

# OUTFRONT/

# WE GET YOU DAYTON.

Media Across The Market





# MASTERING THE ART & SCIENCE OF OOH/

OUTFRONT/

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

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

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

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

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

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

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





# 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.

### 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

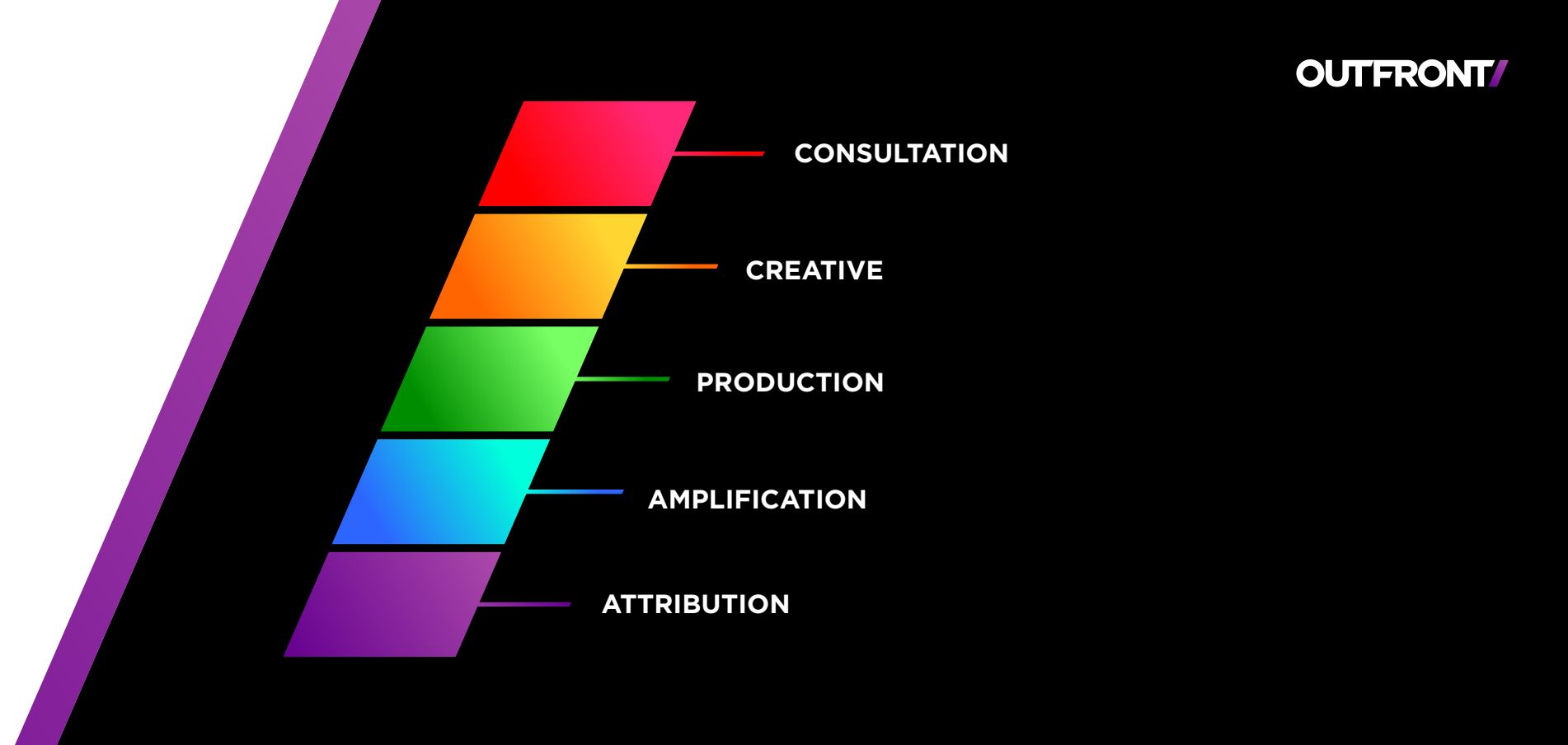
### CONVERSION<sup>1</sup>

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 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.

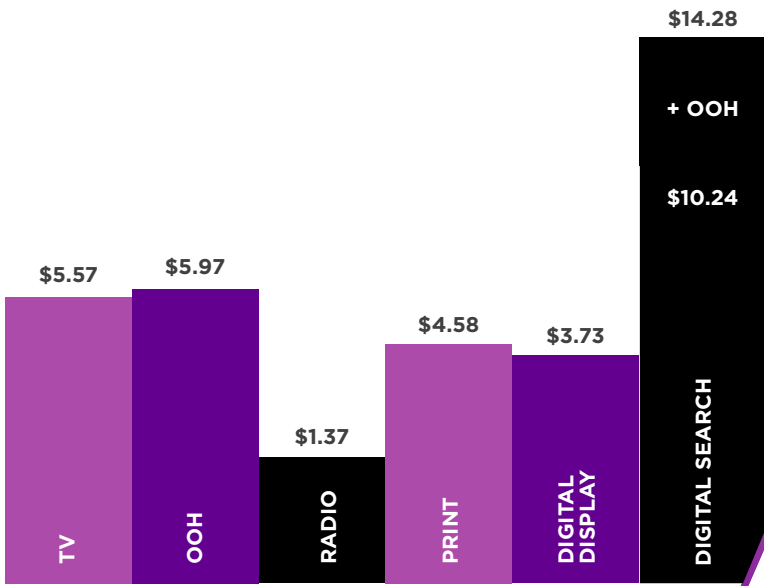
## ATTRIBUTION

### 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.



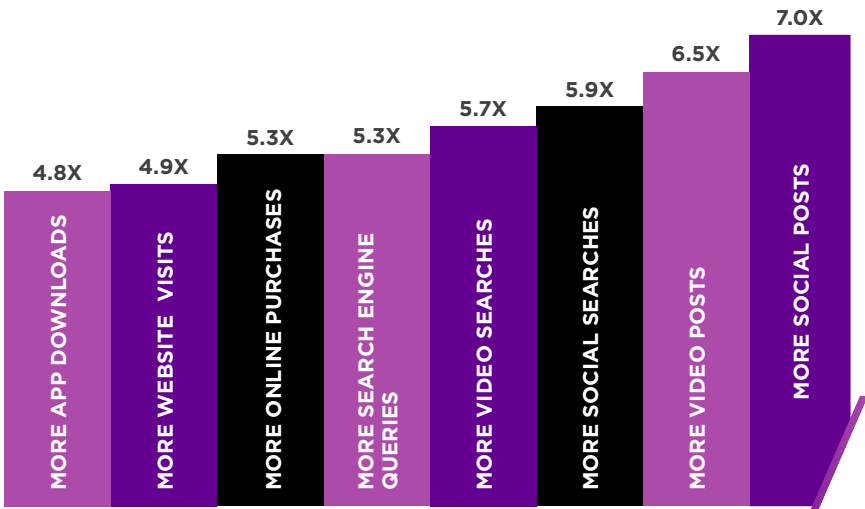
## SEARCH

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.](#)



SOURCE: BENCHMARKETING, COMSCORE, NIELSEN, OCEAN NEURO INSIGHTS.



## 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.

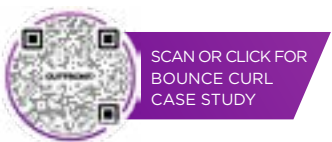
Louis Vuitton’s SoHo based OOH campaign reached an estimated **197 million people on social media**. [Learn more.](#)



## 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.](#)



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# ATTRIBUTION MATTERS/

OUTFRONT/

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



## FOOTFALL

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



## ONLINE

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



## TUNE-IN

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



## LOCATION SURVEYING

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



SCAN OR CLICK  
FOR THE FOOTFALL  
CASE STUDY



SCAN OR CLICK  
FOR THE ONLINE  
CASE STUDY



SCAN OR CLICK  
FOR THE TUNE-IN  
CASE STUDY



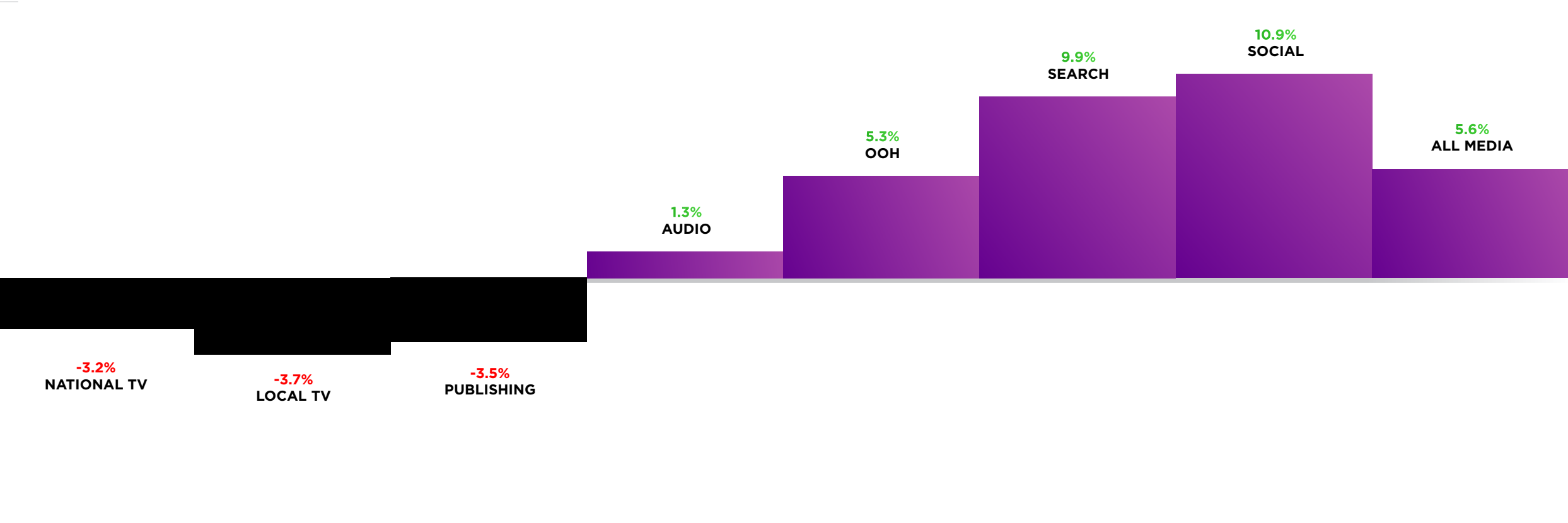
SCAN OR CLICK  
FOR SALES LIFT  
CASE STUDY



# OOH IS MEDIA'S FAVORITE MEDIUM /

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

2024 U.S. MEDIA FORECAST



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

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

# TOP 50 MARKETS /

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|----|----------------------------------|-----------------|-----------|------------|--------------------------|------------------------|-------|------------------|-----------|----------------|--------------------------|
| 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

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.



# MEDIA ACROSS DAYTON





# WE GET YOU DAYTON.

OUTFRONT/

Dayton hosts significant research and development in fields like **industrial, aeronautical, and engineering** that have led to many technological innovations. Much of this innovation is due in part to Wright-Patterson Air Force Base. Dayton is also noted for its association with aviation; the city is **home to the National Museum of the United States Airforce and is the birthplace of Orville Wright**. Healthcare accounts for much of the Dayton area's economy. Companies such as **Reynolds and Reynolds, CareSource, DPL, LexisNexis, Kettering Health Network, Premier Health Partners, and Standard Register** have their headquarters in Dayton.

## WHY DAYTON?

- The Vectren Dayton Air Show takes place at the Dayton International Airport and is one of the largest air shows in the United States
- Home to RiverScape MetroPark which attracts more than 400,000 visitors each year
- The Schuster Center for performing attracts a multitude of visitors year-round to see a variety of exhibits.

In Dayton, OUTFRONT reaches 98.1% of the CBSA consumers weekly.

DAYTON

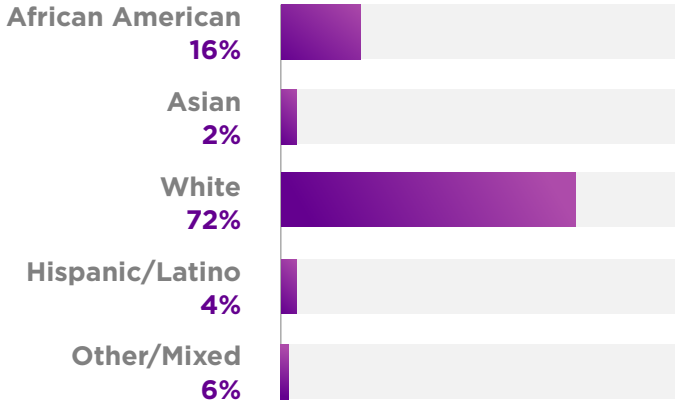
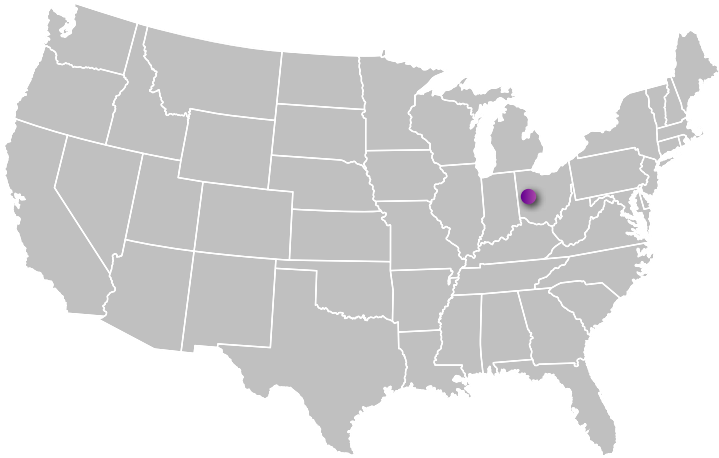
614.846.5600

SOURCE: US CENSUS, FORBES, US CENSUS AMERICAN COMMUNITY SURVEY, US BUREAU OF LABOR AND STATISTICS, APTA, GEOPATH 2021.

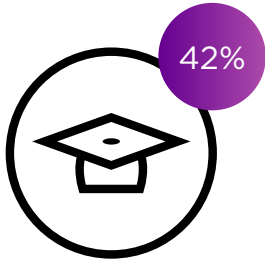


# DAYTON

## Profile



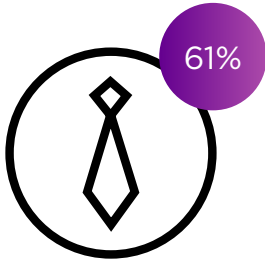
DAYTON 640K A18+ CBSA



College Degree  
or higher



Average HHI



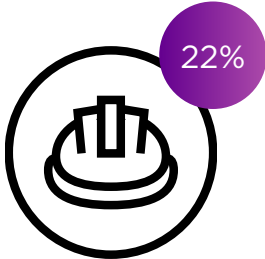
White-collar  
occupation



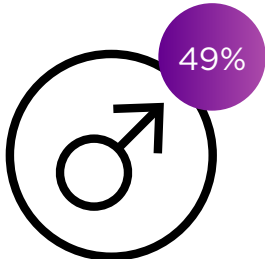
Female



Time spent traveling to  
and from work each day



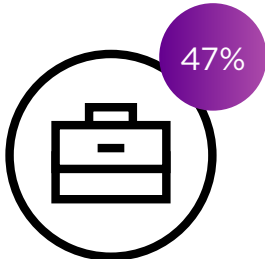
Blue-collar  
occupation



Male



Drive alone or  
carpooled



Employed



# DAYTON MEDIA PRODUCTS AT A GLANCE

OUTFRONT/



BULLETINS



DIGITAL BULLETINS



TRIVISIONS



MOBILE NETWORK

# MEDIA FORMATS

|                            |                  |
|----------------------------|------------------|
| <b>BILLBOARDS</b>          | <b><u>17</u></b> |
| BULLETINS                  | <u>18</u>        |
| DIGITAL BULLETINS          | <u>20</u>        |
| TRIVISIONS                 | <u>22</u>        |
| <b>SECOND SCREEN MEDIA</b> | <b><u>24</u></b> |
| MOBILE NETWORK             | <u>25</u>        |
| SOCIAL MEDIA INTEGRATION   | <u>26</u>        |





# BILLBOARDS





# BULLETINS

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

## PRODUCT INFORMATION

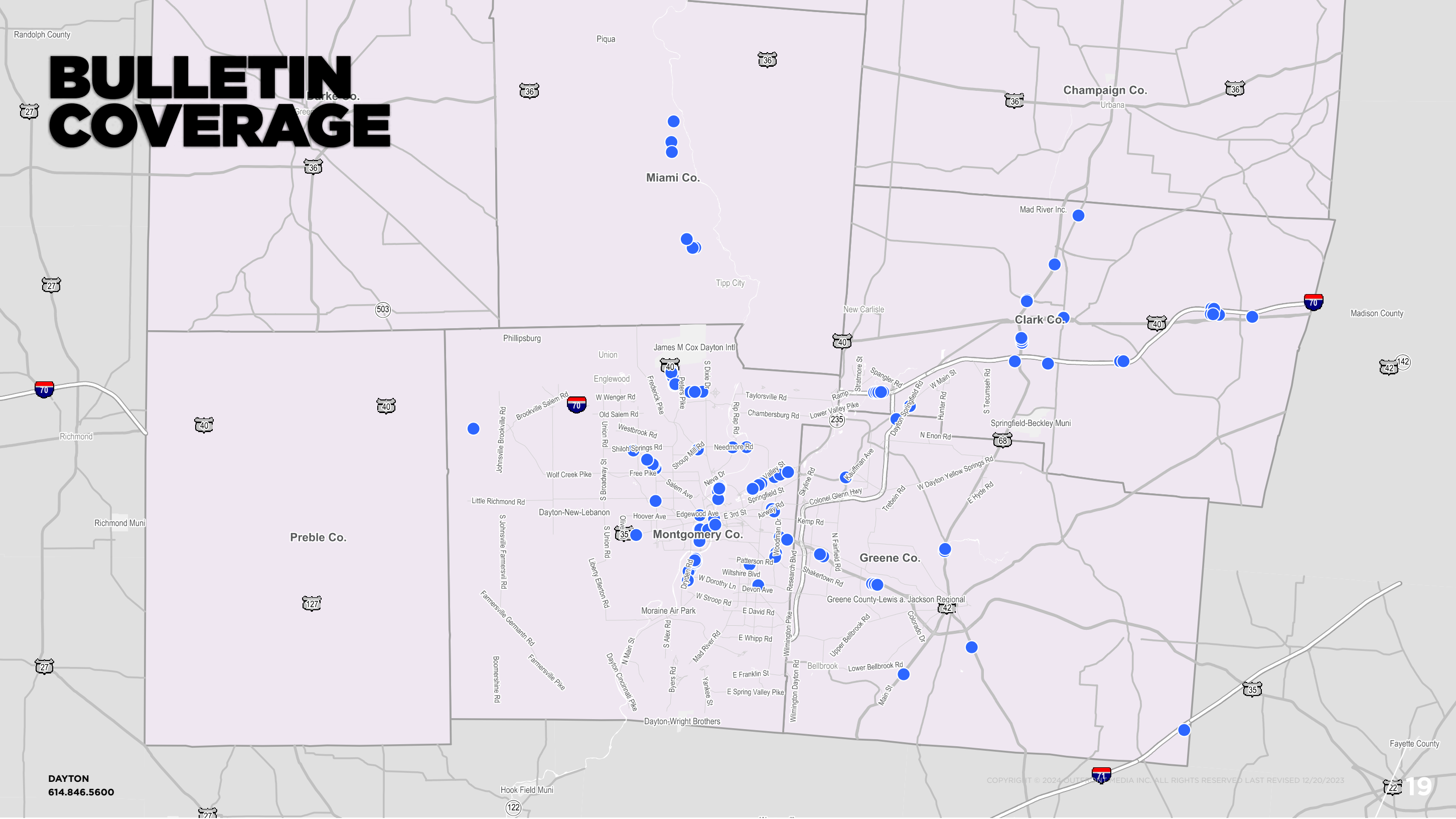
- 14'H x 48'W
- Odd Sizes
- Sizes vary by location
- Extensions available

## COVERAGE

- See map for complete coverage



# BULLETIN COVERAGE



DAYTON  
614.846.5600

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# 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

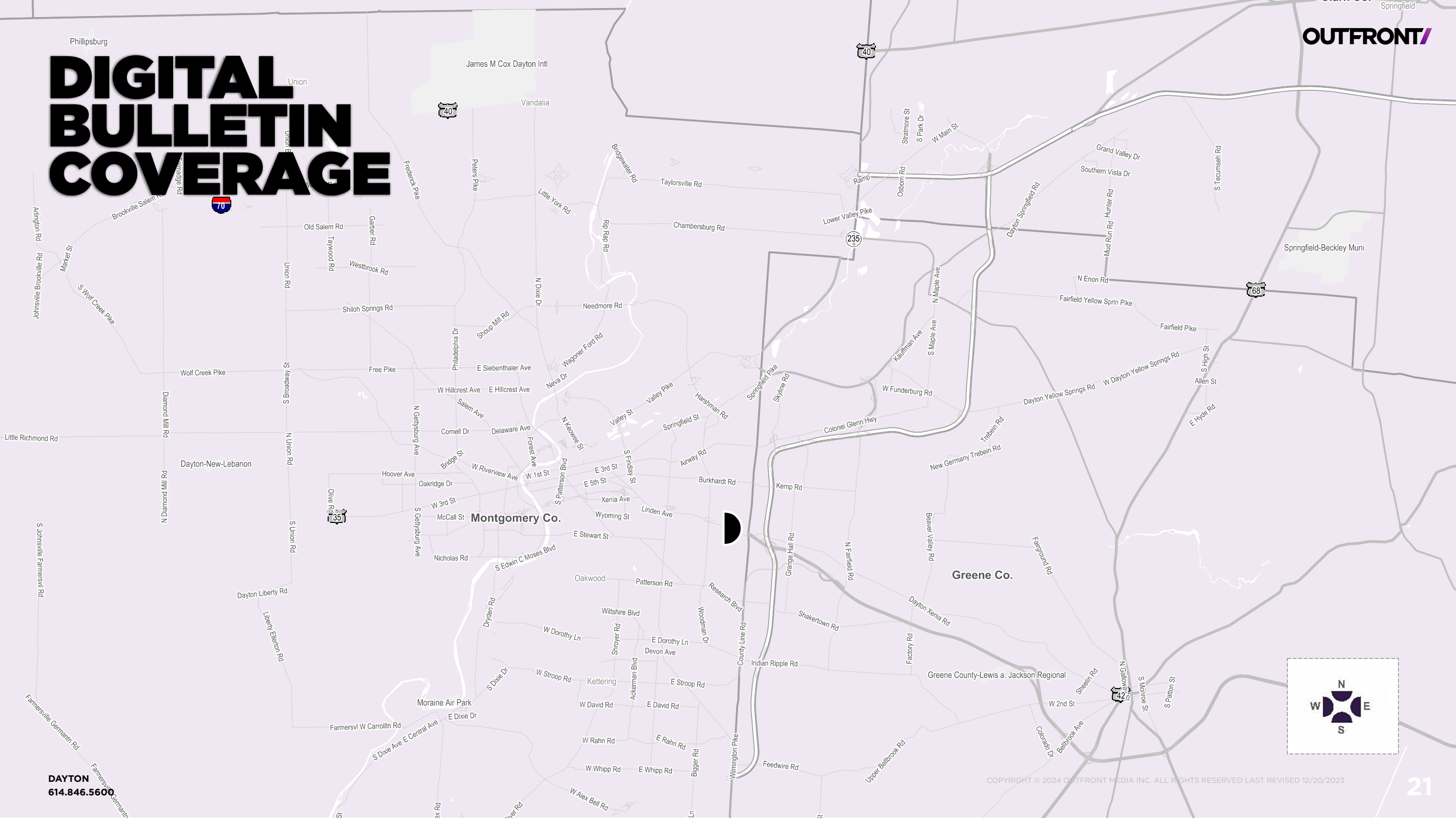
- 14'H x 48'W
- Spot Length: 8 seconds

## COVERAGE

- See map for complete coverage



# DIGITAL BULLETIN COVERAGE







# TRIVISIONS

Create huge awareness by **rotating three different messages on one structure**. Trivision technology offers a flexible, high impact opportunity to promote advertising messages in vivid, high-resolution graphics.

**The power of motion helps attract attention to your ad, making a definitive lasting impression.** In front of your audience, at the right place, at the right time, trivisions are changing the face of outdoor.

## PRODUCT INFORMATION

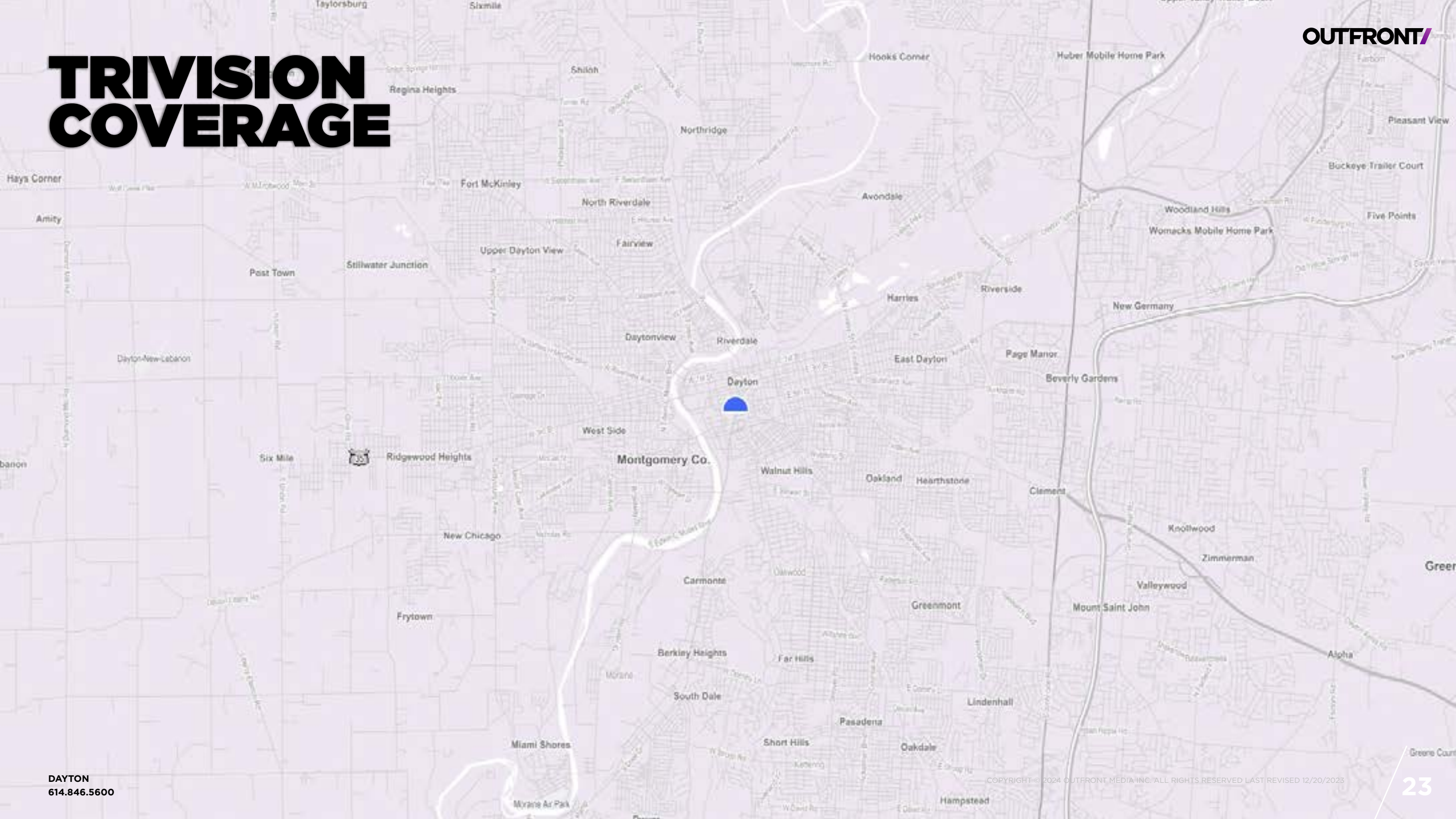
— 14'H x 48'W

## COVERAGE

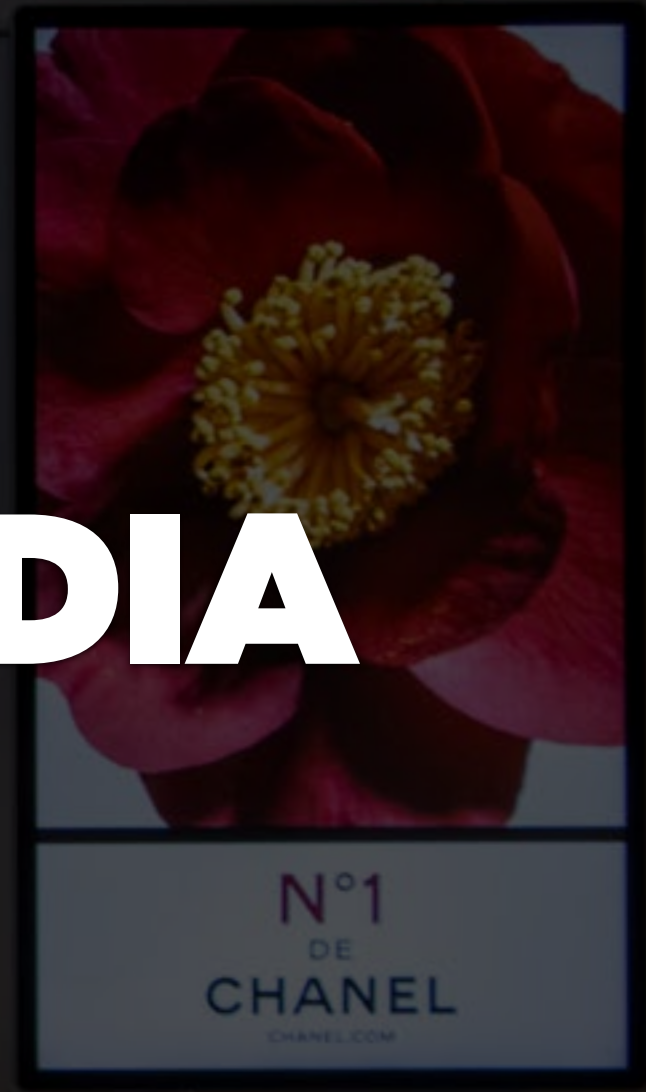
— See map for complete coverage



# TRIVISION COVERAGE



# SECOND SCREEN MEDIA







# MOBILE NETWORK

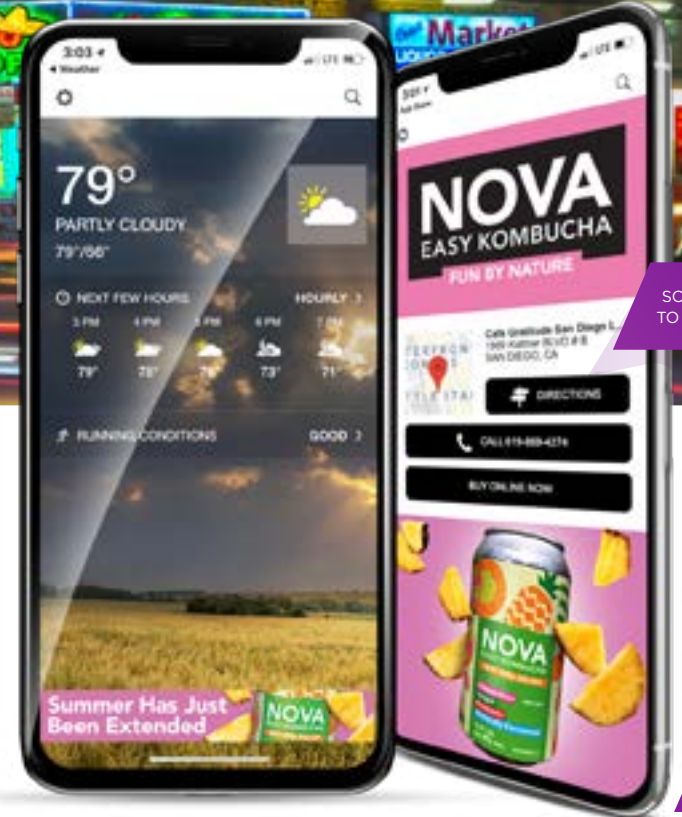
Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **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.

**DAYTON**  
**614.846.5600**

## 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

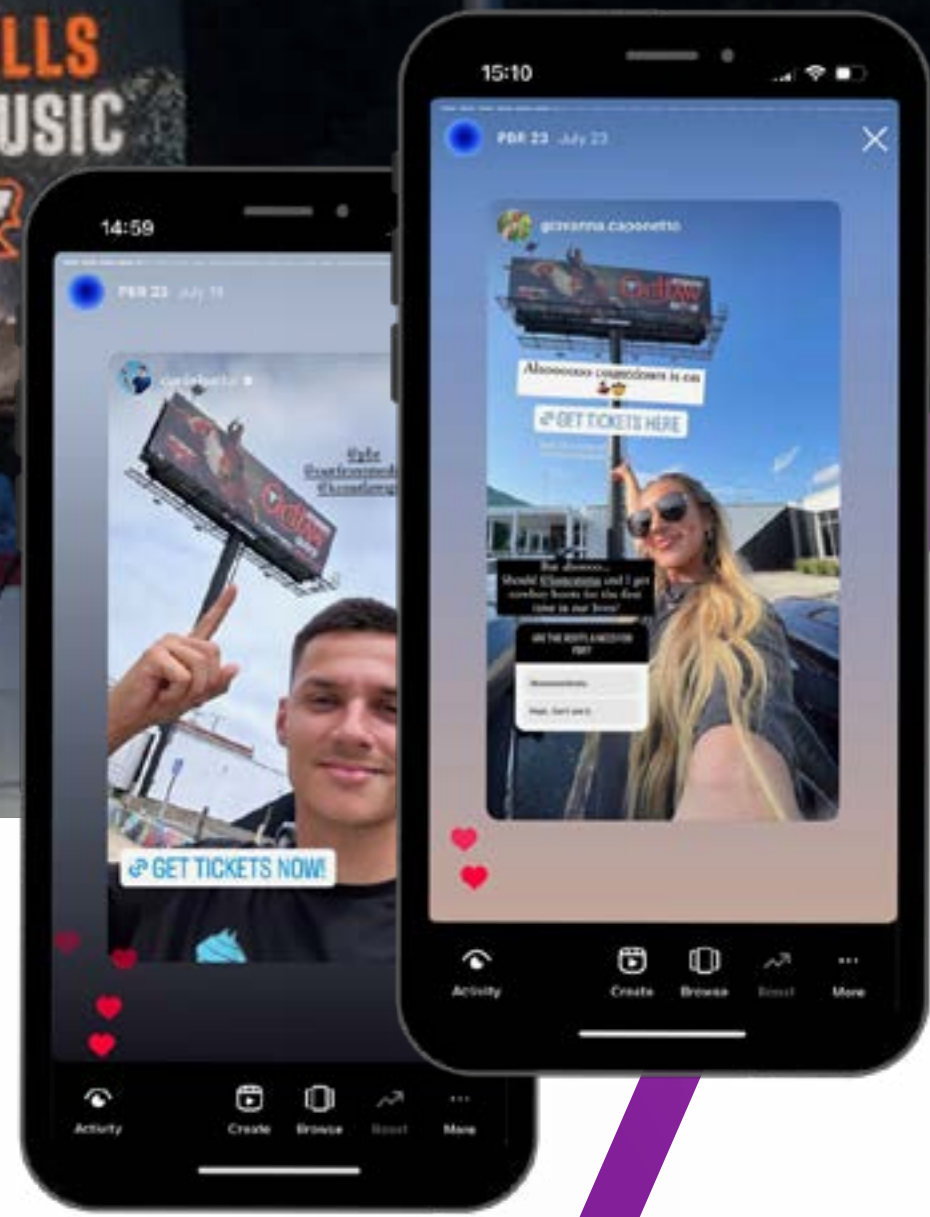
- QR Codes
- Augmented Reality (AR)
- Influencers

## LOCATED IN THE TOP 50 MARKETS

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Watch PBR's #sOOH Success Story  
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