

OUTFRONT/

WE GET YOU CHICAGO

Media Across The Market



MASTERING THE ART & SCIENCE OF OOH

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.**

CHICAGO
312.396.5700

OUTFRONT



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

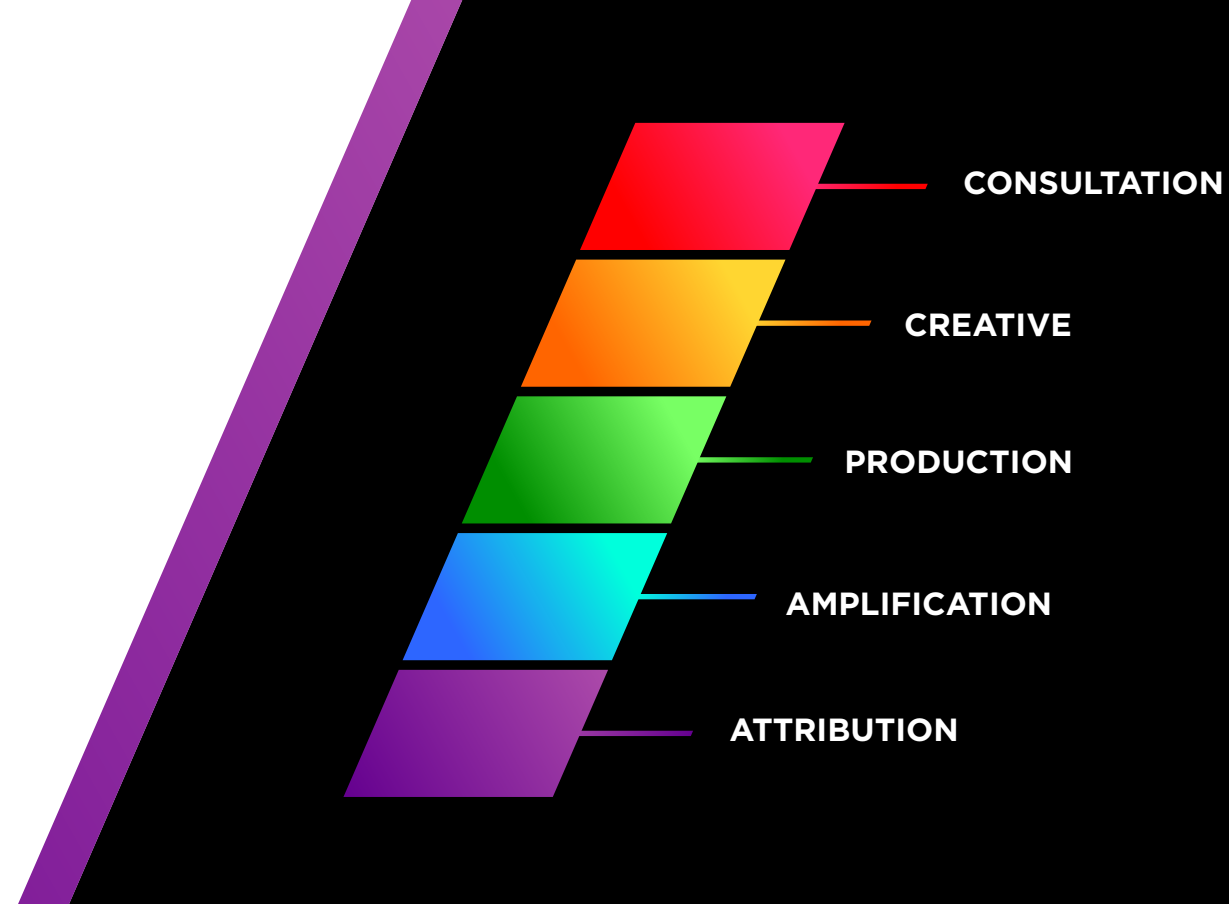
CONVERSION¹

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.

OUTFRONT/



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.

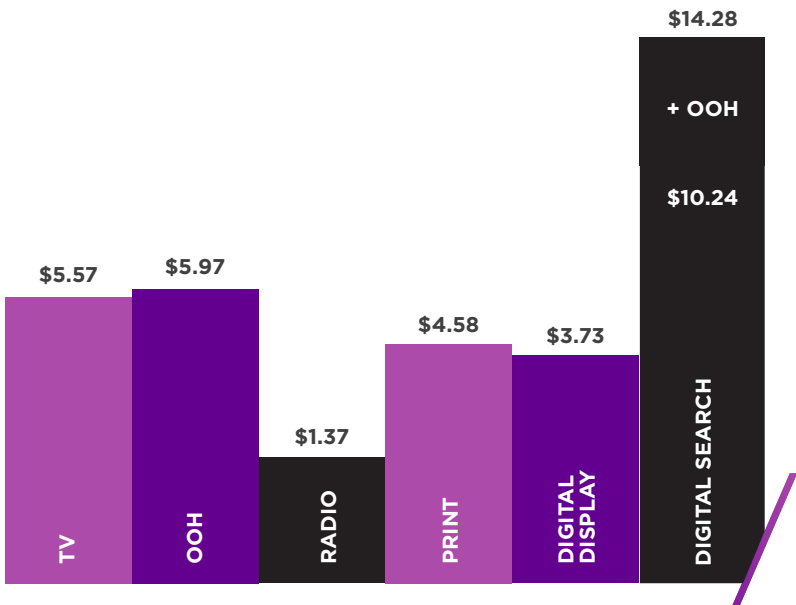
ATTRIBUTION

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/

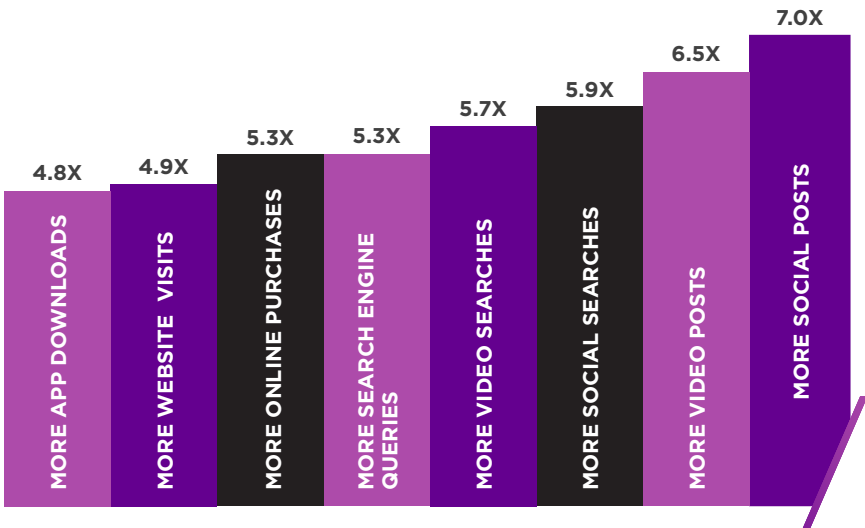
OUTFRONT is the best primer for digital engagement.



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.](#)



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.](#)



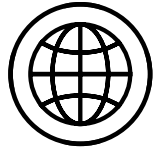
ATTRIBUTION MATTERS

OUTFRONT'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



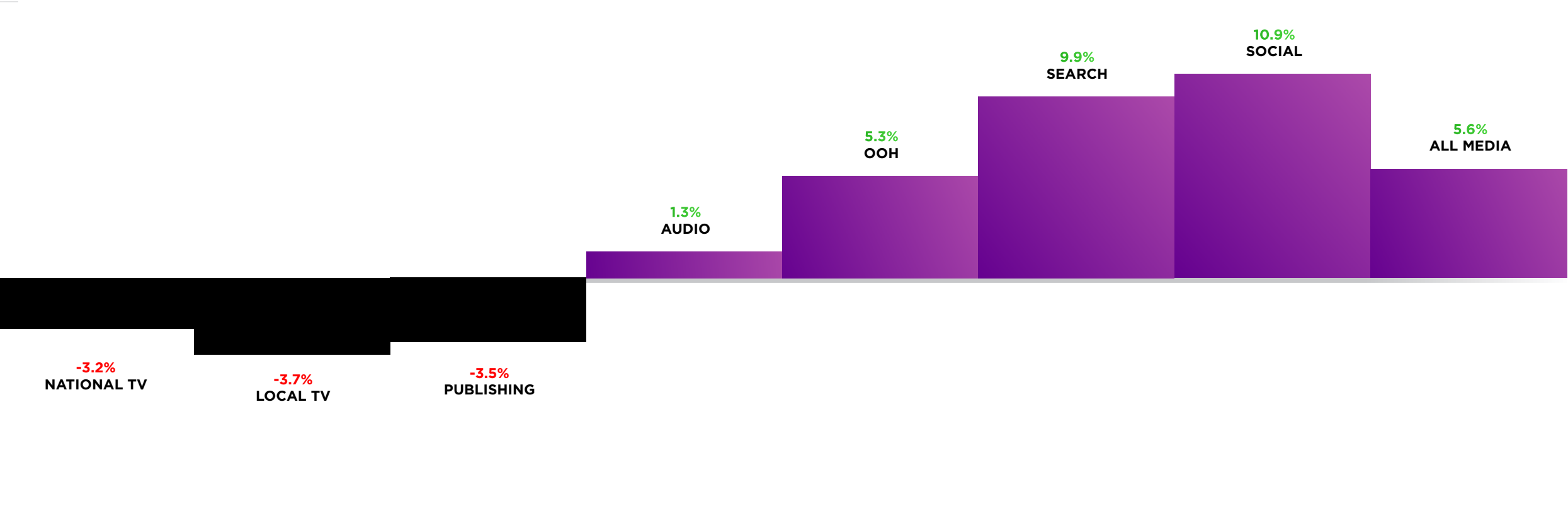
SCAN OR CLICK
FOR SALES LIFT
CASE STUDY



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



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SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.
CHART EXCLUDES CYCLICAL EVENTS. AUDIO REFERS TO RADIO + PODCASTS

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 & YOUR AUDIENCE. OUR CANVAS.

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MEDIA ACROSS CHICAGO



A large billboard for the movie "Transformers: Rise of the Beasts" is mounted on a building. The billboard features the movie's title, the release date "JUNE 9", and the "OUTFRONT" logo. The background of the billboard shows various Transformers characters in action.

WE GET YOU CHICAGO

3rd Largest City in the U.S. with over **9.4 million people** and a **median HHI of \$85,119, 11% above the national average.** As a US top 10 financial and trading hub, Chicago **is one of the most important economic and cultural centers in the U.S.** With over 200 colleges and universities, **residents are among the most highly educated in the country.** The well-employed audiences of Chicagoland create one of the **strongest economies in the nation.**

WHY CHICAGO?

- Voted Best Big City In the U.S. for the past 7 years
- Over 55 Million people travel to Chicago annually
- Over 700 theaters, museums and entertainment venues
- Eight national sports teams across all the major leagues
- 34 Fortune 500 Headquarters

In Chicago, OUTFRONT reaches 98% of the CBSA consumers weekly.

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SOURCE: US CENSUS, CHOOSE CHICAGO, APTA, GEOPATH 2022. CHOOSE CHICAGO, 2021.

OUTFRONT

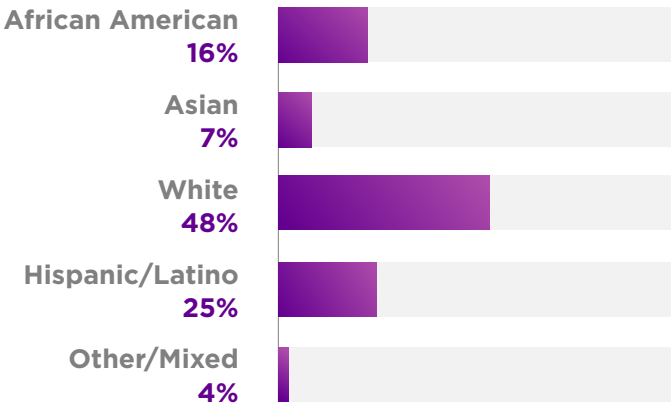
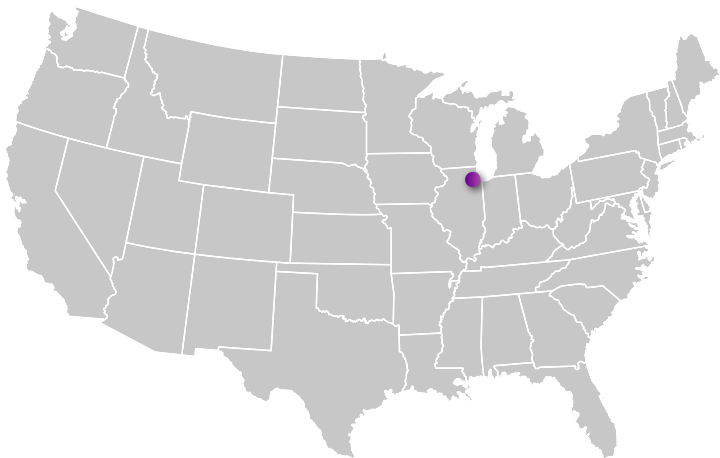


SCAN OR CLICK TO
LEARN MORE



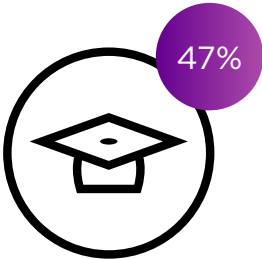
CHICAGO

Profile



CHICAGOLAND AREA
7.43 MILLION A18+ CBSA

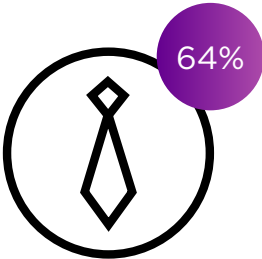
CHICAGO
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SOURCE: US CENSUS 2024, SCARBOROUGH RESEARCH 2022, CHICAGO CBSA.



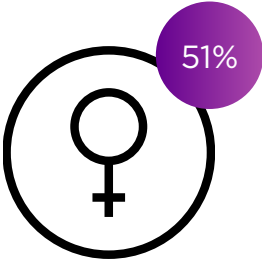
College Degree
or higher



Total miles traveled
past week



White-collar
occupation



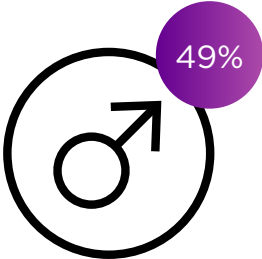
Female



Time spent traveling to
and from work each day



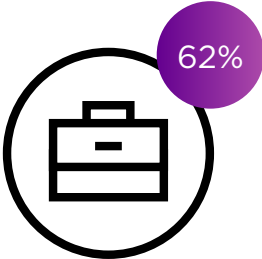
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

CHICAGO MEDIA PRODUCTS AT A GLANCE



BILLBOARDS



DIGITAL BILLBOARDS



WALLSCAPES



TRESTLES



PREMIERE PANELS/POSTERS



BACKLIT SQUARES



DIGITAL POSTERS



JUNIOR POSTERS



COMMUTER RAIL

CHICAGO
312.396.5700



MOBILE BILLBOARDS



MOBILE NETWORK

MEDIA FORMATS

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BILLBOARDS

JESUS WENT THE EXTRA MILE, TOO

HeGetsUs.com

Paid for by He Gets Us, LLC

OUTFRONT

BULLETINS

OUTFRONT

Bulletins offer the **most powerful impact** of all outdoor advertising. Located on **key highways, intersections, and integral choke points** throughout the Chicago area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

PRODUCT INFORMATION

- 20"x60"
- 14"x48"
- Various Sizes
- Sizes vary by location
- Extensions available

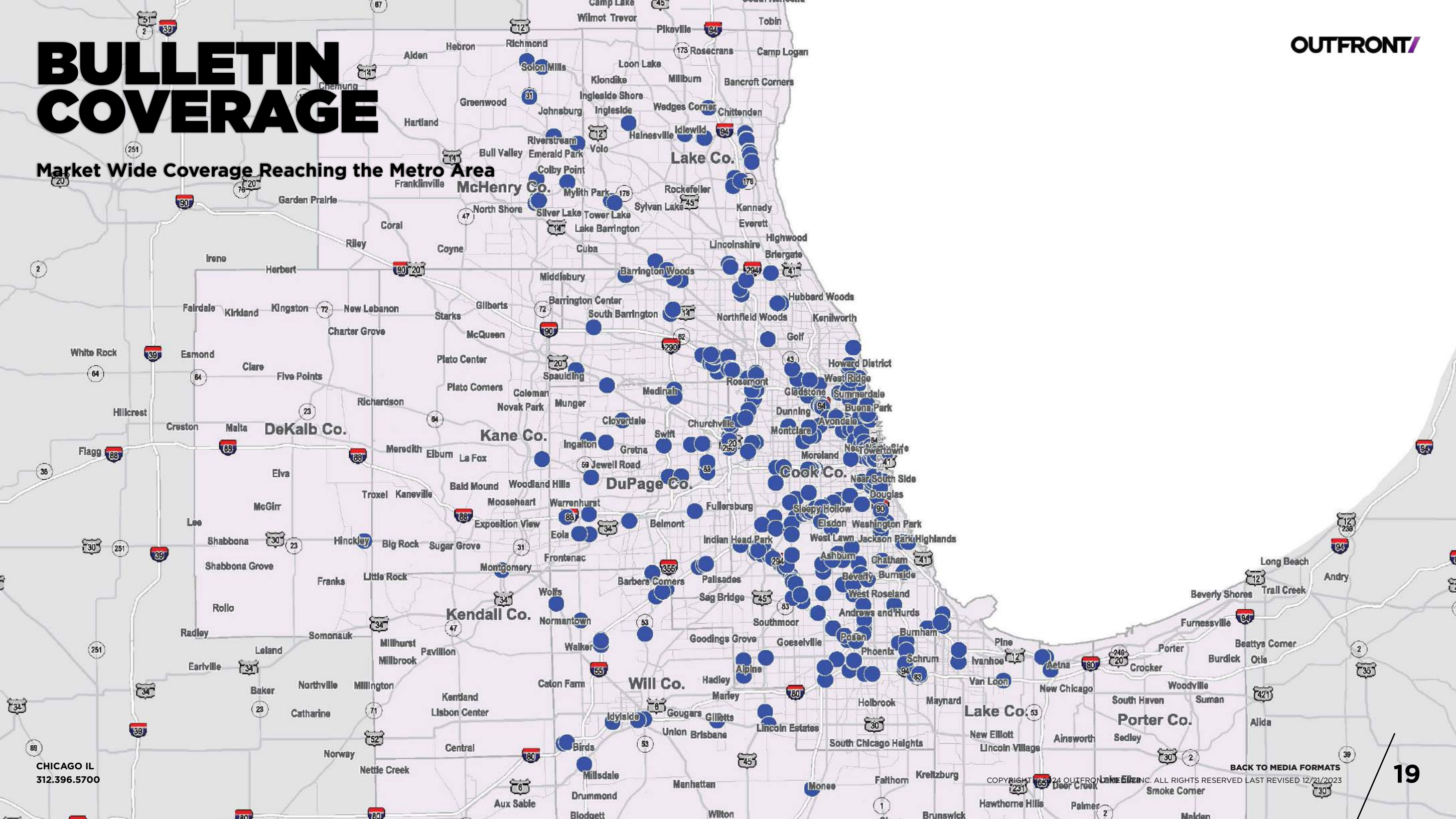
COVERAGE

- DMA
- Custom audience/coverage on a request basis



BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area



DIGITAL BULLETINS

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.

PRODUCT INFORMATION

- 10”x6x36”
- 14”x48”
- 16”x55”
- 20”x60”
- Spot Length: 10 seconds

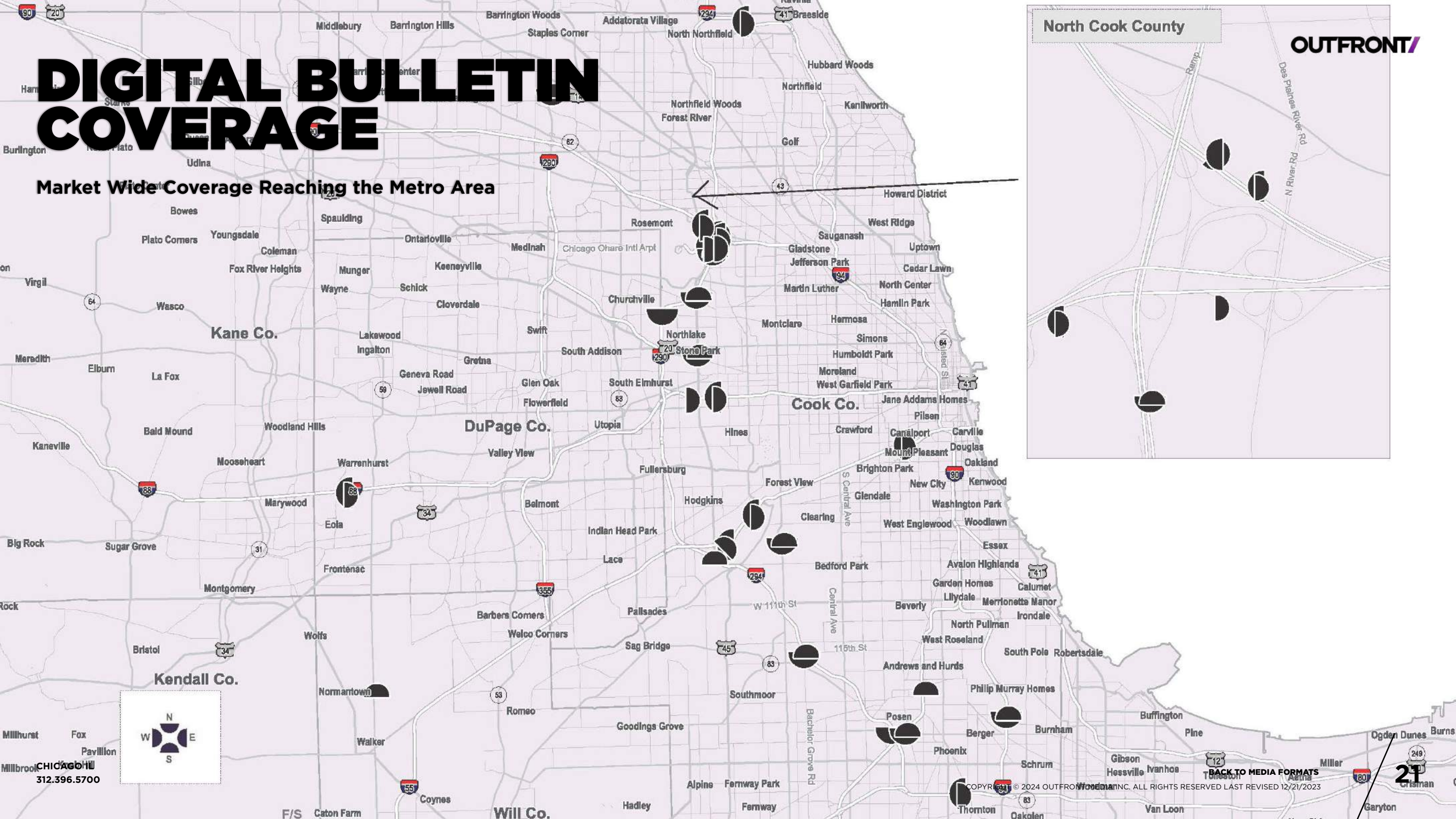
COVERAGE

- See map for complete coverage



DIGITAL BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area



North Cook County

OUTFRONT

BACK TO MEDIA FORMATS

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DIGITAL POSTERS

Combine the **creative flexibility** and **day-parting** abilities of digital media with key placements and **neighborhood penetration** of posters - making digital posters an ideal point-of-purchase media.

PRODUCT INFORMATION

- 10"x10" and 8"x8"
- Spot Length: 10 seconds
- Full Motion Capability (select locations)

COVERAGE

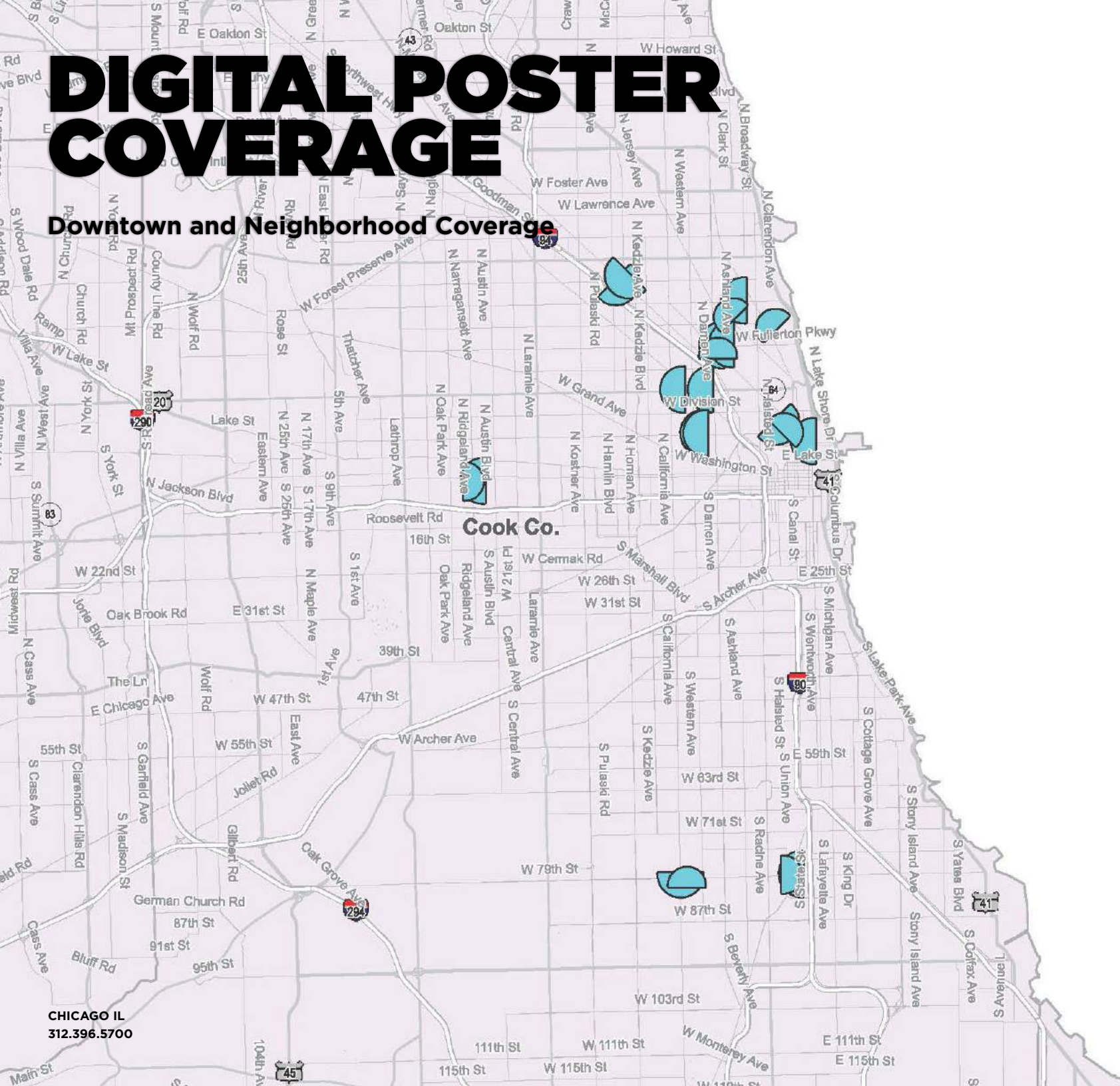
- See map for complete coverage



SCAN OR CLICK
TO LEARN MORE



Downtown and Neighborhood Coverage





WALLSCAPES

Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide **maximum impact** for creative messages. Great point-of-purchase exposure keeps your message top of mind. Wallscapes are **perfect for penetrating urban centers** and vary in size, providing endless creative options.

PRODUCT INFORMATION

- Sizes vary by location

COVERAGE

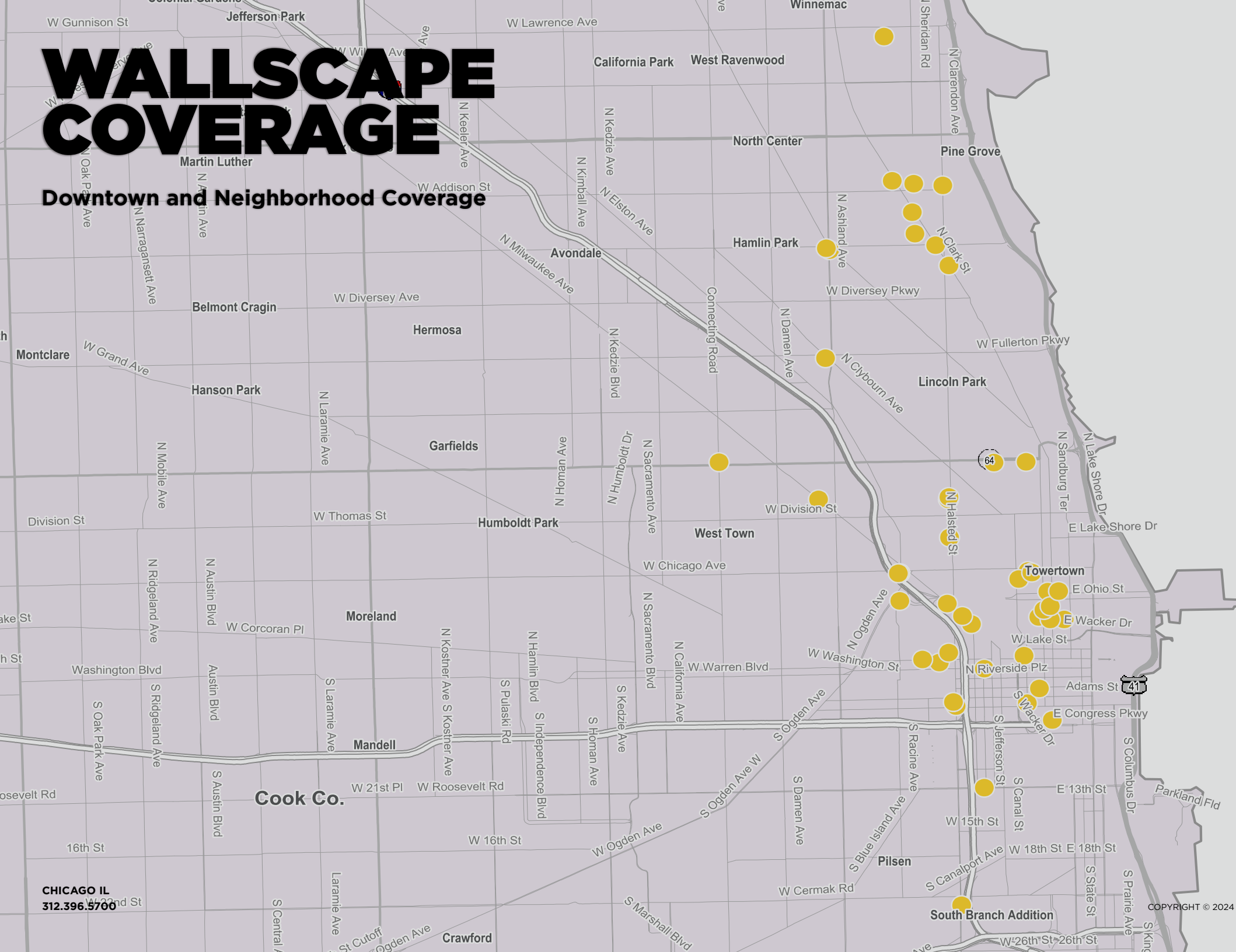
- See map for complete coverage



SCAN OR CLICK
TO LEARN MORE

WALLSCAPE COVERAGE

Downtown and Neighborhood Coverage





TRESTLES

Bridge Trestles draw local engagement with unique, large formats near ground level. Located above **key intersections and integral choke points** throughout Chicago, Bridge Trestles provide your message with tremendous visibility to both cars and residents.

Motorists must **drive directly under these units with a head-on approach**, nearly guaranteeing that your audience will see your message.

PRODUCT INFORMATION

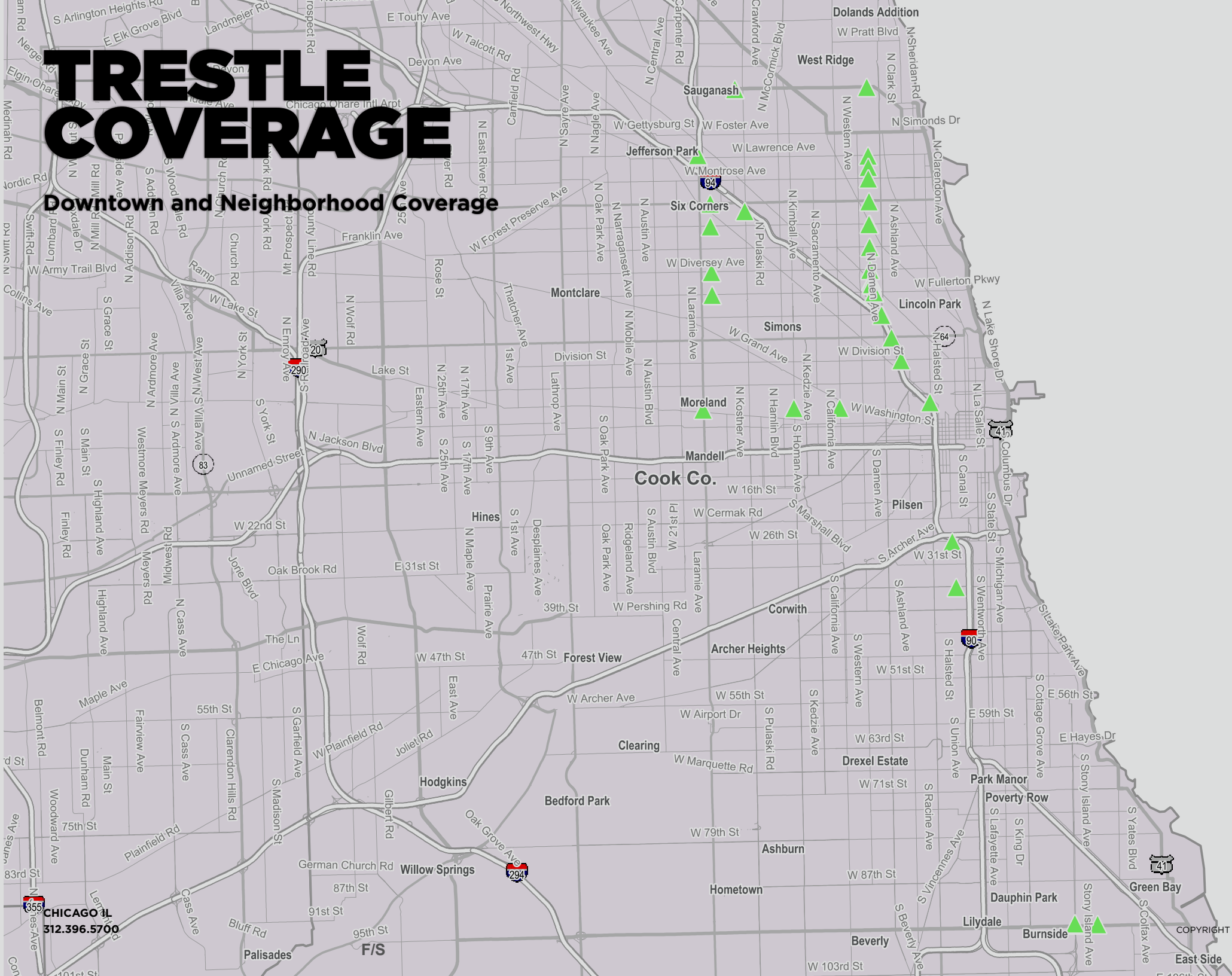
- Sizes vary by location

COVERAGE

- See map for complete coverage

TRESTLE COVERAGE

Downtown and Neighborhood Coverage



PREMIERE PANELS

Posters are a **cost efficient way to connect with local consumers in city centers** across the Chicago 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

— 12"x25"

COVERAGE

— See map for complete coverage





POSTERS

Posters are a **cost efficient way to connect with local consumers in city centers** across the Chicago 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

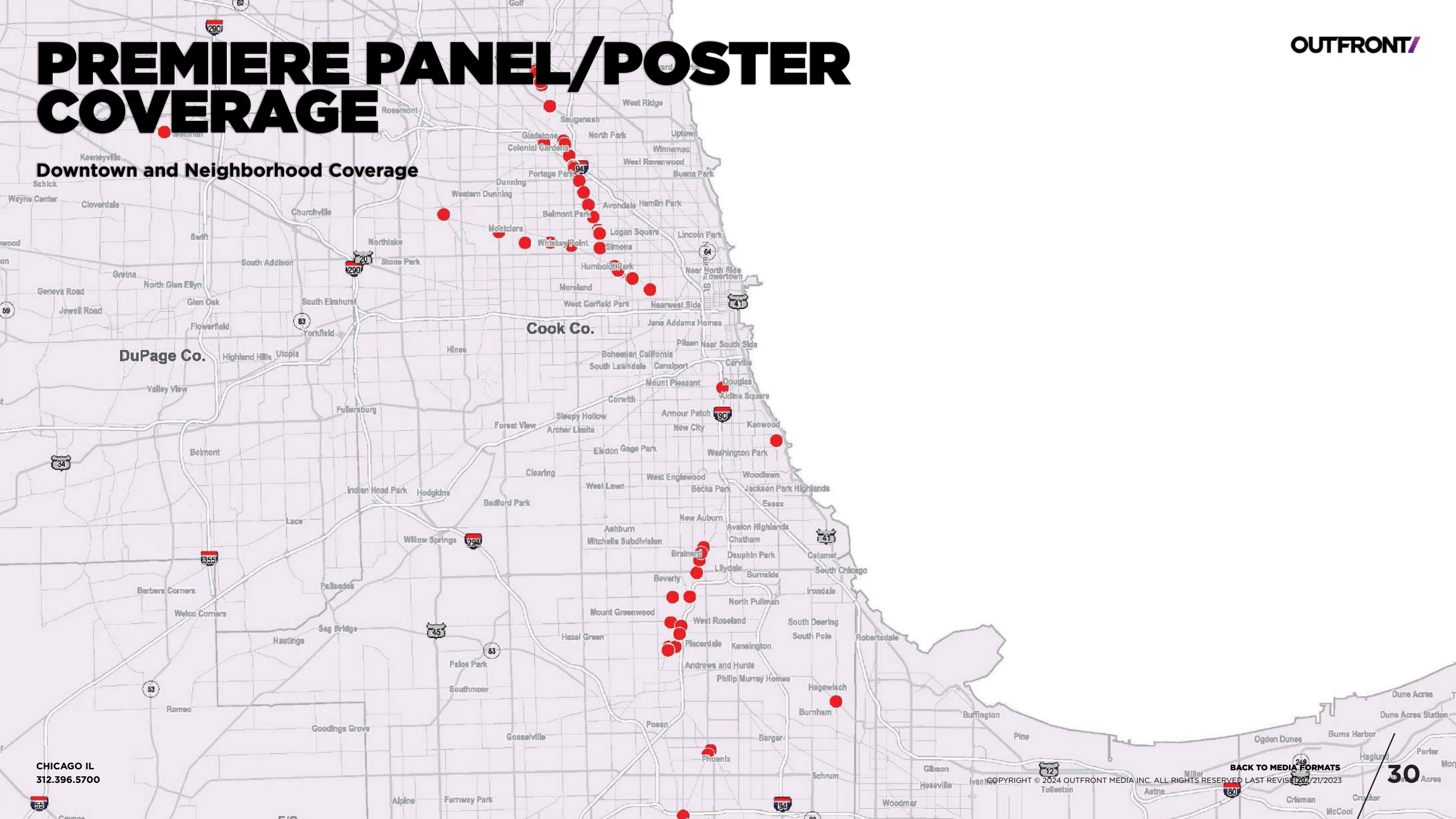
— 12"x25"

COVERAGE

— See map for complete coverage

PREMIERE PANEL/POSTER COVERAGE

Downtown and Neighborhood Coverage



JUNIOR POSTERS

OUTFRONT

Located along primary and secondary roadways in urban Chicago, Junior Posters are **highly visible** to vehicular and pedestrian traffic. This format gives advertisers **deep neighborhood penetration** that will speak directly to target audiences. As a cost-efficient medium, Junior Posters **offer point-of-purchase opportunities** and store activation.

PRODUCT INFORMATION

- 5"x 11"

COVERAGE

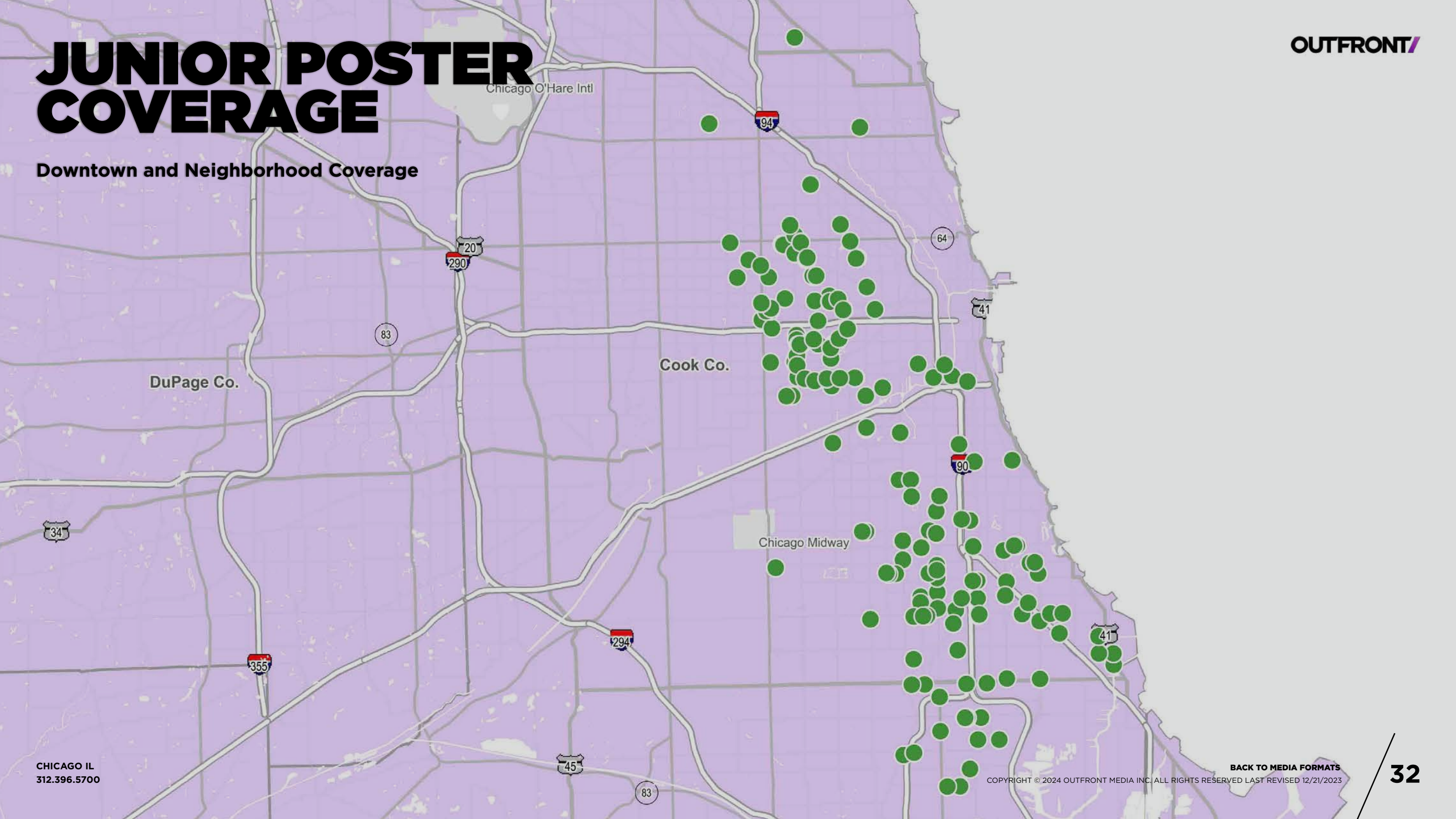
- See map for complete coverage



JUNIOR POSTER COVERAGE

Downtown and Neighborhood Coverage

OUTFRONT



SPECIALTY



BACKLIT SQUARES

Backlit Squares are positioned in prime, high-traffic areas **reaching Chicagoans as they live, work, and play.**

Backlit Squares are surrounded by popular restaurants, shopping, bars, and entertainment venues. **High versatility and prime locations** make this format a great choice for advertisers. Reach a hip-and-trendy audience in highly sought-after neighborhoods throughout Chicago.

PRODUCT INFORMATION

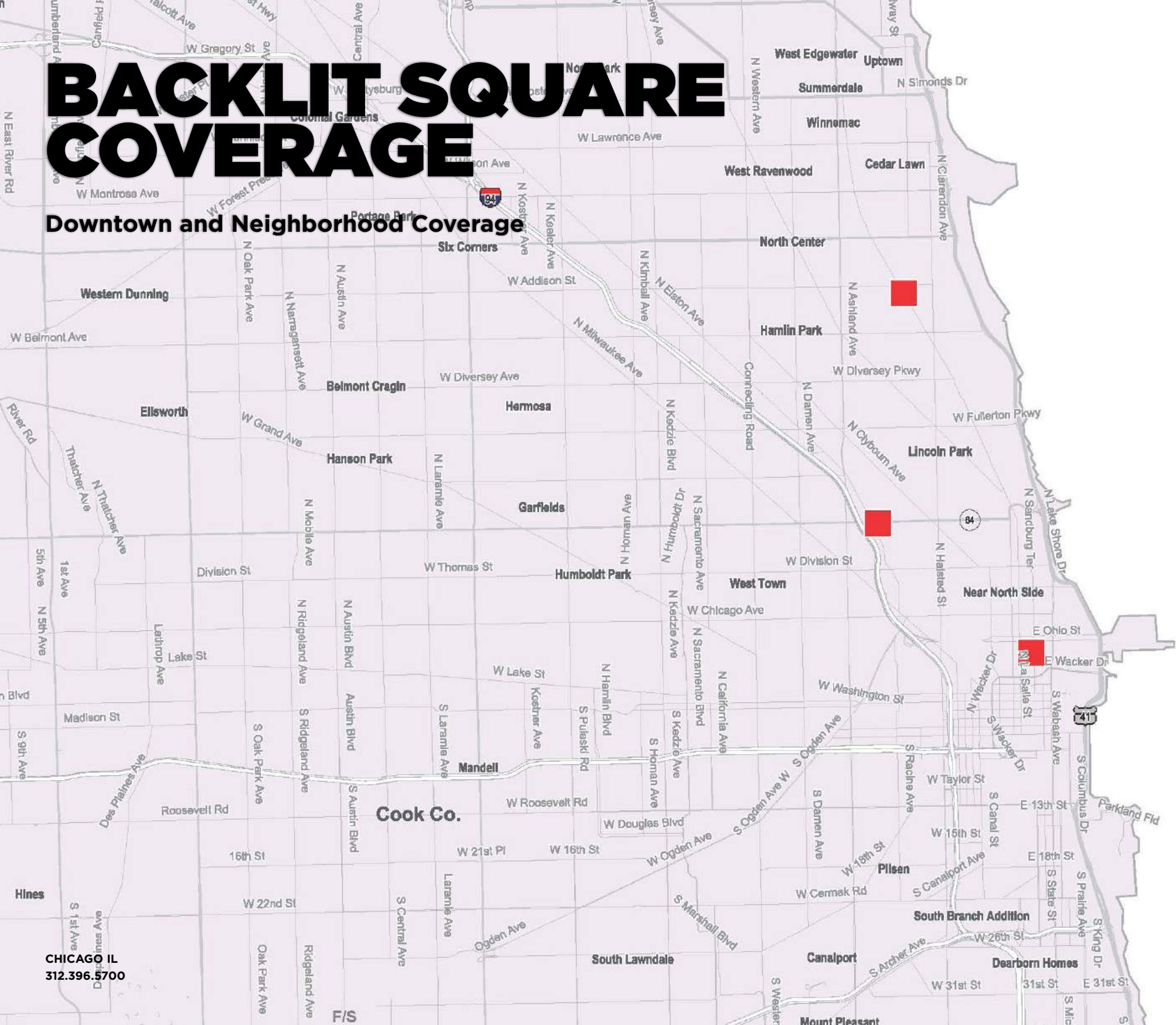
- 10"x10"

COVERAGE

- Magnificent Mile
- West Loop
- Downtown Near North
- Wrigleyville
- Bucktown

BACKLIT SQUARE COVERAGE

Downtown and Neighborhood Coverage



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MOBILE BILLBOARDS

Mobile Billboards offer **targeted impact in the exact location or route of your audience**. Reach vehicular and pedestrian traffic by positioning a mobile billboard in a specific location or driving along a custom route. **Drive your message directly to your target audience.**

PRODUCT INFORMATION

- 515 sq ft
- 4 ad panels per truck

COVERAGE

- Targeted routes are customized based on advertiser goals



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OUTFRONT

36

OUTFRONT PRIME: SOCIAL OOH

OUTFRONT PRIME leverages a portfolio of 250-plus coveted, high-impact locations that build on a trend that has organically grown in recent years: brands driving social amplification utilizing their out of home campaigns as core content. In fact, according to Comscore research, OOH campaigns generate 7X more social posts, per ad dollar spent, than any other measured medium, plus 5X more website visits, 6X more social searches and 5.3X more online purchases. Additionally, campaigns that combine social and OOH drive up to 10X the reach.

OUTFRONT PRIME marks the evolution of the social out of home (#sOOH) strategy, taking the powerful results noted above, and bringing it to the company's largest, most iconic inventory. These include premium billboard and wall sites that attract millions of eyeballs in high consumer traffic areas of major U.S. cities.

Prime your social with OUTFRONT PRIME.

These premium displays cover the most desirable locations and audience delivery so that brands can dominate and make a statement.

PRODUCT INFORMATION

- Sizes vary by location

COVERAGE

- See map for complete coverage

#OUTFRONTPRIME

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SOURCE: COMSCORE, 2022



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LEARN MORE

OUTFRONT

This is a sign
that you need
really strong
tights.



sheertex

OUTFRONT PRIME



W VAN BUREN ST
400 S

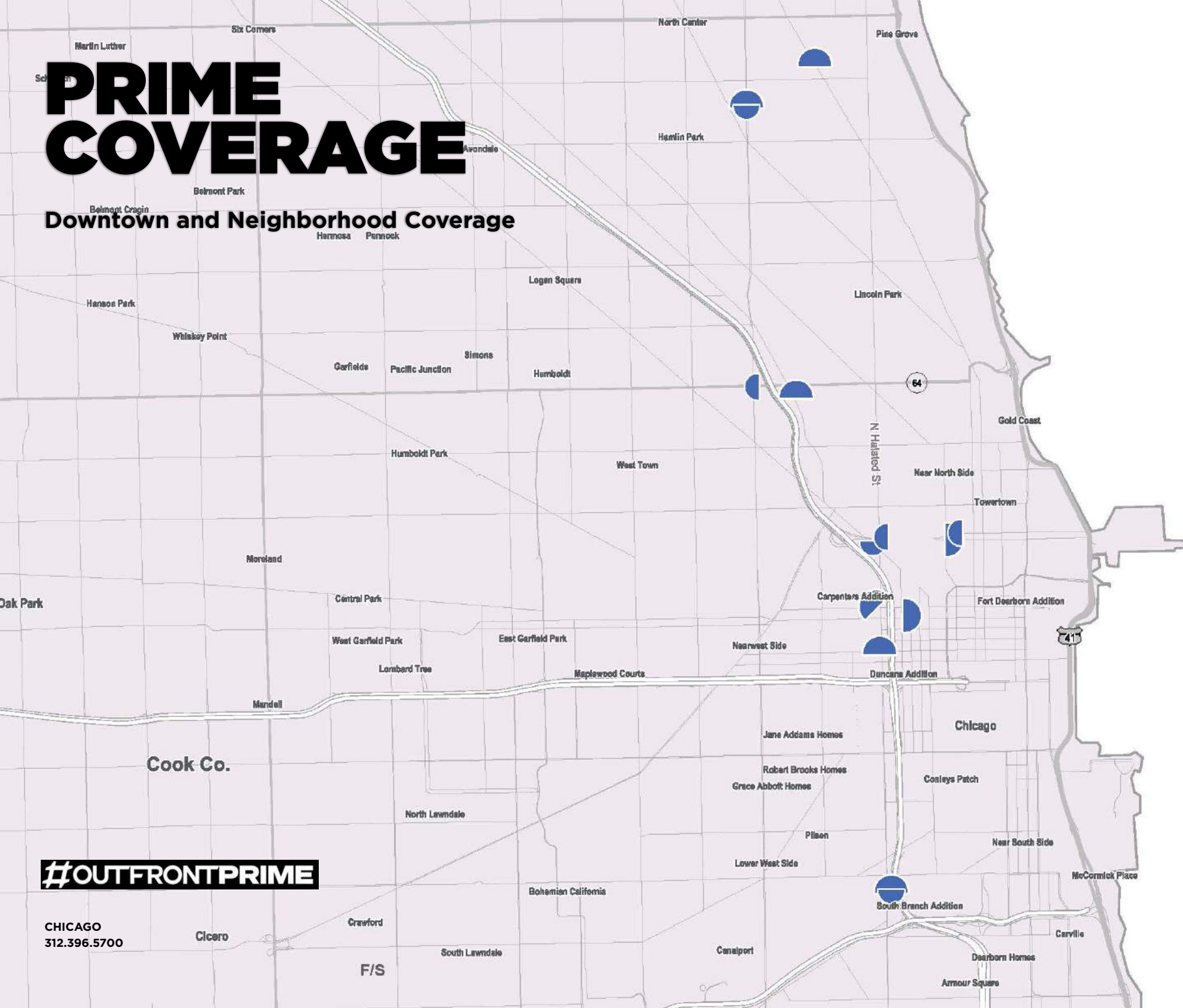


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PRIME COVERAGE

Belmont Crain Downtown and Neighborhood Coverage Hammers Belmont Crain



#OUTFRONTPRIME

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COMMUTER RAIL

METRA COMMUTER RAIL

Metra provides over 32.5M rides annually, making it one of the busiest commuter rail systems in the nation. With a service area encompassing over 3,700 square miles, Metra serves Cook, DuPage, Will, Lake, Kane, and McHenry counties to and from downtown Chicago.

Metra offers an upscale commute to riders who are mostly made up of affluent, suburban professionals that work in the city. With the abundance of stations across the Chicagoland area, Metra is easily available to these mostly white-collar commuters, taking them from their home communities to Ogilvie Transportation Center & MetraMarket, Lasalle Street Station, Millennium Station, or Van Buren Street Station.

Metra ridership has been escalating quickly due in part to 2023's massive return to office, long-term construction projects on major expressways, and Chicago roadways seeing record breaking traffic numbers.



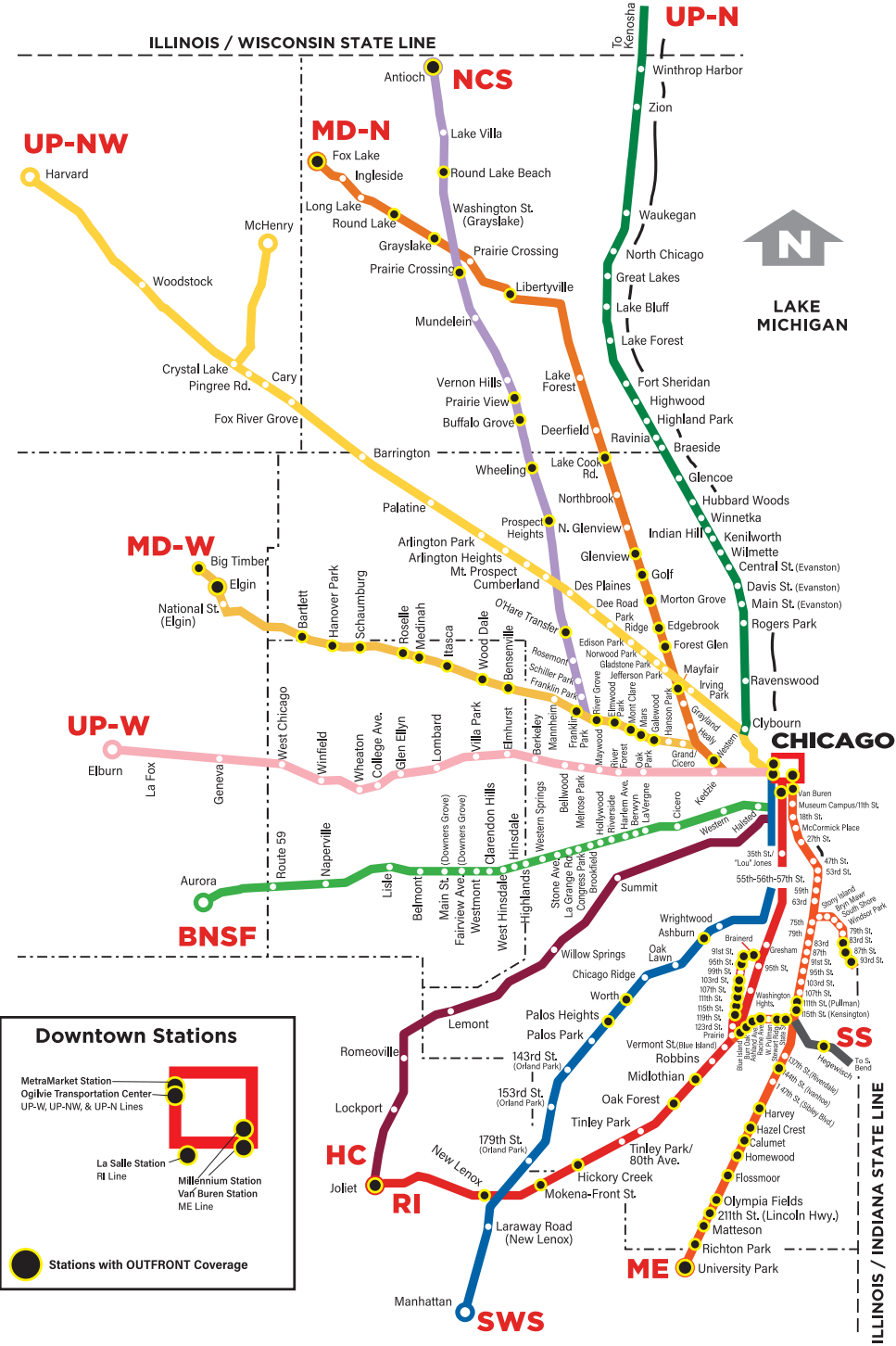
METRA RAIL COVERAGE

With a massive service area that encompasses over 3,700 square miles, Metra Commuter Rail serves Cook, DuPage, Will, Lake, Kane, and McHenry counties to and from downtown Chicago.

Metra offers an upscale commute to riders, largely made up of affluent, suburban professionals that work in the city. There are hundreds of suburban stations, many of which are positioned in some of the city and country’s wealthiest towns. Typically, commuters will hop on in their local community and get off at one of Metra’s main downtown stations which include Ogilvie Transportation Center & MetraMarket, LaSalle Street Station, Millennium Station, and Van Buren Street Station.

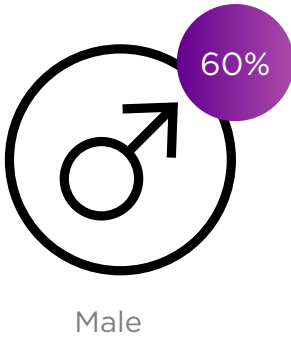
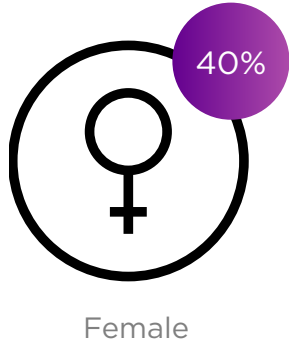
METRA IS THE 4TH LARGEST COMMUTER RAIL SYSTEM IN THE UNITED STATES.

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312.396.5700
SOURCE: METRA.

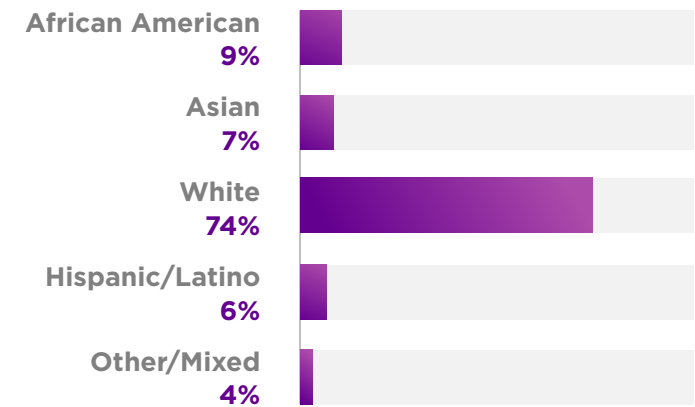


METRA COMMUTER

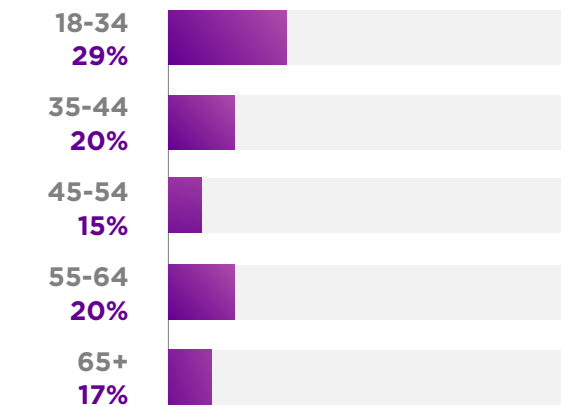
Rider Profile



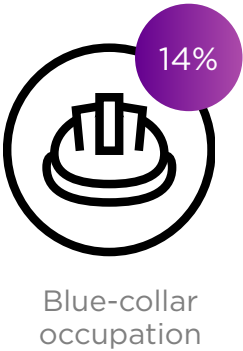
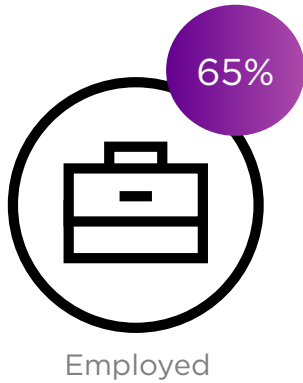
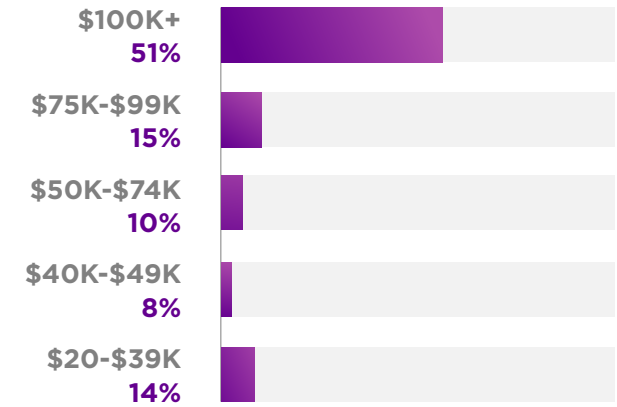
Race/Ethnicity



Age



Household Income



WHY SMART BRANDS BUY METRA ADVERTISING



3700

square mile
coverage



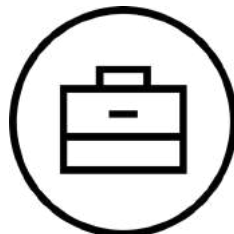
32.5M+

rides annually



12 Min

average platform
dwell time



Audience

predominantly
affluent suburban
professionals



1 of 2 Riders

are Millennials or
Gen Z



Upscale

commuting
experience



Targeting

mass reach and/
or hyperlocal



Impact

immersive & interactive
opportunities

METRA COMMUTER RAIL MEDIA

OUTFRONT

Reach upscale commuters, traveling to and from the suburbs to Downtown Chicago. 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.

STATION MEDIA

- Station Dominations
- Station Saturations
- Digital Media
- 1-Sheet Posters
- 2-Sheet Posters
- Rail King Posters
- Jumbo Rail King Posters
- Stair Risers
- Floor Graphics
- Experiential
- 3D Props
- Many more

EXTERIOR TRAIN MEDIA

- Train Wraps
- Train USKs
- Custom Train Wraps

INTERIOR CAR MEDIA

- Interior Cards
- Interior Brand Trains

METRA RAIL 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

- Millennium Station
- LaSalle Street Station
- MetraMarket
- Ogilvie Transportation Center



OGILVIE TRANSPORTATION CENTER STATION DOMINATION



Ogilvie Transportation Center (OTC) is one of Chicago's busiest Metra commuter rail stations. Located at 500 W. Madison Street, Ogilvie is in Chicago's bustling West Loop and provides service from downtown to many of Chicago's most highly sought-after north and northwest suburbs. These lines service some of the city and country's wealthiest towns, like Glencoe, Kenilworth, Winnetka, and Lake Forest.

Additionally, the OTC trains penetrate areas of the market that other OOH advertising may be zoned out.

The media in Ogilvie Transportation Center is great for capturing many desirable audiences including affluent commuters from Metra's N, W, and NW Union Pacific routes. In addition, right outside the station are corporate/specialty bus stops for some of Chicago's top employers, including Google, McDonalds HQ, and Northwestern.

MEDIA FORMATS INCLUDED

- Backlit Dioramas
- Angled Banners
- Stairwell Banners
- Digital Displays
- Floor Graphics

AUDIENCES CAPTURED

- Business Decision Makers
- White-Collar Urban & Suburbanites
- Hip & Trendy
- Techies
- Foodies
- Event Goers

OTC: METRAMARKET STATION DOMINATION



MetraMarket spans two city blocks and is connected to Ogilvie Transportation Center in the West Loop. This transit-oriented hub is located near some of the city's most bustling areas like the Loop, River North, Fulton River District, and Randolph Street's Restaurant Row.

Beyond Metra commuters, MetraMarket draws in a multitude of on-the-go audiences who frequent the market's many options for dining and quick retail conveniences. MetraMarket is home to Chicago's French Market which is the city's busiest multi-venue marketplace for lunch and serves over 7,000 visitors daily.

Additionally, right outside the doors are corporate/specialty bus stops for some of Chicago's top employers. The media in MetraMarket is ideal for capturing many desirable audiences including affluent commuters from Metra's N, W, and NW Union Pacific routes.

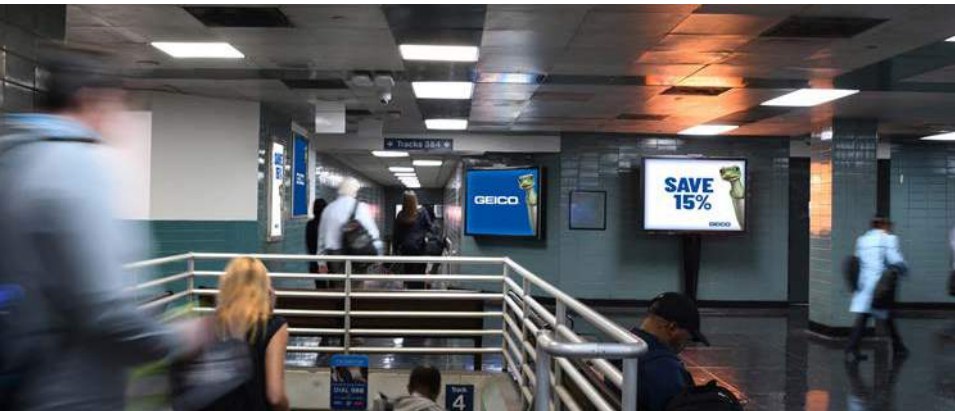
MEDIA FORMATS INCLUDED

- Backlit Dioramas
- Backlit Spectaculars
- Vertical Backlit Dioramas

AUDIENCES CAPTURED

- Business Decision Makers
- White-Collar Urban & Suburbanites
- Hip & Trendy
- Techies
- Foodies
- Event Goers

MILLENNIUM STATION STATION DOMINATION



Located at the southwest corner of Michigan Avenue and Randolph Street, Millennium Station is in Chicago's lively Loop and provides service from downtown to Chicago's south suburbs and NW Indiana. The Metra Electric line originates at Millennium Station starting from Michigan Avenue and services many notable areas including McCormick Place, Museum Campus/Soldier Field, and Hyde Park. The South Shore Line makes similar stops in Chicago and then heads east to cover Indiana including stops at Gary and South Bend Airports.

Millennium Station is not only a transportation hub, but also an underground retail oasis with many booming businesses. Millennium brings in a host of on-the-go audiences who frequent the station's many options for quick retail conveniences as well as grab-and-go or sit-down, leisurely meals.

MEDIA FORMATS INCLUDED

- 1-Sheet Posters
- 2-Sheet Posters
- Backlit Dioramas
- Digital Displays
- Pole Wraps
- Floor Graphics

AUDIENCES CAPTURED

- White-Collar Suburbanites
- Blue-Collar Downtown Workers
- Students
- IN Residents
- Museum Goers
- Sports Fans
- Shoppers

LASALLE STREET STATION STATION DOMINATION

OUTFRONT



Lasalle Street Station is located at 414 South Lasalle Street in Chicago's Central Business District, just across the street from the Chicago Board of Trade building. Coming out of Lasalle is the Rock Island District rail line, which provides service from downtown, through to some of Chicago's most historic neighborhoods like Beverly, and then on to highly sought-after, southwest suburbs like Tinley Park, Mokena, and New Lenox.

Lasalle Station is located near many higher education institutions, the infamous State Street, major business centers, and is the entry way for south access into Chicago's Loop and financial district.

MEDIA FORMATS INCLUDED

- 2-Sheet Posters
- Backlit Dioramas
- Digital Displays

AUDIENCES CAPTURED

- White-Collar & Blue-Collar Urban & Suburbanites
- Financial Professionals
- Business Decision Makers
- Students
- Entertainment Seekers

METRA RAIL STATION SATURATION

Own 100% of all traditional station media with a Commuter Rail Saturation. Brands utilize rail saturations to target Chicago suburbs, **capturing commuters, leisure travelers, and event-goers heading to and from the city of Chicago**. 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 Chicago**.

With **over 100+ stations to choose from**, station saturations enable high reach and targeted coverage throughout the Chicago 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

- 1-Sheet Posters
- 2-Sheet Posters
- Rail King Posters
- Jumbo Rail King Posters

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METRA RAIL DIGITAL DISPLAYS

The digital displays in Chicago's downtown Metra stations reach a variety of audiences, including **affluent, suburban white/blue collar professionals** who work in Chicago, along with a multitude of people coming into the city for dining, entertainment, cultural/sporting events, shopping, etc. OUTFRONT's digital network offers the **latest technology to engage with audiences via full-motion video, animation, dynamically, and many other creative possibilities.**

PRODUCT INFORMATION

- Static/Full Motion
- Dynamic Capabilities
- Spot Length: 6 seconds
- Loop Length: 48 seconds
- Advertiser Slots: 8

COVERAGE

- Ogilvie Transportation Center
- LaSalle Street Station
- Millennium Station

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RAIL 1-SHEET POSTERS

Rail 1-Sheet Posters are located on Metra Commuter Rail platforms where they are **visible to passengers waiting for/getting off their train**. 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"x30"

COVERAGE

— Metra Commuter Rail Systemwide



RAIL 2-SHEET POSTERS

Rail 2-Sheet Posters are located on Metra Commuter Rail platforms where they are **visible to passengers waiting for/getting off their train**. 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"x60"

COVERAGE

— Metra Commuter Rail Systemwide

Worth the HYPE

AWAY

Guaranteed for life. AwayTravel.com

RESERVED PARKING 20

729

RAIL KING POSTERS

Rail King Posters are located on Metra Commuter Rail platforms where they are **visible to passengers waiting for/getting off their train**. 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"x152"

COVERAGE

— Metra Commuter Rail System



JUMBO RAIL KING POSTERS

Jumbo Rail Posters are located on Metra Commuter Rail platforms where they are **visible to passengers waiting for/getting off their train**. 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"x182"

COVERAGE

— Metra Commuter Rail System

METRA RAIL STAIR RISERS

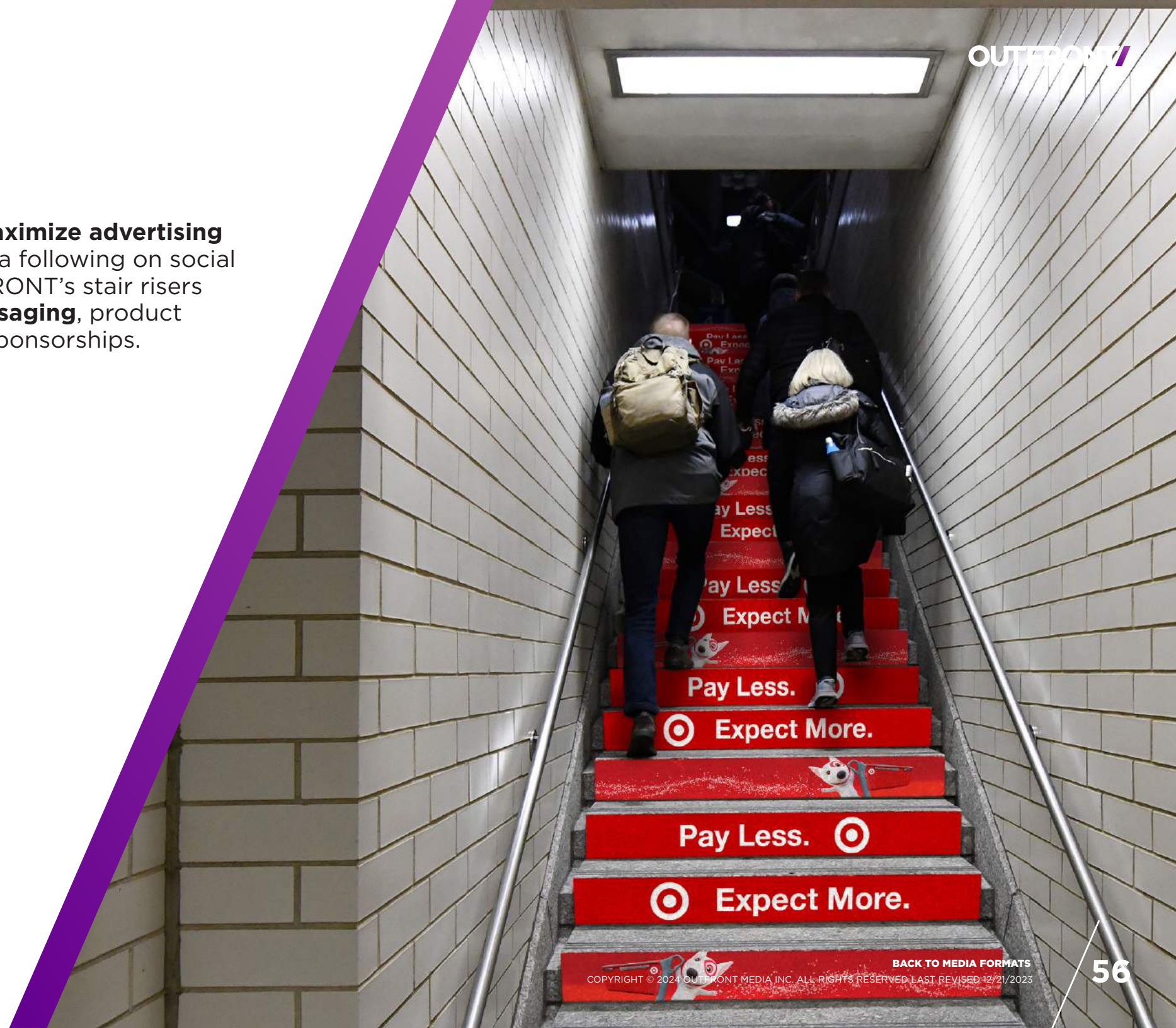
Stair risers are a **cost effective medium as they maximize advertising dollars**. Due to their unique creativity, they attract a following on social media with locals, tourists, and commuters. OUTFRONT's stair risers offer a **unique opportunity to promote brand messaging**, product launches, event branding, event promotions, and sponsorships.

PRODUCT INFORMATION

- Sizes vary

COVERAGE

- Opportunities vary. See your OUTFRONT Account Executive for details.



METRA RAIL EXPERIENTIAL

Experiential events are a **great additon to bring your advertising campaign and brand to life**. These opportunities include product sampling, literature/sample distribution, brand ambassadors, games, mascots and many more.

Run your event during peak lunch hours and connect with the **largest concentration of upscale, educated, working adults in the state**.

PRODUCT INFORMATION

Creative event products vary based on location. Media that complement events include wallscapes, pillar wraps, floor clings, domination walls, and digital liveboard networks. Design an event and we will find products that amplify your product.

COVERAGE

- Stations vary
- See your OUTFRONT Account Executive for details.

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METRA RAIL FLOOR GRAPHICS

Floor Graphics are a step out of the ordinary. They **reach consumers in a unique and unexpected way**. Floor Graphics can be created in a **variety of shapes, colors and sizes** to make your message stand out! Floor Graphics can be combined with multiple media options for **added impact** that is sure to stop traffic.

PRODUCT INFORMATION

- Varies by opportunity

COVERAGE

- Millennium Station
- MetraMarket
- Ogilvie Transportation Center



METRA RAIL TRAIN EXTERIOR WRAPS

Train Exterior Wraps are one of **Chicago's most impactful media forms**. These train cars are like larger-than-life traveling billboards that **cut through the clutter and generate buzz** as they travel throughout the Chicago DMA.

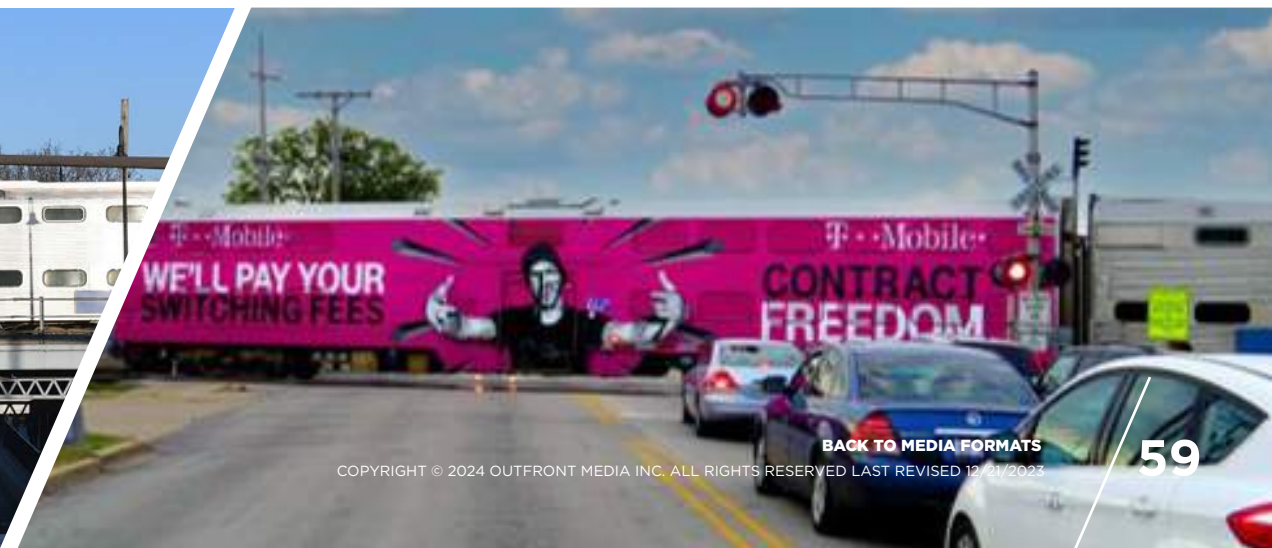
PRODUCT INFORMATION

- Available on train cars & locomotives
- Full Wraps
- Half Wraps
- USKs
- Customizable sizes & shapes

COVERAGE

- Metra Commuter Rail Systemwide

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RAIL VESTIBULE INTERIOR CARDS

Rail Interior Cards deliver your ad message **at a high frequency to affluent Metra commuter rail passengers** while they are in a captive environment. Located in the train's vestibule where passengers get on/off the train, these interiors are a **cost efficient medium that capitalizes on the long dwell times** associated with traveling via the commuter rail.

PRODUCT INFORMATION

— 22"x21"

COVERAGE

— Metra Commuter Rail Systemwide



RAIL INTERIOR CARDS

Rail Interior Cards deliver your ad message **at a high frequency to affluent Metra commuter rail passengers** while they are in a captive environment. Located where commuters sit, these interiors are a **cost efficient medium that capitalizes on the long dwell times** associated with traveling via the commuter rail.

PRODUCT INFORMATION

— 9.25"x101"

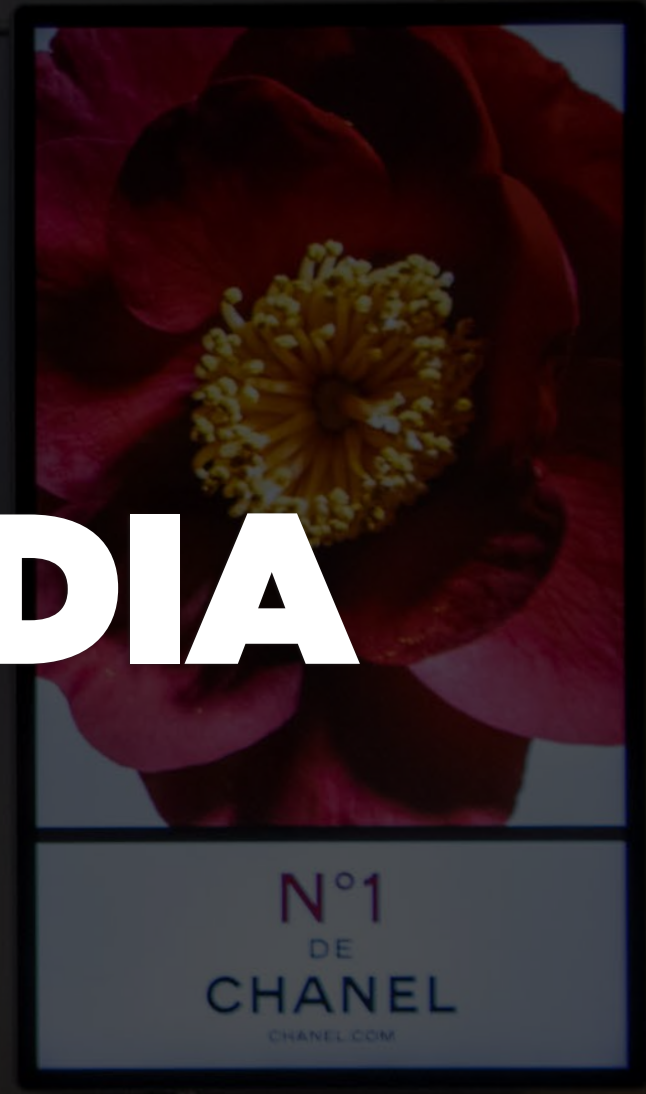
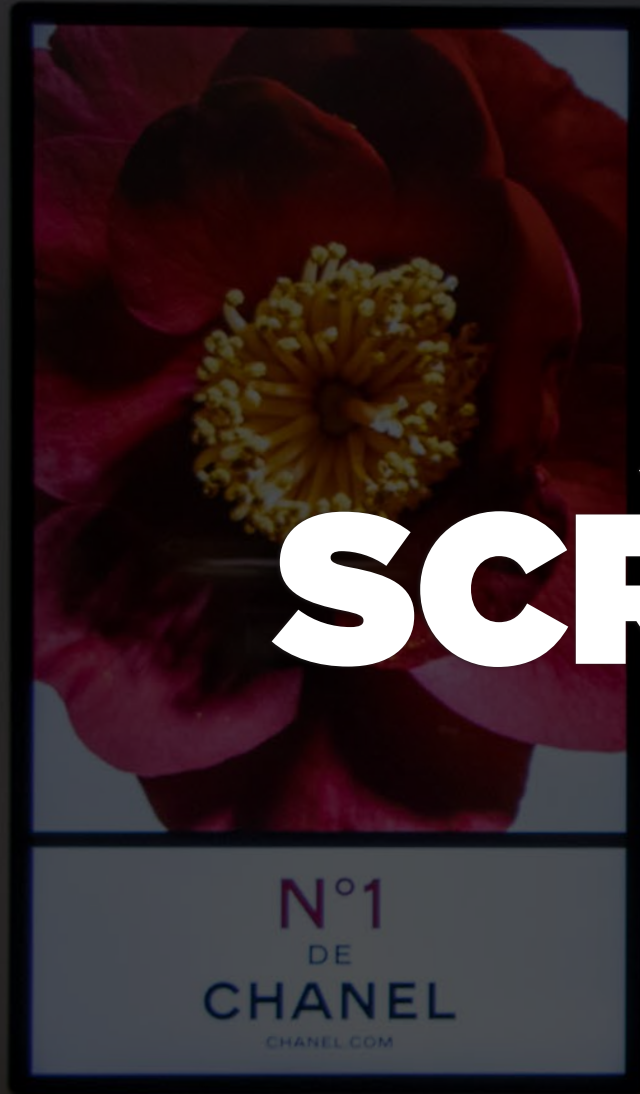
COVERAGE

— Metra Commuter Rail Systemwide

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SECOND SCREEN MEDIA



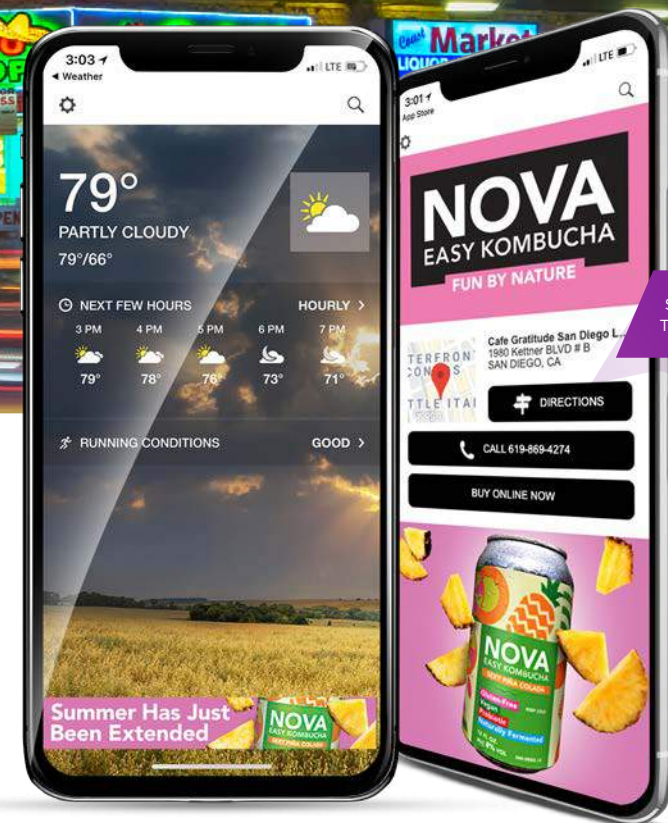
MOBILE NETWORK

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



SCAN OR CLICK
TO LEARN MORE





SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS

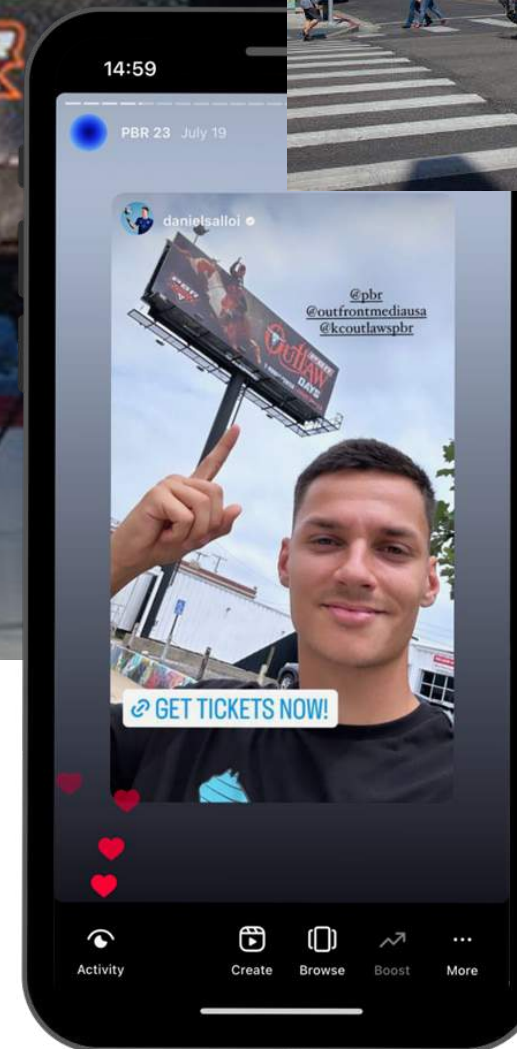
Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



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

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