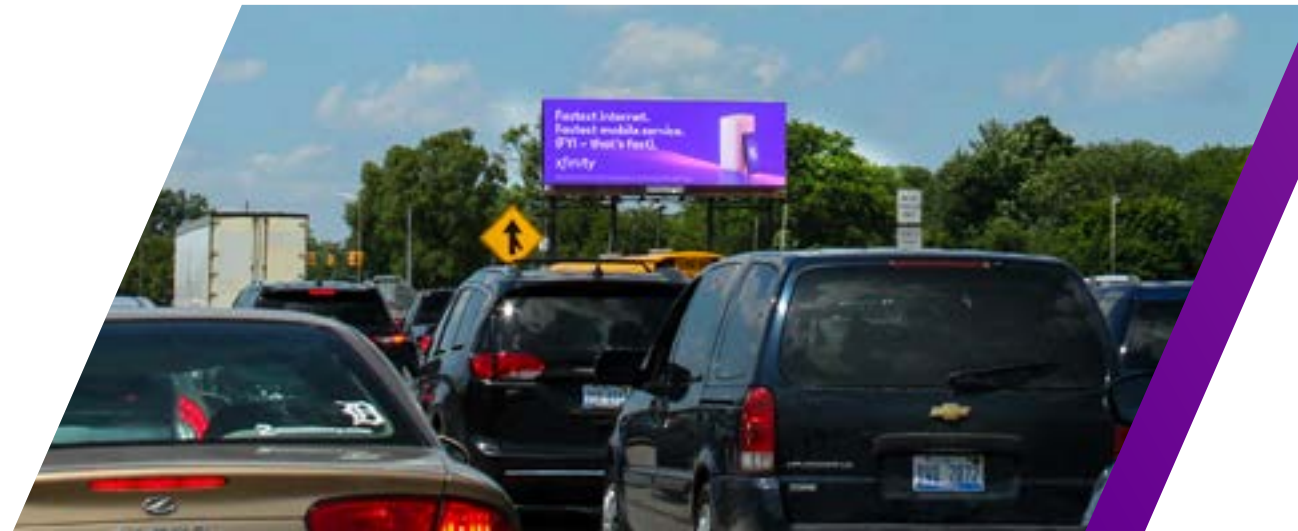


OUTFRONT/

WE GET YOU DETROIT.

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.**

DETROIT
313.872.6030

OUTFRONT/



IMPACT WHERE IT MATTERS /

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



OUTFRONT/

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.

DETROIT
313.872.6030

SOURCE: GEOPATH (OUTFRONT MARKETS), 2021. JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.

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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.

AWARENESS¹

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

CONSIDERATION¹

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

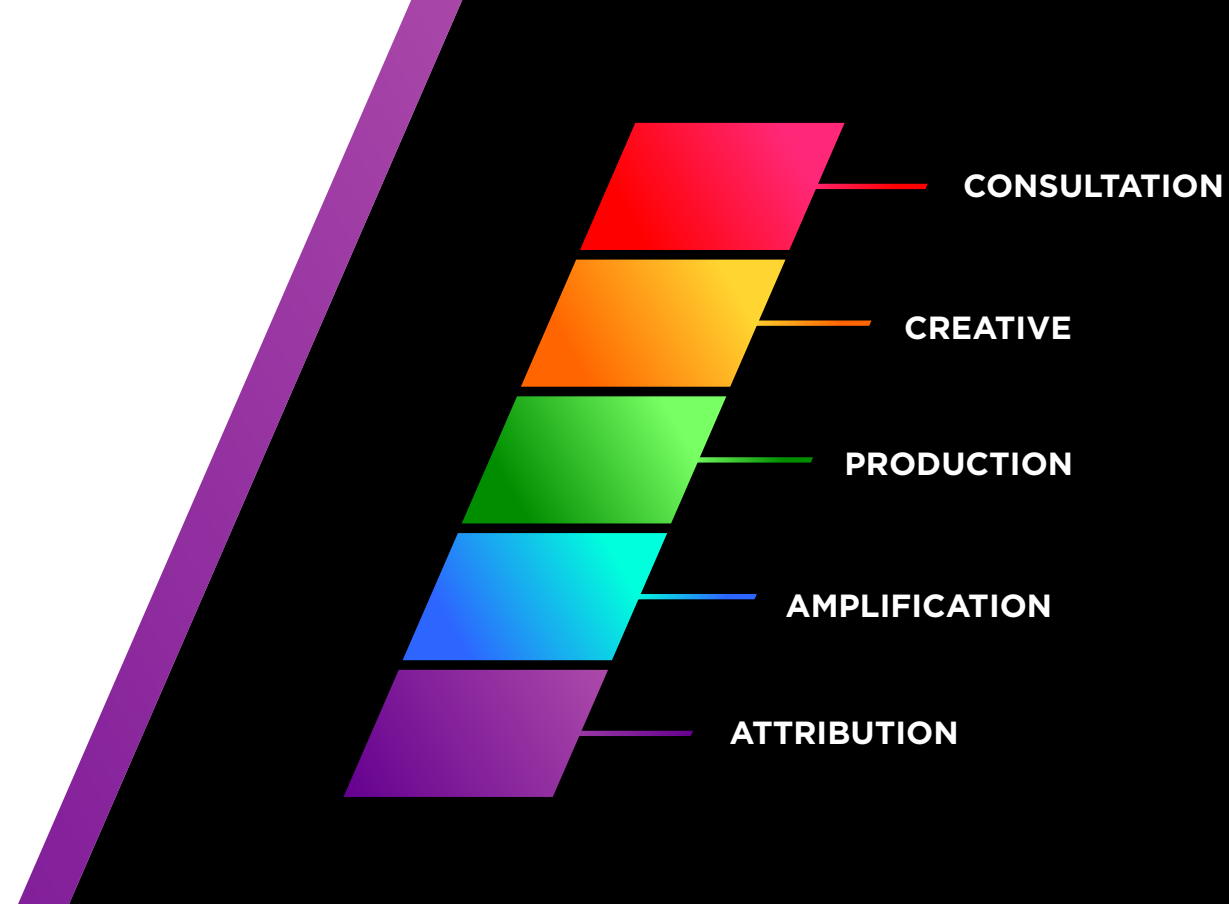
CONVERSION¹

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.

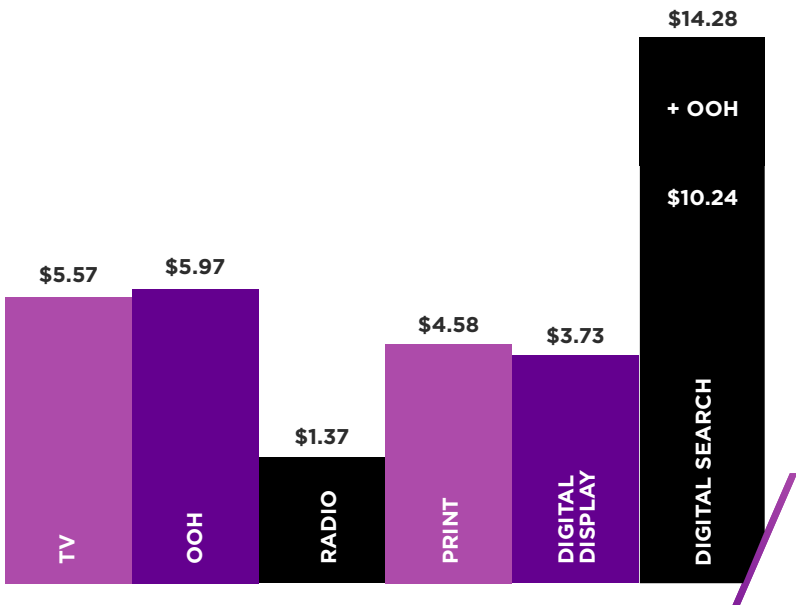
ATTRIBUTION

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

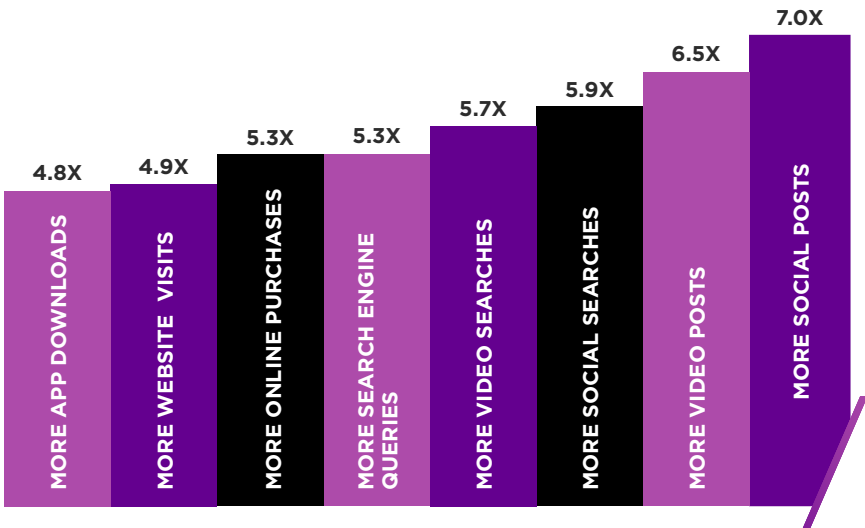
When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

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



SCAN OR CLICK
FOR THE
AFREZZA STUDY

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.](#)



SCAN OR CLICK
FOR THE LOUIS
VUITTON STUDY



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.](#)



SCAN OR CLICK
FOR BOUNCE CURL
CASE STUDY

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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

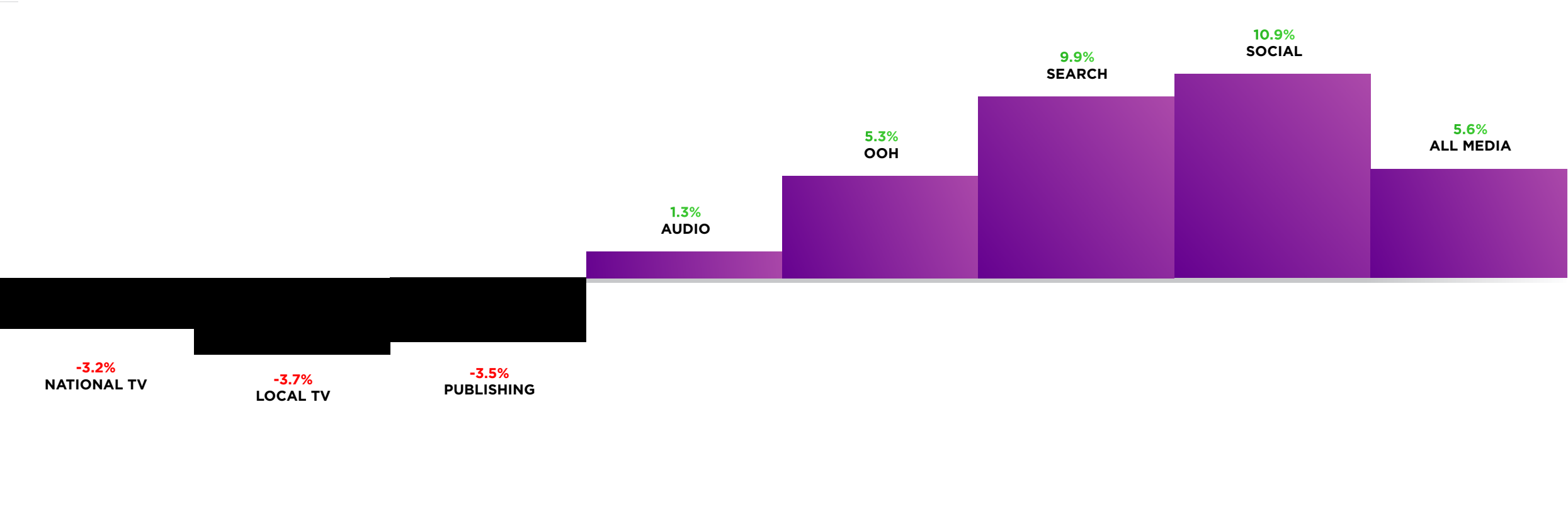


SCAN OR CLICK
FOR SALES LIFT
CASE STUDY

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	2,855,642	● ●		●	● ●					●
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 /

	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

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

MEDIA ACROSS DETROIT.



WE GET YOU DETROIT.

Detroit is home to almost **4.5 million people** (adults and children) and is ranked the 14th largest DMA. Motown is the **largest city in Michigan** and is known as the world's automotive capital. It serves as headquarters to General Motors, Ford, Chrysler, Compuware, Little Caesars, Quicken Loans, and more. **OUTFRONT dominates** this market, offering advertisers the ability to reach their audience with a multitude of **intelligent OOH solutions**.

OUTFRONT has the **largest Digital OOH Network** available in Detroit.

WHY DETROIT?

- Millennials and Gen Z make up 38% of the population in Detroit.
- Detroit is an international city bordering Canada.
- Forbes ranked Detroit 3rd on their list of the Top 15 Cities Where Your Salary Stretches the Furthest.
- The 11-county Detroit region is home to more than 300 municipalities and 300,000 businesses, including 11 Fortune 500 companies and numerous education institutions.
- Key industry clusters in Detroit include automotive and mobility, defense, health care, information technology, transportation, distribution, and logistics.

In Detroit, OUTFRONT reaches 76% of the CBSA consumers weekly.



SCAN OR CLICK TO
LEARN MORE



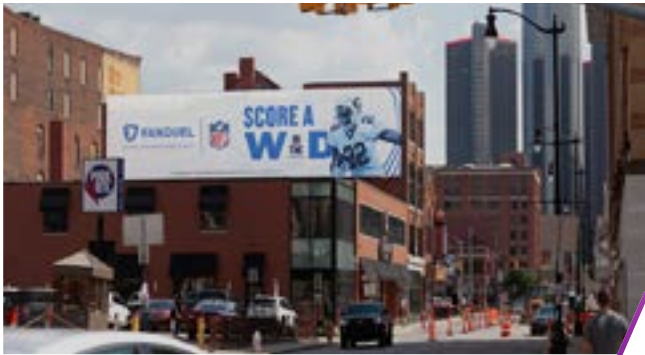
DETROIT MEDIA PRODUCTS AT A GLANCE



BILLBOARD



DIGITAL BILLBOARD



WALLS



POSTERS



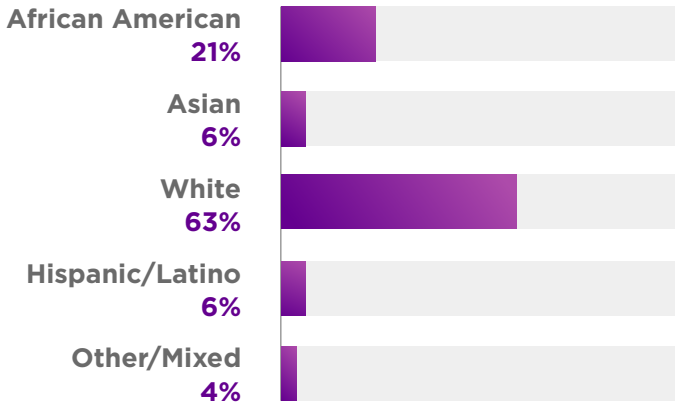
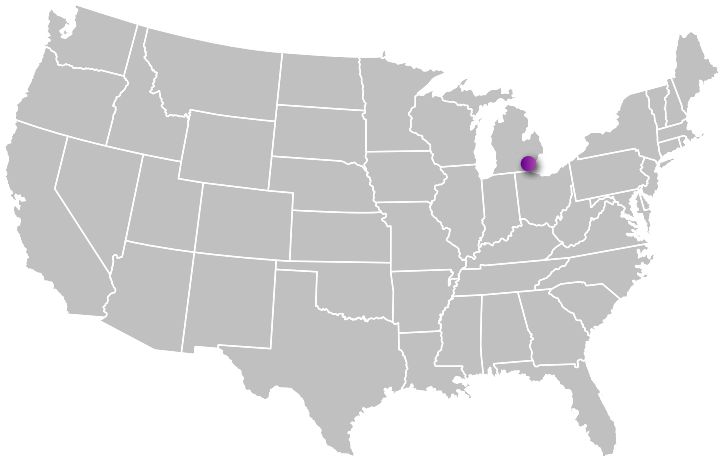
TRANSIT



MOBILE NETWORK

DETROIT

Profile



DETROIT 3.4M A18+ CBSA

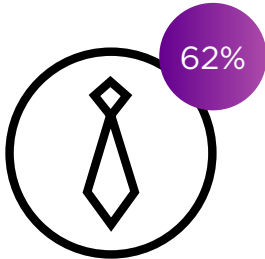
DETROIT
313.872.6030
SOURCE: US CENSUS 2023 UPDATE, SCARBOUROUGH RESEARCH 2023, DETROIT CBSA.



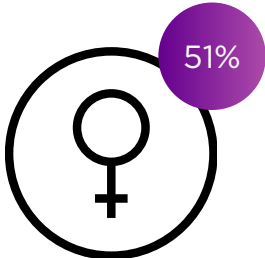
College Degree
or higher



Total miles traveled
past week



White-collar
occupation



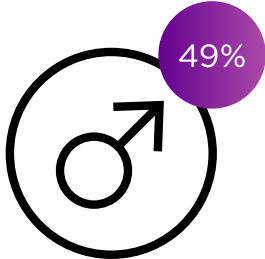
Female



Time spent traveling to
and from work each day



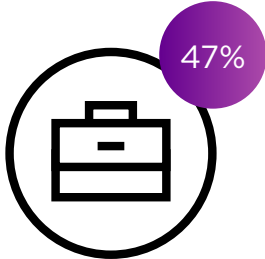
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

MEDIA FORMATS

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BILLBOARDS

BULLETINS

Bulletins offer one of the most powerful impacts of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Detroit area, bulletins provide advertisers with long-term presence and tremendous visibility to all traffic.

PRODUCT INFORMATION

- 20'H x 60'W
- 14'H x 48'W
- Unique Sizes
- Extensions available on some locations

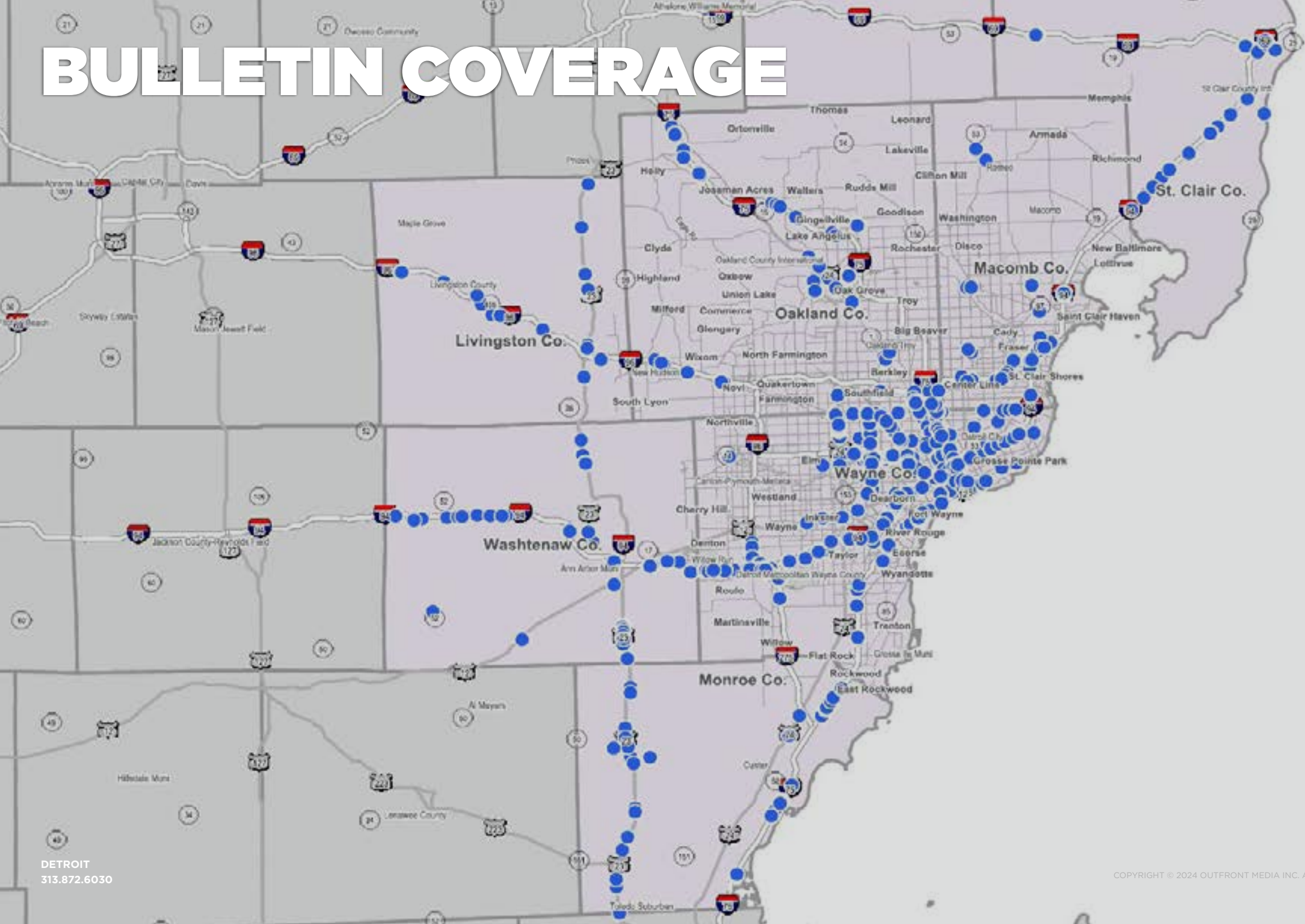
COVERAGE

- See map for complete coverage



SCAN OR CLICK TO
LEARN MORE

BULLETIN COVERAGE



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.

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PRODUCT INFORMATION

- 14'H x 48'W
- 9'6"H x 30'6"W
- 10'6"H x 36'W
- 10'H x 30'W
- 10'H x 36'W
- 20'H x 60'W
- Spot Length: 8 or 10 seconds

COVERAGE

- See map for complete coverage

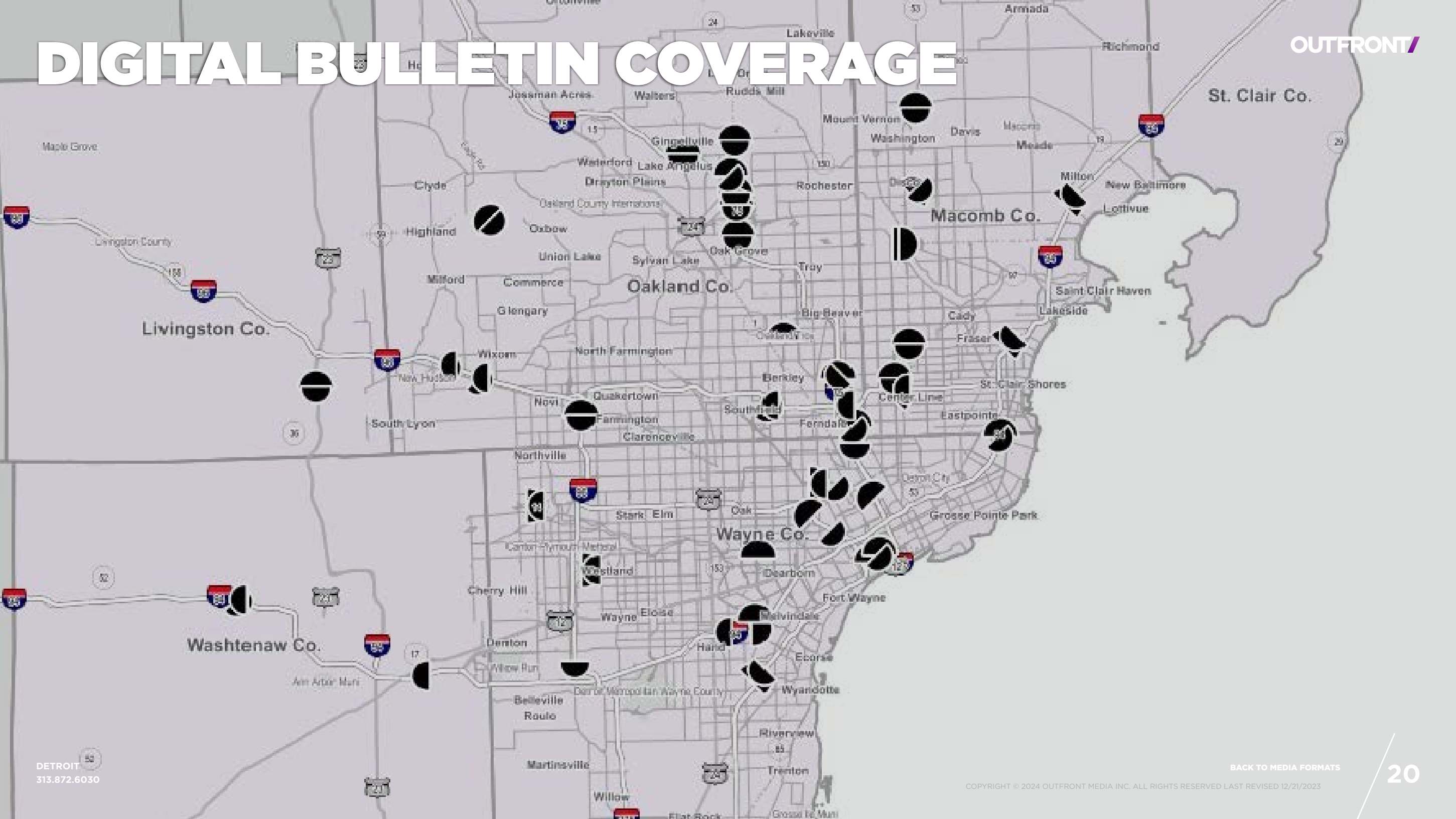


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[BACK TO MEDIA FORMATS](#)

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DIGITAL BULLETIN COVERAGE





WALLS

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

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PRODUCT INFORMATION

- 50'H X 40'W
- 48'H X 14'W
- 14'H X 48'W
- 20'H X 60'W
- 30'H X 23'W
- 18'H X 78'W
- 12'H X 36'W
- 60'H X 35'W
- 38'H X 30'W
- 55'H X 35'W
- 99'83" H X 50'W
- 90'H X 40'W
- 70'5" H X 70'5" W

COVERAGE

- See map for complete coverage



SCAN OR CLICK TO
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BACK TO MEDIA FORMATS

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A detailed map of Detroit, Michigan, showing a grid of streets. Yellow dots are placed at various intersections to indicate wall coverage locations. The dots are concentrated in the central and northern parts of the city, particularly along major thoroughfares like E Adams Ave, E Elizabeth St, and E Congress St. The map includes labels for major roads such as I-75 (Renaissance Freeway) and I-275 (Edsel Ford Freeway), as well as local streets like W Congress St, E Congress St, and various numbered streets. The Detroit River is visible on the right side of the map. The word 'DETROIT' is written in the center of the map. In the bottom left corner, there is contact information: 'DETROIT 313.872.6030'. In the bottom right corner, there is a copyright notice: 'COPYRIGHT © 2024 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 12/21/2023'. The Outfront logo is in the top right corner.



POSTERS

Large impact and neighborhood penetration make Posters an ideal point-of-purchase media. Demographic specific locations can bring your ad message to your **ideal audiences**. Targeted programs include Upscale Showings, Ethnic, Behavioral and many more.

PRODUCT INFORMATION

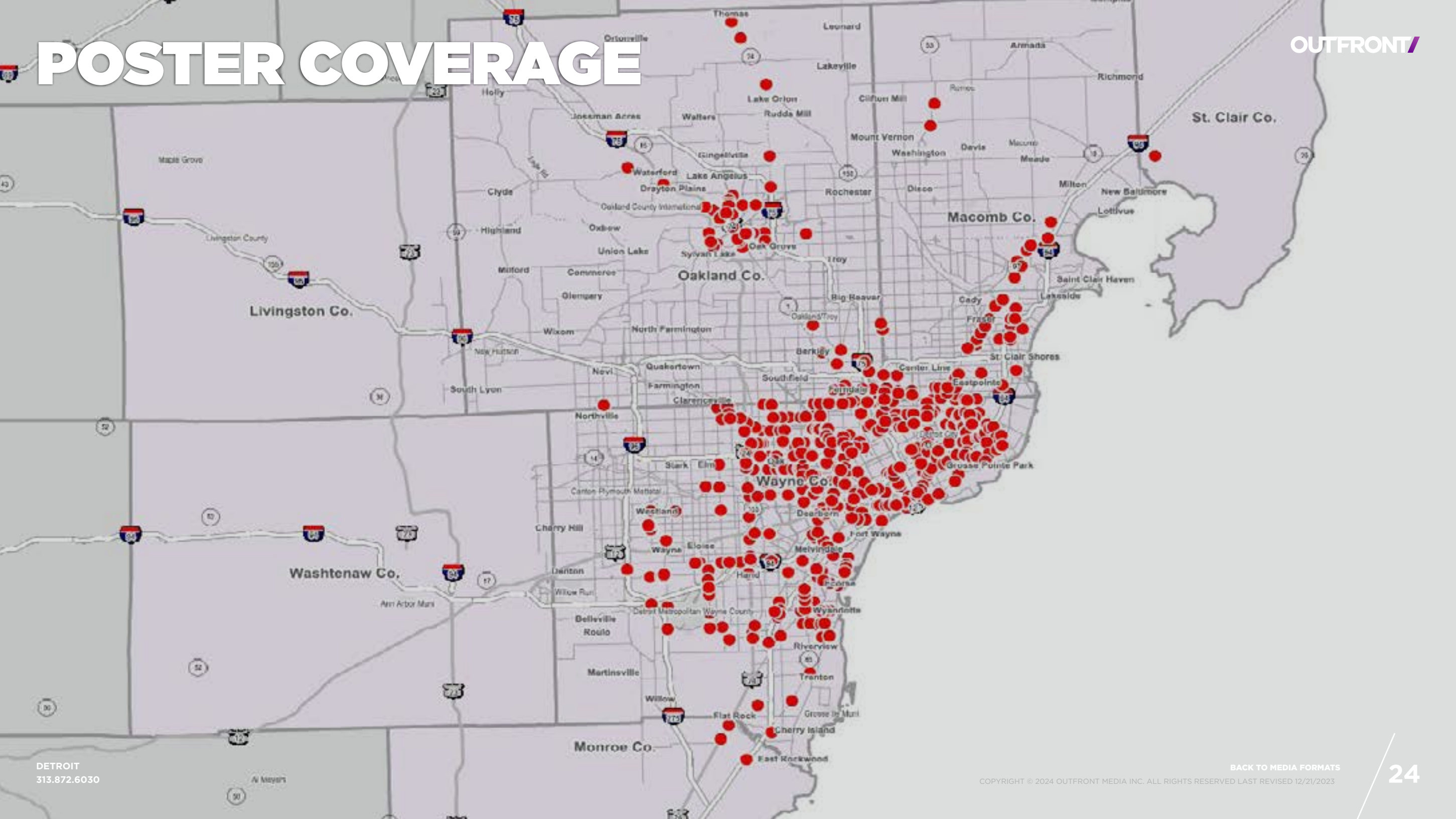
— 10'5"H x 22'8"W

COVERAGE

— See map for complete coverage



SCAN OR CLICK TO
LEARN MORE



POSTER COVERAGE

TRANSIT



TRANSIT MEDIA

Reach massive audiences with high impact, high-visibility transit advertising. Your message will go where the people are, being seen daily by pedestrians as well as motorists. This big, bold media stops people in their tracks and offers information in a unique and powerful format. Get on the main streets and in the neighborhoods with our unparalleled Detroit transit coverage.

MEDIA

- Kong
- 3/4 WRAP (AAATA)
- Ultra Super King
- Jr. Wrap (AAATA)
- Kong with Headliner
- King
- Full Back
- Super Tail (SMART)
- Interior Cards



SCAN QR CODE TO
LEARN MORE



ULTRA SUPER KINGS

Also known as “rolling billboards,” Ultra Super Kings (USKs) put your advertising campaign in motion.

This format attracts consumers with high-quality creative that covers almost the entire exterior space of the bus on the driver’s side.

PRODUCT INFORMATION

- 97”H x 230”W (AAATA)
- 83”H x 230”W (SMART)
- Consult your OUTFRONT representative for more information and templates

COVERAGE

- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available



KONGS

These “rolling billboards” are an extension of the traditional Bus Kings, offering tremendous visibility on the street. Kongs establish a major impact on vehicular and pedestrian traffic throughout the Detroit market.

PRODUCT INFORMATION

- 36”H x 230”W
(with Headliner- 12”H x 230”W)
- 40”H x 230”W
(with Headliner- 12”H x 230”W)

COVERAGE

- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available



KINGS

Impact Detroit's most densely populated and diverse areas with Bus Kings, the ultimate mass reach media. Bring your ad campaign to the masses with daily exposure that captures commuters, as well as vehicular and pedestrian traffic.

PRODUCT INFORMATION

- 30"H x 144"W

COVERAGE

- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available



BUS TAIL

Continuous visibility to drivers and passengers behind buses generates lasting impressions!

Bus Tails dominate the city with massive exposure, high reach, and frequency. Vehicular and pedestrian traffic alike cannot escape this ubiquitous media format.

PRODUCT INFORMATION

- Size varies per bus style
- Consult your OUTFRONT representative for more information and templates

COVERAGE

- SMART: Suburban Mobility Authority for Regional Transportation
- Custom area/demographic targeting available



INTERIOR CARDS

Take advantage of long dwell times, by engaging a captive audience with bus interior cards. Interior Car Cards go where the competition isn't — directly above the heads of passengers onboard. A branded bus offers advertisers the unique opportunity to completely own the inside of the bus.

PRODUCT INFORMATION

- 11"H x 42"W

COVERAGE

- SMART: Suburban Mobility Authority for Regional Transportation
- AAATA: Ann Arbor Transit Authority
- Custom area/demographic targeting available



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SECOND SCREEN MEDIA

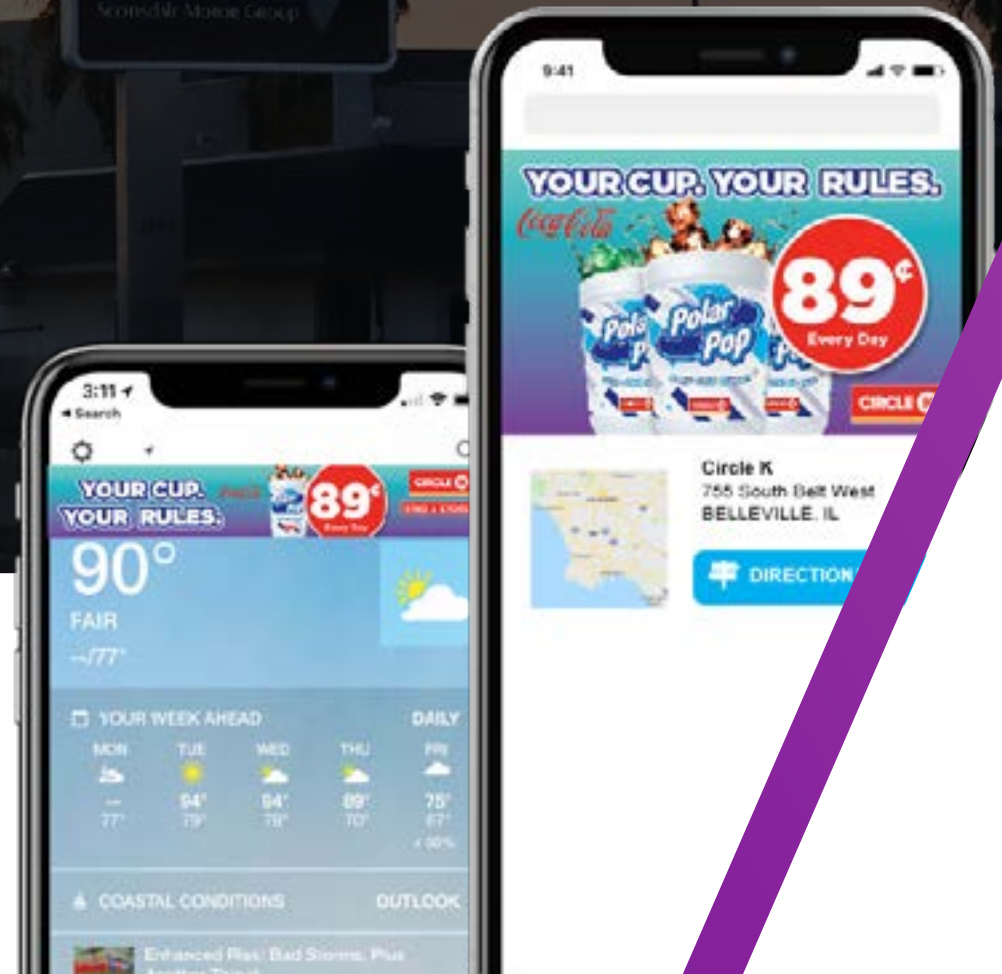
MOBILE NETWORK

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.

PRODUCTS

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

LOCATED IN THE
TOP 50 MARKETS



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

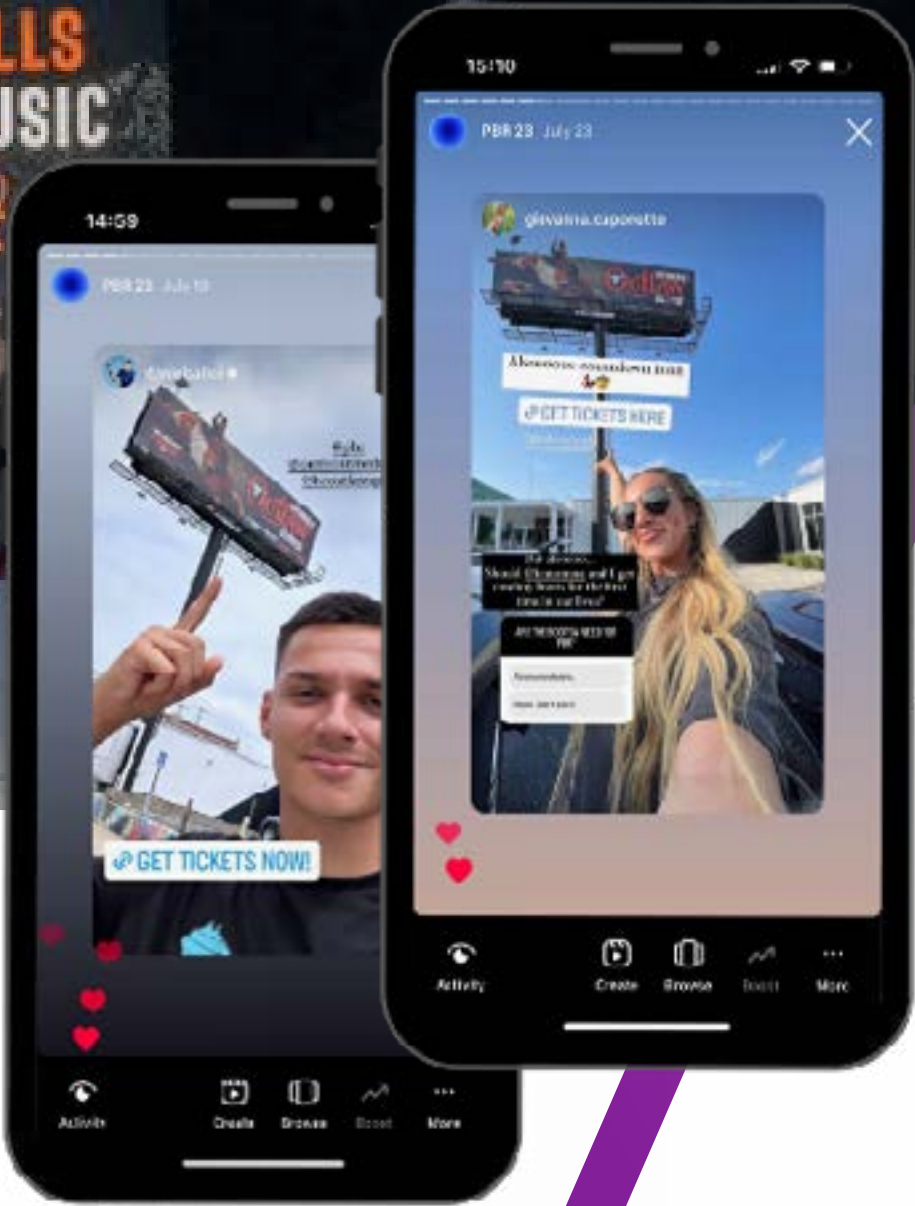
- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

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





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