

OUTFRONT/

WELCOME TO THE UNITED STATES OF AUDIENCES/

Digital OOH Media Across The U.S.A.



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.**

OUTFRONT/



IMPACT WHERE IT MATTERS/

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



TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and data to make your campaigns targeted, efficient, and trackable. We know reaching the right people is a top priority. That’s why we use syndicated research, proprietary geospatial data, and real time mobile data to find people IRL. We also know that measurement matters. So, we have developed an attribution model that is scalable to meet different business needs.

LOCATION

At its heart, OOH is a location based medium allowing smart brands to leverage contextual relevance. With over 500K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breadth with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (7 out of 10 Americans weekly*), with targeted messaging by market or demographic.

CREATIVITY

Creative drives 70% of an ad’s effectiveness and OOH is the most creative medium out there. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Leverage our Cannes Lions award-winning in-house creative agencies for best in class creative services and dynamic digital add-ons.

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

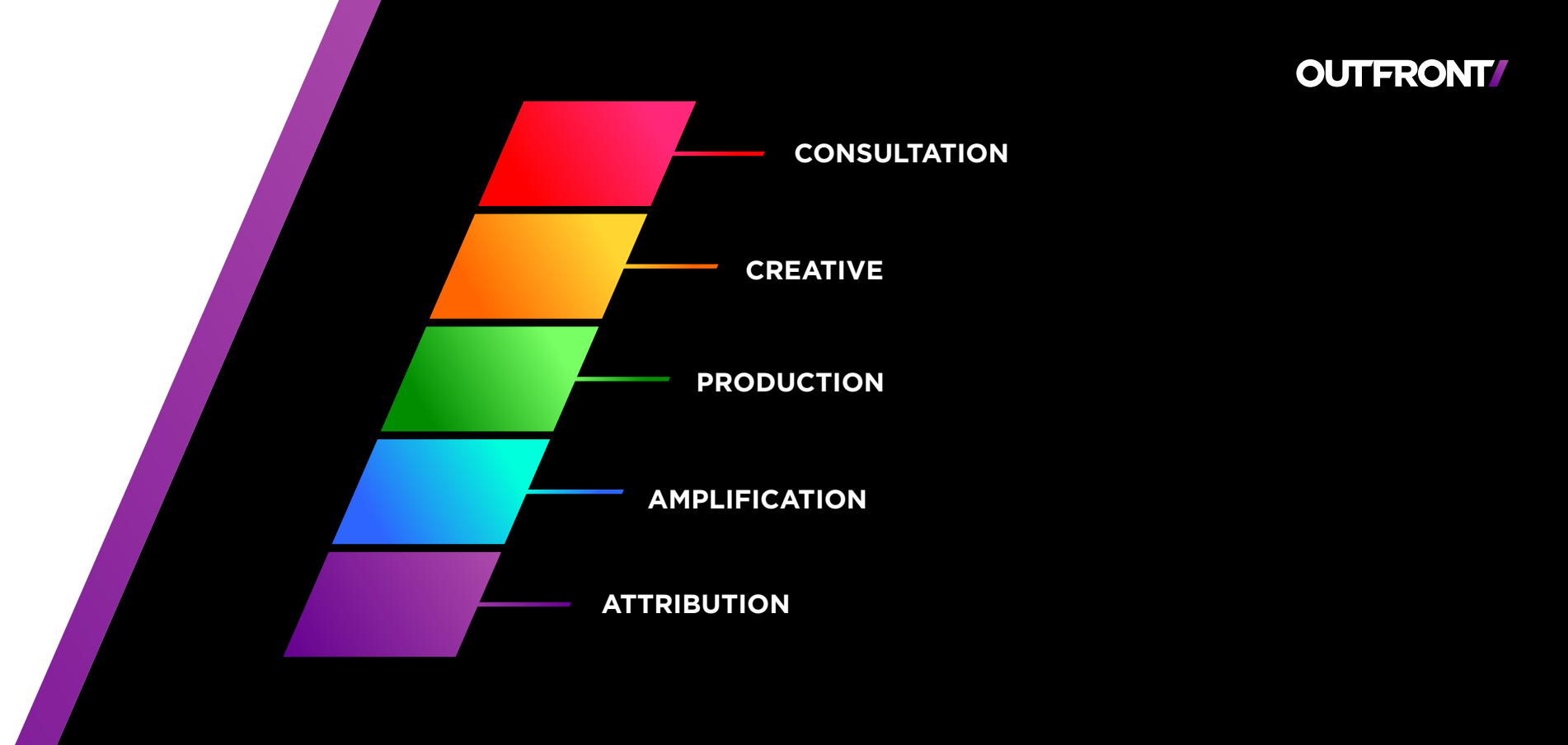
CONVERSION¹

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.

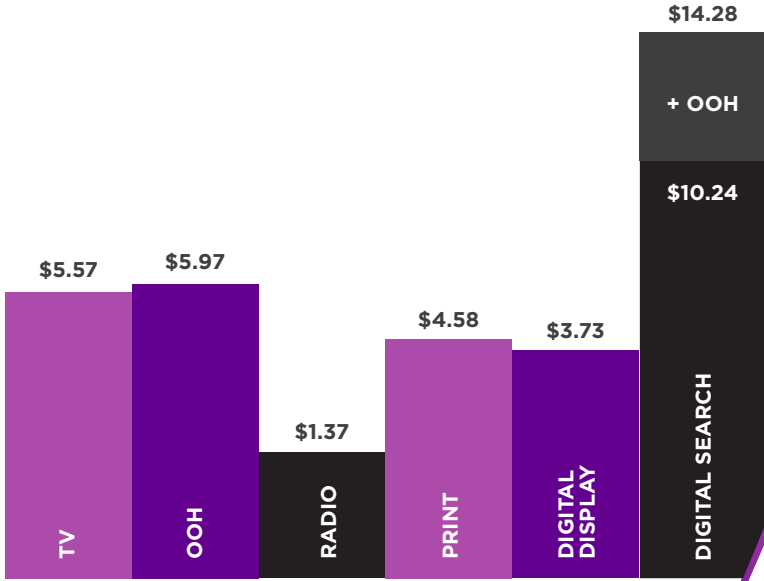
ATTRIBUTION

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

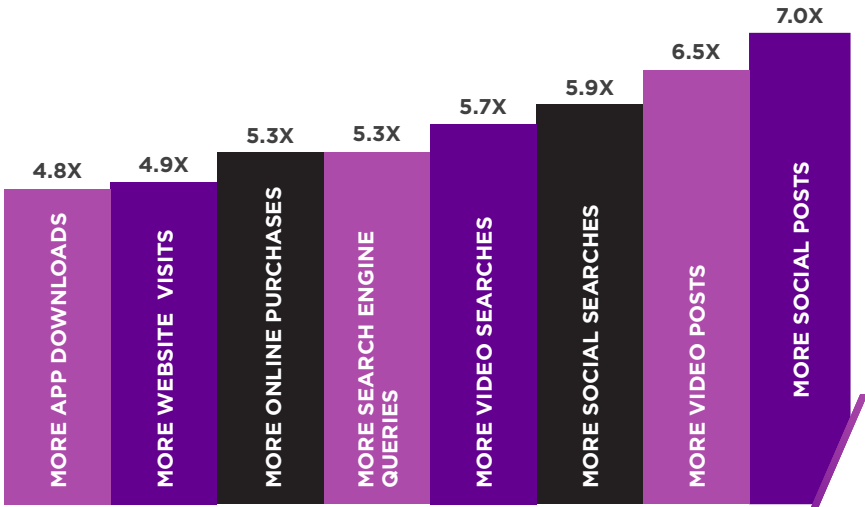
When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

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



SCAN OR CLICK FOR THE AFREZZA CASE 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

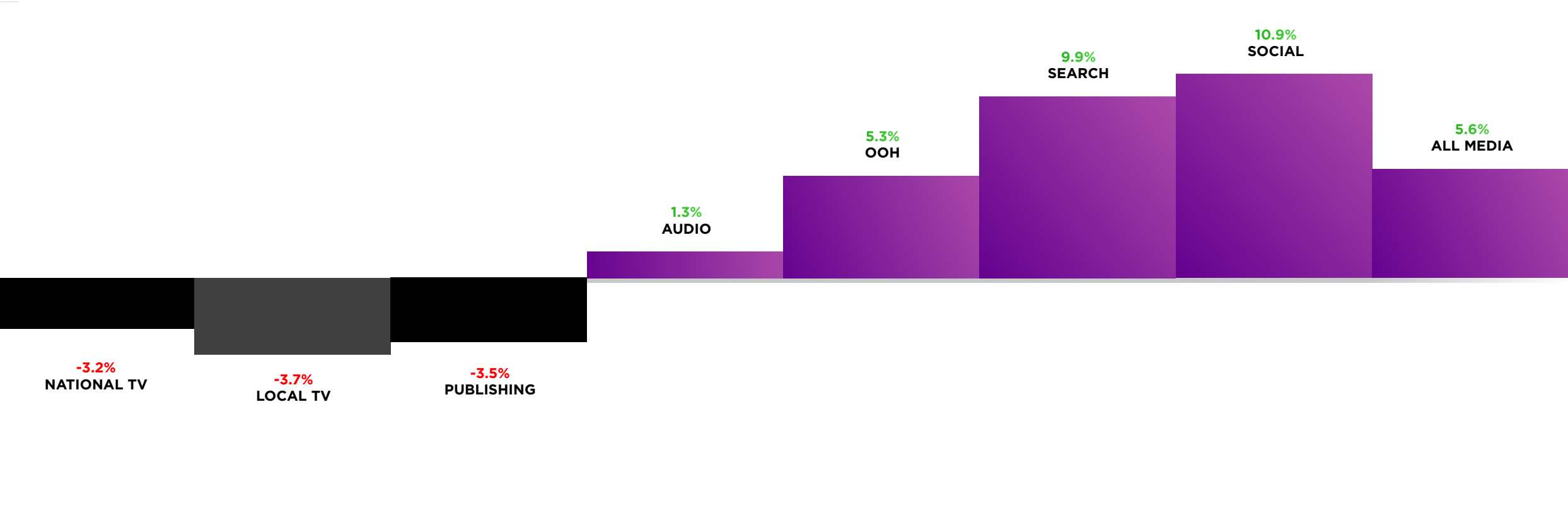


SCAN OR CLICK
FOR SALES LIFT
CASE STUDY

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

ADVANCED DIGITAL CAPABILITIES

XSCAPE:SPATIAL CREATIVE

You may have seen some mind-bending 3D billboards on your social media feed lately. These ads produce astonishing optical illusions, making content appear to burst from the screen and stand out amid the visual noise. Such dynamic displays are not just visually engaging; studies show they capture **29% more attention** than traditional billboards.

Our **OUTFRONT X-Scape** technology, developed by the XLabs team, simplifies integrating these compelling visuals into your digital campaigns, catering to a range of budgets and creative ambitions.



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QRAD: RESPONSIVE CONTENT CONTROL

Imagine ads that spring into action at your touch; **OUTFRONT's QRad** does just that. This tech invites people to interact with ads through their smartphones, sparking instant changes in the displayed content.

By scanning a dynamically generated QR code, viewers can guide their own ad experience. From gamification to live polling, QRad's applications are boundless, enhancing engagement and providing valuable insights on how and where consumers are interacting with the campaign.



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XPRESS: DYNAMIC DIGITAL CONTENT

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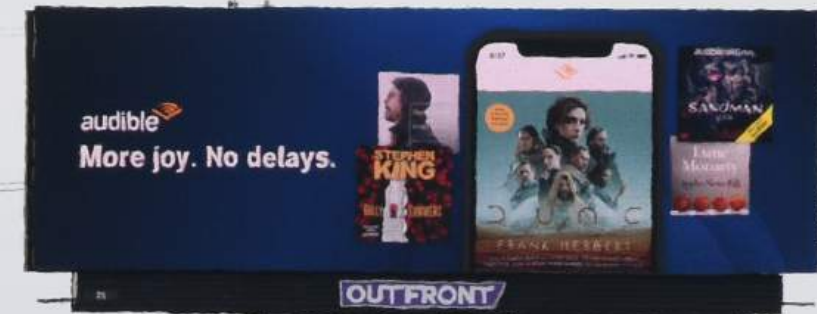
For advertisers, the ability to deliver the right message to the right audience at the right time is everything. **OUTFRONT XPress** dynamic digital content technology by OUTFRONT XLabs meets that challenge, giving brands the ability to trigger and display different ad creative based on a wide array of data points. The end result is ads that are more engaging, interesting, and contextually relevant.

Real-time data triggers can include time of day, weather and traffic conditions, even sports scores. XPress uses if/then statements to choose which creative to show, displaying the one most relevant to that time and place.

Additional unexpected executions include countdowns that can build anticipation for a product launch or event, integration of social feeds, event livestreaming, and data visualizations that can display anything from store inventory to lottery jackpots.



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XTEND: MOBILE EXTENDED REALITY

OUTFRONT XTend revolutionizes outdoor advertising by blending physical billboards with augmented reality, bringing your creative concepts to life in real space through mobile devices. Experience a new dimension of engagement, where static and digital media nationwide transform into interactive visual spectacles.



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OUTFRONT

Every human at
your business,
each headed
in the same
direction.

smartsheet

OPERATE AT PEAK HUMAN

A platform
built by humans
to give other
humans a
platform.

smartsheet

OPERATE AT PEAK HUMAN

AVAILABLE FORMATS

OUTFRONT DIGITAL INVENTORY /

	MARKETS	LARGE FORMAT ROADSIDE	DIGITAL BILLBOARDS	LIVEBOARDS	DIGITAL URBAN PANELS	VIDEO URBAN PANELS	DIGITAL KIOSKS	DIGITAL BUS SHELTERS	LIVECARDS	BIKE SHARES	LIFESTYLE CENTERS
1	Atlanta, GA	● ●						●			
2	Boston, MA	● ●		● ●	●						
3	Chicago, IL	● ●									
4	Cleveland, OH	● ●									
5	Columbus, GA	● ●									
6	Columbus, OH	● ●									
7	Dallas/Ft. Worth, TX	● ●					●				● ●
6	Dayton, OH	● ●									
9	Denver, CO	● ●									
10	Detroit, MI	● ●									
11	Flint, MI	● ●									
12	Ft. Wayne, IN	● ●									
13	Grand Rapids, MI	● ●									
14	Hartford/New Haven, CTI	● ●									
15	Houston, TX	● ●					●				● ●
16	Indiana Non-Metro	● ●									
17	Indianapolis, IN	● ●									
18	Jacksonville, FL	● ●									
19	Kansas City, MO	● ●									
20	Las Vegas, NV	● ●						●			● ●
21	Los Angeles, CA	● ●		● ●			●	●			● ●
22	Louisville, KY	● ●									
23	Memphis, TN	● ●									

● DIGITAL INVENTORY ● PROGRAMMATIC AVAILABILITY ● FULL MOTION VIDEO

OUTFRONT DIGITAL INVENTORY

	MARKETS	LARGE FORMAT ROADSIDE	DIGITAL BILLBOARDS	LIVEBOARDS	DIGITAL URBAN PANELS	VIDEO URBAN PANELS	DIGITAL KIOSKS	DIGITAL BUS SHELTERS	LIVECARDS	BIKE SHARES	LIFESTYLE CENTERS
24	Miami, Ft. Lauderdale, FL	<div><div></div><div></div></div>		<div><div></div><div></div></div>				<div><div></div></div>			
25	Minnesota	<div><div></div><div></div></div>		<div><div></div><div></div></div>							<div><div></div><div></div></div>
26	Nashville, TN	<div><div></div><div></div></div>									
27	New Hampshire	<div><div></div><div></div></div>									
28	New Jersey	<div><div></div><div></div></div>									
29	New Orleans, LA	<div><div></div><div></div></div>									<div><div></div><div></div></div>
30	New York	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div><div></div></div>	<div><div></div></div>	<div><div></div><div></div></div>			<div><div></div><div></div></div>		<div><div></div><div></div></div>
31	New York Non-Metro	<div><div></div><div></div></div>									
32	NW Non Metro (Oregon)	<div><div></div><div></div></div>									
33	Orlando, FL	<div><div></div><div></div></div>									
34	Pennsylvania Non-Metro	<div><div></div><div></div></div>									
35	Philadelphia, PA	<div><div></div><div></div></div>								<div><div></div></div>	
36	Phoenix, AZ	<div><div></div><div></div></div>									
37	Portland, OR	<div><div></div><div></div></div>	<div><div></div><div></div></div>								
38	Reno, NV	<div><div></div><div></div></div>									
39	Sacramento, CA	<div><div></div><div></div></div>									
40	San Diego, CA	<div><div></div><div></div></div>									
41	San Fransisco/Berkley, CA	<div><div></div><div></div></div>		<div><div></div><div></div></div>							
42	St. Louis, MO	<div><div></div><div></div></div>									
43	Tampa, FL	<div><div></div><div></div></div>									
44	Tyler, TX	<div><div></div><div></div></div>									
45	Washington, DC	<div><div></div><div></div></div>		<div><div></div><div></div></div>							

DIGITAL INVENTORY PROGRAMMATIC INVENTORY FULL MOTION VIDEO

DIGITAL MEDIA FORMATS /

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*NOTE: ALSO IN LIFESTYLE CENTERS



DIGITAL BILLBOARDS

DIGITAL BULLETINS

Bulletins, which are located on **key highways, intersections and integral choke points** throughout the U.S., provide your message long-term presence and tremendous visibility by vehicular traffic. A recent study reveals that digital out of home achieves over twice the recall rate compared to standard digital ads.¹

Available in digital and static formats.

SPOT LENGTH: :08

STATIC/VIDEO: Static

PROGRAMMATIC ACCESS: Yes

AVAILABILITY: Top 50 markets



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SOURCE: 1, SOLOMON PARTNERS, 2023



DIGITAL POSTERS

Located on major arterials and surface streets, Posters allow advertisers to **completely saturate** their chosen markets in a cost efficient way. Jr. Posters, positioned along secondary roadways, and in urban areas extend brand awareness on the local level. These smaller canvas allows these signs to infiltrate in **local neighborhoods**, where Billboards are zoned out.

Available in digital and static formats.

SPOT LENGTH: :08

STATIC/VIDEO: Static

PROGRAMMATIC ACCESS: Yes

AVAILABILITY: Top 25 markets

Note: Specs Vary



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DIGITAL STREET FURNITURE

DIGITAL SHELTERS

OUTFRONT

Bus shelters are located at **key consumer convergence points** throughout selected markets, following bus routes in urban areas, and all the way into residential neighborhoods. **24/7 illumination provides round-the-clock visibility** to both pedestrian & vehicular traffic.

Leverage long dwell times and add a dynamic component to your messaging. Utilize AR, sound or smell additions, build outs, or QR codes to **increase impact with your audiences.**

SPOT LENGTH: :10

STATIC/VIDEO: Both

PROGRAMMATIC ACCESS: Yes

CITIES:

- Atlanta, GA
- Las Vegas, NV
- Los Angeles, CA
- Miami, FL

NOTE: Specs Vary



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DIGITAL URBAN PANELS

Situated above subway entrances, urban panels are the most **dominant and vibrant street-level displays**, allowing for an **unrivaled connection** with your target audience. Available in video, digital, and static formats.

SPOT LENGTH: :08

STATIC/VIDEO: Static

PROGRAMMATIC ACCESS: Yes

CITIES:

- Boston, MA
- New York, NY

NOTE: Specs Vary



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VIDEO URBAN PANELS

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Located above subway entrances facing the opposite side, these digital displays are the most desirable **full video, street-level screens** in New York City! Found throughout Manhattan and Brooklyn, these displays command attention, creating perfect point-of-purchase opportunities for your brand.

SPOT LENGTH: :15

STATIC/VIDEO: Video

PROGRAMMATIC ACCESS: Yes

CITIES:

- New York, NY
- Boston, MA

Note: Specs Vary

DIGITAL KIOSKS

Located on primary streets in **high-profile, highly desired urban areas**, Kiosks provide coverage in areas zoned out to other media. This gives advertisers the **opportunity to stand out and target audiences** in areas with minimal advertising, at a high frequency.

SPOT LENGTH: 10 seconds

STATIC/VIDEO: Static

PROGRAMMATIC ACCESS: Yes

CITIES:

- Dallas, TX
- Houston, TX
- Los Angeles, CA

Note: Specs Vary



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DIGITAL BIKE SHARE

Bike share is the ideal way to connect your brand to an eco-friendly transportation option throughout Philadelphia. OUTFRONT's digital bike share locations are strategically located in some of the most highly trafficked areas of the city and are a great compliment to the over 130+ static options spread out across the city.

COVERAGE:

- 11th & Market (Convention Center & Fashion District)
- 15th & Spruce (Kimmel Center)
- 38th & Market (University City)
- 10th & Berks (Temple University)
- Broad & Passyunk (South Philadelphia - Mercy Hospital)
- Broad & Pattison (Sports Complex)

PRODUCT INFORMATION:

- 12 Digital Screens for Advertising
- 1920pxH x 1080pxW
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds

IMPRESSIONS:

- Avg 18+ 4 Week Imp: 37,328¹

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1. ESTIMATED IMP BASED ON GEOPATH. ACTUAL IMP. WILL VARY

DIGITAL TRANSIT

ESCALADE
REIMAGINED

THE ALL-ELECTRIC
CADILLAC
ESCALADE IQ

Preproduction model shown. Production model will vary. ESCALADE IQ available in late 2024.



LIVEBOARDS

Liveboards, often arranged as a triptych, offer advertisers endless creative opportunities to engage audiences, from full motion video to sync. Strategically positioned in the highest traffic stations in major market transit hubs and lifestyle centers, this scale allows advertisers to make a high impact in a specific neighborhood or cross market. In addition to transit environments, liveboards can also be found inside lifestyle centers.

PRODUCT INFORMATION:

- **Size:** 50" & 65" Portrait Screens
- **Spot Length:** 5, 10, or 15 Seconds
- **Loop Length:** 180 Seconds
- **Advertisers:** 10
- **Hours:** 24/7
- Full Motion Video/Digital Static (No Audio)

Note: Specs Vary

CITIES:

- Boston, MA
- Los Angeles, CA
- Miami, FL
- Minneapolis, MN
- New York, NY
- Rochester, MN
- San Francisco, CA
- Washington, DC

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LIVESCAPES

Reach one of the most high-traffic subway environments in New York City, Boston, and San Francisco with a digital experience that provides a one-of-a-kind impact.

The Times Square/Port Authority subway complex is a transportation hub serving a broad demographic, from tourists to commuters to locals.

Our digital livescape offerings in Boston and San Francisco also capture commuter attention at mass scale.

PRODUCT INFORMATION:

- 11 Screens Per Livescape
- 4 Livescapes Across Corridor
- Screen sizes: 65"
- Spot Length: 15 Seconds*
- Video, Animation, or Static (No Audio)

BOSTON COVERAGE:

- Back Bay, North Station

NYC COVERAGE:

- Times Square-42nd Street/PABT, Bryant Park-Times Square Corridor, 59th Street-Columbus Circle, Grand Central Madison

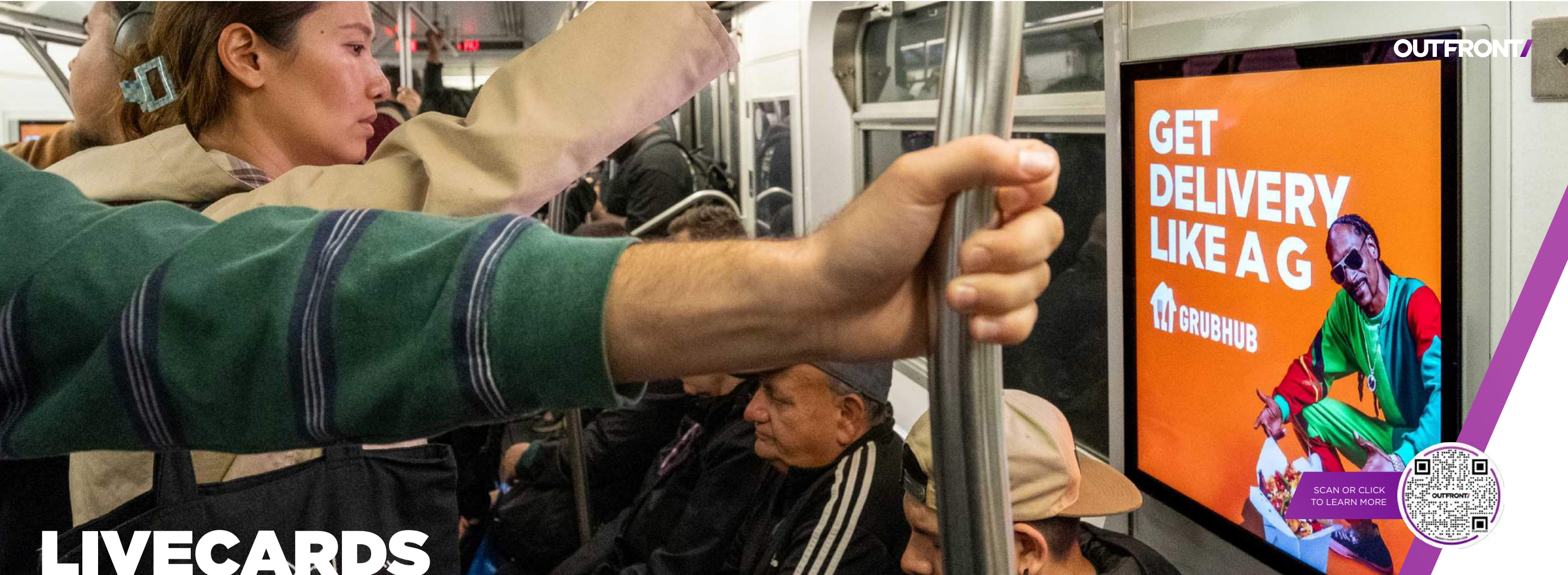
SAN FRANCISCO COVERAGE:

- Embarcadero, Montgomery, Powell, Civic Center

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

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LIVECARDS

Impact a captive audience with Subway Livecards. Get your brand in front of this mass audience which spends an average of 30 minutes on the subway multiple times a week.

Our livecard network includes full motion or static, synchronized content.

PRODUCT INFORMATION:

- 300+ Subway Cars
- **Size:** 26.49" Portrait Screens
- **Spot Length:** 15 Seconds*
- **Loop Length:** 180 Seconds
- **Advertisers:** 12
- **Hours:** 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE:

- New York, NY (systemwide)

Note: screen counts vary by rail car series.

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

LIVECARD MAX

Introducing **Livocard MAX**, a new emerging transit digital format that brings the power of digital into transit cars providing a one-of-a-kind experience to reach on-the-go commuters, city-dwellers and tourists alike. The captivating environment provides innovative brand storytelling opportunities and enables advertisers to drive consumer engagement via OUTFRONT's new dynamic in-car digital screens.

SUBWAY CARS: 265

SIZE: 26.49" Portrait, 47.8" Landscape

SPOT LENGTH: 15 Seconds (30/60 on request)

LOOP LENGTH: 180 Seconds

HOURS: 24/7

STATIC/VIDEO: Video

NOTE: screen counts vary by rail car series.

SOURCE: MTA, PROPRIETARY MOBILE DATA, MARCH 2022

COVERAGE:

- New York, NY (A, E, F, G, J, M, L, R, 4 and 7 lines and growing)

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

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DIGITAL PLACE-BASED

LIFESTYLE CENTERS

Impact the **highly affluent community**, while they are in a shopping frame of mind, through one of our lifestyle centers. Available media types vary by location but can include liveboards and kiosks as well as large- and small-format screens.

SPOT LENGTH: :15

STATIC/VIDEO: Video

PROGRAMMATIC ACCESS: Yes

CITIES:

- Dallas, TX
- Houston, TX
- Las Vegas, NV
- Los Angeles, CA
- Minneapolis-St. Paul, MN
- New Orleans, LA
- New York, NY
- Orange County, CA
- Rochester, MN
- San Diego, CA



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ICONIC LOCATIONS

THE CUBE AT 2 TIMES SQUARE

Located at the iconic north anchor of Times Square. The Cube is the background of every social media post taken from Pedestrian Plaza and TKTS, giving your brand massive social amplification.

PRODUCT INFORMATION:

- **Size:** 15'H x 118'W (top), 20'H x 118'W (bottom)
- **Spot Length:** 10 Seconds
- **Loop Length:** 120 Seconds
- **Advertisers:** 8
- **Hours:** 22/7
- **Type:** Static/Video

COVERAGE:

- Times Square
- Midtown Manhattan



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GIANT TWINS AT 2 TIMES SQUARE

The Giant Twins rise above the competition with clear visibility from over 10 blocks away. Located above the world-famous M&M store on 48th, this duo of digital giants dominates the square with one face at Broadway and one face at 7th Ave. These iconic units are visible to the thousands of daily tourists at TKTS, Father Duffy Square, and One Times Square, as well as commuters crossing midtown. And beyond NYC, as a top U.S. instagrammed location, the Giant Twins are shared across millions of devices globally, earning tremendous social impressions.

PRODUCT INFORMATION:

- **Screens:** 2
- **Size:** West/East 96.17'x34.44'
- **Spot Length:** 10 or 20 Seconds*
- **Type:** Full Motion Video/Static

COVERAGE:

- Times Square
- Midtown Manhattan



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THE SUMMIT AT 2 TIMES SQUARE

Anchored at the top of 2 Times Square, The Summit is located at one of the highest points in the most visited and photographed area of the Square, reaching millions globally both in-person and via social media. This PRIME unit on 47th St, between 7th Ave & Broadway, faces the Pedestrian Plaza, the iconic red steps, & the TKTS booth, where locals, theater-goers, commuters, & tourists alike visit, spending over 8 mins looking at billboards, taking photos that last a lifetime. The Summit is the perfect place for your brand to achieve ultimate brand exposure, brand visibility, and impact.

PRODUCT INFORMATION:

- **Screen:** 1
- **Size:** 63'11.125"H x 53'5.75"W
- **Spot Length:** 10 Seconds*
- **Loop Length:** 100 Seconds
- **Advertisers:** 10
- **Hours:** 24/7
- **Type:** Full Motion Video/Digital Static

COVERAGE:

- Times Square
- Midtown Manhattan

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THE WEDGE AT 2 TIMES SQUARE

On Broadway at 50th Street facing north and south with long view exposure. Reaches local commuters and tourists visiting landmarks like Broadway theaters, M&Ms World, Krispy Kreme Flagship, TKTS, and more.

PRODUCT INFORMATION:

- **Screens:** 2
- **Size:** 36'H x 60' W
- **Spot Length:** 10 Seconds*
- **Type:** Full Motion Video/Static

COVERAGE:

- Times Square
- Midtown Manhattan

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THE DIGITAL BEAST

Move over Kong, there is a new beast in town! At 9,300 square feet, this larger-than-life digital billboard located in the heart of Times Square Bowtie commands attention from the millions that venture into this iconic American landmark weekly. Its massive vibrant screen and unlimited creative options provides advertisers with an amazing opportunity to make a powerful statement, within one of the most desirable advertising locations in the world!

PRODUCT INFORMATION:

- **Size:** 73'H x 125'W
- **Spot Length:** 15 Seconds
- **Loop Length:** 120 Seconds
- **Advertisers:** 4**
- **Hours:** 24/7
- **Type:** Full Motion Video/Static

COVERAGE:

- Times Square
- Midtown Manhattan

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TIMES SQUARE TRIO

Three units of the TSQ Trio are at the crossroads of Times Square. Half a billion people annually are exposed to these 5,000 sq. ft. of signs, which face in every possible direction. Flexible screens allow for synced full-motion video, static or streaming. TSQ is the most Instagrammed location in America thanks to visitors, but New Yorkers are here too, as it's home to twelve Fortune 500 HQs and a commuter hub anchored by the city's largest subway station.

PRODUCT INFORMATION:

- **Screens:** 3
- **Sizes:** Vary
- **Spot Length:** 15 Seconds*
- **Loop Length:** 120 Seconds
- **Advertisers:** 8
- **Hours:** 22/7
- **Type:** Full Motion Video/Static

COVERAGE:

- Times Square
- Midtown Manhattan

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THE BIRD

Located in the heart of Times Square, The Bird soars above the competition. With its wide range of static and full motion capabilities, this unorthodox digital display is impossible to miss for the thousands that visit daily. Bright, bold, and eye-catching this digital spectacular is perfect to keep your brand top of mind within the highly competitive New York market.

PRODUCT INFORMATION:

- **Screens:** 5
- **Size:** Various
- **Spot Length:** 15 Seconds*
- **Loop Length:** 120 Seconds
- **Advertisers:** 8
- **Hours:** 22/7
- **Type:** Static/Video

COVERAGE:

- Times Square
- Midtown Manhattan

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PENN DIGITAL WRAP

This digital spectacular is located in Penn Center, an area that has become the hottest digital signage area in Manhattan. With world famous landmarks Madison Square Garden and Penn Station across the street, and Macy's around the corner, advertisers can achieve ultimate brand exposure and recognition.

PRODUCT INFORMATION:

- **Screens:** 1 Corner Wrap
- **Size:** 65'H x 40'W / 65'H x 42'6"W
- **Spot Length:** 8 Seconds*
- **Loop Length:** 80 Seconds
- **Advertisers:** 10
- **Hours:** 24/7
- **Type:** Full Motion Video/Static

COVERAGE:

- Penn Station
- Midtown Manhattan

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GRAND CENTRAL DIGITAL DIORAMAS

Grand Central, the “upscale” Times Square, boasts an affluent demographic. Over 750,000 people pass through the main rotunda daily! It is the #6 World’s Most-Visited Tourist Attraction according to Travel & Leisure, with more business traveler traffic passing through than JFK Airport! Impossible to miss, this digital network draws attention with its impactful size and vivid displays are a sure way to command the attention of commuters and tourists from around the world!

PRODUCT INFORMATION:

- **Screens:** 4
- **Spot Length:** 12 Seconds*
- **Loop Length:** 96 Seconds
- **Advertisers:** 8
- **Hours:** 5:30 am - 2:00 am
- **Type:** Static

COVERAGE:

- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

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BEVERLY CENTER DIGITALS

These digital displays read to Third Street and La Cienega, Beverly and San Vicente Boulevards. Located in Beverly Grove, at the convergence of Beverly Hills, West Hollywood and the Fairfax district, The Beverly Center is a unique shopping destination with premier retailers such as Burberry, Fendi, Louis Vuitton and Prada. Reach nearly a million passersby weekly with these digital displays.

PRODUCT INFORMATION:

- **Screens:** 3
- **Size:** 26' 4 & 13/16" H x 46'10" W
- **Spot Length:** 8 Seconds*
- **Loop Length:** 80 Seconds
- **Advertisers:** 10
- **Hours:** 24
- **Type:** Static

COVERAGE:

- Beverly Grove

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Type:



GROVE SPECTACULAR

The Grove, located adjacent to the Farmers Market at the corner of 3rd Street and Fairfax Avenue, is one of Los Angeles' coolest "it" destinations. With 20 million visitors annually, generations of Angelinos eat, shop, and gather here. This ideal advertising location allows you to connect to an extremely high earning audience.

PRODUCT INFORMATION:

- **Screens:** 1
- **Size:** 39'7" x 29'11"
- **Spot Length:** 15 Seconds*
- **Loop Length:** 150 Seconds
- **Advertisers:** 10
- **Hours:** 16
- **Type:** Full Motion

COVERAGE:

- Beverly Grove

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AMERICANA AT BRAND DIGITAL ELEVATOR TOWER

Make a statement with our Elevator Digital Tower at The Americana at Brand! Centrally located outside the elevator tower, this massive digital is hard to miss as guests shop and dine at one of Los Angeles' **top entertainment destinations**.

Our digital technology allows advertisers to serve timely, dynamic, and relevant messaging. Maximize long dwell times with captivating creative to connect with the **16 million guests** that visit The Americana at Brand annually.

PRODUCT INFORMATION:

- **Screen:** 1
- **Size:** 21'3.125"x28'4.125"
- **Spot Length:** 15 seconds*
- **Number of Spots:** 10
- **Hours:** 24
- **Type:** Full Motion

COVERAGE:

- Americana at Brand

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SOURCE: CARUSO



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WILSHIRE GRAND

This showstopping digital display is right in the heart of downtown Los Angeles' financial district, located on the tallest building in California! This unit targets affluent business professionals as well as tourists going to nearby destinations such as Grand Central Market, Skyspace LA, & The Broad. Its prime location is also blocks away from both 7th & Metro Center station and well as the heavily trafficked 110 Freeway.

PRODUCT INFORMATION:

- **Size:** Odd
- **Spot Length:** 8 Seconds
- **Loop Length:** 80 Seconds
- **Advertisers:** 10
- **Hours:** 24
- **Type:** Static

COVERAGE:

- Financial District

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CHICAGO, IL: THE MARQUEE

Located on I-190, the primary route to and from O'Hare International Airport, this OUTFRONT PRIME unit is the first/last structure seen when entering or leaving the airport.

The Marquee is located in Rosemont, a massive suburb with a busy downtown retail, entertainment, and hospitality district that includes Rivers Casino and the Chicago Fashion Outlets. This display provides excellent coverage for business/leisure travelers, shoppers, and high HHI-trafficked I-90 Freeway.

PRODUCT INFORMATION:

- **Size:** 20'x60'
- **Spot Length:** 10 Seconds
- **Loop Length:** 80 Seconds
- **Advertisers:** 8
- **Hours:** 24
- **Type:** Static

COVERAGE:

- Rosemont

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ATLANTA, GA: THE PHOENIX

Located on the famous i75/i85 Connector heading into downtown Atlanta. This unit serves businesses, shopping destinations, prestigious dining, and some of the most sought after entertainment destinations in the state. State Farm Arena, Mercedes Benz Stadium, Georgia Aquarium, and The World of Coke to name a few.

PRODUCT INFORMATION:

- **Size:** 14'x48'
- **Spot Length:** 10 Seconds
- **Loop Length:** 80 Seconds
- **Advertisers:** 10
- **Hours:** 24
- **Type:** Static

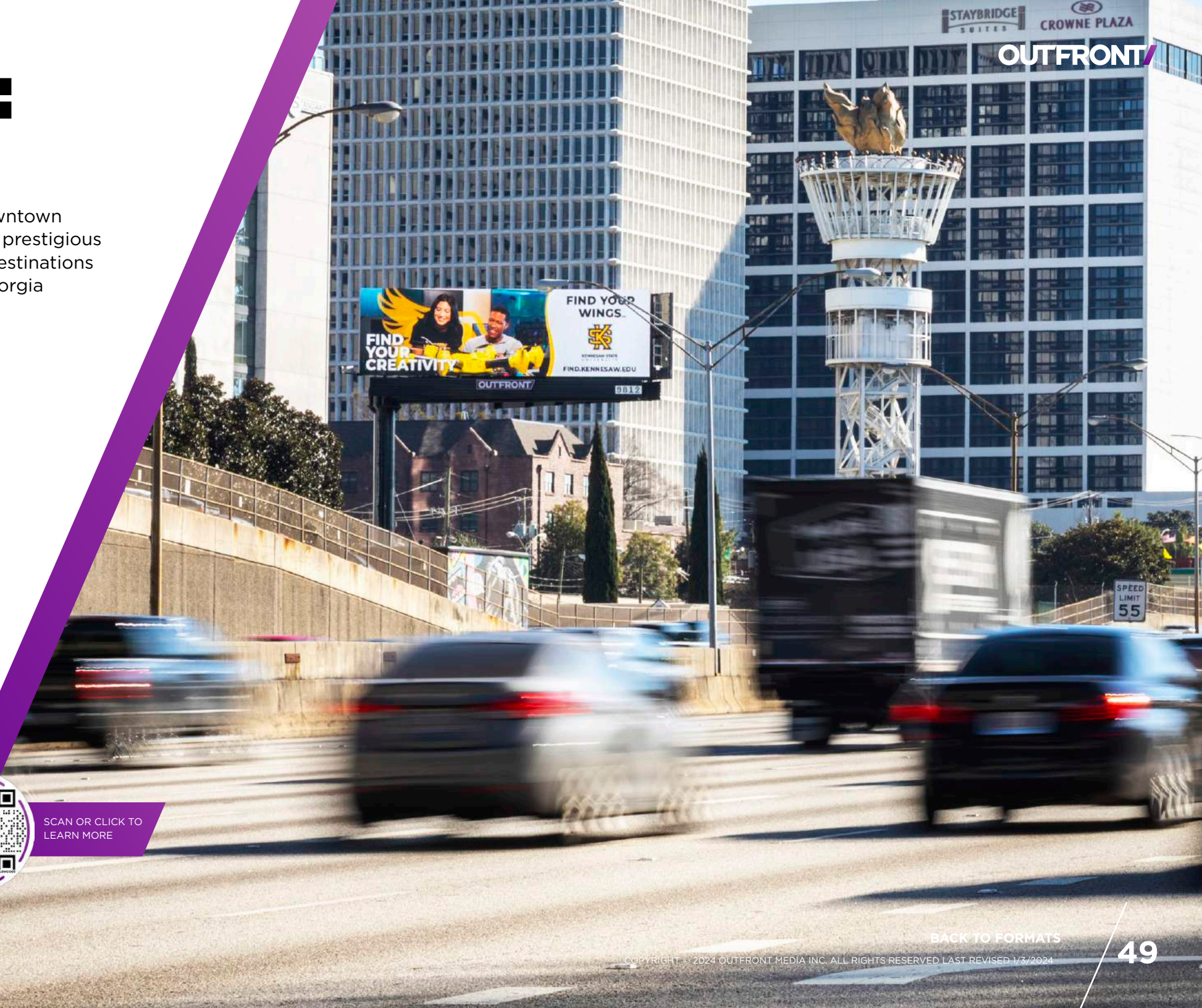
COVERAGE:

- Downtown

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PHOENIX, AZ: VERTICAL DIGITAL GATEWAY SPECTACULAR

Stand out from the crowd at the south entrance into the city of Phoenix. Reach all commuters traveling between Phoenix and Southern AZ. Capture the attention of commuters between Tucson and Maricopa including the University of Arizona students and families. This display is always on, 24 hours a day, 7 days a week. It also is one of the rare digital displays that offers full motion video!

PRODUCT INFORMATION:

- **Size:** 60'H x 20'W
- **Spot Length:** 8 Seconds
- **Loop Length:** 64 Seconds
- **Advertisers:** 8
- **Hours:** 24, with illumination
- **Type:** Full Motion

COVERAGE:

- Tucson
- Maricopa
- University of Arizona

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SECOND SCREEN MEDIA



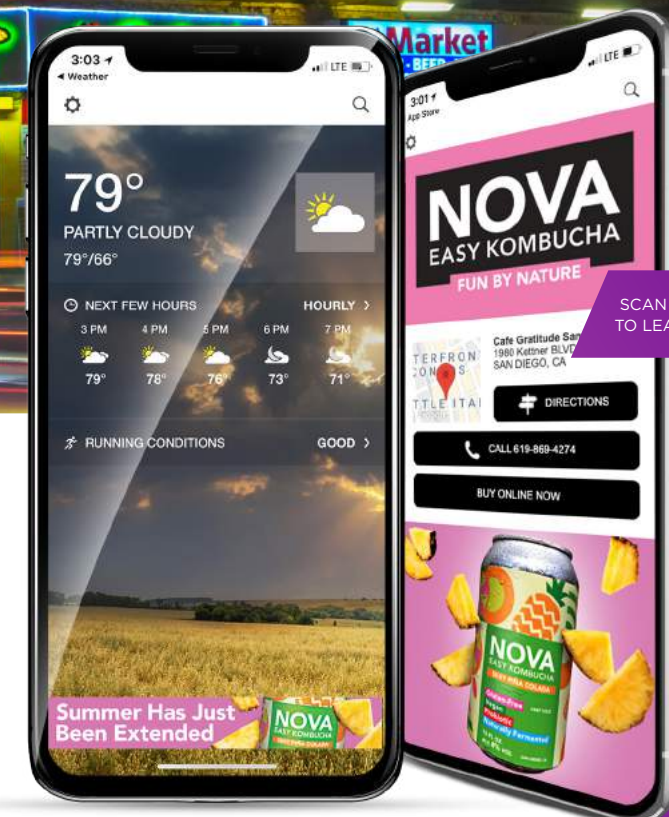
MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

PRODUCTS

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

LOCATED IN THE TOP 50 MARKETS



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

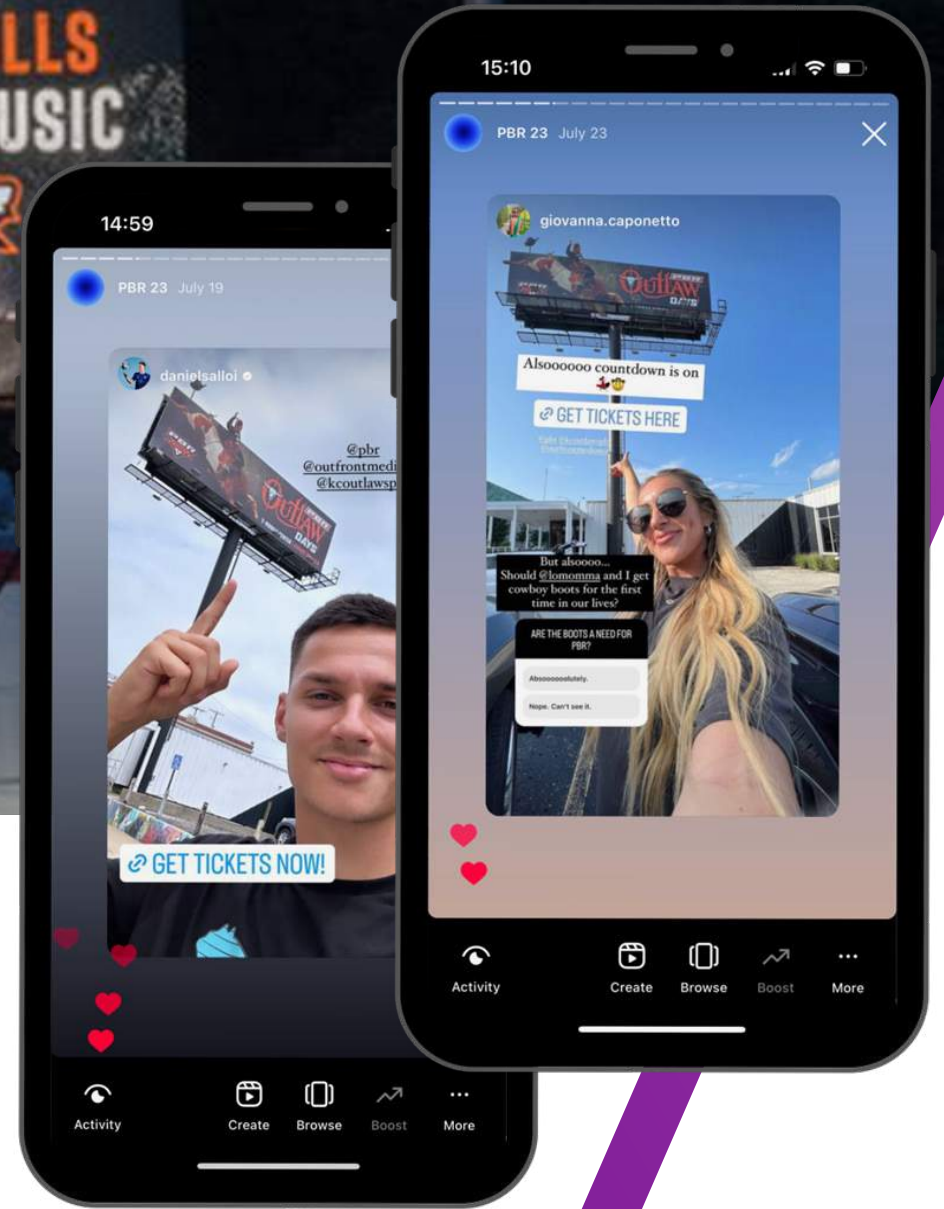
- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

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