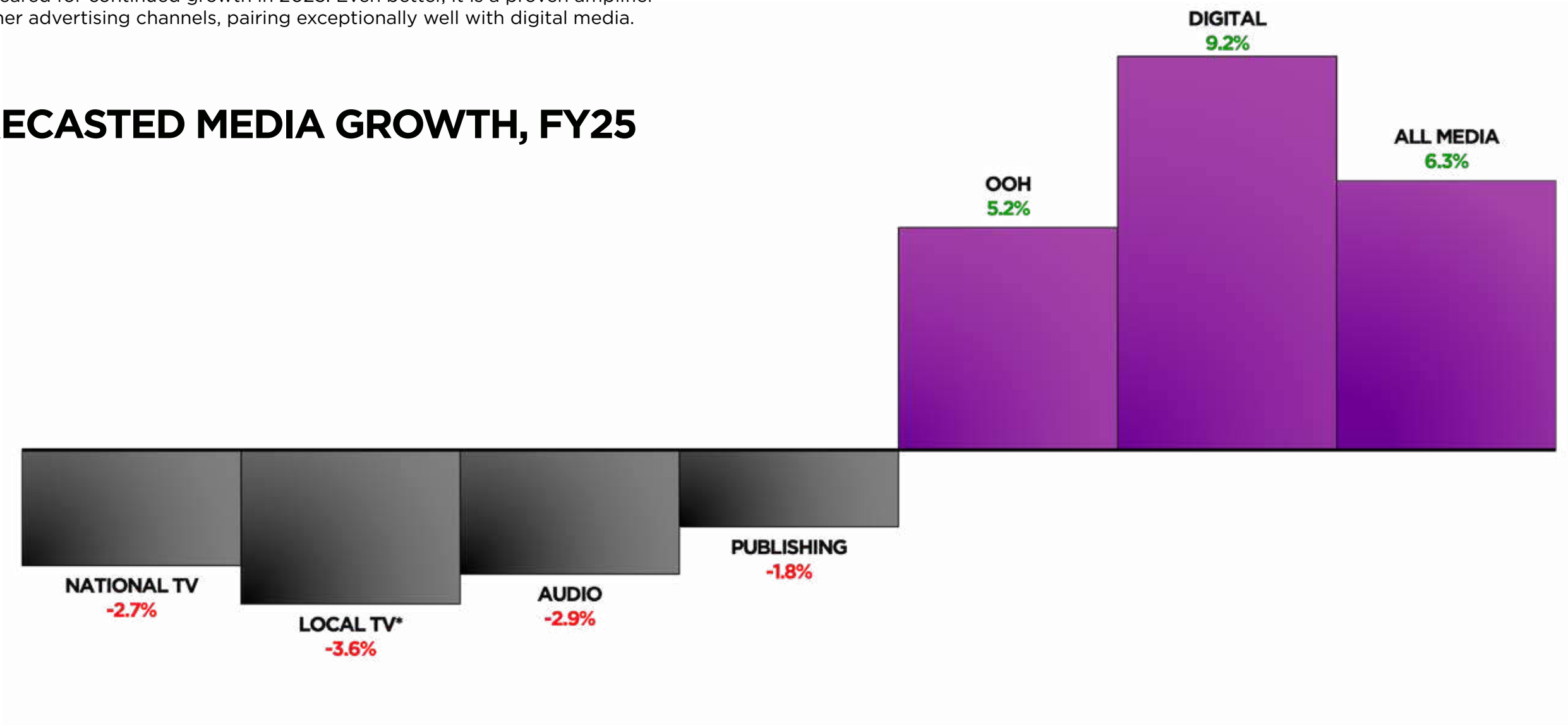
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

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# OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2025. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

## FORECASTED MEDIA GROWTH, FY25



SOURCE: MAGNA GLOBAL, 2024.  
\*LOCAL TV EXCLUDES CYCLICAL EVENTS.



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

YOUR STORY & AUDIENCE. OUR CANVAS.

# TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,357,766	● ●	●	● ●	● ● ●	●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,773,059	● ●	●	● ●		● ●	● ● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,220,195	● ●	●	● ●	● ● ●			● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,365,633	● ●	●				●	●	●
5	Houston-The Woodlands et al, TX	7,699,970	● ●	●				● ●		●
6	Atlanta-Sandy Springs et al, GA	6,421,346	● ●		● ●			● ●		●
7	Washington et al, DC-VA-MD-WV	6,353,913	●	●		● ● ●	● ●	●		●
8	Miami-Fort Lauderdale et al, FL	6,299,604	● ●	● ●		● ● ●	● ●	● ● ●		●
9	Philadelphia et al, PA-NJ-DE-MD	6,258,409	● ●	●	●					●
10	Phoenix-Mesa-Scottsdale, AZ	5,168,926	● ●		● ●	●	●	●	●	●
11	Boston-Cambridge-Newton, MA-NH	4,936,229	● ●	●	●	● ● ●	● ●	● ●	●	●
12	Riverside et al, CA	4,659,582	● ●		●				●	●
13	San Francisco-Oakland et al, CA	4,572,708	● ●	●	●	● ● ●	● ●	● ●		●
14	Detroit-Warren-Dearborn, MI	4,333,171	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	4,098,018	●		●					●
16	Minneapolis et al, MN-WI	3,730,656	● ●	●	●				● ●	●
17	Tampa-St. Petersburg et al, FL	3,419,498	● ●	●	●			●	● ●	●
18	San Diego-Carlsbad, CA	3,279,593	● ●	●	●				● ●	●
19	Denver-Aurora-Lakewood, CO	3,033,651	● ●	●	●					●
20	Orlando-Kissimmee-Sanford, FL	2,909,696	● ●		●	●				●
21	Baltimore-Columbia-Towson, MD	2,835,809	●							●
22	St. Louis, MO-IL	2,793,090	● ●	●	● ●					●
23	San Antonio-New Braunfels, TX	2,761,788	● ●							●
24	Portland-Vancouver et al, OR-WA	2,504,222	● ●	●	● ●					●
25	Sacramento-Roseville et al, CA	2,413,840	● ●		● ●					●

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

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2024 UPDATE).



# TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
26	Pittsburgh, PA	2,410,277	● ●							●
27	Las Vegas-Henderson-Paradise, NV	2,369,486	● ●				● ●	● ● ●	● ●	●
28	Cincinnati, OH-KY-IN	2,290,416	●							●
29	Kansas City, MO-KS	2,240,831	● ●	●	●					●
30	Columbus, OH	2,208,373	● ●	●	●			●		●
31	Indianapolis-Carmel-Anderson, IN	2,166,851	● ●	●	●				● ●	●
32	Cleveland-Elyria, OH	2,155,276	● ●	●						●
33	Nashville-Davidson et al, TN	2,153,421	● ●							●
34	San Jose-Sunnyvale et al, CA	1,952,656	● ●		●	● ● ●	● ●	● ●		●
35	Virginia Beach et al, VA-NC	1,795,437	●					● ●		●
36	Jacksonville, FL	1,779,779	● ●							●
37	Providence-Warwick, RI-MA	1,683,645	● ●							●
38	Raleigh, NC	1,555,961	●							●
39	Richmond, VA	1,372,170	●							●
40	Louisville et al, KY-IN	1,371,917	● ●		●			● ●	● ●	●
41	Memphis, TN-MS-AR	1,333,544	● ●							●
42	Fresno, CA	1,179,207	● ●		● ●					●
43	Grand Rapids-Wyoming, MI	1,172,184	● ●		● ●					●
44	Hartford-West Hartford et al, CT	1,157,215	● ●		● ●	●				●
45	Buffalo-Cheektowaga et al, NY	1,152,213	●							●
46	Rochester, NY	1,048,543	●							●
47	Bridgeport-Stamford-Norwalk, CT	955,414	●			●				●
48	New Orleans-Metairie, LA	943,633	● ●	● ●	● ●					●
49	Albany-Schenectady-Troy, NY	907,810	●							●
50	Worcester, MA-CT	872,485	●							●

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

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2024 UPDATE).

# MEDIA ACROSS BOSTON

BOSTON  
781.792.2123





# WE GET YOU BOSTON.

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)
- Ranked 2nd-wealthiest city in the United States and 5th most expensive city in the world
- Over 40 million international and domestic tourists visit Boston each year
- The MBTA is the 4th-busiest public transit system in the U.S.
- Boston has the 4th-worst traffic congestion in the nation

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

**BOSTON**  
**781.792.2123**

SOURCES: CBRE TECH TALENT REPORT 2024, EVERNEST RICHEST US CITIES 2024, NUMBEO COST OF LIVING INDEX BY CITY 2024, GBCVB ANNUAL VISITATION 2023, APTA RIDERSHIP REPORT 2024, INRIX 2024 GLOBAL TRAFFIC SCORECARD, SCARBOROUGH RESEARCH (BOSTON DMA 2024 RELEASE 2)

OUTFRONT



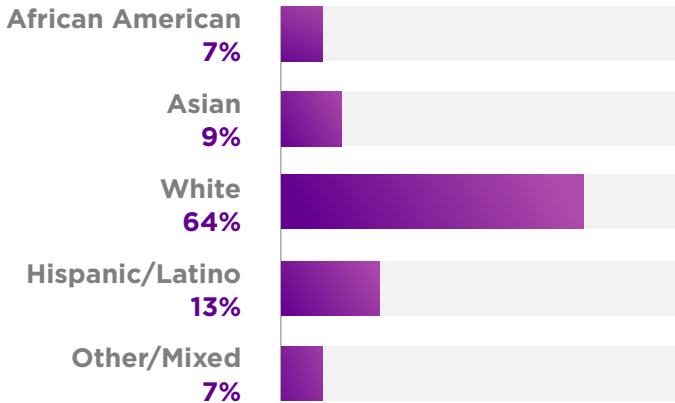
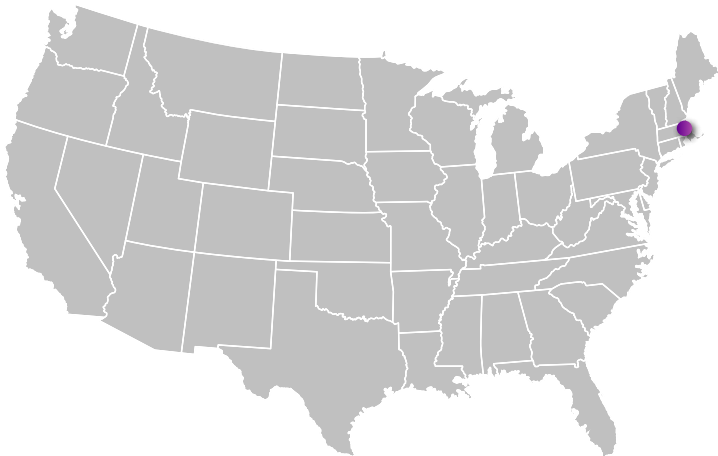
SCAN OR CLICK TO  
LEARN MORE



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# BOSTON

## Profile



4.9 MILLION BOSTON CBSA POPULATION



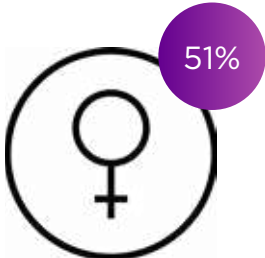
College Degree  
or higher



Walk, bike, or take public  
transit to work



Average HHI



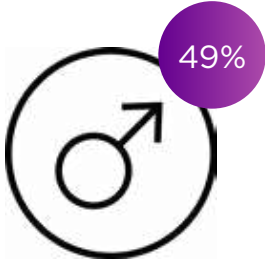
Female



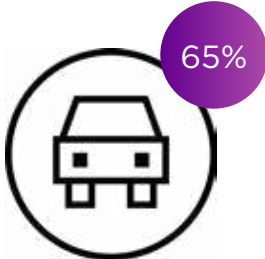
Average daily commute time  
to or from work (one way)



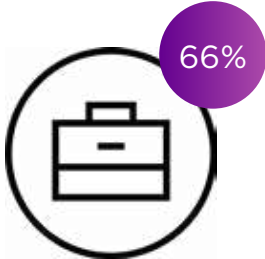
Home Owners



Male



Drive alone or  
carpooled



Employed



# MEDIA FORMATS

<b>BUSES</b>	<b>16</b>
BUS KINGS	20
BUS KONGS	21
BUS ULTRA SUPER KINGS	22
BUS TAILS	23
BUS HIGH IMPACT TAILS	24
BUS EXTERIOR WRAPS	25
BUS INTERIOR CARDS	26
<b>SUBWAY</b>	<b>27</b>
SUBWAY PLATFORM POSTERS	30
SUBWAY LIVEBOARD NETWORK	31
LIVESCAPES	33
SUBWAY INTERIOR CARDS	34
SUBWAY INTERIOR BRAND TRAIN	35
SUBWAY INTERIOR WRAPS	36
SUBWAY WILD TROLLEYS	37
SUBWAY ULTRA SUPER KINGS	38
SUBWAY EXTERIOR WRAPS	39
<b>COMMUTER RAIL</b>	<b>40</b>
RAIL 2-SHEET POSTERS	43
RAIL STATION SATURATION	44
RAIL INTERIOR CARDS	45

RAIL INTERIOR BRAND TRAIN	46
RAIL LIVEBOARD NETWORK	47
<b>STATION DOMINATIONS</b>	<b>48</b>
BACK BAY STATION	50
COPLEY STATION	51
DOWNTOWN CROSSING STATION	52
GOVERNMENT CENTER STATION	53
HARVARD STATION	54
KENDALL STATION	55
KENMORE STATION	56
NORTH STATION	57
PARK STREET STATION	58
SOUTH STATION	59
<b>BILLBOARDS</b>	<b>60</b>
BULLETINS	61
DIGITAL BULLETINS	63
POSTERS	65
WALLSCAPES	67
<b>STREET FURNITURE</b>	<b>69</b>
VIDEO URBAN PANELS	70
<b>SPECIALTY</b>	<b>72</b>
SPECIALTY MEDIA	73-91

FERRY INTERIOR CARDS	92
<b>SECOND SCREEN MEDIA</b>	<b>93</b>
MOBILE NETWORK	94
SOCIAL MEDIA INTEGRATION	95





# BUSES



# BUS MEDIA

OUTFRONT

**Bus advertising is one of the most efficient ways** to gain mass awareness across a market. These big, bold, unavoidable media formats broadcast your brand message to large audiences of pedestrians and motorists on a daily basis. **No other medium in the market can achieve the reach that bus advertising does!**

## EXTERIOR BUS MEDIA

- Kings
- Headliners
- Extensions
- Kongs
- Ultra Super Kings
- Tails
- High Impact Tails
- Exterior Wraps

## INTERIOR BUS MEDIA

- Interior Cards
- Brand Buses

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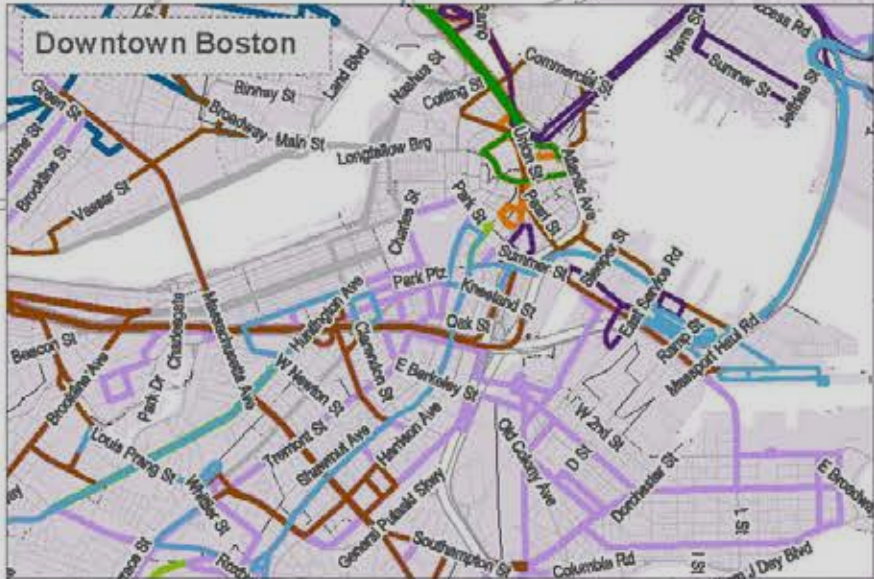
[BACK TO MEDIA FORMATS](#)

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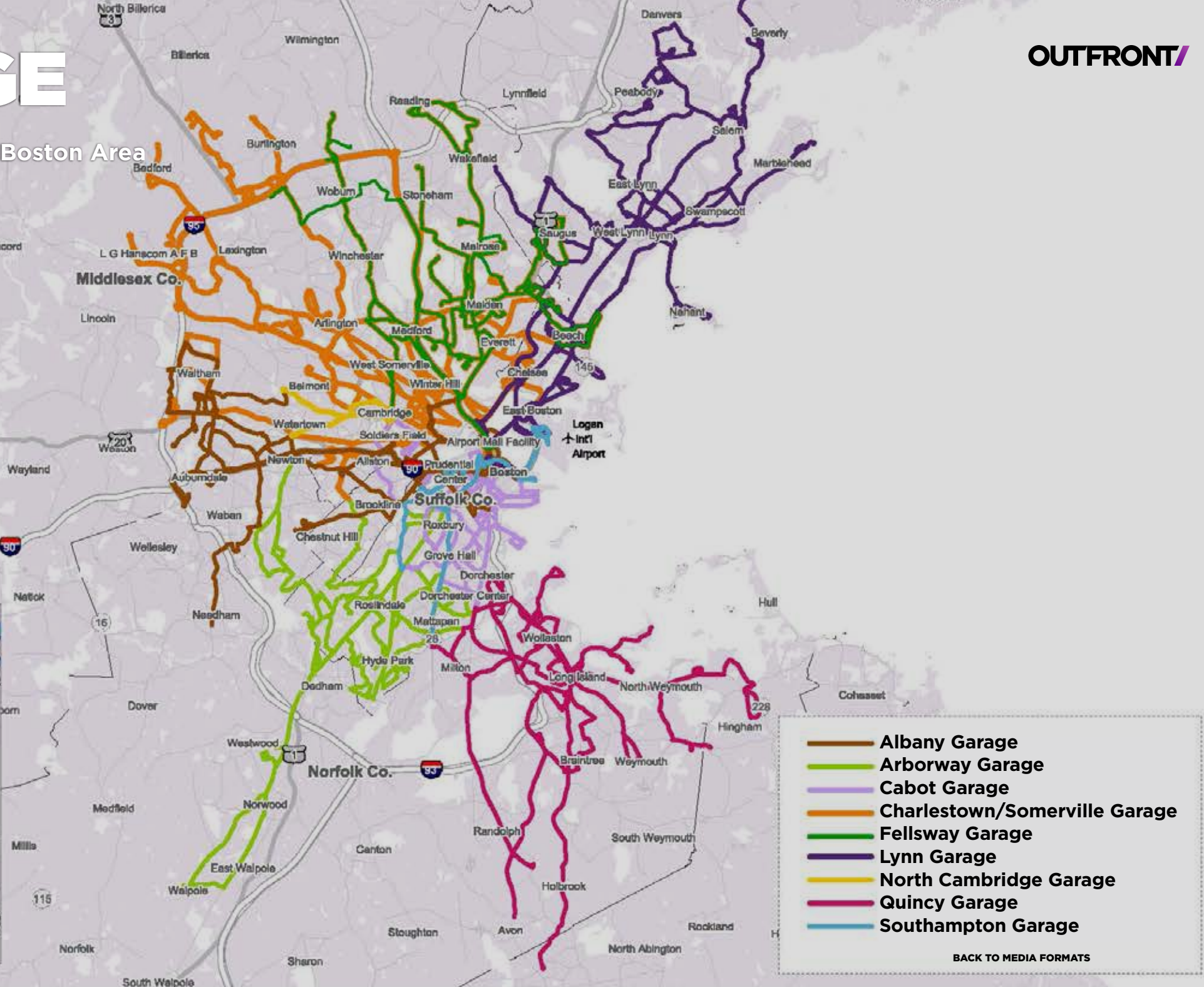


# BUS COVERAGE

Market Wide Coverage Reaching the Greater Boston Area



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[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.





KING WITH HEADLINER

# 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.

BOSTON  
781.792.2123

## PRODUCT INFORMATION

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



BUS KING

KING WITH EXTENSION

## COVERAGE

- MBTA Systemwide
- Targeted audience on a request basis





KONG WITH HEADLINER

# BUS KONGS

As the ultimate mass reach media, Bus Kongs take your message to the streets of Boston and **travel where other traditional out of home formats are limited or unavailable**. Bus Kongs offer even greater impact and visibility than traditional Bus Kings by providing an even larger creative canvas for your ad message that cannot be missed.

## PRODUCT INFORMATION

- Kong Size: 36"H x 240"W
- Headliner Size: 12"H x 360"W
- Kongs are installed on the street-facing side of the bus
- Add a Headliner for more impact!

## COVERAGE

- Systemwide
- Targeted audience on a request basis



BUS KONG

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# 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** delivery 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

- Systemwide
- Targeted audience 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

## 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



# SUBWAY MEDIA

OUTFRONT

**Influence a captive audience** across Boston's MBTA subway system. Subway advertising on the Orange, Red, Blue, and Green Lines connects brands directly to some of the most intelligent, tech savvy, and affluent consumers in the U.S. These media formats deliver **unparalleled reach and frequency at an exceptional value.**

## STATION MEDIA

- 2-Sheet Posters
- Platform Bulletins
- Subway Liveboard Network
- Livescapes
- Station Dominations

## INTERIOR CAR MEDIA

- Interior Cards
- Interior Brand Trains
- Interior Wraps

## EXTERIOR CAR MEDIA

- Wild Trolleys
- Ultra Super Kings
- Exterior Wraps

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SOURCE: MBTA 2017



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# 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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OUTFRONT



### Legend

<b>RL</b> RED LINE	<b>SL</b> SILVER LINE and branches	<b>SL1 SL2 SL4 SL5</b>	<b>COMMUTER RAIL</b>	<b>Accessible station</b> All MBTA and Massport bus and ferry services are accessible	<b>Free Logan Airport shuttle bus</b>	<b>@MBTA</b> <b>/TheMBTA</b>	<b>Customer Communications &amp; Travel Info</b> 617-222-3200, 800-392-6100, TTY 617-222-5146, www.mbta.com
<b>M</b> MATTAPAN LINE	<b>GL</b> GREEN LINE and branches	<b>Terminates at Gov't Ctr</b> <b>Terminates at Union Sq</b> <b>Terminates at Medford/Tufts</b>	<b>KEY BUS ROUTE</b> Frequent service	<b>Rapid Transit transfer station</b>	<b>Amtrak service</b> Back Bay, North & South Stations	<b>@TheMBTA</b> <b>/MBTAGM</b> <b>@TheMBTA</b>	<b>MBTA Transit Police: 911</b> TTY 617-222-1200
<b>OL</b> ORANGE LINE	<b>Terminates at Gov't Ctr</b> <b>Terminates at Medford/Tufts</b>	<b>FERRY</b> *Boylston: Accessible for Silver Line only	<b>COMMUTER RAIL transfer station</b>				<b>Elevator/Escalator availability:</b> 617-222-2828

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● 2-SHEET LOCATIONS

Not to scale

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# SUBWAY PLATFORM POSTERS

Subway Platform Posters are located throughout MBTA “T” stations, primarily on the subway platforms, where they are **visible to passengers waiting for their train to arrive**. Brands that use platform advertising build awareness through repeated exposure and benefit from being in a **captive environment with a long dwell time**.

## PRODUCT INFORMATION

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

## COVERAGE

- 2-Sheet Posters: Systemwide
- Platform Displays: Green Line Only
- Availability varies by station



TWO-SHEET



PLATFORM DISPLAY





# SUBWAY LIVEBOARD NETWORK

Our Subway Liveboard Network offers prime ad placements in **high-traffic MBTA subway stations to deliver maximum impact and brand visibility**. These eye-catching digital screens are fully equipped with cutting-edge technology that

allows advertisers to **engage audiences with unique & timely creative executions** that leverage full-motion video, live data feeds, dayparting, responsive ads, and more!

## 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



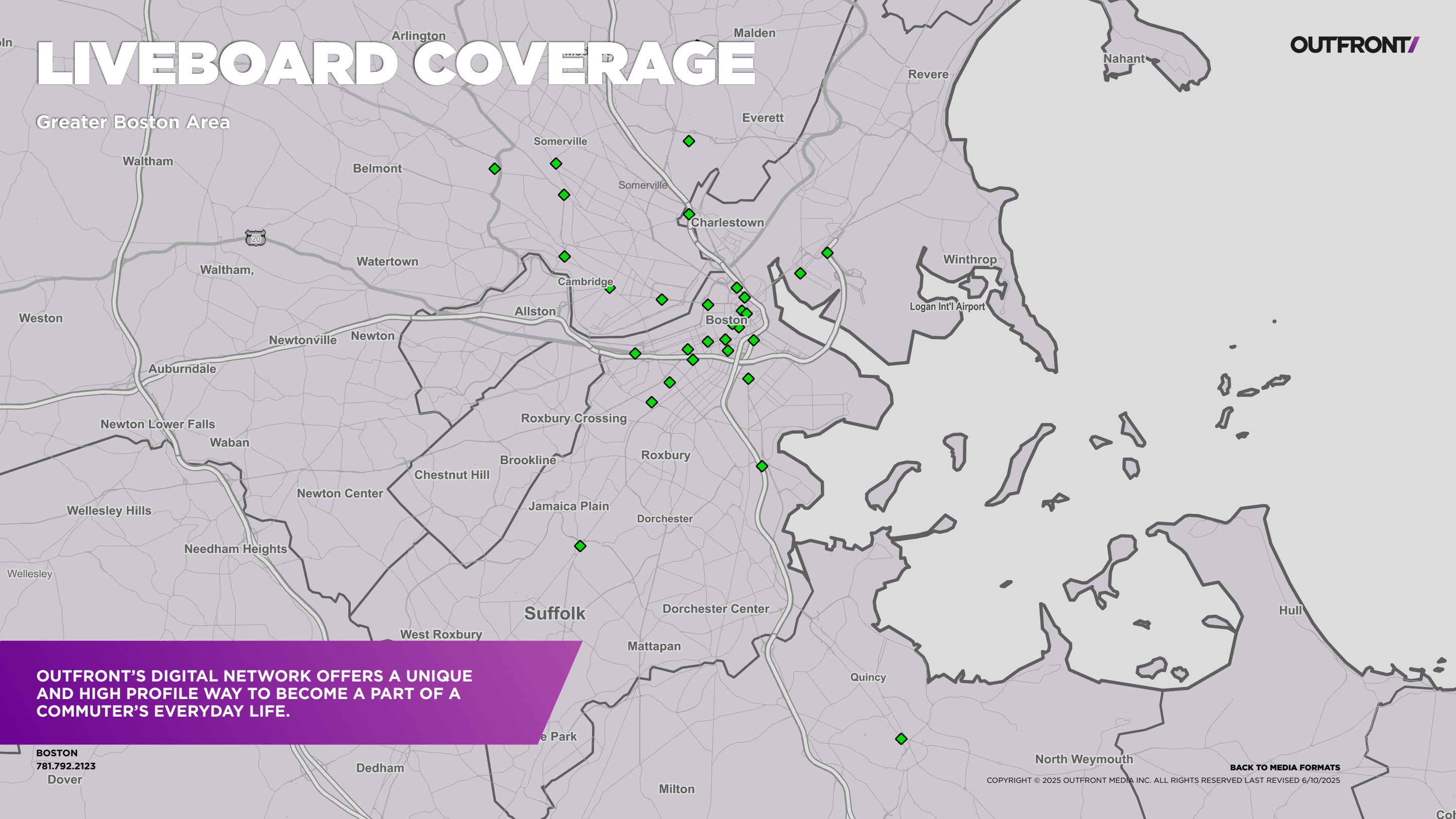
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\*DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.



# LIVEBOARD COVERAGE

OUTFRONT

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

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# DIGITAL LIVESCAPES

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**. These synchronized 11-screen ad placements create a captive environment and give 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' / (11) Screens Per Wall
- Spot Length: :15 Seconds
- Loop Length: 180 Seconds
- # of Advertisers: (8) Paid vs. (4) MBTA Content Spots
- Full-Motion Video or Static Digital (No Sound)
- Dynamic Content Capabilities
- North Station Livescapes Sold as Package

## COVERAGE

- South Station Subway Mezzanine (1 Display)
- North Station Commuter Walkway (2 Displays)



SOUTH STATION



NORTH STATION



# SUBWAY INTERIOR CARDS

Subway Interior Cards deliver your ad message at high frequency to a diverse audience of MBTA 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

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SOURCE / LEGAL



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# 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 your products, or display multiple messages and creatives. 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

- Sizes vary by line

## COVERAGE

- Systemwide
- Typical package includes (65) systemwide train cars with the following allocations per line:
  - o (17) Blue Line Cars
  - o (10) Green Line Cars
  - o (10) Orange Line Cars
  - o (28) Red Line Cars

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# 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

- Sizes vary based on line and train type

## COVERAGE

- Orange & Red Lines



# 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, + 9 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 Wraps are **one of the most captivating media formats available in Boston**. With this unique advertising opportunity, brands can completely “takeover” the exterior of an MBTA subway train by fully wrapping the car with their creative message. These larger-than-life ad canvases leave a lasting impression as they cut through clutter and **generate buzz across the city and on social media**.

## PRODUCT INFORMATION

- Full coverage on both sides of train car including doors & windows
- Sizes vary based on line and train type

## COVERAGE

- Systemwide





# COMMUTER RAIL



# COMMUTER RAIL MEDIA

Reach upscale commuters, traveling to and from the suburbs and Downtown Boston. Rail media allows advertisers to **reach affluent commuters on a daily basis, at multiple touchpoints** throughout their journeys as they are walking through stations, waiting on platforms, and riding on the train. Bostonians who commute via the commuter rail **spend an average of 62.8 minutes traveling to work**, door to door.

## STATION MEDIA

- 2-Sheet Posters
- Platform Bulletins
- Rail Liveboard Network
- Station Saturations

## INTERIOR CAR MEDIA

- Interior Cards
- Interior Brand Trains

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SOURCE: GOVERNING.COM AND THE AMERICAN COMMUNITY SURVEY, 2015

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# 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



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

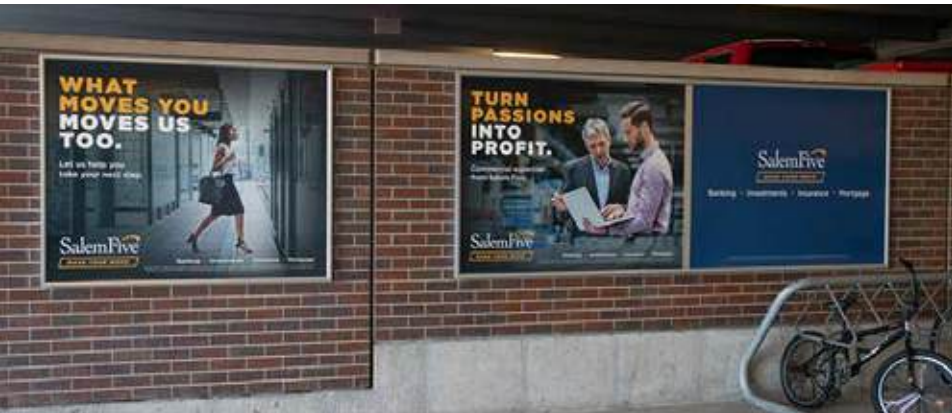
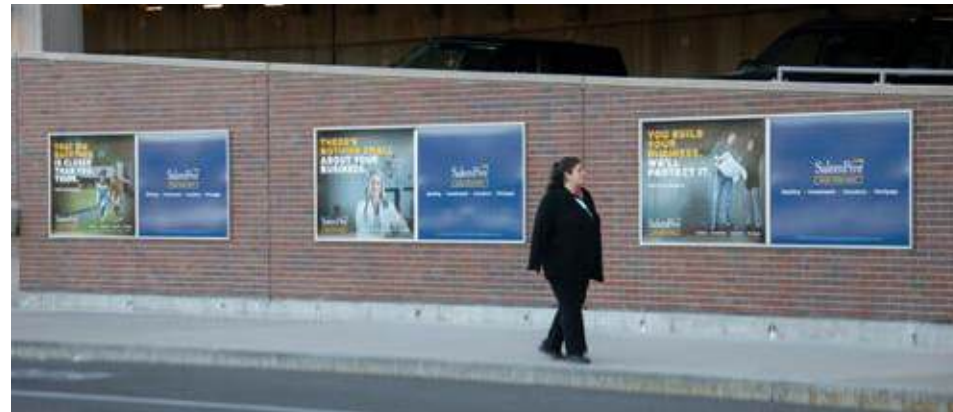
## COVERAGE

— MBTA Commuter Rail System



# COMMUTER RAIL STATION SATURATION

OUTFRONT/



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

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# 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

Our Rail Liveboard Network offers prime ad placements **in the three busiest MBTA commuter rail stations** to deliver maximum impact and brand visibility. These eye-catching digital screens are equipped with cutting-edge technology that allows advertisers to **engage audiences with unique & timely creative executions** that leverage full-motion video, live data feeds, dayparting, responsive ads, and more!

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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

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

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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

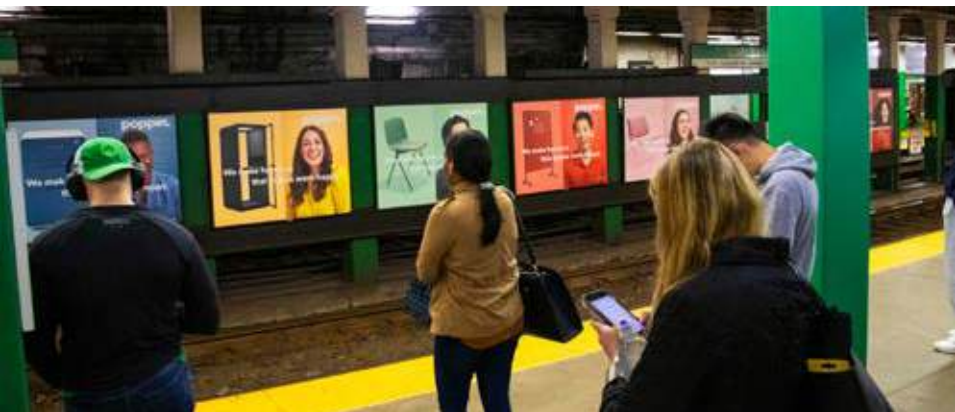
- Newbury Street
- Prudential Center
- Copley Place
- Museums
- The Esplanade
- Boston Common & Public Garden

## 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
- Liveboards\*

\*Dom advertisers receive :30 in the :180 loop

**AREA ATTRACTIONS**

- Newbury Street
- The Shops at Prudential Center
- Copley Place
- Copley Square
- Boston Public Library
- Boston Common & Public Garden
- Top Restaurants & Bars

**AUDIENCES CAPTURED**

- Fashionistas
- Foodies
- Tourists
- Gen-Z & Millennials
- 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

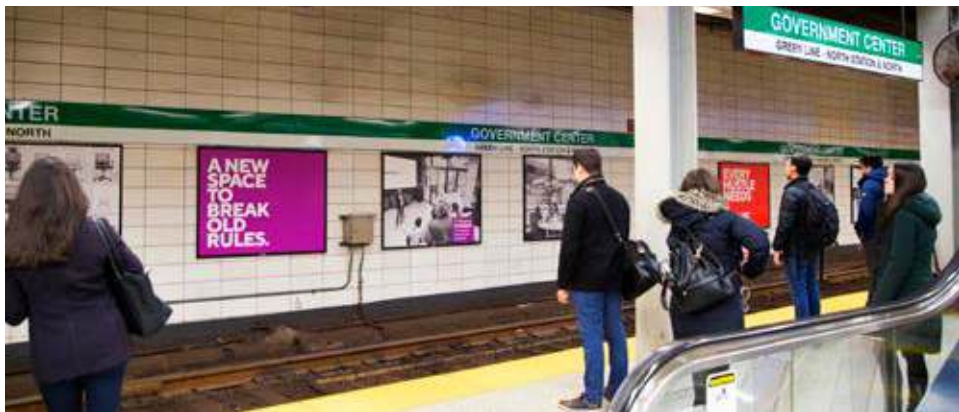
- DTX Retail Shopping District
- Colleges & Universities
- Theater District
- Boston Common
- Restaurants & Nightlife

## AUDIENCES CAPTURED

- Shoppers
- Business Professionals
- Tourists
- College Students
- Foodies
- Theatergoers
- Affluent Residents



# 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 locals** 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 is also known for its unique retail shops and incredible culinary scene that attracts visitors from all across the market and beyond.

## 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
- Locals
- Tourists
- Artists & Musicians
- Young Professionals
- Foodies



# KENDALL STATION DOMINATION



Kendall/MIT Station is located in the city of Cambridge along the MBTA Red Line in a lively area called Kendall Square where **over 66,000 people come to live, work, learn, and dine each day**. Cambridge is home to two of the most prestigious schools in the nation, MIT and Harvard University, and is also a top U.S. city for young professionals earning the nickname

the **“Millennial Mecca”**. Kendall Sq. is best known for its high concentration of tech startups and pharma. companies and has also emerged as one of the top culinary destinations in the area. It’s an ideal destination for any brand looking to reach an elite & diverse audience of educated, affluent consumers and business decision-makers in the Tech and Life Sciences sectors.

## 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
- Meta, Google, & Microsoft
- Startups

## AUDIENCES CAPTURED

- The Cambridge Innovation Center
- MIT
- Restaurants & Bars
- Tech and Life Science Employees
- Higher Education Employees
- Harvard and MIT Students
- Millennials & Gen-Z
- 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 is also a **popular destination for art, music, food, & shopping** and is densely populated with students attending the many universities that surround this station. Over the past decade, the area has undergone a major

transformation with new luxury, high-rise apartments and office spaces popping up, drawing more startups and younger, affluent residents and 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

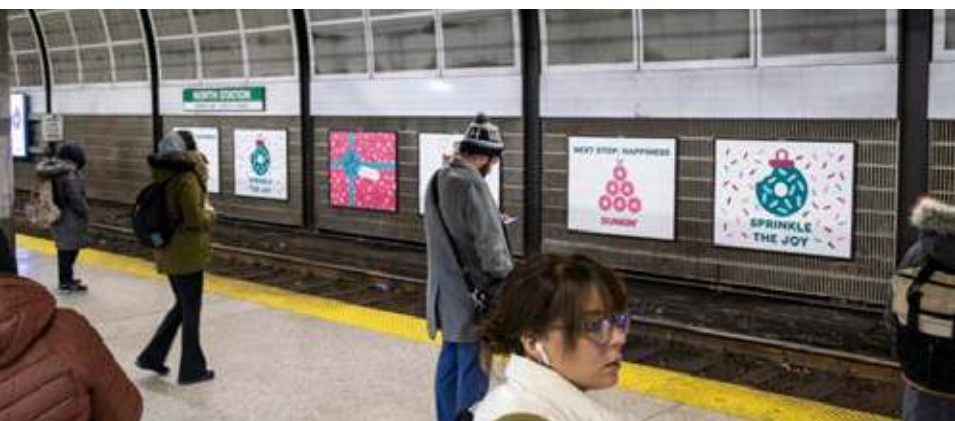
- Fenway Park
- Lansdowne Street
- Back Bay Fens
- Colleges & Universities
- Concert Venues
- Restaurants & Nightlife

## AUDIENCES CAPTURED

- Red Sox Fans
- College Students
- Concertgoers
- Tourists
- Foodies
- Affluent Locals
- Young Professionals



# 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.

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 Englanders



# PARK STREET STATION DOMINATION



Park Street Station is **in the core of the city directly next to The Common** and just steps away from the bustling Downtown Crossing Shopping District and lively Theater District. 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 St. and DTX Stations. With a high concentration of tourist attractions, entertainment, retail, and offices in the area, it’s an ideal advertising venue for any brand who wants to generate substantial reach and frequency among a diverse audience of on-the-go consumers.

## 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
- Theatergoers
- 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. Adjacent to the train station is South Station Bus Terminal, the busiest bus station in the region, serving as the main gateway for long distance coach buses traveling in and out of Boston. This station is **centrally**

**located in Downtown Boston** within walking distance of popular neighborhoods, targeting business professionals, tourists, students, as well as affluent suburbanites. The domination offers complete saturation of both the MBTA Subway & Rail sections and Bus Terminal at South Station.

## MEDIA FORMATS INCLUDED

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

\*Dom advertisers receive :30 in the :180 loop

## AREA ATTRACTIONS

- Financial District
- Seaport District
- Chinatown
- Theater District
- Museums
- Boston Harborwalk
- Boston Convention & Exhibition Center

## AUDIENCES CAPTURED

- Business Professionals
- Locals
- Affluent Suburbanites
- New Englanders
- Tourists





# BILLBOARDS





# 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

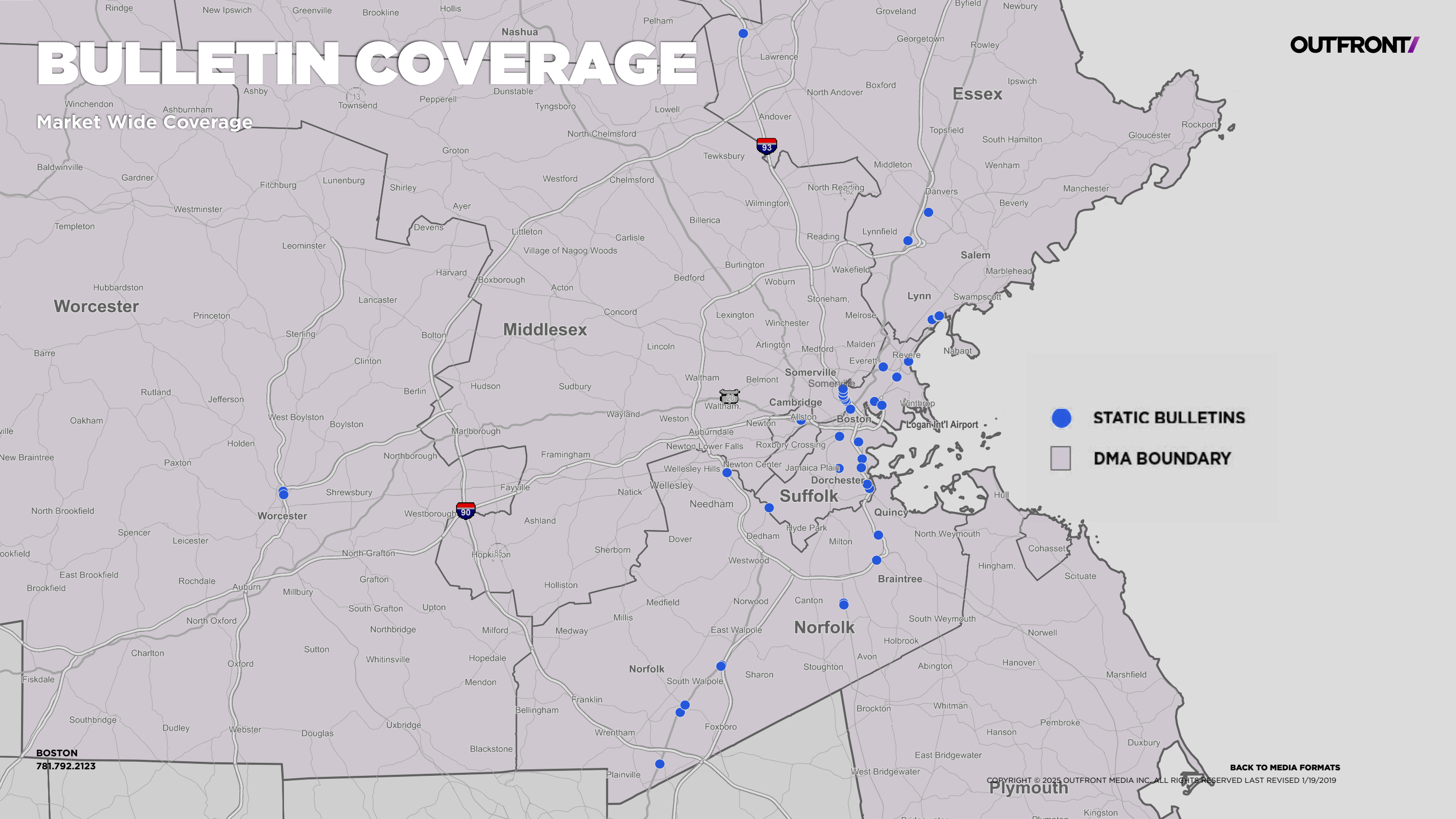
- 14'H x 48'W
- Odd Sizes
- Sizes vary by location







# BULLETIN COVERAGE

Market Wide Coverage



-  **STATIC BULLETINS**
-  **DMA BOUNDARY**

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# 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 Sizes: 14'H x 48'W, 18'H x 48'W, or 10'H x 30'W
- Static Digital (No Motion or Sound)
- Spot Length: 10 Seconds

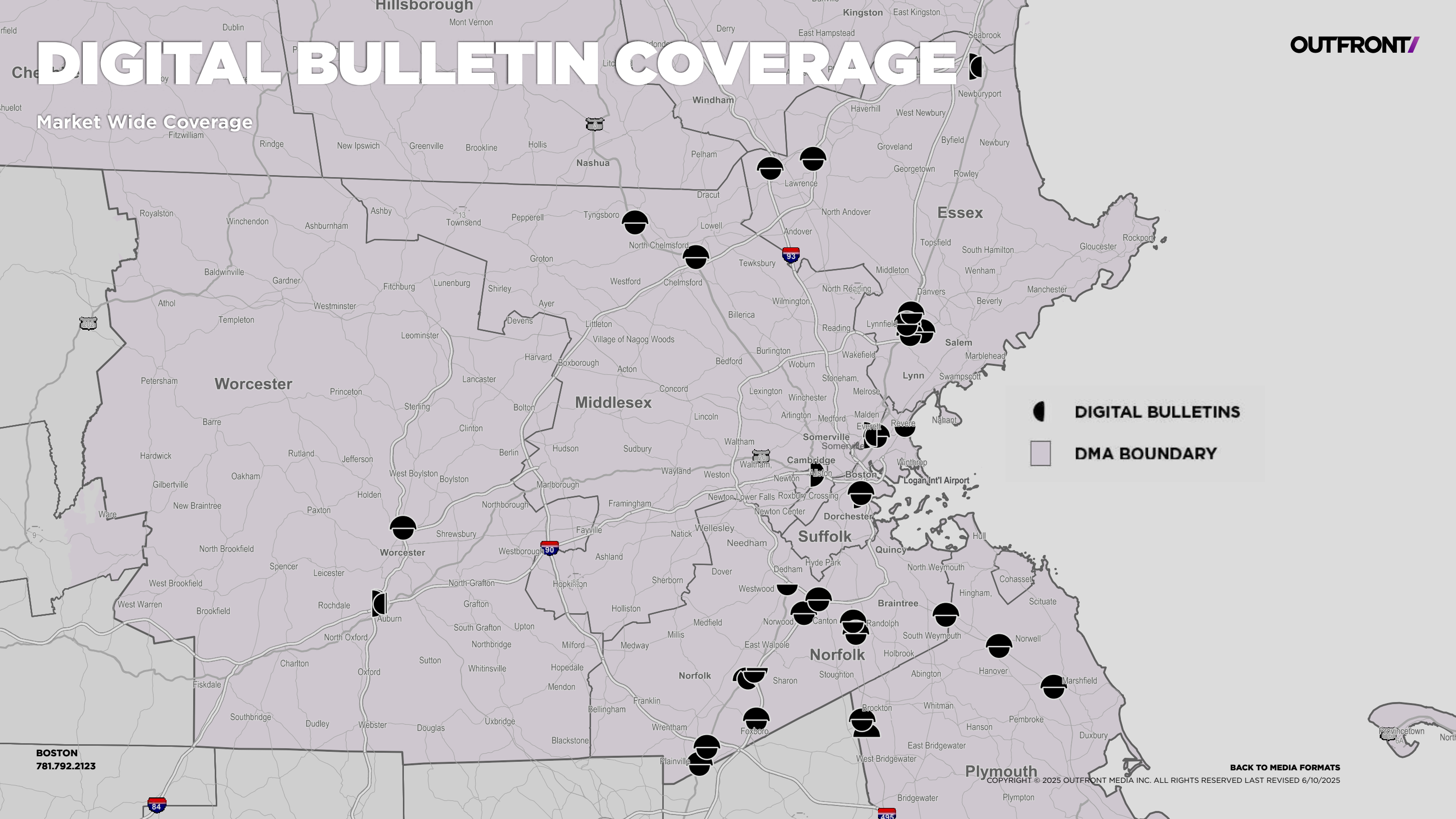




# DIGITAL BULLETIN COVERAGE



Market Wide Coverage



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# 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



## 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

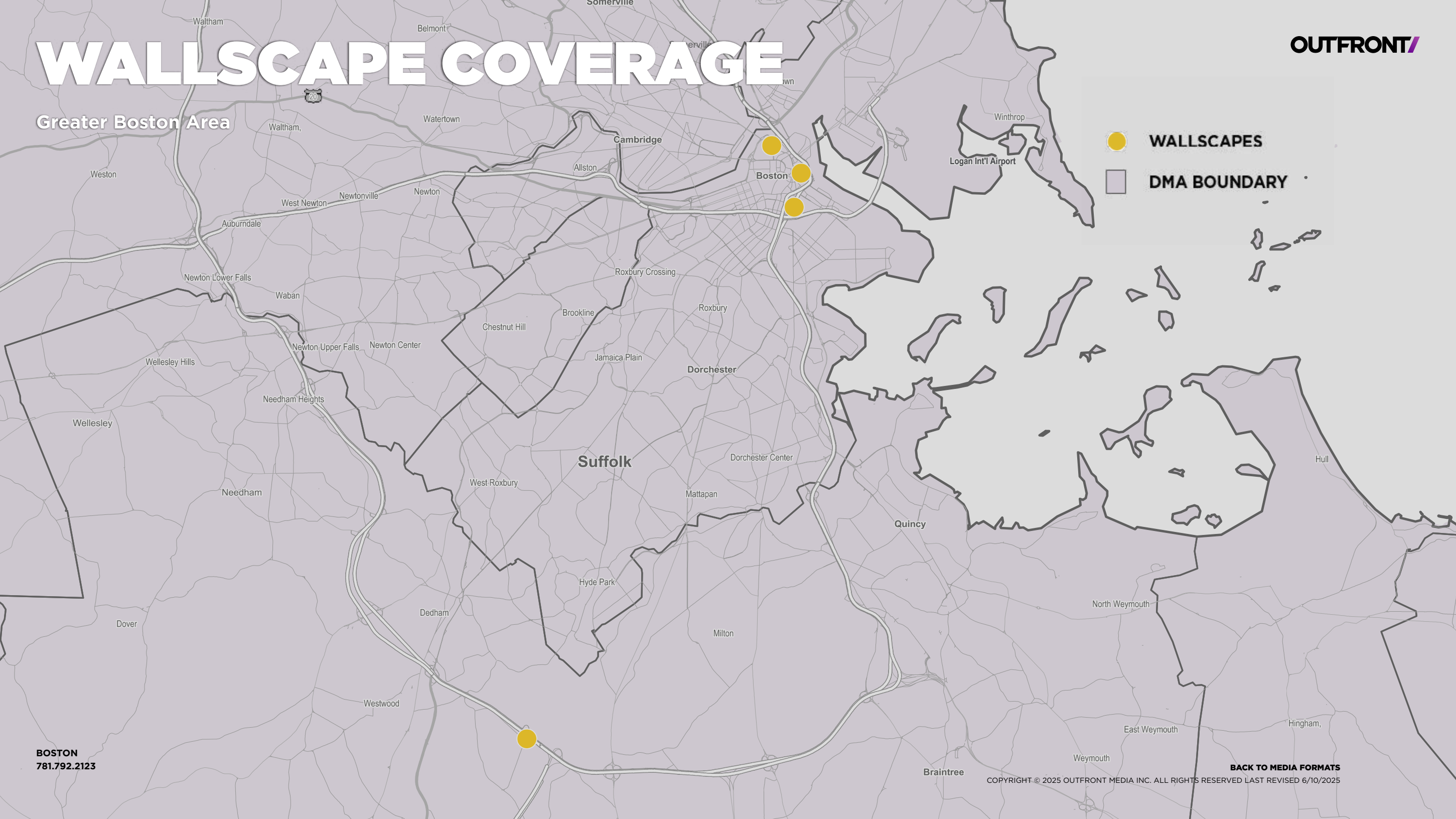
## COVERAGE

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



# WALLSCAPE COVERAGE

Greater Boston Area



 WALLSCAPES

 DMA BOUNDARY





# STREET FURNITURE





# VIDEO URBAN PANELS

Make a lasting impression with the Boston Video Urban Panel (VUP) Network! Our extensive network features over 50 street-level digital displays, strategically positioned in the city's most desirable neighborhoods outside the busiest MBTA Transit Stations. These prime locations **capture the attention of pedestrians, MBTA commuters, motorists, and cyclists**, maximizing impact and visibility.

VUPs are the **only street-level digital out-of-home network in Boston offering full-motion video capabilities**, creating more dynamic and captivating ad experiences. With cutting-edge digital technology, VUPs enable unlimited creative swaps and real-time updates, keeping your campaigns fresh, relevant, and engaging!

## PRODUCT INFORMATION

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

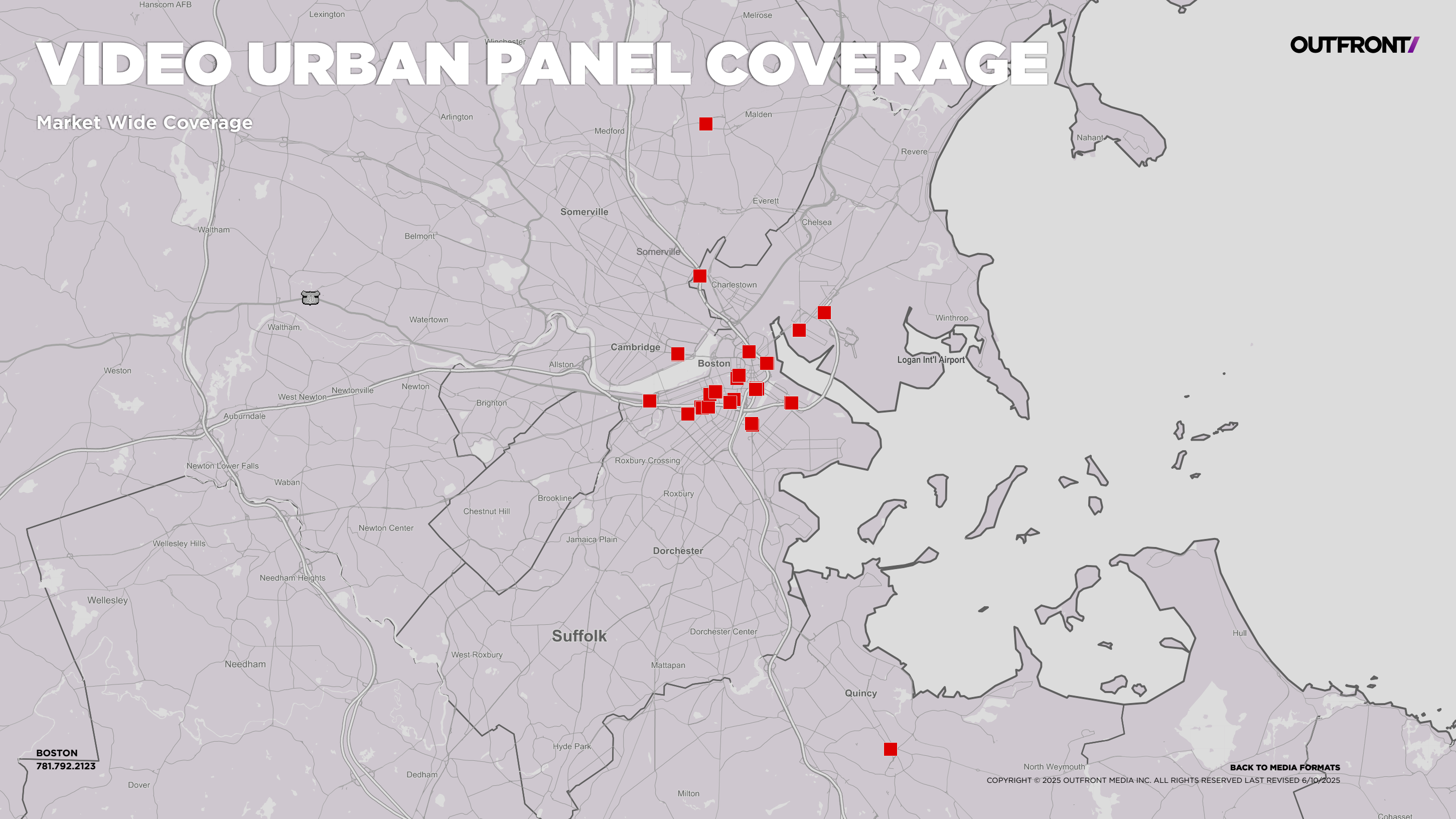
*\*Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*



# VIDEO URBAN PANEL COVERAGE



Market Wide Coverage



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# SPECIALTY



# SPECIALTY MEDIA

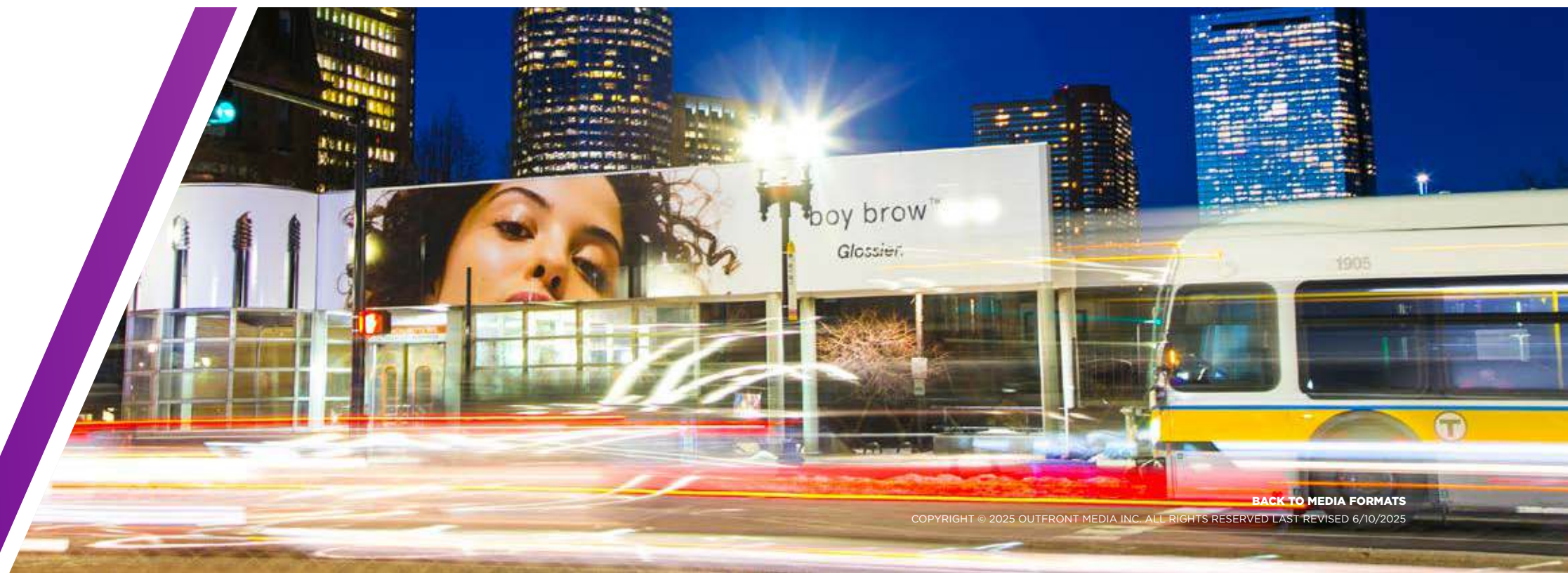
Specialty Media provides **unique, larger-than-life canvases** for your brand message. These placements deliver impact and frequency in high-profile locations in the cities of Boston and Cambridge.

## MEDIA PRODUCTS

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

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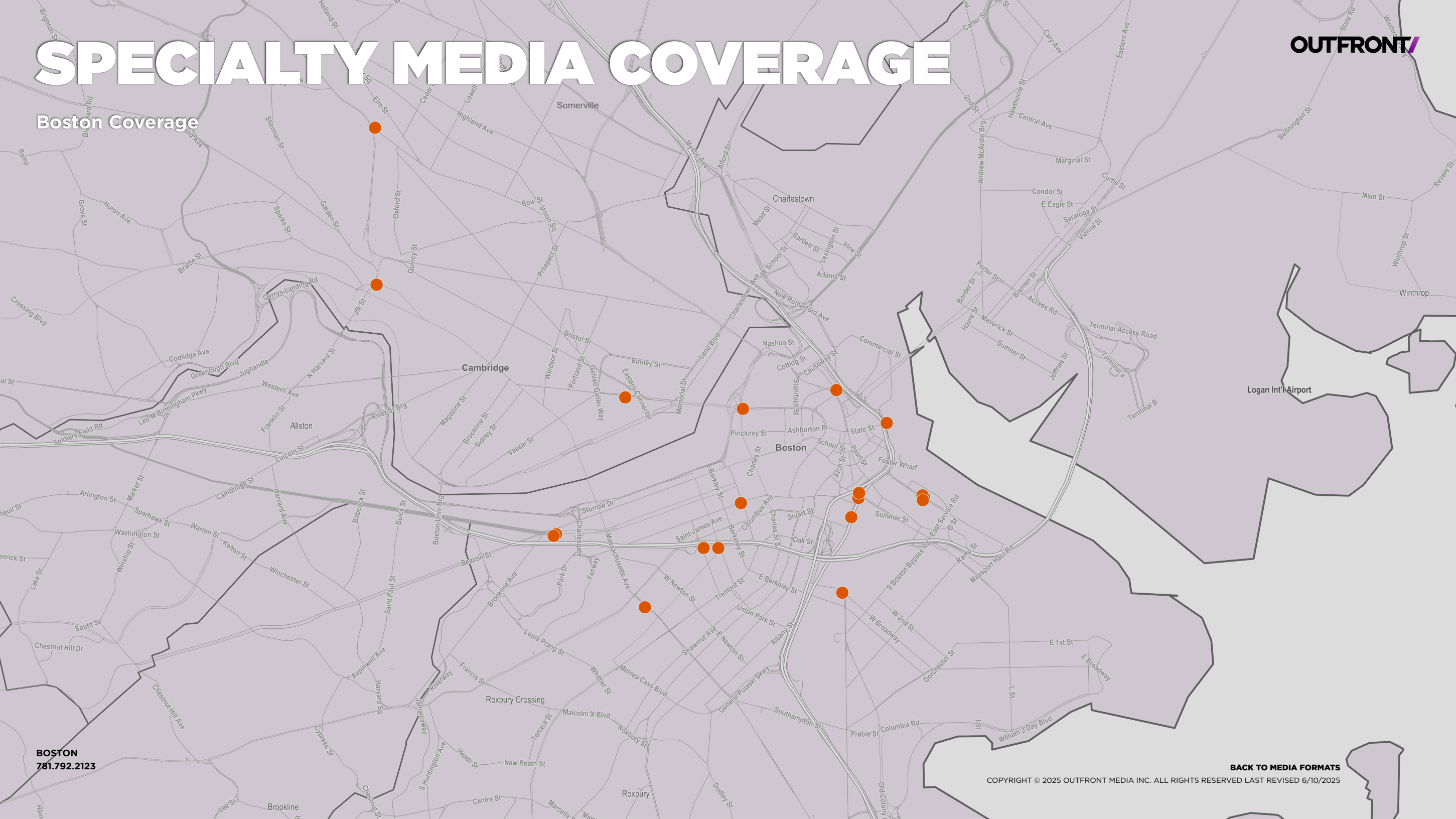
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# SPECIALTY MEDIA COVERAGE



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

- (6) Banners: 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







# 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

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SOURCE: ESPLANADE ASSOCIATION 2019

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# DOWNTOWN DUO

The Downtown Duo offers **unparalleled brand visibility** in the heart of Downtown Boston. This pair of premium street-level ad displays sit at the intersection of Summer Street and Atlantic Avenue, the 4th most congested road in the city, and are positioned directly in front of the main entrance to South Station, the

busiest transit hub in New England. 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

- Tower A: (4) Ad Faces
- Tower B: (2) Ad Faces
- Size Varies By Panel





# HARVARD WINDOWS

The Harvard Windows sit atop the entry to **one of the busiest “T” stops in the system**, Harvard Station. This high-impact, standalone unit is one of the only Out of Home advertising opportunities available in Harvard Square and is

perfectly positioned at eye-level, just steps away from Harvard University, to reach the thousands of **students, workers, and visitors who pass through this popular area each 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 Haymarket Station

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# KENDALL SQUARE WINDOWS

This high impact unit is located at the entrance to the MBTA Kendall/MIT Subway Station in the heart of Kendall Square; a popular neighborhood in Cambridge **where thousands of people come to live, work, learn, and dine each day.** Cambridge is home to two of the most prestigious schools in the nation, MIT and Harvard University, and is also a top U.S. city for young professionals earning the nickname the “**Millennial Mecca**”. Kendall Sq. is best known for its high concentration of tech startups and pharma. companies and has also emerged as one of the top culinary destinations in the area.

## PRODUCT INFORMATION

— 108”H x 266”W

## COVERAGE

- Kendall Square (Cambridge, MA)
- Kendall/MIT MBTA Subway Station

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# KENMORE ELEVATOR

This standout, street-level unit is in the heart of Kenmore Square located outside the main entry to Kenmore Station; one of the busiest stations on the MBTA Green Line. This popular neighborhood is a hot spot for **young, upscale professionals, as well as college students, tourists, sports fans, and concert goers**. Nearby points of interest include Fenway Park, MGM Music Hall, House of Blues, Time Out Market, and many colleges & universities.

## 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. The neighborhood is a **vibrant, up-and-coming community** where you will find a diverse audience of residents, college students, and

working professionals along with a mix of national and local retailers. Strategically positioned above the entrances to Porter Station, these exterior-facing window displays **reach thousands of pedestrians, motorists, and “T” passengers daily** and are one of the only street-level OOH formats available in the area.

## PRODUCT INFORMATION

- Side A: See Specs
- Side B: 72.25”H x 72.25”W







# SEAPORT SPECTACULAR

Make a lasting impact in the heart of the Boston Seaport District. The Seaport Spectacular is a two-piece, street-level display located on Seaport Boulevard, above the Courthouse MBTA Station that includes a double-sided window ad display paired with a wrapped elevator. Just steps from **trendy hotels, restaurants, shopping,**

**and nightlife venues,** the Seaport Spectacular allows brands to reach a mixed audience of **affluent residents, tourists, business professionals, entertainment seekers, shoppers, diners, and convention attendees** as they travel 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 Back Bay is the South End, one of the most popular neighborhoods in Boston. Home to a **diverse blend of young professionals, families, and a vibrant LGBTQ community**, the area is beloved for its outstanding culinary scene, thriving arts community, and outdoor recreation space that consists of over 30 parks.

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The South End Spectacular is one of our most impressive specialty ad displays consisting of two large, street-level canvases located on the exterior of the Massachusetts Avenue MBTA station. Together, these unavoidable ad displays captivate countless **pedestrians, MBTA commuters, and motorists**, delivering over two million adult 18+ impressions per month!

## 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,**

**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

- Panels A & B: 15'H x 20'W
- Sold as a package
- Located on exterior of South Station Bus Terminal





# 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

- 2-Sided Wrapped Tower
- Sides A & B: 21’H x 15’W



# FERRY INTERIOR CARDS

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Capture the attention of upscale commuters aboard the MBTA Ferry with high-impact interior advertising inside ferry boats that travel between Downtown Boston, Logan International Airport, Hingham, and Hull, MA. Advertisers receive 100% of the interior ad space in each boat, with 16 ad panels per vessel, ensuring total brand dominance. Sold as a package, this exclusive placement delivers repeated exposure to a **captive audience of professionals, affluent South Shore residents, and tourists** in a relaxed, distraction-free environment.

## PRODUCT INFORMATION

- Card A: 22"H x 21"W
- Card B: 11"H x 28"W
- (2) Boats / (16) Ads Per Boat
- Sold as a Package

## COVERAGE

- MBTA Ferry Hull/Hingham Line
- Provides year-round service to:
  - o Boston
  - o Logan International Airport
  - o Hull, MA
  - o Hingham, MA

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# SECOND SCREEN MEDIA



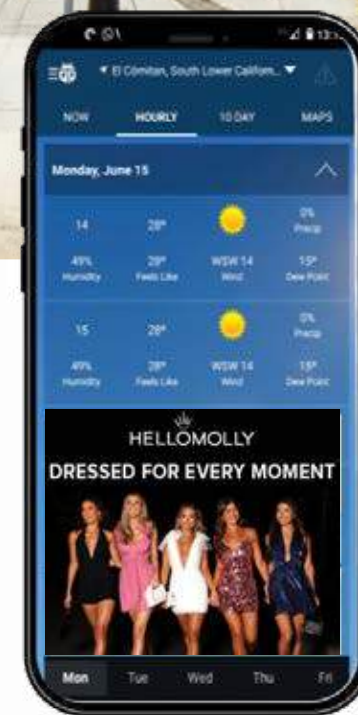
# MOBILE NETWORK

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**



SCAN OR CLICK  
TO LEARN MORE



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# LEVERAGING #sOOH FOR YOUR BRAND

There's a phenomenon of digital amplification and engagement that occurs when the right creative is placed in the right location. We call it social out of home (#sOOH).

At OUTFRONT, we're experts in setting brands and local businesses up for social success. Here's how we can help.

## PRIME FOR A TIME

Throughout the year, a handful of iconic events achieve a level of cultural clout so powerful that they magnify the prestige of the area they are located and any brand advertising in that locale. **Prime for a Time** is a strategy to access OOH media to amplify awareness and elevate brand image during these cultural moments.

## STUDIOS & XLABS

The right creative is the second piece of the #sOOH puzzle. STUDIOS, our award-winning in-house design agency, can help. And for brands looking to really get people talking, our XLabs team offers technologies like three-dimensional XScape spatial creative and interactive QRad responsive content control.

## INFLUENCERS

Three in ten are more likely to purchase something with a familiar influencer in an out of home ad, while four in ten would repost the ad. We can help find the right influencers to reach the audience who matters most to you.

**Out of home drives 7x more social posts, 5.9x more social searches, 6.5x more video posts, and 5.7x more video searches than other mediums, dollar for dollar.**

SOURCES: MORNING CONSULT, 2023; COMSCORE, 2022; NUVI, 2022



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