

OUTFRONT/

WE GET
YOU LANSING

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.**

LANSING
517-201-9088



MEDIA ACROSS LANSING



WE GET YOU LANSING.

OUTFRONT/

OUTFRONT has a wide range of media options to reach your target audience, including digital billboards, static bulletins, and transit ads. OUTFRONT's bulletins are large format signs that can be seen by tens of thousands of commuters and travelers along the highways and major roads in Lansing daily. They are ideal for building brand awareness and driving secondary action.

OUTFRONT's transit ads are available on CATA buses, which serve the Lansing area and the MSU campus. They are effective for reaching residents, students, and visitors who use public transportation, walk near bus stops and shelters or drive the streets of Lansing. OUTFRONT can help you create impactful and memorable campaigns that will make your brand stand out.

WHY LANSING?

- Largest industries are Educational Services and Health Care and Social Assistance
- Average commute time is 48 minutes
- Median Property Value of \$161,700
- Median age is 36.8 years old

LANSING
517-201-9088

SOURCE: DATAUSA, LANSING/EAST LANSING MSA, US CENSUS AMERICAN COMMUNITY SURVEY, APTA



LANSING MEDIA PRODUCTS AT A GLANCE



BILLBOARD



DIGITAL BILLBOARD



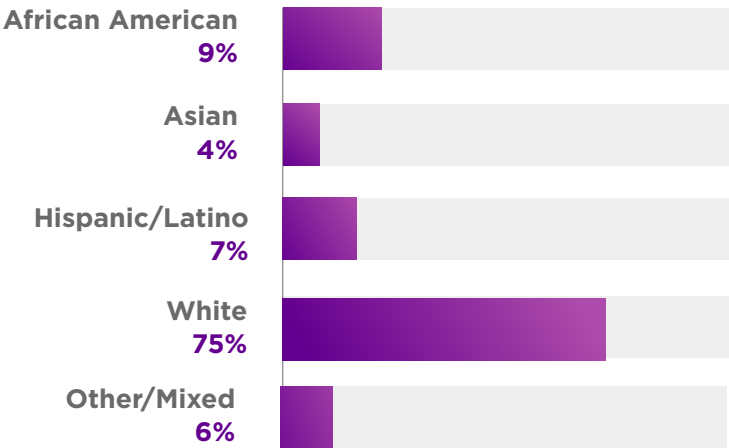
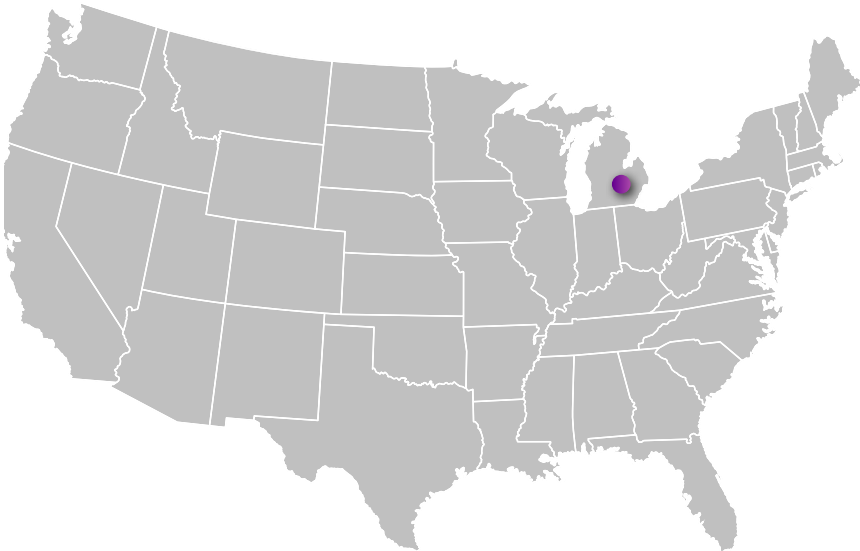
TRANSIT



MOBILE NETWORK

LANSING

Profile



LANSING CBSA

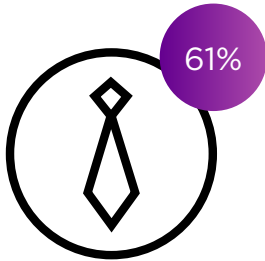
LANSING
517-201-9088
SOURCE: CLARITAS, LLC (2023 UPDATE), LANSING CBSA



College Degree
or higher



Average HHI



White-collar
occupation



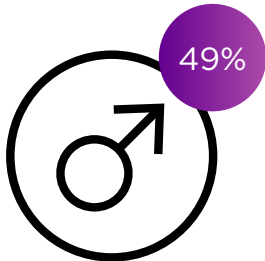
Female



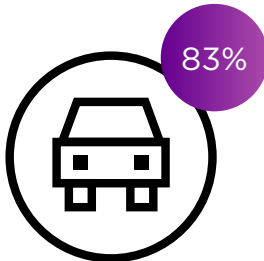
Time spent traveling to
and from work each day



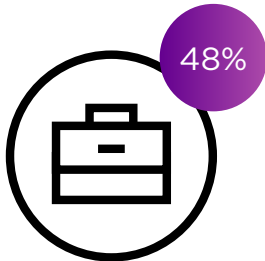
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

MEDIA FORMATS

| | | | |
|--------------------|-----------|----------------------------|-----------|
| BILLBOARDS | 8 | SECOND SCREEN MEDIA | 20 |
| BULLETINS | 9 | MOBILE NETWORK | 21 |
| DIGITAL BULLETINS | 11 | SOCIAL INTEGRATION | 22 |
| TRANSIT | 13 | | |
| BUS WRAPS | 15 | | |
| BUS KONGS | 16 | | |
| BUS KINGS | 17 | | |
| TAILS | 18 | | |
| INTERIOR CAR CARDS | 19 | | |



BILLBOARDS



BULLETINS

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

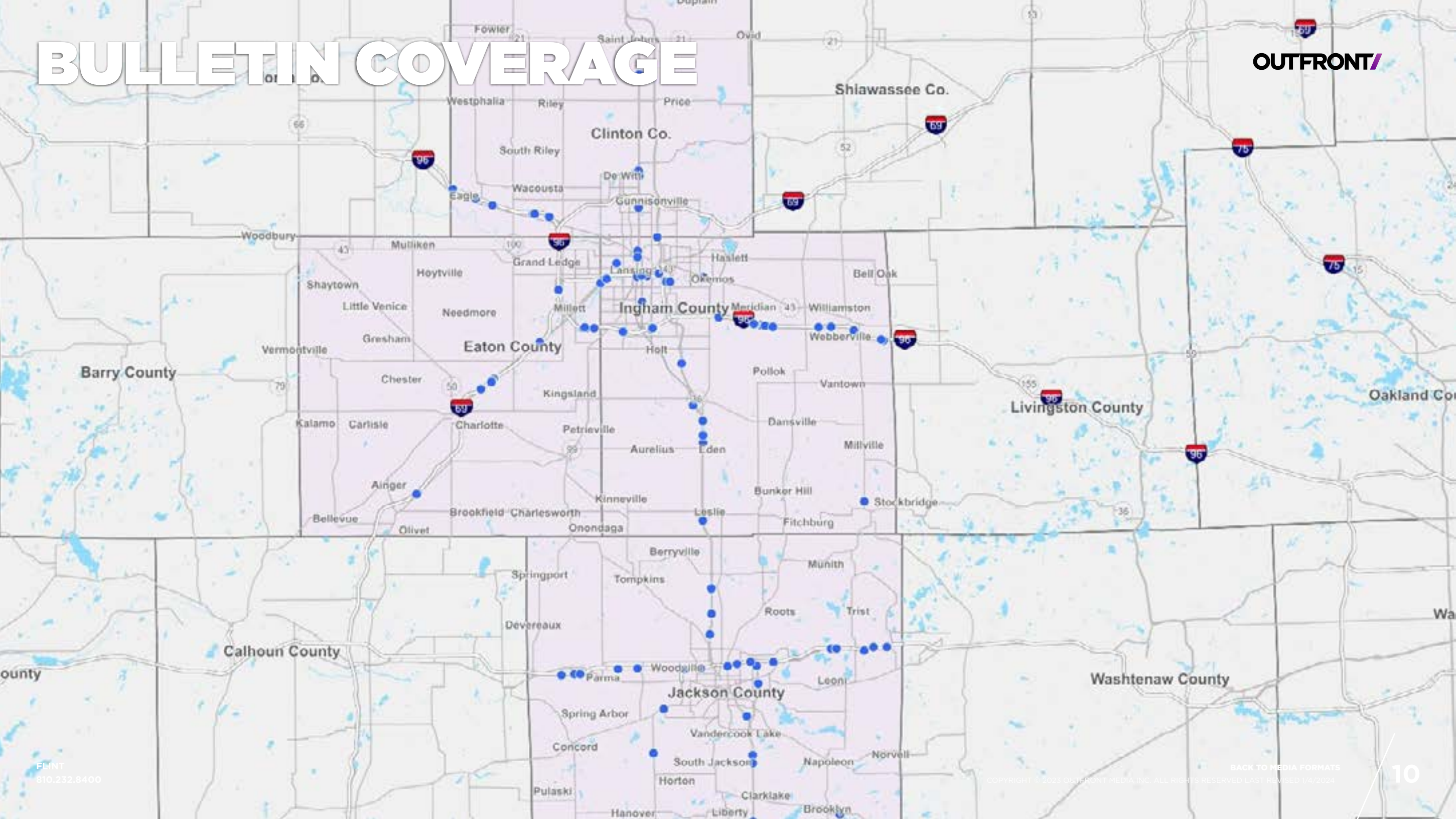
PRODUCT INFORMATION

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

COVERAGE

- See map for complete coverage

OUTFRONT/





DIGITAL BULLETIN

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

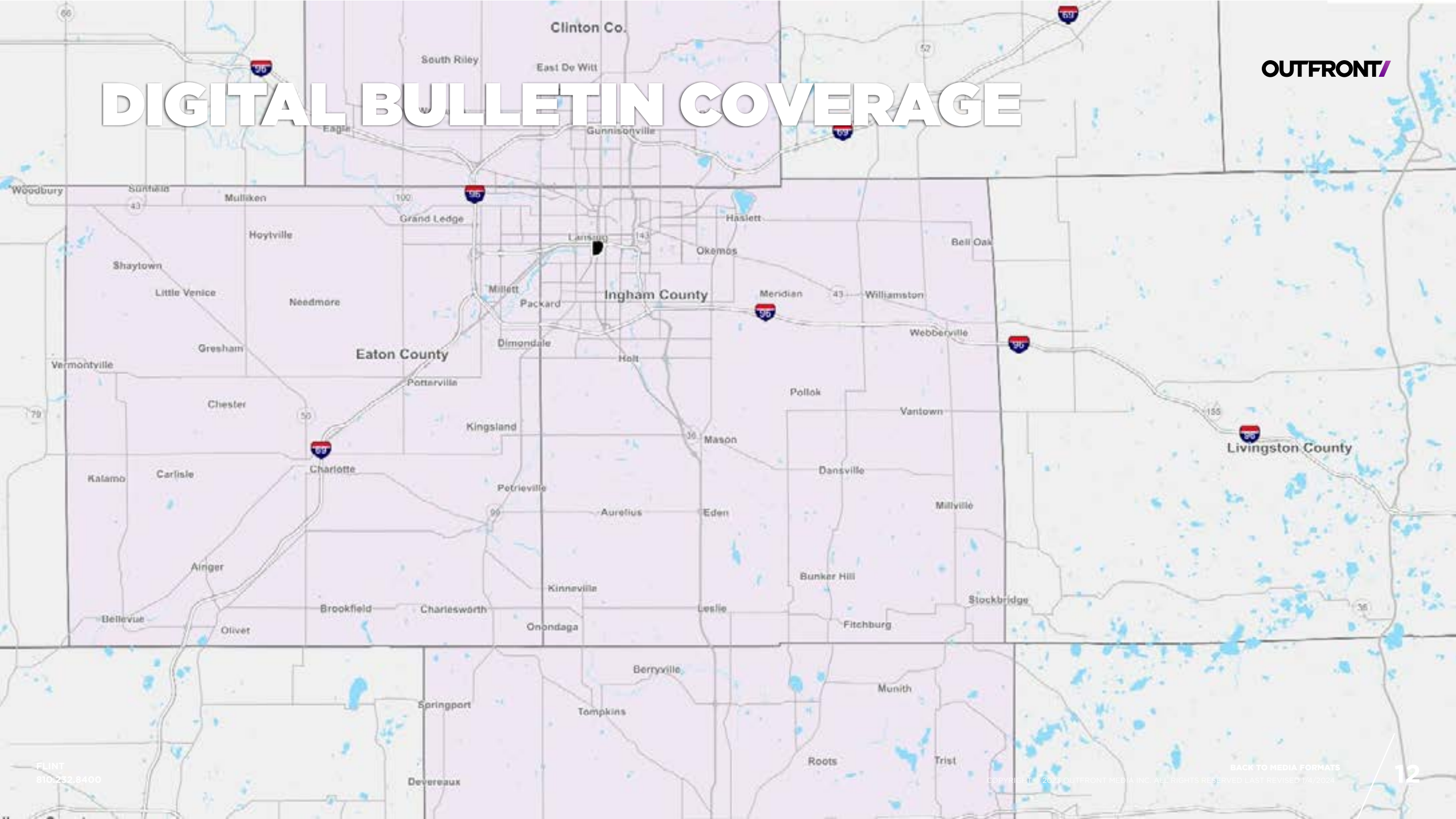
PRODUCT INFORMATION

- 10'6 x 36'
- Spot Length: 8 seconds

COVERAGE

- See map for coverage area

DIGITAL BULLETIN COVERAGE



TRANSIT



TRANSIT MEDIA

Reach a large audience with bus advertising, offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it's part of our everyday outdoor life and offers information in a unique and powerful format.

EXTERIOR BUS MEDIA

- Kings
- Kongs
- Extensions
- Tails
- Wraps

INTERIOR BUS MEDIA

- Interior Bus Cards



WRAPS

Bus Wraps give advertisers the opportunity to exhibit **innovative, eye-catching creative** that will grasp the attention of consumers and **make it impossible to ignore.**

PRODUCT INFORMATION

- Sizes vary based on coverage and availability
- Coverage on all 4 sides including doors
- 25% window coverage

COVERAGE

- Lansing/East Lansing



KONGS

An extension of the traditional Bus Kings, with 30 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. **Impact vehicular and pedestrian traffic throughout Lansing with Bus Kongs!**

PRODUCT INFORMATION

— 36"H x 360"W

COVERAGE

— Lansing/East Lansing Area



KINGS

Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the Lansing market. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

PRODUCT INFORMATION

— 30”H x 144”W

COVERAGE

— Lansing/East Lansing



TAIL

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

Dominate the city with Tails for **frequent exposure and high reach and frequency.** As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION

- 21”H x 72”W

PRODUCT INFORMATION

- Lansing/East Lansing

INTERIOR CARDS

Maximize on **long dwell time** and **engage a captive audience** with Bus Interior Cards.

Want more presence? Brand Buses offer advertisers the unique opportunity to **completely own the inside of the bus.**

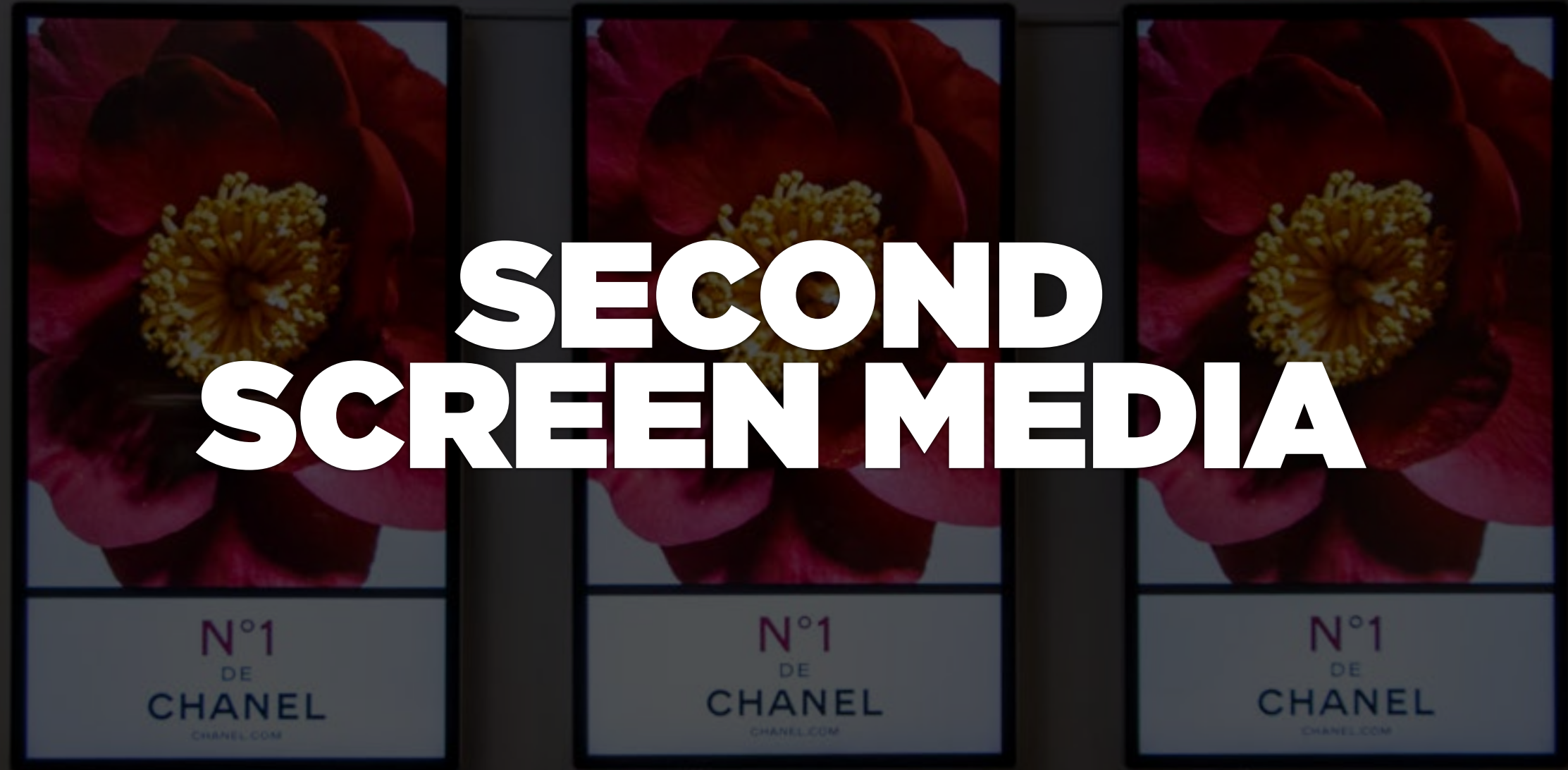
PRODUCT INFORMATION

— 11”H x 42”W

COVERAGE

— Lansing/East Lansing

SECOND SCREEN MEDIA



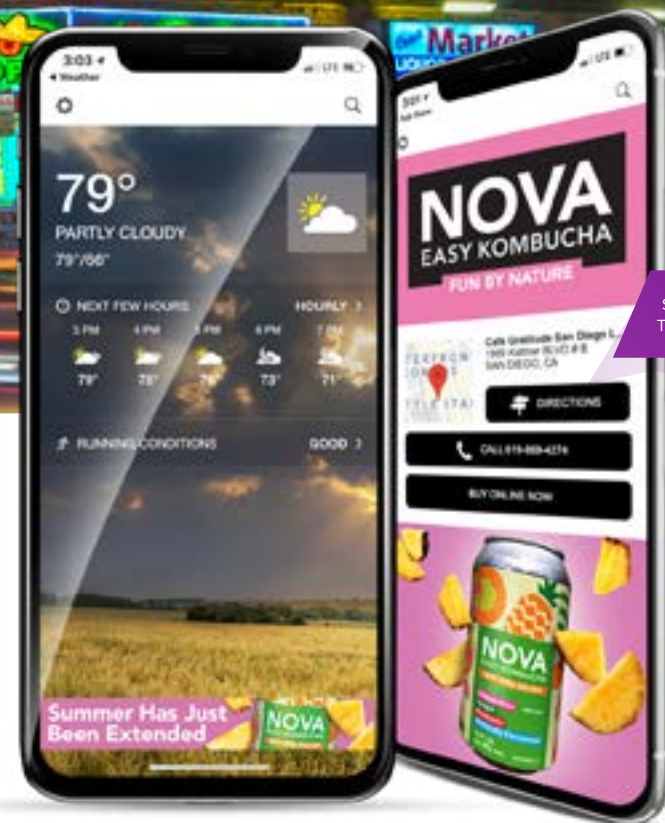
MOBILE NETWORK

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

PRODUCTS

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

LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK
TO LEARN MORE



SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS

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

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

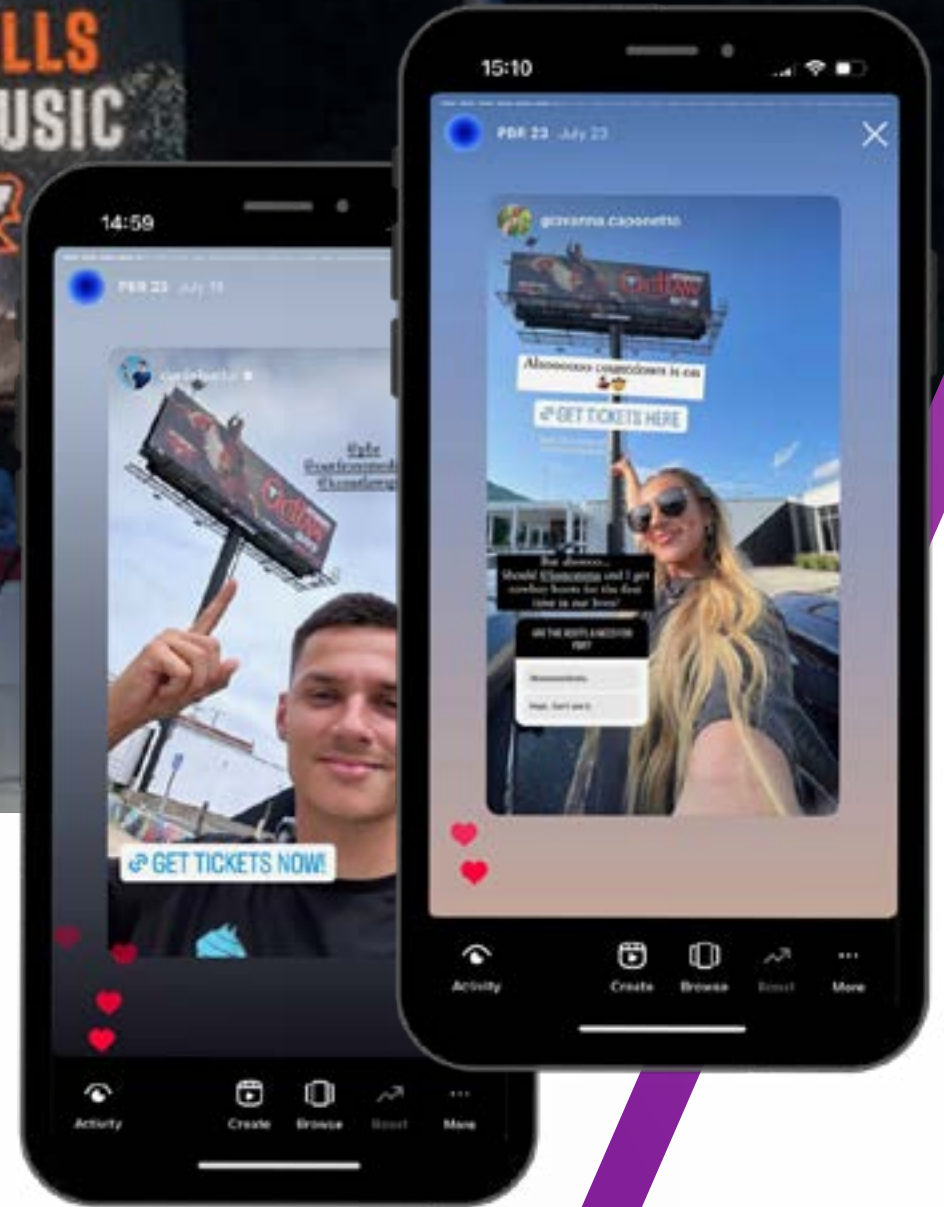
- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



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





OUTFRONT

WE GET YOU AMERICA

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INSTAGRAM | YOUTUBE | LINKEDIN | TWITTER | FACEBOOK

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