

OUTFRONT/

WE GET YOU CHICAGO

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.**

CHICAGO
312.396.5700
SOURCE: GEOPATH

OUTFRONT/



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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.

CHICAGO
312.396.5700

SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.

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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.

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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

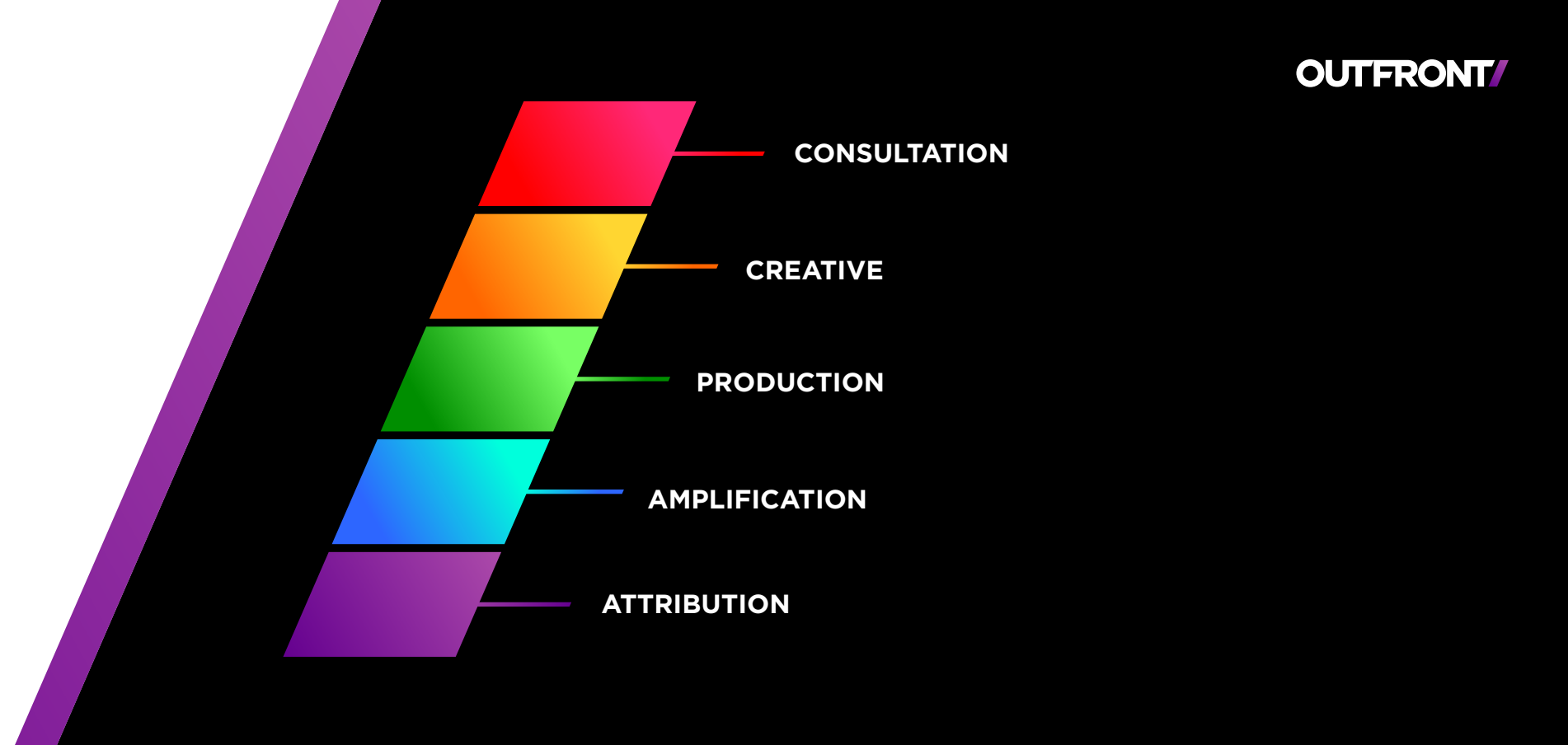
CONVERSION¹

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 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.

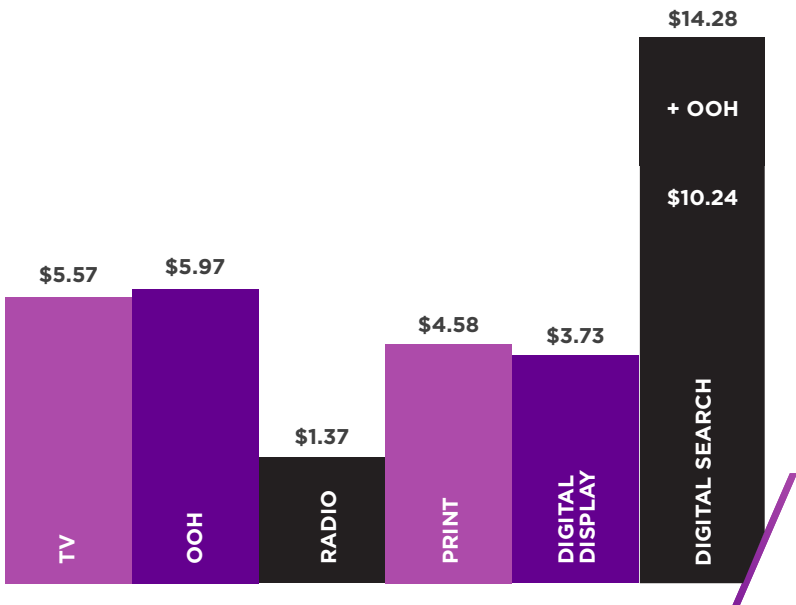
ATTRIBUTION

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/

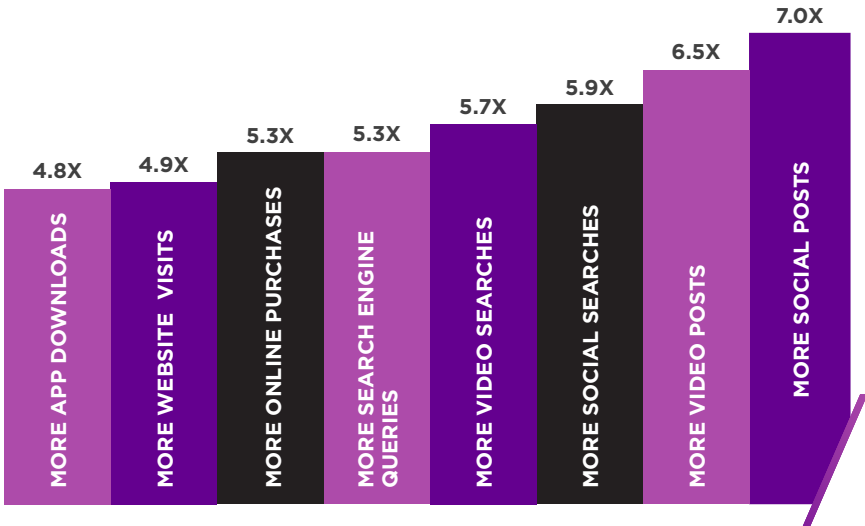
OUTFRONT is the best primer for digital engagement.



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.

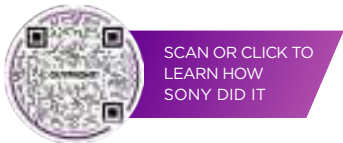
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



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.

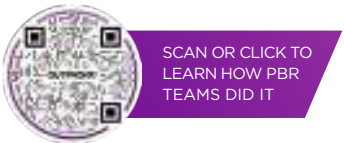
Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



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

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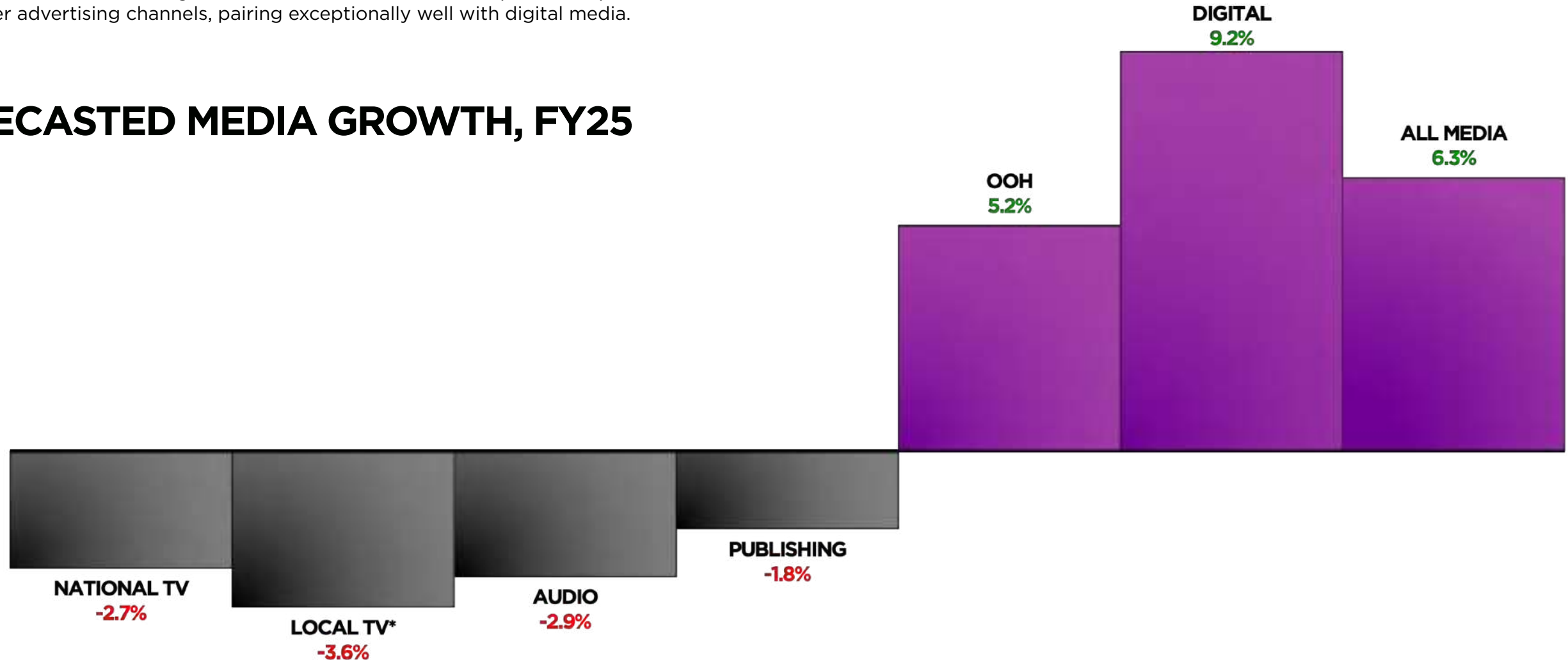
SOURCE: OUTFRONT ATTRIBUTION STUDIES
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

OOH IS MEDIA'S FAVORITE MEDIUM /

OUTFRONT/

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.

A wide-angle photograph of a massive crowd of runners participating in a marathon on a city street. In the background, a large billboard features a man in a pink shirt and the text "FIND A RUNNER. HELP A CAUSE." and "BofA.com/HelpACause". The scene is set in an urban environment with tall buildings and trees with autumn foliage. Traffic lights and street signs are visible above the crowd.

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

MEDIA ACROSS CHICAGO



WE GET YOU CHICAGO

3rd Largest City in the U.S. with over **9.2 million people** and a median **HHI of \$86,627**. 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 8 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
- 31 Fortune 500 Headquarters

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

CHICAGO
312.396.5700

SOURCE: US CENSUS, CHOOSE CHICAGO, APTA, GEOPATH 2024, ILLINOIS.GOV.

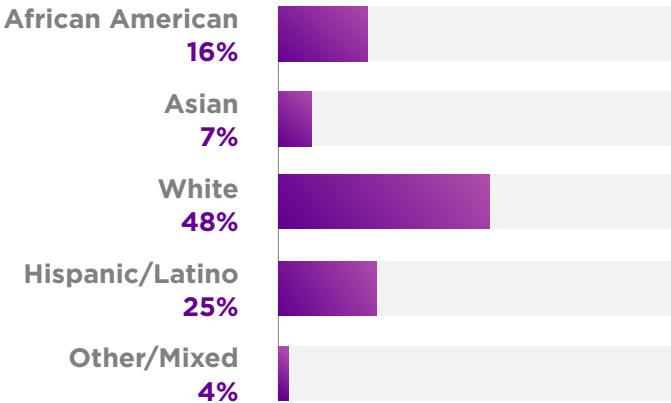
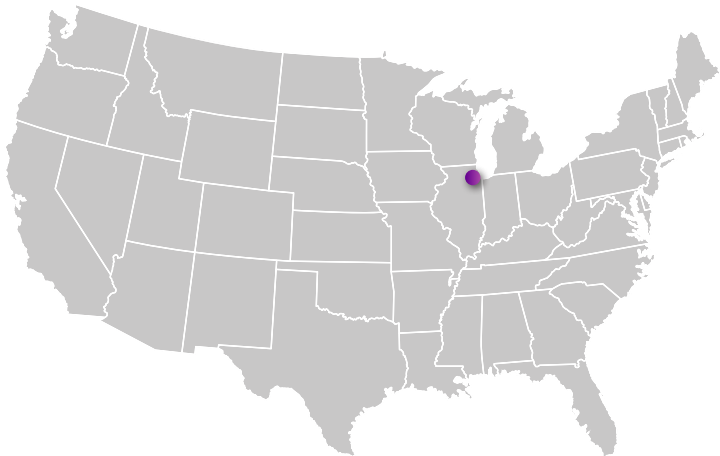
OUTFRONT



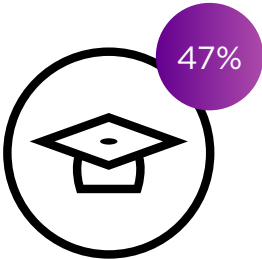
SCAN OR CLICK TO
LEARN MORE

CHICAGO

Profile



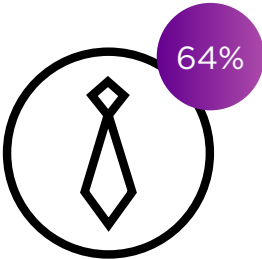
CHICAGOLAND AREA
7.3 MILLION A18+ CBSA



College Degree
or higher



Total miles traveled
past week



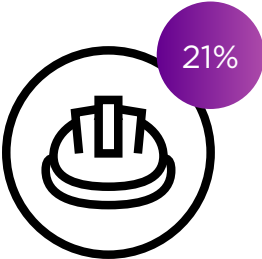
White-collar
occupation



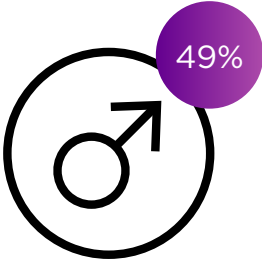
Female



Time spent traveling to
and from work each day



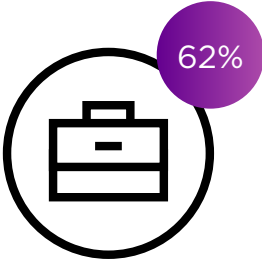
Blue-collar
occupation



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



MOBILE BILLBOARDS



MOBILE NETWORK

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BILLBOARDS



BULLETINS

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

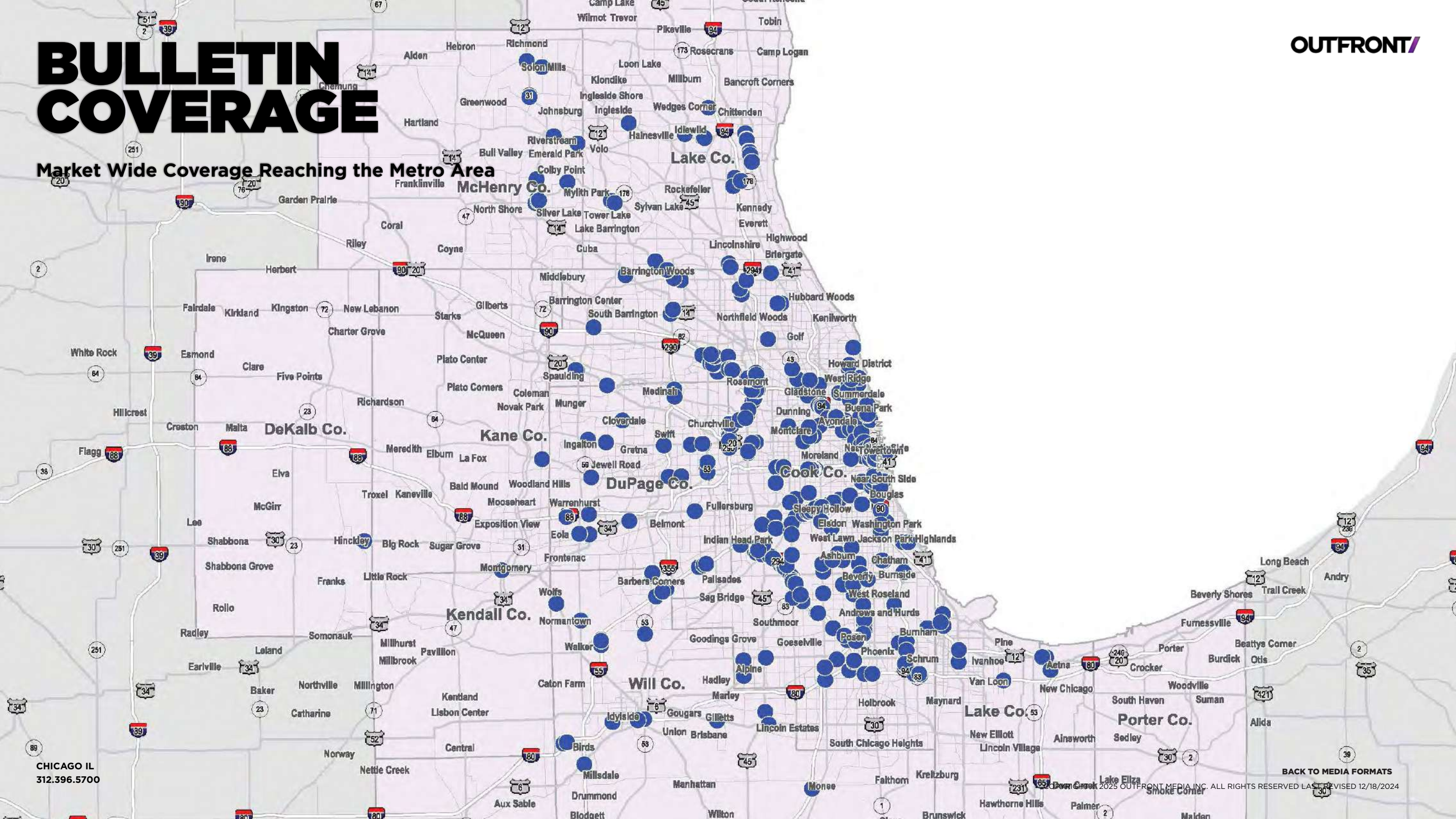
COVERAGE

- 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

- 10'6x36'
- 14'x48'
- 16'x55'
- 20'x60'
- Spot Length: 10 seconds

COVERAGE

- See map for complete coverage

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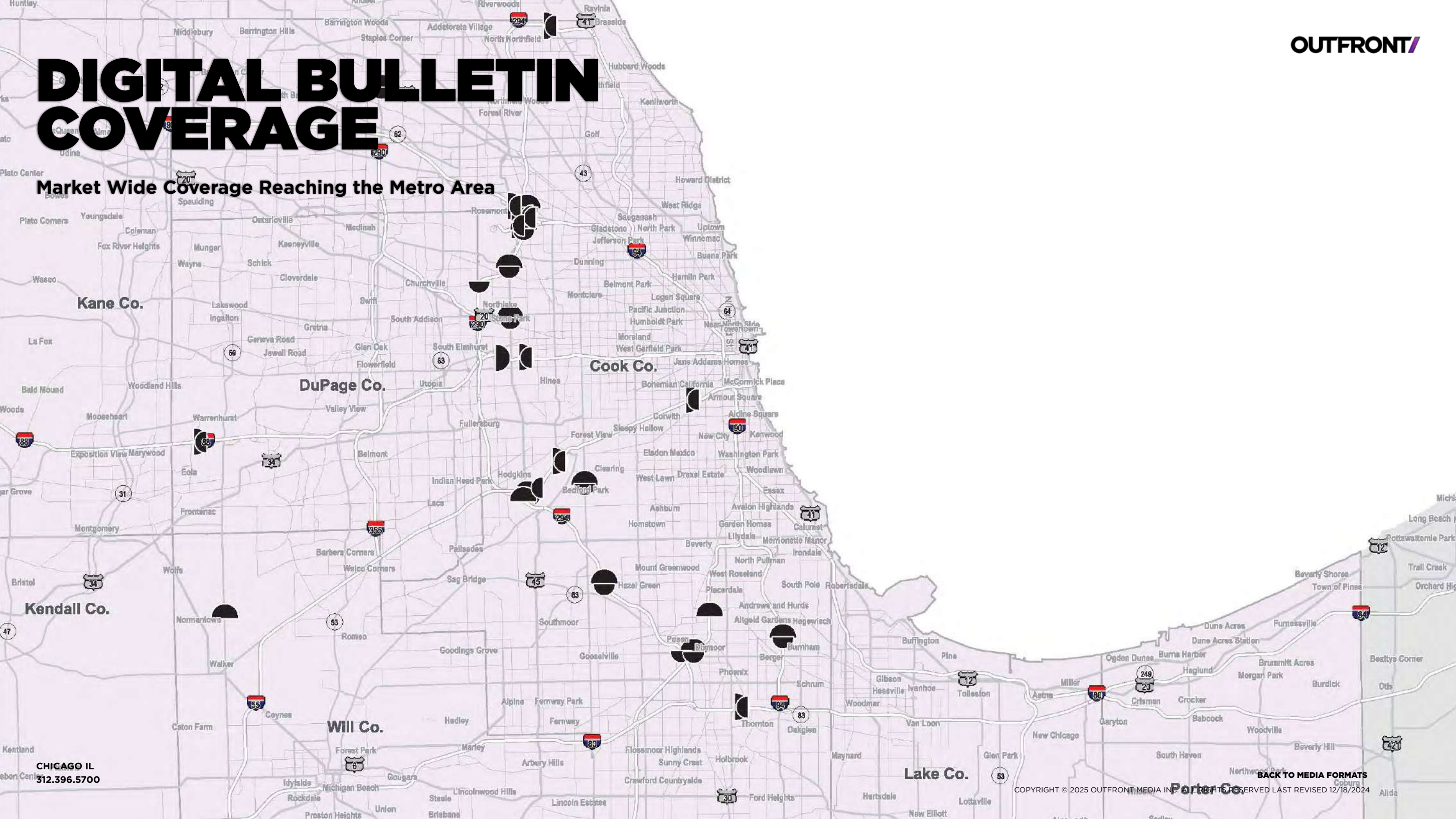


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DIGITAL BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area



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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

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SCAN OR CLICK
TO LEARN MORE



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DIGITAL POSTER COVERAGE

OUTFRONT

Downtown and Neighborhood Coverage

DuPage Co.

Cook Co.

CHICAGO IL
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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

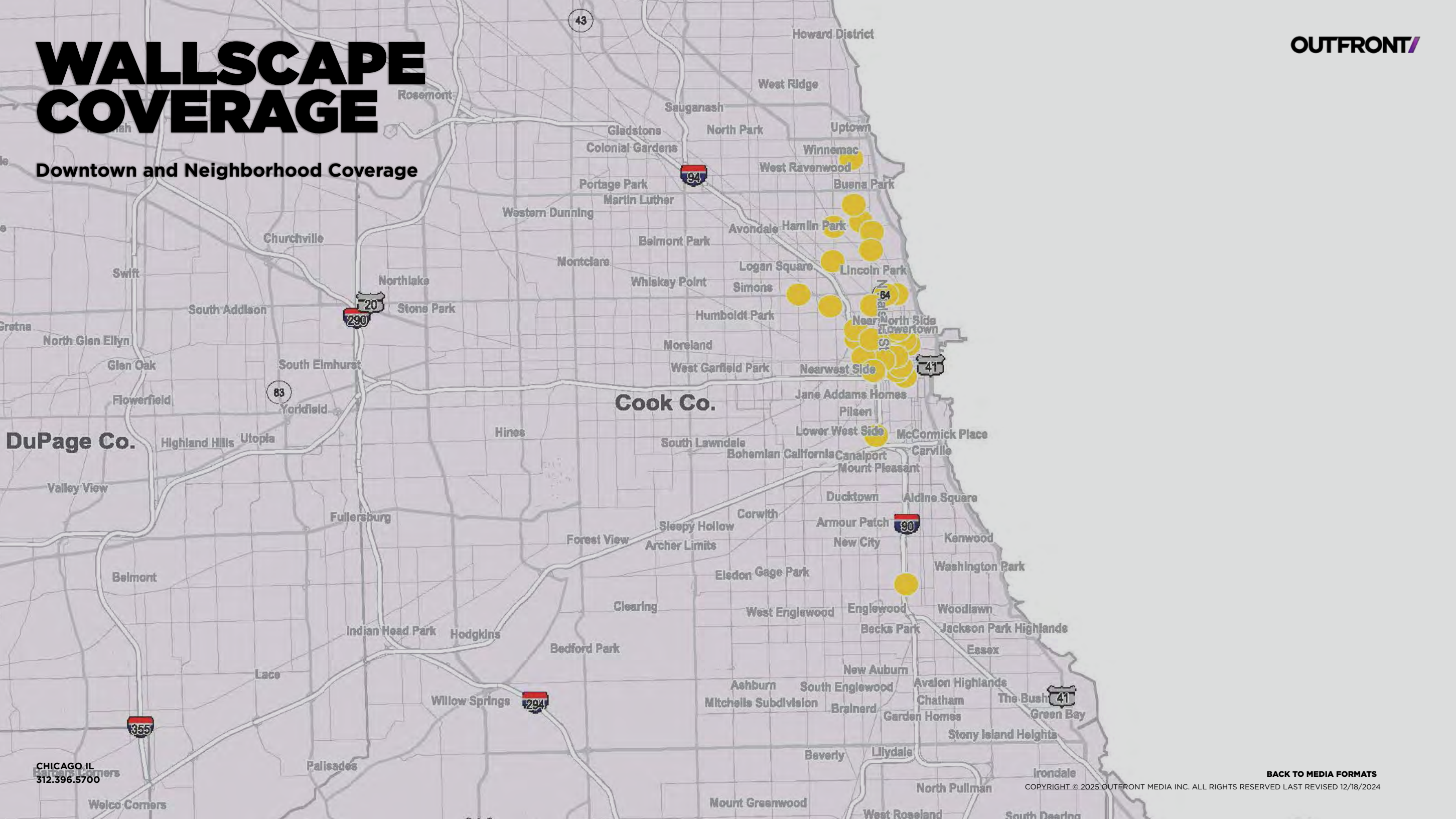
- See map for complete coverage



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

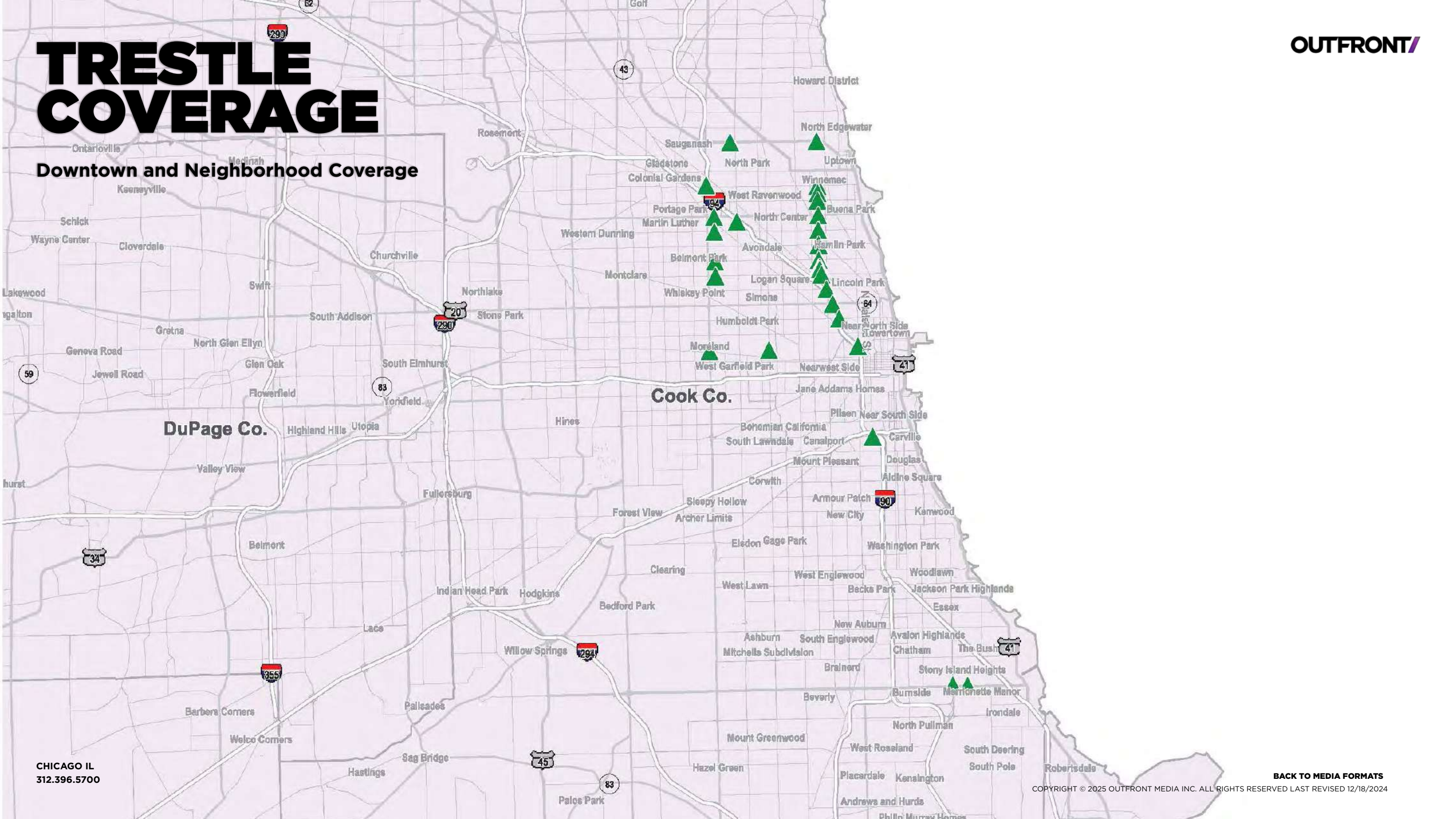
- Sizes vary by location

COVERAGE

- See map for complete coverage

TRESTLE COVERAGE

Downtown and Neighborhood Coverage



PREMIERE PANELS

OUTFRONT/

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

OUTFRONT/

Downtown and Neighborhood Coverage

DuPage Co.

Cook Co.

CHICAGO IL
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JUNIOR POSTERS

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

OUTFRONT

Downtown and Neighborhood Coverage

DuPage Co.

Cook Co.

CHICAGO IL
312.396.5700
Covnes

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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

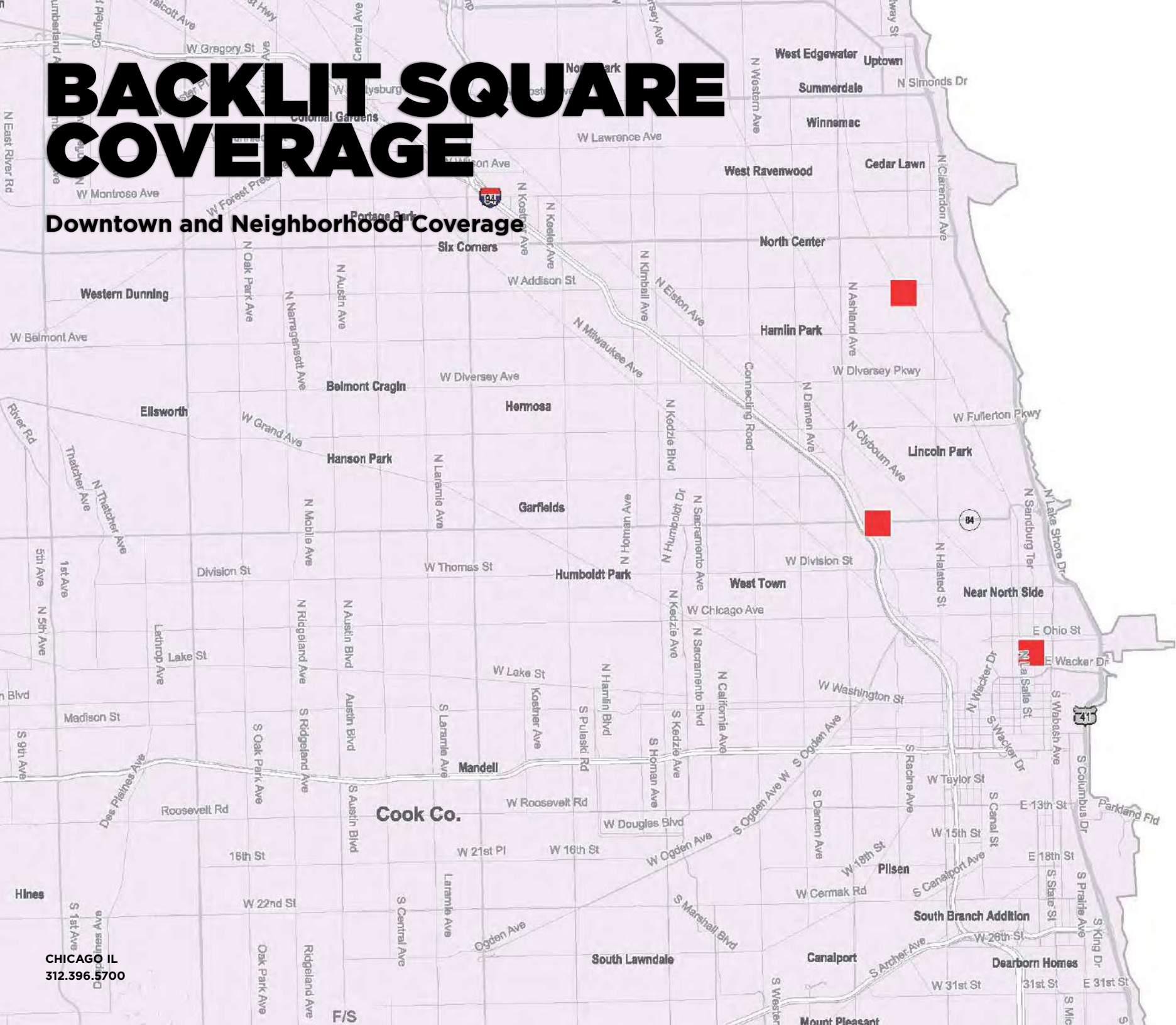
— 10'x10'

COVERAGE

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

BACKLIT SQUARE COVERAGE

Downtown and Neighborhood Coverage



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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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.



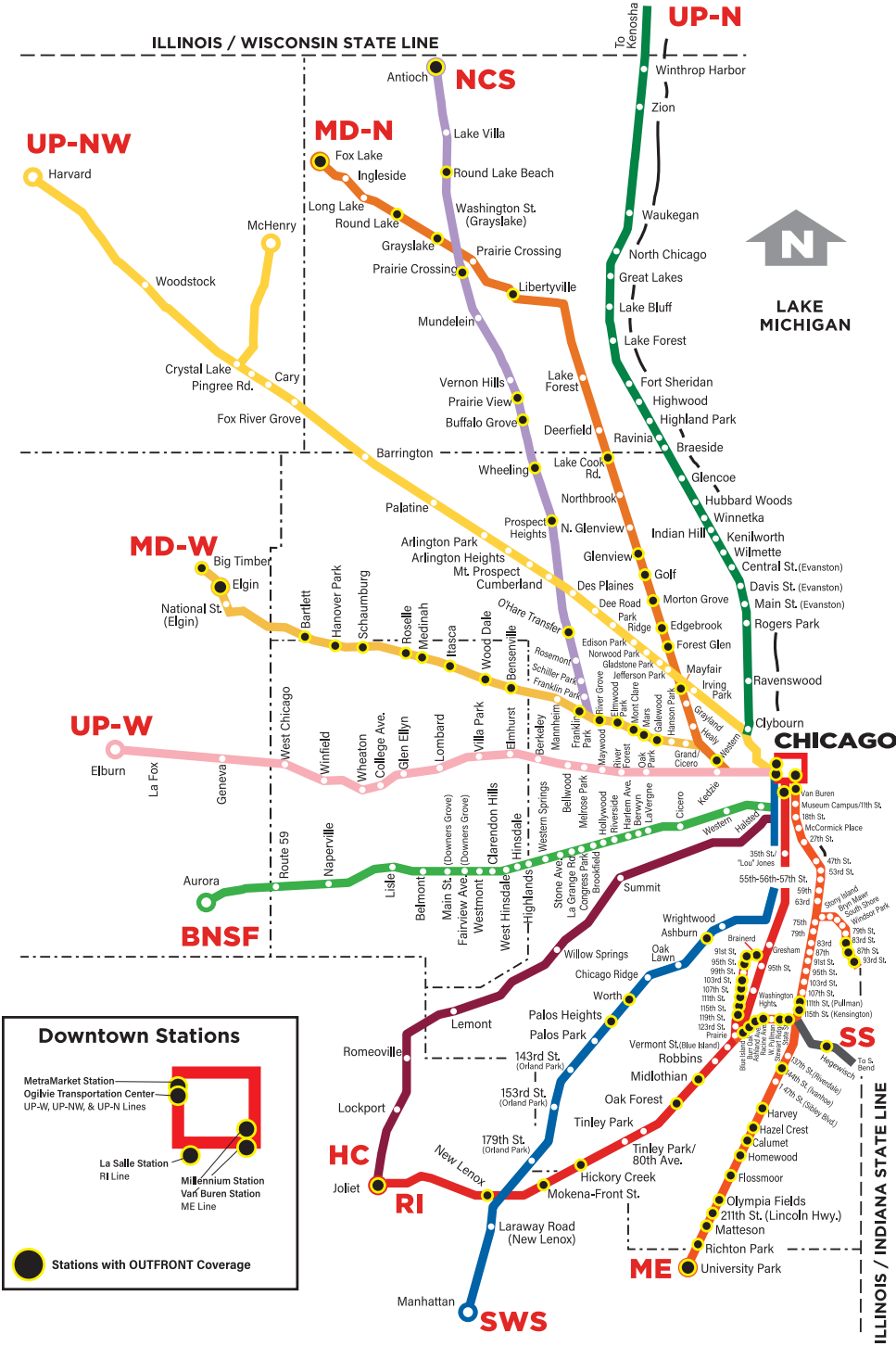
METRA RAIL COVERAGE

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.

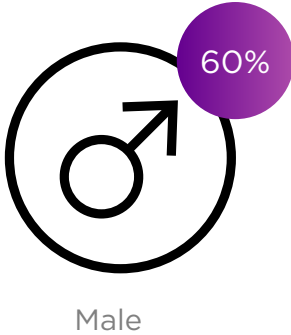
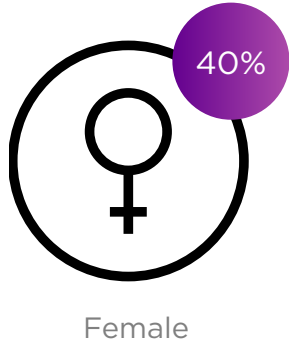
METRA IS THE 4TH LARGEST COMMUTER RAIL SYSTEM IN THE UNITED STATES.

CHICAGO
312.396.5700
SOURCE: METRA.

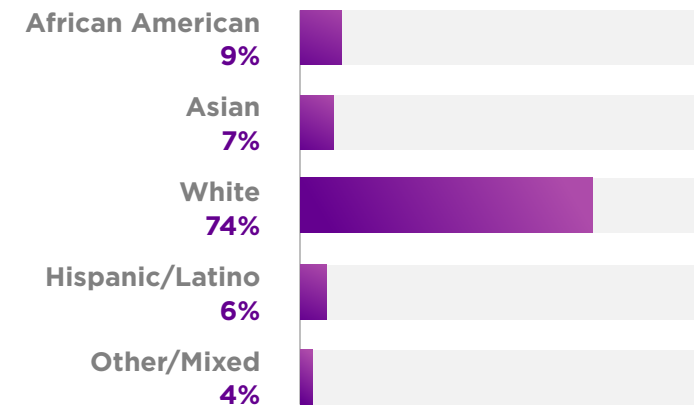


METRA COMMUTER

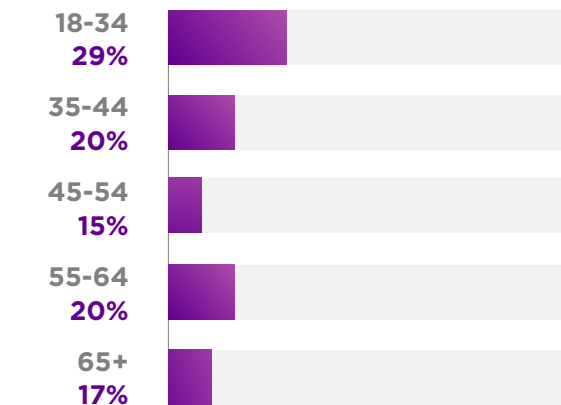
Rider Profile



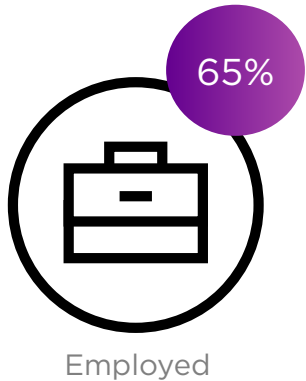
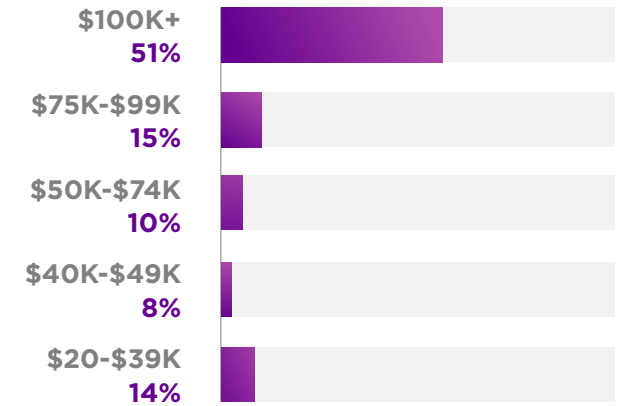
Race/Ethnicity



Age



Household Income



WHY SMART BRANDS BUY METRA ADVERTISING



3700

square mile
coverage



35.1M+

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

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
- 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

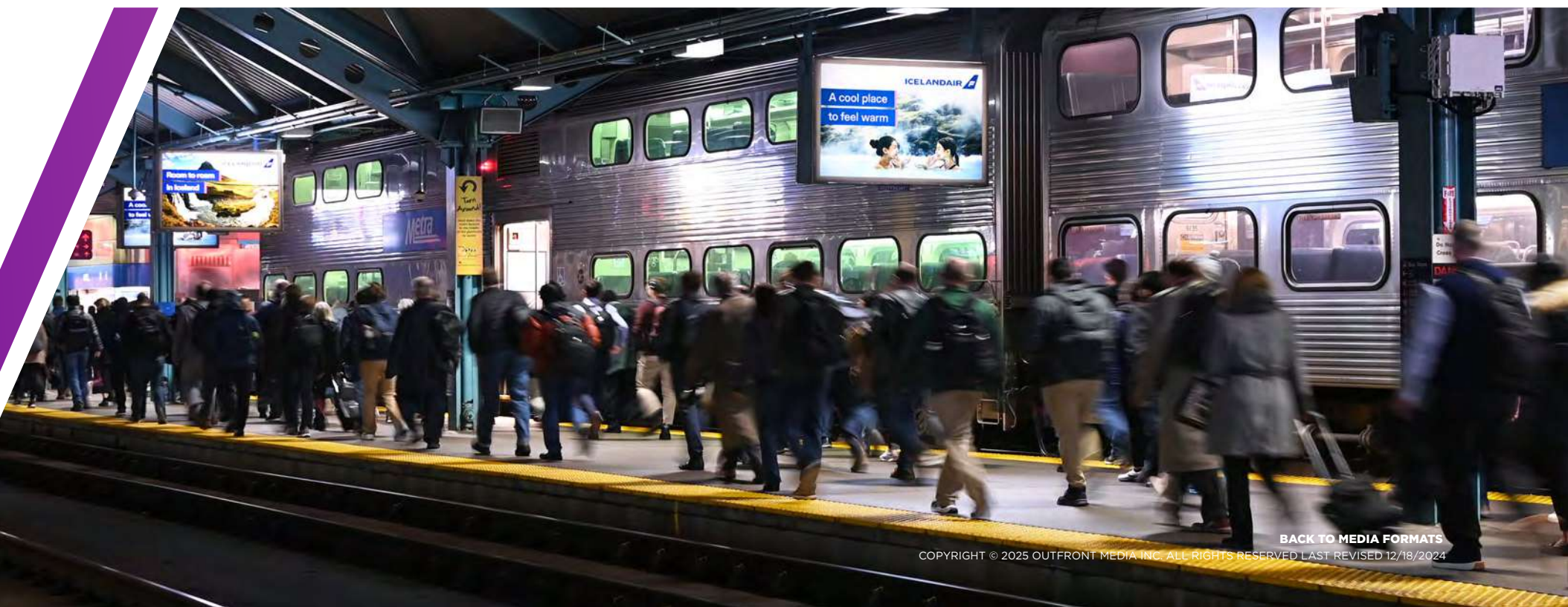
Station Dominations **transform transit passengers' daily commutes into a brand experience.** This media opportunity gives your brand the dominant share of voice within a transit station allowing you to surround commuters with your ad message at a very high frequency. Station Dominations are excellent 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

OUTFRONT



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

MEDIA FORMATS OPTIONAL

- Optional Stair Riser Media is available at this station for an additional cost.

AUDIENCES CAPTURED

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

[CLICK HERE FOR OTC STATION DOMINATION VIDEO.](#)

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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.

[CLICK HERE FOR OTC: METRAMARKET STATION DOMINATION VIDEO.](#)

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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

MEDIA FORMATS OPTIONAL

- Optional Stair Riser Media is available at this station for an additional cost.

AUDIENCES CAPTURED

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

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MILLENNIUM STATION STATION DOMINATION

OUTFRONT/



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
- Headhouse Display
- Pole Wraps
- Floor Graphics

AUDIENCES CAPTURED

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

[CLICK HERE FOR MILLENNIUM STATION DOMINATION VIDEO.](#)

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LASALLE STREET STATION STATION DOMINATION

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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
- Shelter-size Posters

MEDIA FORMATS OPTIONAL

- Optional Stair Riser Media is available at this station for an additional cost.

AUDIENCES CAPTURED

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

[CLICK HERE FOR LASALLE STREET STATION DOMINATION VIDEO.](#)

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VAN BUREN STREET STATION STATION DOMINATION

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Located at Van Buren Street and Michigan Avenue, Van Buren Station is in Chicago's Loop and provides service to and from downtown to Chicago's south and east suburbs and NW Indiana.

The Metra Electric line 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.

Located between the notable Art Institute of Chicago and Grant Park, media in Van Buren Street Station is great for capturing crowds going to many of Chicago's downtown events including Lollapalooza, Taste of Chicago, Chicago Marathon, and so much more. Van Buren audiences included downtown workers, students, entertainment enthusiasts, shoppers, tourists, traffic to/from many Grant Park events, and many more. Additionally, Van Buren headhouse media provides street-level exposure along the highly-sought after Michigan Ave., where other media opportunities are extremely limited.

MEDIA FORMATS INCLUDED

- 2-Sheet Posters
- Shelter-size Posters
- Headhouse Displays

AUDIENCES CAPTURED

- Downtown Workers
- Students
- Entertainment Enthusiasts
- Shoppers
- Tourists

[CLICK HERE FOR VAN BUREN STREET STATION DOMINATION VIDEO.](#)

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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**.

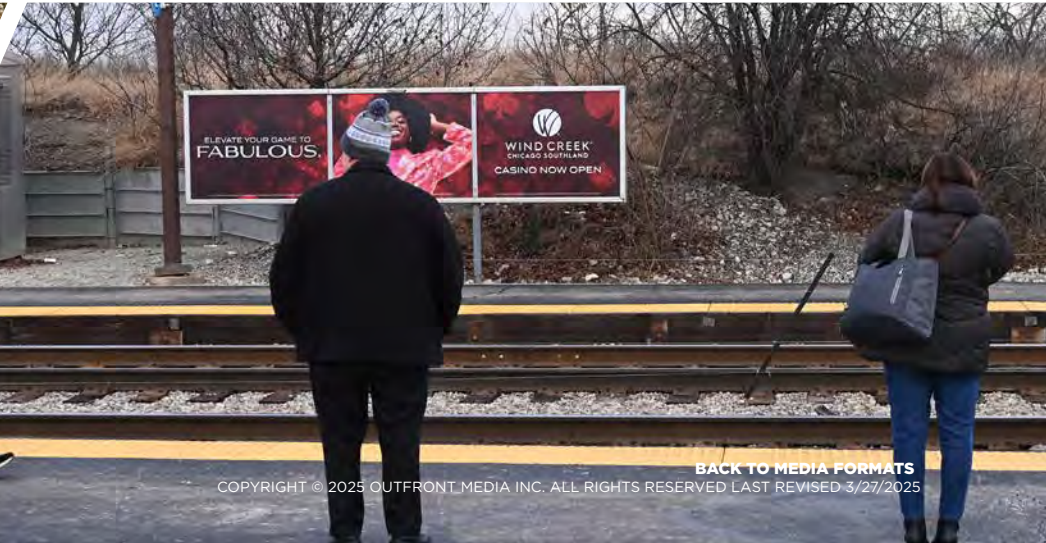
With **over 100+ stations to choose from**, station saturations enable high reach, targeted coverage throughout the Chicago metro area. Expand creative possibilities by utilizing rail bulletins, a larger canvas media that allows for **flexible creative messaging and unavoidable brand exposure**.

MEDIA FORMATS INCLUDED

- 1-Sheet Posters
- 2-Sheet Posters

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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: 8 seconds
- Loop Length: 64 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 of 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"
- 1-Sheet Poster is the center unit in photo (denoted by arrow)

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"
- Please note photo is representative of three 2-sheets

COVERAGE

- Metra Commuter Rail Systemwide

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 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 EXPERIENTIAL

Experiential events are a **great addition 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 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
- USKs
- Customizable sizes & shapes

COVERAGE

- Metra Commuter Rail Systemwide



FULL WRAP TRAIN: 135"X990"



DIE CUT SHAPES: CUSTOMIZABLE



USK WRAP TRAIN: 135.38"X280"



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"x37.5"
- Please note photo is representative of three interior cards

COVERAGE

- Metra Commuter Rail Systemwide

SECOND SCREEN MEDIA





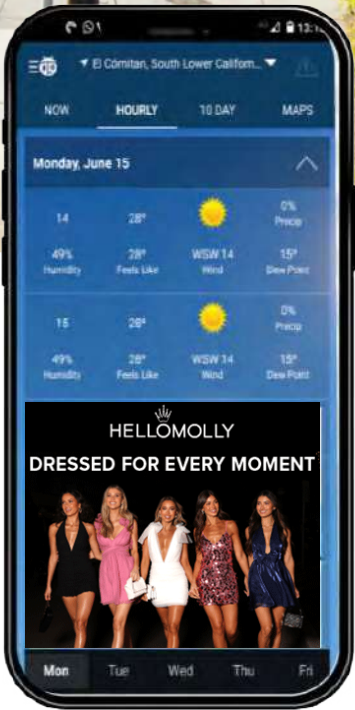
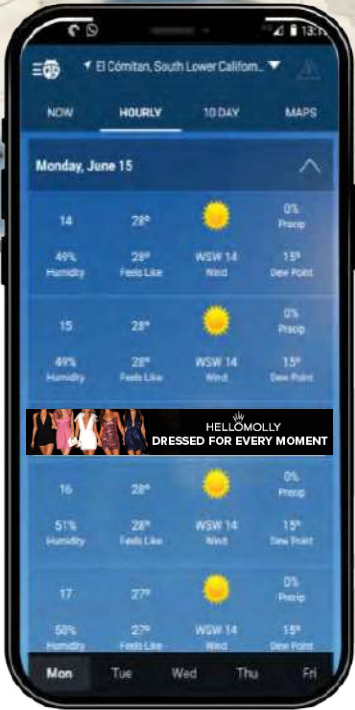
MOBILE NETWORK

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



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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WE GET YOU AMERICA

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