

OUTFRONT/

WE GET YOU LANSING

Media Across The Market



WE ARE OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impact people where and when it matters most: in the real world. Smart brands leverage out of home's power of TLC by combining technology, location, and creativity to drive meaningful connections with their target audiences.

We continue to add intelligence to OOH, making our media more accurate, agile, and accountable. Our insights suite and attribution solutions were designed to reach your desired audience and measure your campaign's impact on them.

We are OUTFRONT by name and nature. We are everywhere, empowering businesses to leverage our ubiquity (500K canvases and 14.1B weekly impressions), our national footprint (top 25 markets), and our local relevance and community connections. We are front and center in the places your consumers live, work, and play, from neighborhoods to urban centers, from transit hubs to busier-than-ever highways and roads.

OOH is today's most creative medium. All OUTFRONT clients have access to our Cannes Lions award-winning in-house creative agencies to develop the right messaging and campaigns to drive positive outcomes. Champion the power of America's biggest canvases to drive engagement, fame, and trust.

As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to helping people, places, and businesses grow stronger.

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

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



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

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LANSING MEDIA PRODUCTS AT A GLANCE

OUTFRONT/



BILLBOARD



DIGITAL BILLBOARD



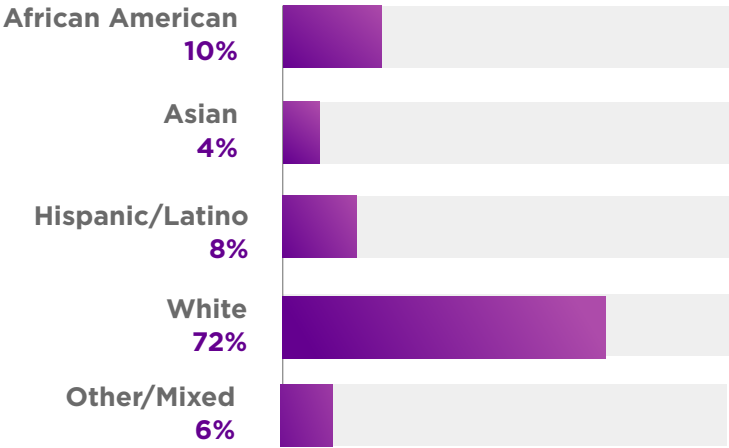
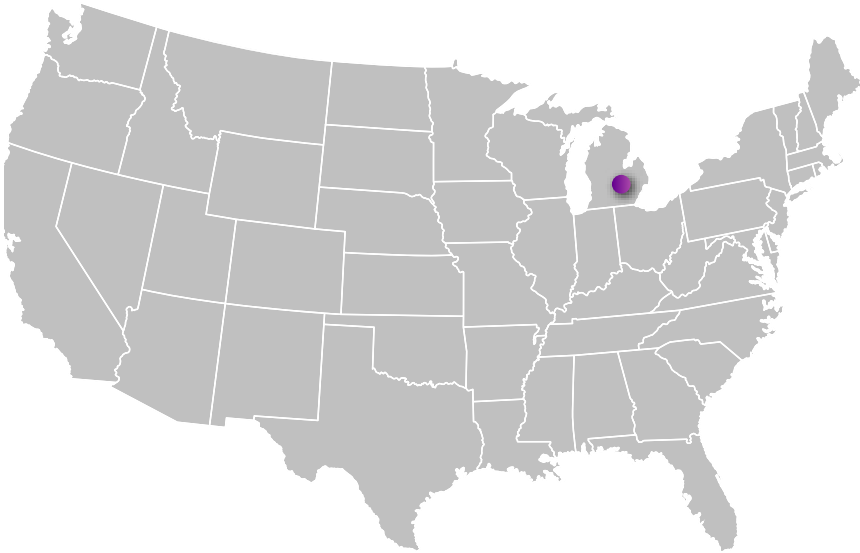
TRANSIT



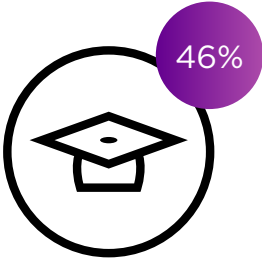
MOBILE NETWORK

LANSING

Profile



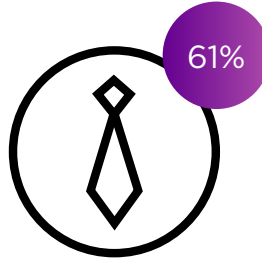
LANSING CBSA POP - 478,099



College Degree
or higher



Average HHI



White-collar
occupation



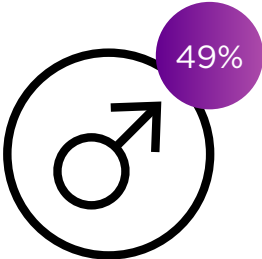
Female



Time spent traveling to
and from work each day



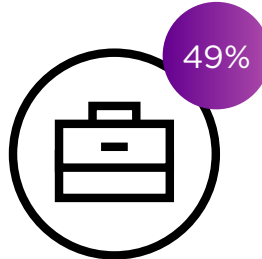
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

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.

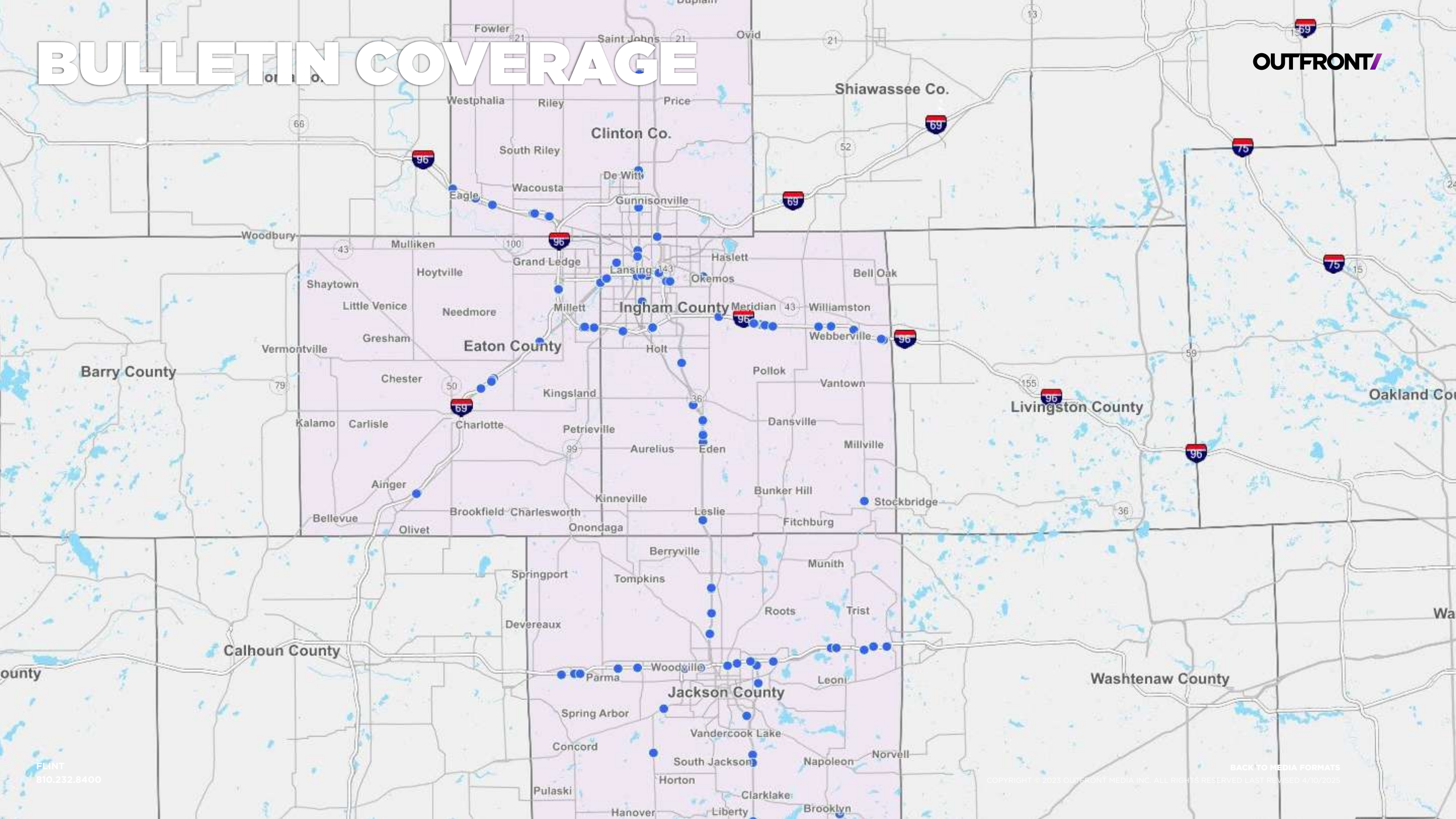
PRODUCT INFORMATION

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

COVERAGE

- See map for complete coverage

BULLETIN COVERAGE





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.

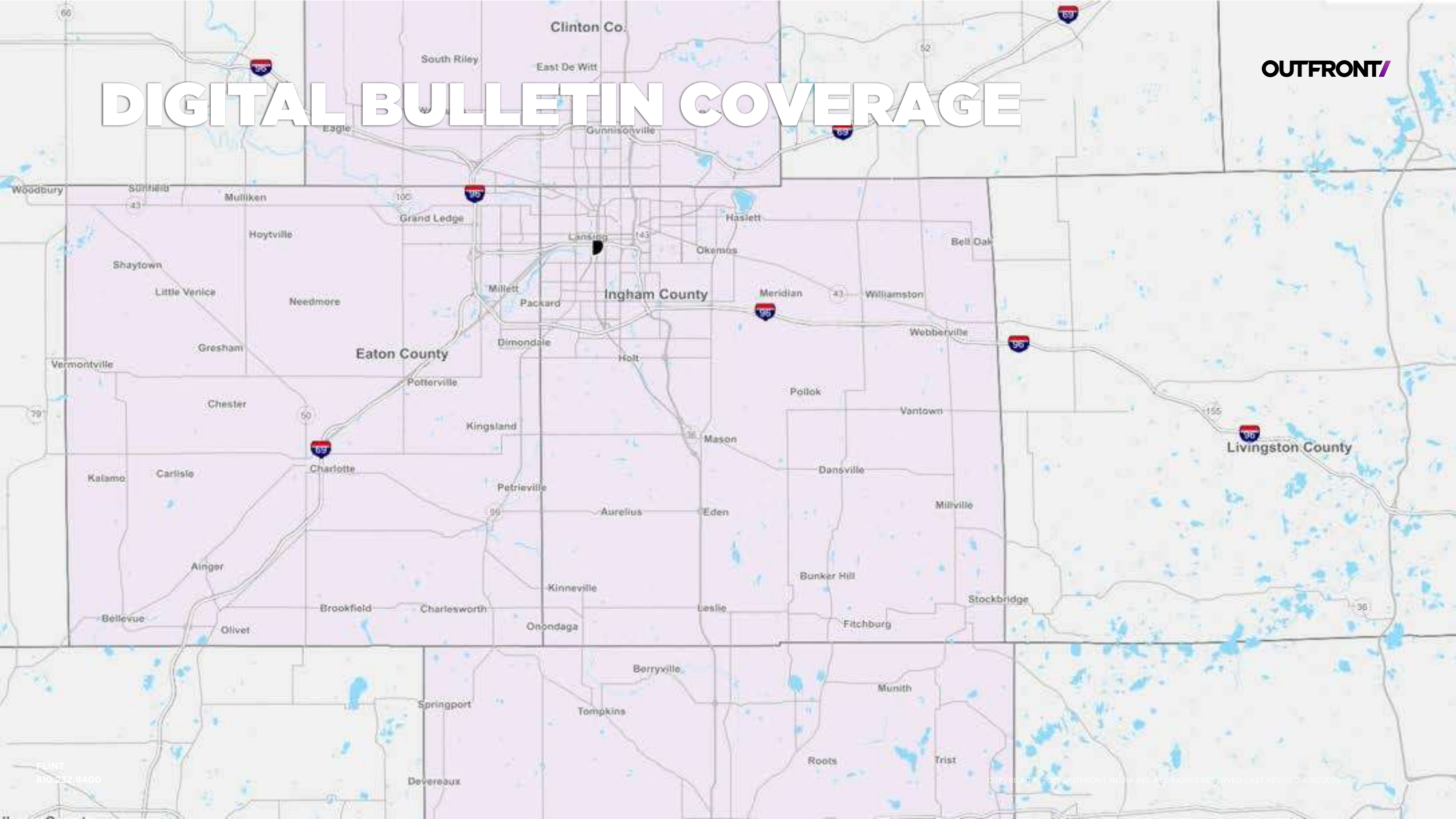
PRODUCT INFORMATION

- 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.

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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.

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

PRODUCTS

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

LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK TO LEARN MORE



LEVERAGING #sOOH FOR YOUR BRAND

There's a phenomenon of digital amplification and engagement that occurs when the right creative is placed in the right location. We call it social out of home (#sOOH).

At OUTFRONT, we're experts in setting brands and local businesses up for social success. Here's how we can help.

PRIME FOR A TIME

Throughout the year, a handful of iconic events achieve a level of cultural clout so powerful that they magnify the prestige of the area they are located and any brand advertising in that locale. **Prime for a Time** is a strategy to access OOH media to amplify awareness and elevate brand image during these cultural moments.

STUDIOS & XLABS

The right creative is the second piece of the #sOOH puzzle. STUDIOS, our award-winning in-house design agency, can help. And for brands looking to really get people talking, our XLabs team offers technologies like three-dimensional XScape spatial creative and interactive QRad responsive content control.

INFLUENCERS

Three in ten are more likely to purchase something with a familiar influencer in an out of home ad, while four in ten would repost the ad. We can help find the right

influencers to reach the audience who matters most to you.

Out of home drives 7x more social posts, 5.9x more social searches, 6.5x more video posts, and 5.7x more video searches than other mediums, dollar for dollar.



SCAN OR CLICK TO READ ABOUT HOW AMIKA PERKED UP SALES AND BRAND AWARENESS





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