

# OUTFRONT/

# WE GET YOU **LOS ANGELES**

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.**

LOS ANGELES  
323.222.7171





# 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.

# 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>

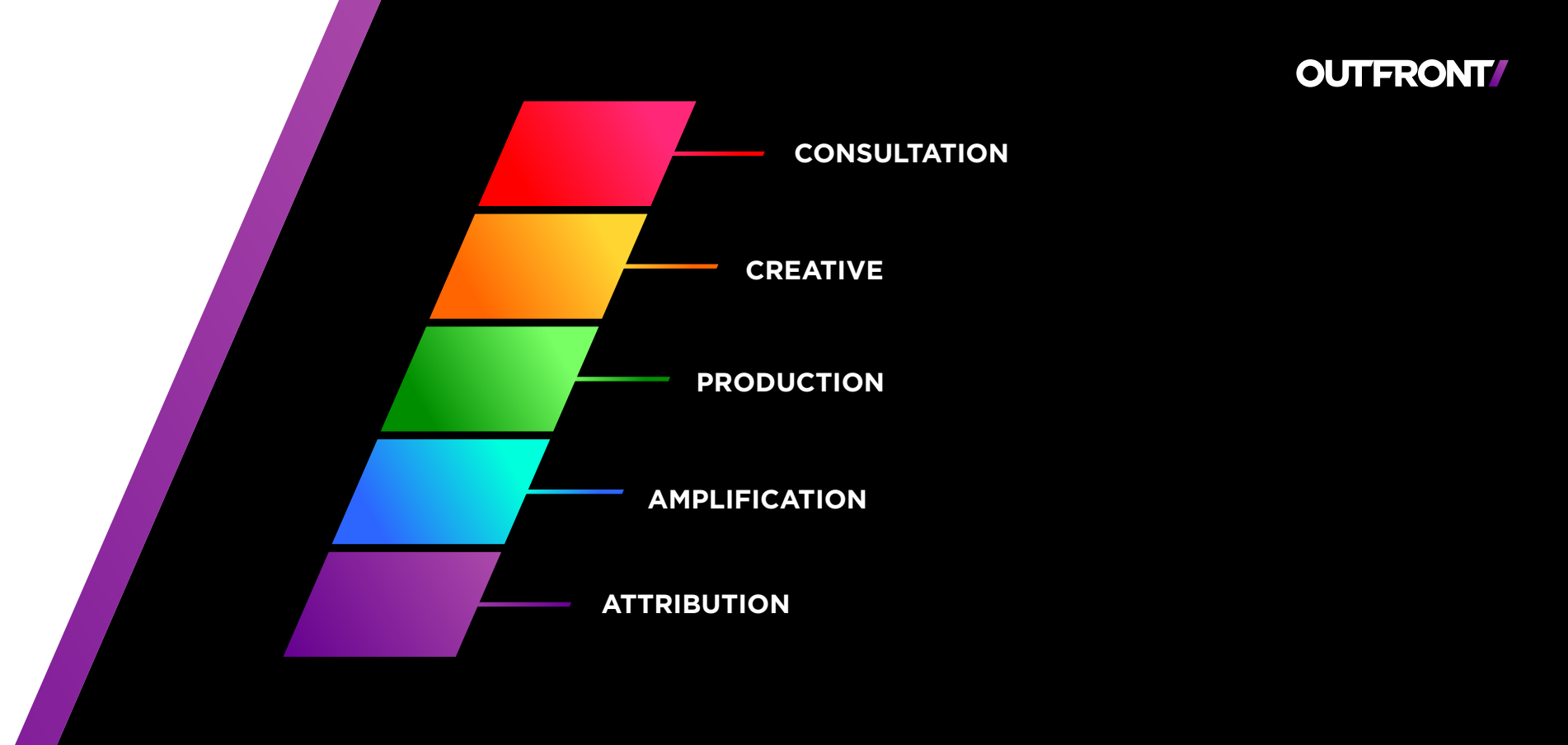
18% OOH  
18% TV  
20% Social Media  
13% Online Video



# 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.

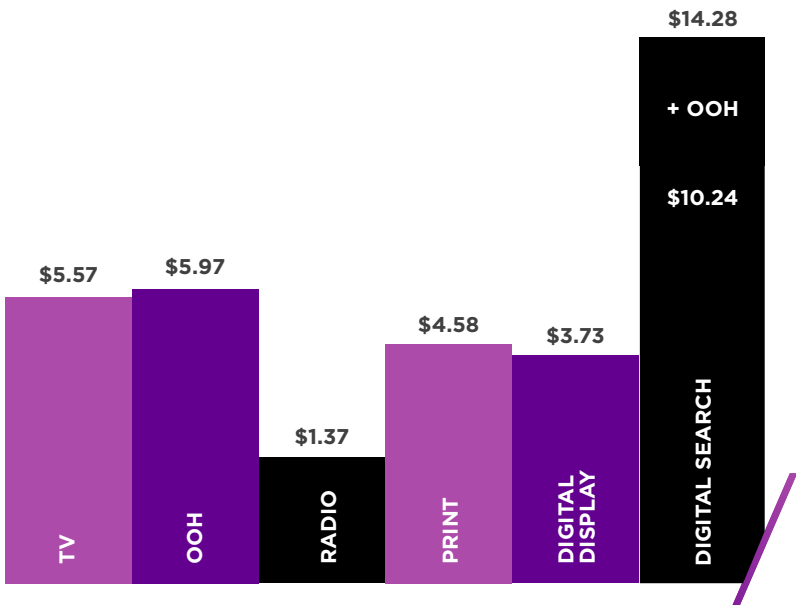
## ATTRIBUTION

### 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

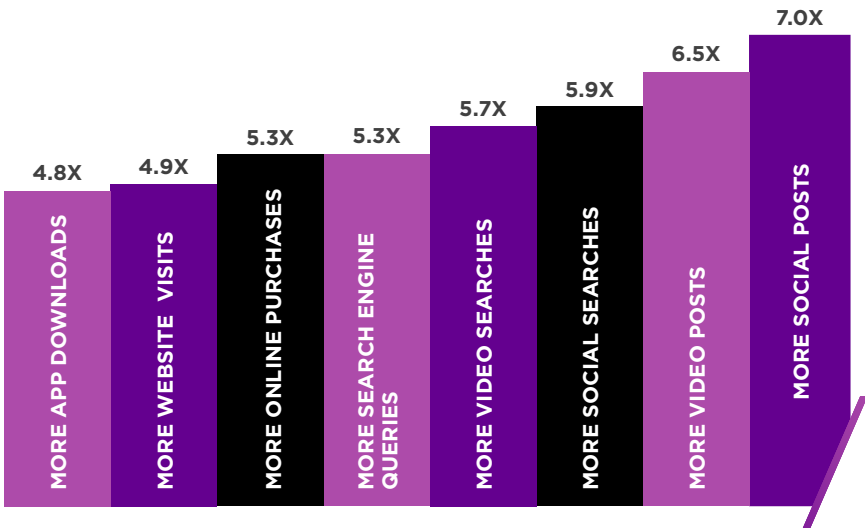
When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

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



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



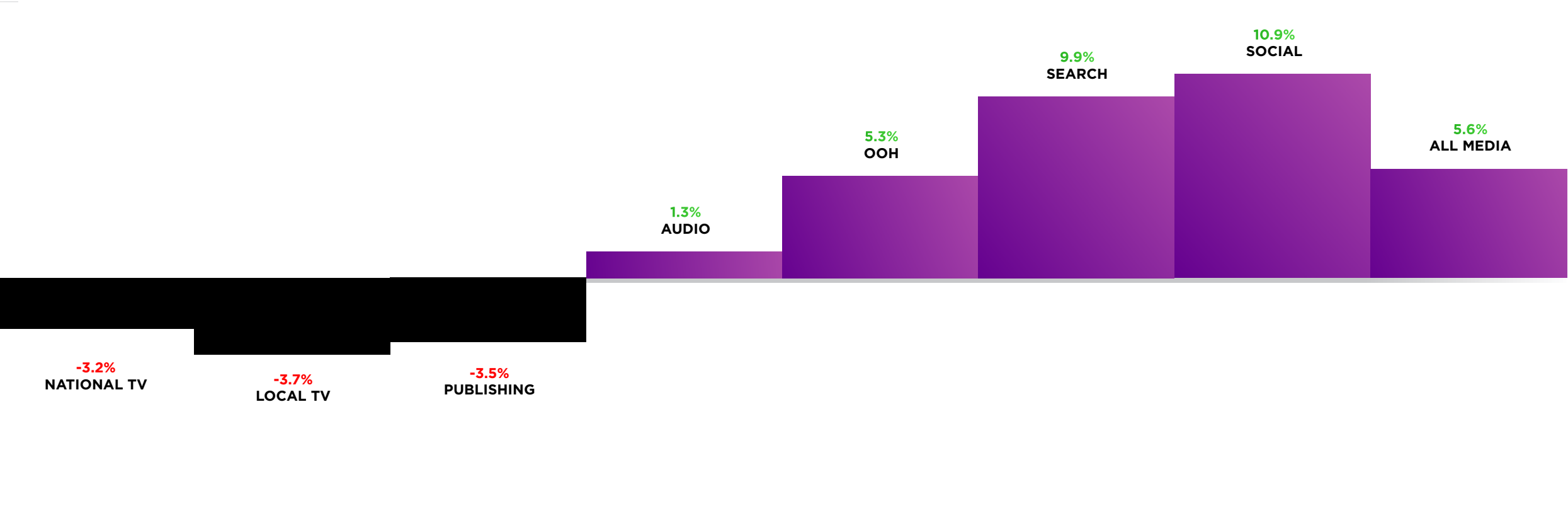
SCAN OR CLICK  
FOR SALES LIFT  
CASE STUDY



# 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	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 /

	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).



# IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A. /

YOUR STORY & AUDIENCE. OUR CANVAS.



# MEDIA ACROSS LOS ANGELES



# WE GET YOU LOS ANGELES

**Los Angeles is the entertainment capital of the world**, boasting more museums than any city in the United States and home to some of the planet's most famous studios. The City of Angels is one of the **most important economic and cultural centers in the United States** with nearly 13 million people, and is on the leading edge of several growth industries including aerospace, entertainment, digital media, fashion, technology and more. The extraordinary year-round warm weather and variety of entertainment options make LA the place to be. Los Angeles is diverse in all things – people, recreation, art, food, neighborhoods and ecosystems.

## WHY LA?

- LA is the 2<sup>nd</sup> **most populated city** in the U.S.
- LA ranks among the **largest economies in the world**.
- LA is rich in arts and culture and has **more museums** than any city in the U.S.
- LA is extremely **diverse** with people from more than **140 countries, speaking 224 different languages**, calling it home.
- 11 professional sports teams call LA their home, making it the 2<sup>nd</sup> **largest city with sports franchises**.
- LA is home to **several prestigious universities**, including UCLA and USC, both of which boast large sports followings.
- The 405, which is the main north/south freeway for the Westside of LA, is **one of the busiest freeways in the country**.

**In Los Angeles, OUTFRONT reaches 100% of the DMA consumers weekly.**

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SOURCE: CENSUS DATA (2024 UPDATE), DISCOVER LOS ANGELES, WORLD ATLAS, GEOPATH 2023



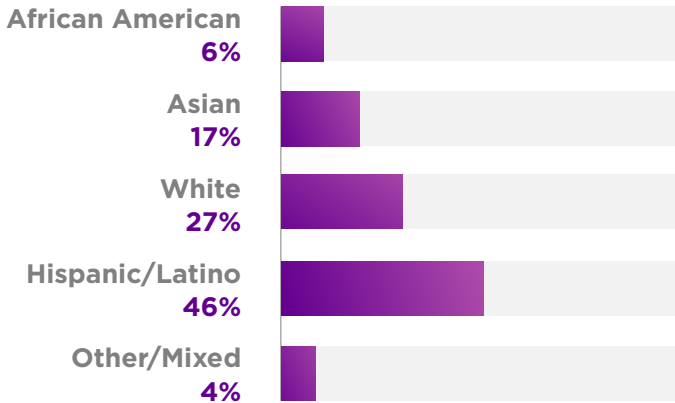
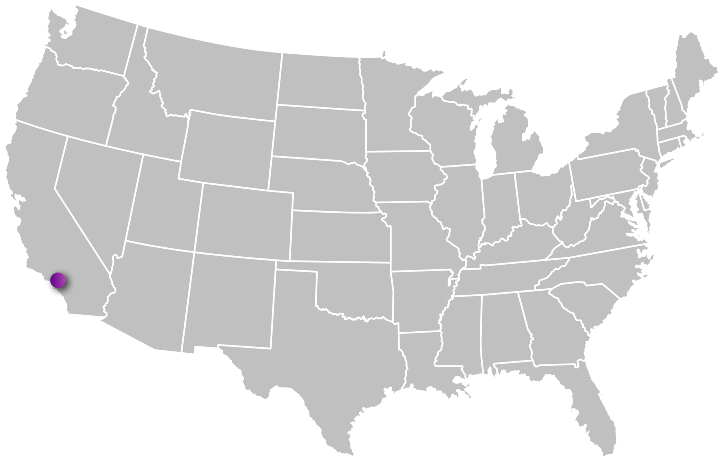
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TCW  
**OUTFRONT**



# LOS ANGELES

## Profile



LOS ANGELES 12.8 MILLION CBSA

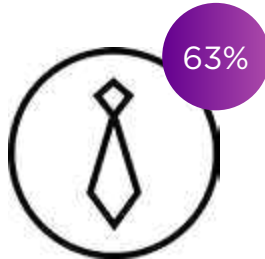
LOS ANGELES  
323.222.7171  
SOURCE: CENSUS DATA (2024 UPDATE), SCARBOROUGH RESEARCH 2023, LOS ANGELES CA  
RELEASE 2 (AUG 2022 - AUG 2023)



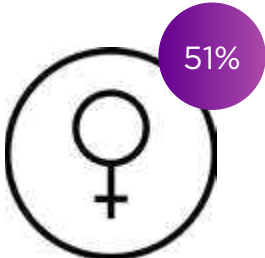
College Degree or higher



Total miles traveled past week



White-collar occupation



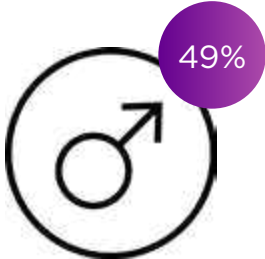
Female



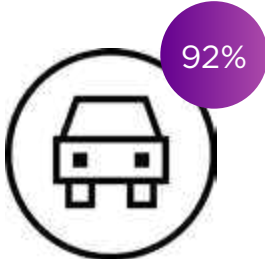
Time spent traveling to and from work each day



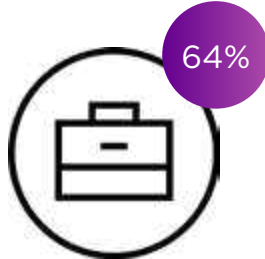
Blue-collar occupation



Male



Drive alone or carpooled



Employed



# MEDIA FORMATS

<b>BILLBOARDS</b>	<b>16</b>	<b>BUS</b>	<b>43</b>
BULLETINS	17	BUS KING	46
POSTERS	19	BUS QUEENS	47
WALLSCAPES	21	BUS KONGS	48
<b>DIGITAL</b>	<b>23</b>	BUS HEADLINERS	49
DIGITAL BULLETINS	24	BUS ULTRA SUPER KINGS	50
DIGITAL POSTERS	25	BUS TAILS	51
THE BEVERLY CENTER	26	BUS L SIDES	52
GROVE LIVESCAPE	27	BUS EXTENSIONS	53
GROVE MARQUEE	28	BUS WINDOW CLINGS	54
GROVE SPECTACULAR	29	BUS WRAPS	55
GROVE TRIPTYCH	30	BUS HEADLIGHTS	56
AMERICANA DIGITAL TOWER	31	BUS FULLBACKS	57
AMERICANA MARQUEE	32	BUS INTERIOR CARDS	58
CARUSO DIGITAL NETWORK	33	<b>STREET FURNITURE</b>	<b>59</b>
LA BREA VIDEOTRON	34	SHELTERS	60
SOHO HOUSE DIGITALS	35	DIGITAL SHELTER	62
WILSHIRE GRAND DIGITAL	36	SHELTER BUILDOUTS	64
<b>SPECIALTY</b>	<b>38</b>	BIKE SHARE	65
LIFESTYLE CENTERS	39	<b>SECOND SCREEN MEDIA</b>	<b>67</b>
PARKING GARAGES	41	MOBILE NETWORK	68
		SOCIAL INTEGRATION	69





# BILLBOARDS



# BULLETINS

Bulletins offer the most **powerful impact** of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the LA 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
- Targeted audience on request basis



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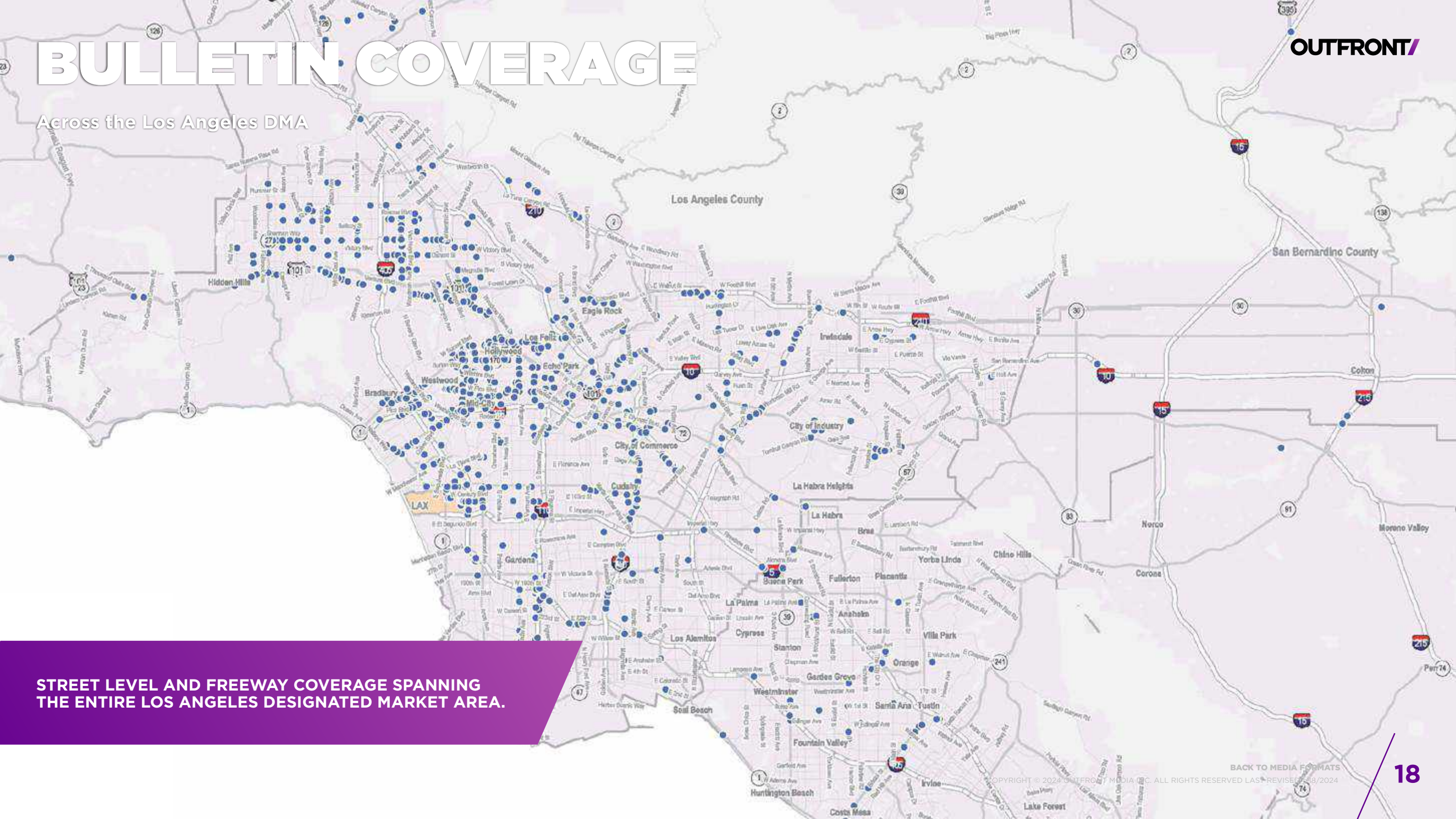




# BULLETIN COVERAGE

OUTFRONT

Across the Los Angeles DMA



STREET LEVEL AND FREEWAY COVERAGE SPANNING  
THE ENTIRE LOS ANGELES DESIGNATED MARKET AREA.

[BACK TO MEDIA FORMATS](#)

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# POSTERS

Located on major arterials and surface streets, Posters allow advertisers to **completely saturate** their chosen markets in a cost efficient way. Positioned along secondary roadways in urban areas, Posters help to **extend brand awareness** on the local level. Their smaller canvas allows these signs to infiltrate in local neighborhoods.

## PRODUCT INFORMATION

- Standard Size: 10'5" H x 22'8" W
- Premier Panel: 12'3" H x 24'6" W

## COVERAGE

- See map for complete coverage
- Targeted audience on request basis



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**OUTFRONT**

**TOTAL MARKET SATURATION. POSTERS ENGAGE CONSUMERS EVERYWHERE THEY TRAVEL, WHETHER ON HIGHLY TRAFFICKED ROADS OR LOCAL SURFACE STREETS.**



# WALLSCAPES

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

## PRODUCT INFORMATION

- Sizes vary by location

## COVERAGE

- See map for complete coverage
- Specialty locations available



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**OUTFRONT/**[illegible]

**PREMIUM WALLSCAPES COVERING THE COVETED  
WESTSIDE, DOWNTOWN, AND SOUTH BAY AREAS.**

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# DIGITAL



# DIGITAL BULLETINS

OUTFRONT/

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 the **ultimate campaign messaging**.

## PRODUCT INFORMATION

- Size: 14'H x 48'W
- Spot Length: 8 Seconds
- # of Spots: 8
- Hours: 24
- Type: Static

## COVERAGE

- Digital Bulletin Freeway Network (10 Units)
- 405 Digital Network (5 Units)
- OC Digital Network (5 Units)
- Palm Springs Digital Network (5 Units)
- Stand Alone Units
- See map for more details



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LEARN MORE





# DIGITAL POSTERS

OUTFRONT

These units are located along the desirable Sunset Strip in West Hollywood in one of LA's **most active nightlife areas**. The daytime rush on Sunset creates long dwell times, providing the prime opportunity to connect with locals and tourists alike.

## PRODUCT INFORMATION

- (2) 10'H x 22'W screens
- (8) :08 static or full motion spots
- Units are sold as a package
- Hours: 6am-2am
- Type: Static & Full Motion

## COVERAGE

- Sunset Boulevard





# THE BEVERLY CENTER

#OUTFRONT/  
PRIME

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 more than **1,000,000 passersby weekly** with these digital displays.

## PRODUCT INFORMATION

- Screens: 3
- Size: 26'4.8" x 46'10"
- Spot Length: 8 Seconds
- # of Spots: 12
- Hours: 24
- Type: Static

## COVERAGE

- Beverly Grove

LOS ANGELES  
323.222.7171  
SOURCE: GEOPATH 2023



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BACK TO MEDIA FORMATS

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# GROVE LIVESCAPE

**Command attention** with these two video walls located inside the parking garage at The Grove! With capabilities like full HD resolution, full motion video content, and the ability to ingest live data, the creative opportunities are endless to reach the **20 million guests** that visit annually.

These digital walls provide the ultimate campaign messaging to this affluent demographic with their easily changeable and customizable creatives.

## PRODUCT INFORMATION

- 2 Video Walls
- Type: Full Motion
- Spot Length: 15 Seconds
- Loop Length : 90 Seconds
- # of Advertisers: 6

## COVERAGE

- The Grove

LOS ANGELES  
323.222.7171

SOURCE: CARUSO

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# THE GROVE MARQUEE

Situated outside the **bustling** AMC The Grove 14, advertisers have the opportunity to be a part of the exterior architecture of the theater with their message in a **prime location**.

This digital marquee is perfect for **entertainment** brands looking to promote upcoming releases and to engage with an affluent audience. Our digital technology allows advertisers to serve timely, dynamic, and relevant messaging. Maximize long dwell times with captivating creative to connect with the **20 million guests** that visit The Grove annually.

## PRODUCT INFORMATION

- Size: Odd Size
- Spot Length: 15 seconds
- # of Spots: 10
- Hours: 16
- Type: Static

## COVERAGE

- The Grove



# THE 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 over **20 million guests each year**, generations of Angelinos eat, shop, and gather here. This ideal advertising location allows you to send messages to engage with affluent consumers.

## PRODUCT INFORMATION

- Size: 39'7"H x 29'11"W
- Spot Length: 15 Seconds
- # of Spots: 150
- Hours: 16
- Type: Static & Full Motion
- Spatial (3D) Capable

## COVERAGE

- The Grove

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# THE GROVE DIGITAL TRIPTYCH

This digital triptych is an eye-level, eye-catching display located off Main Street and across from La La Land Kind Cafe at the Grove. With **millions of visitors annually**, The Grove is one of LA's top entertainment destinations featuring world-class retail, dining, and entertainment.

**Reach and engage with a high-profile audience** on this trio of vibrant digitals offering both full motion and static capabilities. Our digital technology allows advertisers to serve **timely, dynamic messaging**, and **maximize long dwell time**.

## PRODUCT INFORMATION

- **Size:** 4'8"H x 2'8"W
- **Type:** Full Motion & Static
- **# of Spots:** 10
- **Spot Length:** 15 Seconds
- **Loop:** 150 Seconds

## COVERAGE

- The Grove





# THE AMERICANA DIGITAL 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

- Size: 21'3.125"H x 28'4.125"W
- Spot Length: 15 seconds
- # of Spots: 10
- Hours: 24
- Type: Full Motion

## COVERAGE

- The Americana at Brand





# AMERICANA AT BRAND THEATER MARQUEE

Situated outside the AMC 18 at The Americana at Brand, advertisers have the opportunity to be a part of the exterior architecture of the theater with their **message in a prime location**. Located in the heart of Glendale at the crossroads of urban and suburban hubs including Silver Lake, Los Feliz, Pasadena, and Burbank, The Americana at Brand is one of **LA's top entertainment destinations** featuring world-class retail, dining and entertainment.

Engage with guests as they shop, dine, and play with this **impactful digital featuring both full motion and static digital capabilities**. Our digital technology allows advertisers to serve timely, dynamic messaging and maximize long dwell times with captivating creative.

## PRODUCT INFORMATION

- **Size:** 4'H x 76'W
- **Type:** Full Motion & Static
- **Spot Length:** 15 Seconds
- **Loop:** 150 Seconds

## COVERAGE

- The Americana at Brand



# CARUSO DIGITAL NETWORK

Strategically located in both the highly trafficked parking structure landings as well as throughout our **premium lifestyle centers** themselves, our Caruso digital network allows brands to engage with consumers like never before!

Our digital technology allows advertisers to serve timely, dynamic, and relevant messaging. Maximize **long dwell times** with captivating creative to connect with this **affluent audience!**

## PRODUCT INFORMATION

- Network of 80 Digitals
- Size: 56"H x 32"W
- Spot Length: 15 Seconds
- Loop Length: 150 Seconds
- Type: Static & Full Motion

## COVERAGE

- 28 Digital Kiosks at The Grove (in-mall)
- 10 Liveboards at The Grove (parking)
- 32 Digital Kiosks at The Americana at Brand (in-mall)
- 5 Liveboards at The Americana at Brand (parking)
- 7 Liveboards at Palisades Village (parking)

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# LA BREA VIDEOTRON

Located on the **highly trafficked** corner of Santa Monica Boulevard and La Brea at the West Hollywood Gateway Center, this unit shows to westbound traffic headed into West Hollywood and towards Beverly Hills and Century City. The display is **prominent and clear** enough to be seen from both La Brea Avenue & Santa Monica Avenue. This popular center is a one stop destination for many in the surrounding areas.

## PRODUCT INFORMATION

- Size: 14'6"H x 19'1"W
- Spot Length: 30 seconds
- # of Spots: 12
- Hours: 6am-12am
- Type: Full Motion

## COVERAGE

- West Hollywood



# SOHO HOUSE DIGITALS

OUTFRONT



These digital units are located in **one of the top entertainment office properties** in Los Angeles. The upscale, 14-story high-rise tower is home to Soho House (a private members' club for those in film, media, and creative industries), Boa Steakhouse and Ford Model Agency, as well as many lifestyle and entertainment companies. Located on the border of West Hollywood and Beverly Hills, 9200 Sunset caters to an **affluent mix** of professionals, taste-makers, and celebrities.

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## PRODUCT INFORMATION

- 3 Screens
- Valet Lounge & Pick-up: 57.5"H x 148.5"W
- Valet Drop-off: 60"H x 212"W
- Soho Digital #3: 57.5"H x 148.5"W
- Type: Full Motion
- Hours: 7am - 3am
- Each unit is sold separately

## COVERAGE

- SOHO House
- Sunset Boulevard



# WILSHIRE GRAND

Located on the **tallest building in California**, this digital display makes a statement in Downtown Los Angeles. Situated in the financial district, this unit targets both professionals as well as passersby's heading towards popular tourist destinations such as Grand Central Market, The Broad, & Walt Disney Concert Hall.

**Make an impact** with this eye catching display!

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## PRODUCT INFORMATION

- Size: Odd
- Spot Length: 8 Seconds
- # of Spots: 10
- # of Advertisers: 10
- Hours: 6am - 2am
- Type: Static

## COVERAGE

- Downtown Los Angeles
- Financial District

SCAN OR CLICK  
TO LEARN MORE





# DIGITAL COVERAGE

Across the Los Angeles DMA

OUTFRONT

PRIME FREEWAY COVERAGE REACHING CONSUMERS ON THE GO, AS WELL AS, TARGETED WESTSIDE COVERAGE.

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# SPECIALTY



# LIFESTYLE CENTERS

Lifestyle centers are **premium retail, restaurant and entertainment destinations** that provide a dynamic all-in-one environment captivating an affluent audience. With lifestyle centers it's all about location as they are positioned in LA's most **vibrant and affluent communities**.

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## COVERAGE

- Americana at Brand
- Commons at Calabasas
- Encino Marketplace
- The Grove
- Lakes at Thousand Oaks
- Outlets at Orange
- Palisades Village
- Paseo Colorado
- Promenade at Westlake
- Runway Playa Vista
- Village at Moorpark
- Waterside at Marina Del Rey



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TO LEARN MORE









# PARKING GARAGE MEDIA

Parking Garages include wallscape and backlit displays **reaching the Los Angeles community** as they commute, dine and play. Parking garage signage is available in LA's **most popular retail and dining destinations**; including Rodeo Drive, Hollywood, and Century City.

## COVERAGE

- 8560 Sunset
- Century Park/CAA
- Two Rodeo
- West Hollywood Gateway
- 8500 Burton Way



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**PRIME WESTSIDE COVERAGE WITH EXPOSURE TO  
UPSCALE CONSUMERS, INDUSTRY EXECUTIVES, AND  
KEY DECISION MAKERS.**





# BUSES



# BUS 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. When it comes to **visibility, reach and frequency**, no other media type matches this Los Angeles coverage.

## MEDIA

- Kings
- Queens
- Kongs
- L-Sides
- Headliners
- Extensions
- Headlights
- Tails
- Ultra Super Kings
- Half Wraps
- Full Wraps
- Window Clings
- Interior Cards

## COVERAGE

- LA Metro
- LADOT
- Long Beach Transit

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**OUTFRONT**

**BUS COVERAGE**

Across the Los Angeles DMA  
Thousand Oaks

**STREET LEVEL COVERAGE ON 3 MAJOR FRANCHISES  
SPANNING THE ENTIRE MARKET AREA.**

**OUTFRONT**

Map showing bus coverage across the Los Angeles DMA, including major highways (I-5, I-10, I-405, SR-101, SR-170, SR-72, SR-57, SR-241, SR-39, SR-47, SR-1, SR-2, SR-138, SR-148, SR-154, SR-161, SR-162, SR-163, SR-164, SR-165, SR-166, SR-167, SR-168, SR-169, SR-170, SR-171, SR-172, SR-173, SR-174, SR-175, SR-176, SR-177, SR-178, SR-179, SR-180, SR-181, SR-182, SR-183, SR-184, SR-185, SR-186, SR-187, SR-188, SR-189, SR-190, SR-191, SR-192, SR-193, SR-194, SR-195, SR-196, SR-197, SR-198, SR-199, SR-200, SR-201, SR-202, SR-203, SR-204, SR-205, SR-206, SR-207, SR-208, SR-209, SR-210, SR-211, SR-212, SR-213, SR-214, SR-215, SR-216, SR-217, SR-218, SR-219, SR-220, SR-221, SR-222, SR-223, SR-224, SR-225, SR-226, SR-227, SR-228, SR-229, SR-230, SR-231, SR-232, SR-233, SR-234, SR-235, SR-236, SR-237, SR-238, SR-239, SR-240, SR-241, SR-242, SR-243, SR-244, SR-245, SR-246, SR-247, SR-248, SR-249, SR-250, SR-251, SR-252, SR-253, SR-254, SR-255, SR-256, SR-257, SR-258, SR-259, SR-260, SR-261, SR-262, SR-263, SR-264, SR-265, SR-266, SR-267, SR-268, SR-269, SR-270, SR-271, SR-272, SR-273, SR-274, SR-275, SR-276, SR-277, SR-278, SR-279, SR-280, SR-281, SR-282, SR-283, SR-284, SR-285, SR-286, SR-287, SR-288, SR-289, SR-290, SR-291, SR-292, SR-293, SR-294, SR-295, SR-296, SR-297, SR-298, SR-299, SR-300, SR-301, SR-302, SR-303, SR-304, SR-305, SR-306, SR-307, SR-308, SR-309, SR-310, SR-311, SR-312, SR-313, SR-314, SR-315, SR-316, SR-317, SR-318, SR-319, SR-320, SR-321, SR-322, SR-323, SR-324, SR-325, SR-326, SR-327, SR-328, SR-329, SR-330, SR-331, SR-332, SR-333, SR-334, SR-335, SR-336, SR-337, SR-338, SR-339, SR-340, SR-341, SR-342, SR-343, SR-344, SR-345, SR-346, SR-347, SR-348, SR-349, SR-350, SR-351, SR-352, SR-353, SR-354, SR-355, SR-356, SR-357, SR-358, SR-359, SR-360, SR-361, SR-362, SR-363, SR-364, SR-365, SR-366, SR-367, SR-368, SR-369, SR-370, SR-371, SR-372, SR-373, SR-374, SR-375, SR-376, SR-377, SR-378, SR-379, SR-380, SR-381, SR-382, SR-383, SR-384, SR-385, SR-386, SR-387, SR-388, SR-389, SR-390, SR-391, SR-392, SR-393, SR-394, SR-395, SR-396, SR-397, SR-398, SR-399, SR-400, SR-401, SR-402, SR-403, SR-404, SR-405, SR-406, SR-407, SR-408, SR-409, SR-410, SR-411, SR-412, SR-413, SR-414, SR-415, SR-416, SR-417, SR-418, SR-419, SR-420, SR-421, SR-422, SR-423, SR-424, SR-425, SR-426, SR-427, SR-428, SR-429, SR-430, SR-431, SR-432, SR-433, SR-434, SR-435, SR-436, SR-437, SR-438, SR-439, SR-440, SR-441, SR-442, SR-443, SR-444, SR-445, SR-446, SR-447, SR-448, SR-449, SR-450, SR-451, SR-452, SR-453, SR-454, SR-455, SR-456, SR-457, SR-458, SR-459, SR-460, SR-461, SR-462, SR-463, SR-464, SR-465, SR-466, SR-467, SR-468, SR-469, SR-470, SR-471, SR-472, SR-473, SR-474, SR-475, SR-476, SR-477, SR-478, SR-479, SR-480, SR-481, SR-482, SR-483, SR-484, SR-485, SR-486, SR-487, SR-488, SR-489, SR-490, SR-491, SR-492, SR-493, SR-494, SR-495, SR-496, SR-497, SR-498, SR-499, SR-500, SR-501, SR-502, SR-503, SR-504, SR-505, SR-506, SR-507, SR-508, SR-509, SR-510, SR-511, SR-512, 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SR-763, SR-764, SR-765, SR-766, SR-767, SR-768, SR-769, SR-770, SR-771, SR-772, SR-773, SR-774, SR-775, SR-776, SR-777, SR-778, SR-779, SR-780, SR-781, SR-782, SR-783, SR-784, SR-785, SR-786, SR-787, SR-788, SR-789, SR-790, SR-791, SR-792, SR-793, SR-794, SR-795, SR-796, SR-797, SR-798, SR-799, SR-800, SR-801, SR-802, SR-803, SR-804, SR-805, SR-806, SR-807, SR-808,

**STREET LEVEL COVERAGE ON 3 MAJOR FRANCHISES  
SPANNING THE ENTIRE MARKET AREA.**



# BUS KINGS

Impact LA'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** in a stand-alone environment.

## PRODUCT INFORMATION

- Size: 30"H x 144"W
- Add a headliner for impact!

## COVERAGE

- LA Metro
- LADOT
- Long Beach Transit
- Targeted audience on request basis

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# BUS QUEENS

**Strategic placement** of your ad on LADOT buses gives your message unique mobility. Queens let your message resonate as they reach **diverse demographic clusters** all over the city.

## PRODUCT INFORMATION

- Size: 30”H x 88”W

## COVERAGE

- LA Metro
- LADOT Dash
- Targeted audience on request basis



# BUS KONGS

OUTFRONT

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 City of Angels”!

## PRODUCT INFORMATION

— Size: 36”H x 215”W

## COVERAGE

- LA Metro
- Targeted audience on request basis

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# HEADLINERS

Extending across the top of the entire bus, headliners **impact your audience** and reach them no matter which direction they are going. Be on the streets and make multiple impressions directly in the heart of Los Angeles.

## PRODUCT INFORMATION

- Available to add onto kings, kongs or 30x215s.
- Sizes vary based on coverage and availability.
- Consult your OUTFRONT representative for more details.

## COVERAGE

- LA Metro
- Targeted audience on request basis



# ULTRA SUPER KINGS

These **vibrant and colorful ads** extend your message beyond the borders of traditional media. Enhance your imagery and recognition on the bustling streets of Los Angeles.

## PRODUCT INFORMATION

- Sizes vary based on coverage and availability

## COVERAGE

- LA Metro
- LADOT
- Long Beach Transit
- Targeted audience on request basis

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OUTFRONT



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# BUS TAILS

**Continuous visibility** to drivers and passengers behind buses generates lasting impressions! **Dominate the city** with frequent exposure and high reach and frequency. As they're in their cars or crossing the street, consumers cannot escape this ubiquitous media form.

## PRODUCT INFORMATION

- Size: 21”H x 72”W

## COVERAGE

- LA Metro
- Long Beach Transit
- LADOT DASH
- Targeted audience on request basis





# L SIDES

OUTFRONT/

L-Sides have **standout visibility** that demand attention throughout the streets of Los Angeles. Ensuring **maximum exposure** at a low CPM, giving you the best bang for your buck.

## PRODUCT INFORMATION

- Available to add onto kings, kongs or 30x215s
- Sizes vary
- Consult your representative for more information

## COVERAGE

- LA Metro
- Targeted audience on request basis

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# BUS WINDOW EXTENSIONS

Differentiate your message from other various bus formats. Window extensions **make a major impact** on your audience regardless of which direction consumers are traveling. Be on the streets and make multiple impressions directly in the heart of LA!

## PRODUCT INFORMATION

- Sizes vary
- Available to add onto kings, kongs or 30x215s

## COVERAGE

- LA Metro
- Long Beach Transit
- LADOT DASH
- Targeted audience on request basis





# BUS WINDOW CLINGS

Bus window clings offer the opportunity to **leave a lasting impression** with Angelinos. Catch the attention of pedestrians and motorists alike with memorable creative.

**PRODUCT INFORMATION**

- Sizes vary
- Available to add onto kings, kongs or 30x215s

**COVERAGE**

- LA Metro
- Long Beach Transit
- LADOT DASH
- Targeted audience on request basis



# BUS 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

- Half or Full wraps available
- Sizes vary
- Consult your representative for more information

## COVERAGE

- LA Metro
- LADOT
- Long Beach Transit
- Targeted audience on request basis





# HEADLIGHTS

Static media forms pin-point a target around a specific area. Give your ad mobility with headlight displays, allowing your message to break free from a single area and **expand your horizon** of opportunity.

## PRODUCT INFORMATION

— Size: 14”H x 44”W

## COVERAGE

- LA Metro
- General Market Only

OUTFRONT/







# FULLBACKS

A **large creative format**, seen by both pedestrians and motorists, fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

## PRODUCT INFORMATION

- Sizes vary based on coverage and availability
- Consult your representative for more details

## COVERAGE

- LA Metro
- Long Beach Transit
- Targeted audience on request basis



# INTERIOR CARDS

Maximize on **long dwell time** and engage a captive audience with bus interior cards. Interior Cards go where the competition isn't directly above the heads of passengers on crowded buses. Want more presence? A branded bus offers advertisers the unique opportunity to **completely own** the inside of the bus.

## PRODUCT INFORMATION

- Bus Interior Cards - 11”H x 28”W
- Option to add a QR code for added impact
- Michelangelos - 48”H x 24”W
- Brand Buses Available

## COVERAGE

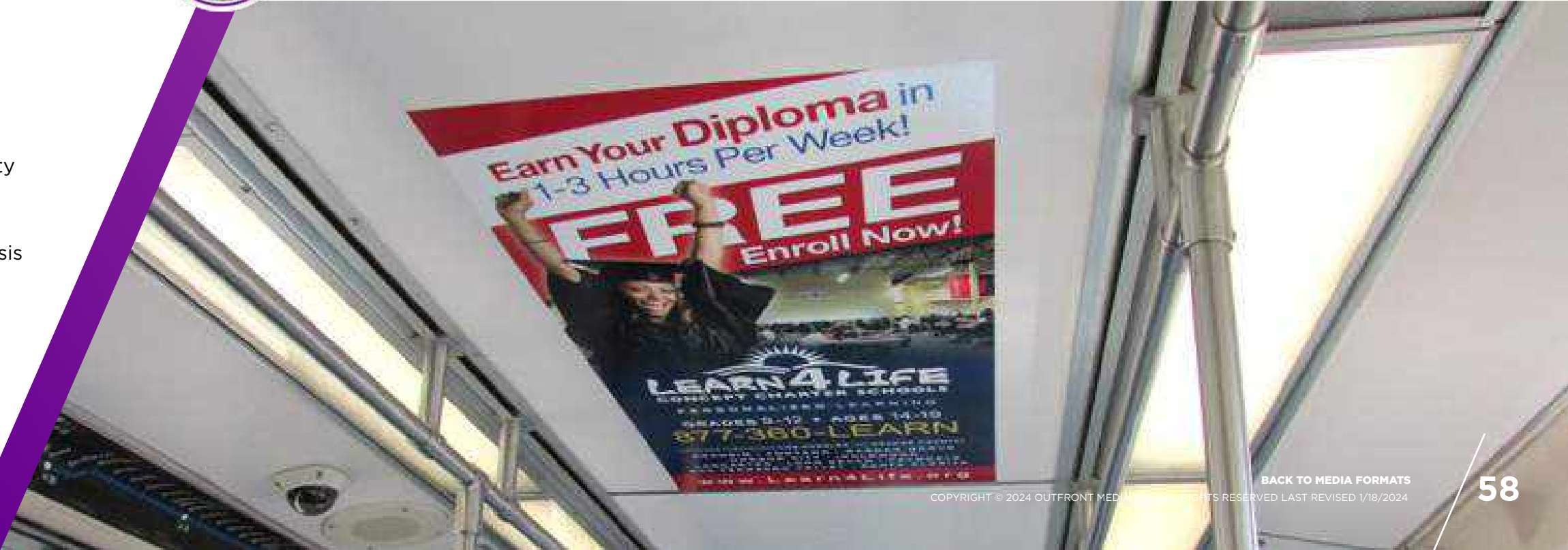
- LA Metro Transportation Authority Systemwide
- LADOT
- Targeted audience on request basis

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# STREET FURNITURE





# TRANSIT SHELTERS

Bus shelters are located at **key consumer convergence points** throughout the market, 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.

## PRODUCT INFORMATION

- Size: 70”H x 48”W
- Illuminated

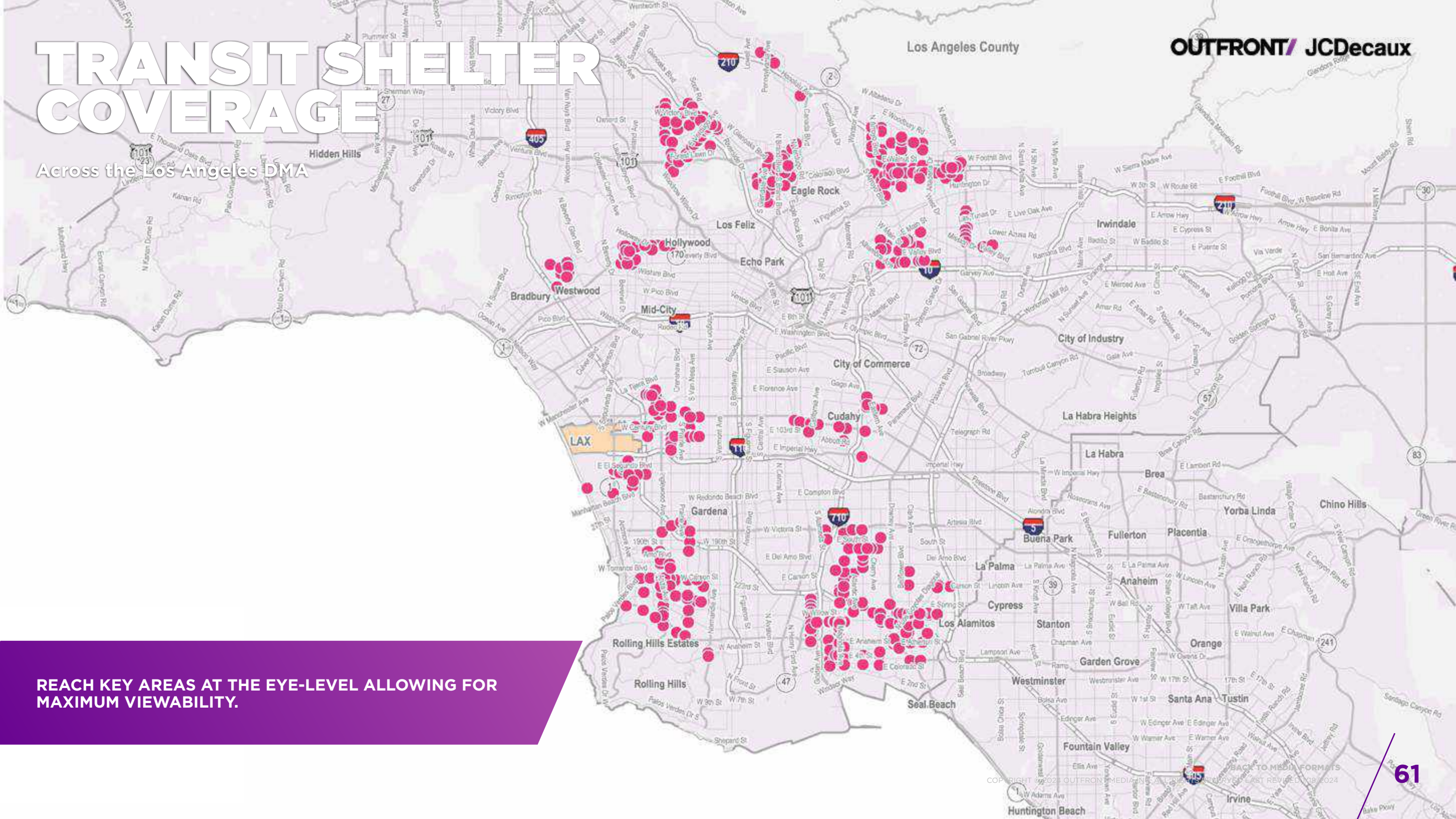
## COVERAGE

- See map for complete coverage
- Targeted audience on request basis



## Across the Los Angeles DMA

OUTFRONT/ JCDecaux



**REACH KEY AREAS AT THE EYE-LEVEL ALLOWING FOR MAXIMUM VIEWABILITY.**



# DIGITAL SHELTERS

Make a splash in West Hollywood with our new digital shelters! With structures situated among **key intersections and iconic streets** such as Sunset and Santa Monica boulevard, our digital shelters provide the perfect medium to connect with affluent residents, entertainment trend setters, and tourists. Digital advertising provides the **ultimate campaign messaging** with easily changeable and customizable creative messaging.

## PRODUCT INFORMATION

- Size: 74.6”H X 41.9”W
- Full Motion and Static Displays

## COVERAGE

- West Hollywood





# DIGITAL SHELTER COVERAGE

Across the Los Angeles DMA

OUTFRONT/ JCDecaux

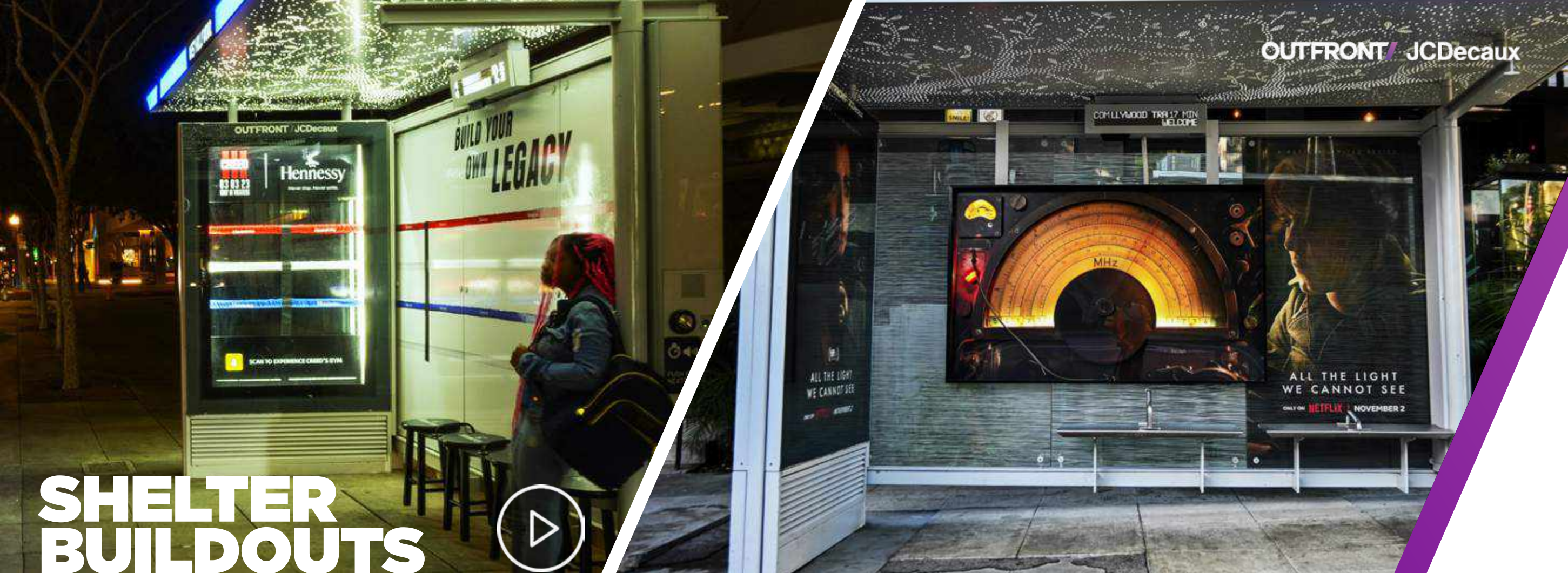
EXCLUSIVE WEST HOLLYWOOD COVERAGE LOCATED  
IN HIGH TRAFFIC AREAS REACHING BOTH PEDESTRIAN  
AND VEHICULAR TRAFFIC.

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SOURCE / LEGAL

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# SHELTER BUILDOUTS

Custom build-out shelters are transit shelters that have been transformed in order to create a **powerful and memorable advertising message**. With targeted showings available, you can attract attention directly to your message when and where it's relevant — creating perfect point-of-purchase opportunities.

## PRODUCT INFORMATION

- 48"W x 70"H
- Buildout Sizes Vary

## COVERAGE

- West Hollywood



# BIKE SHARE

Increasingly, bike shares are becoming part of the lifestyle in West Hollywood. These units attract a younger, environmentally friendly consumer. Connect your brand message to the elusive Millennial demographic in the **most desirable urban neighborhoods!**

## PRODUCT INFORMATION

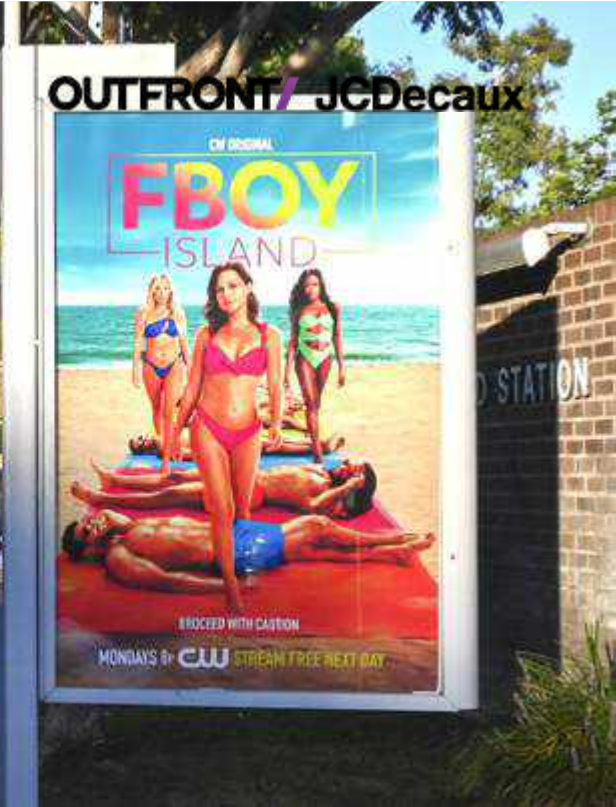
- Size: 68”H x 43.5”W
- 8 Unit Package

## COVERAGE

- West Hollywood



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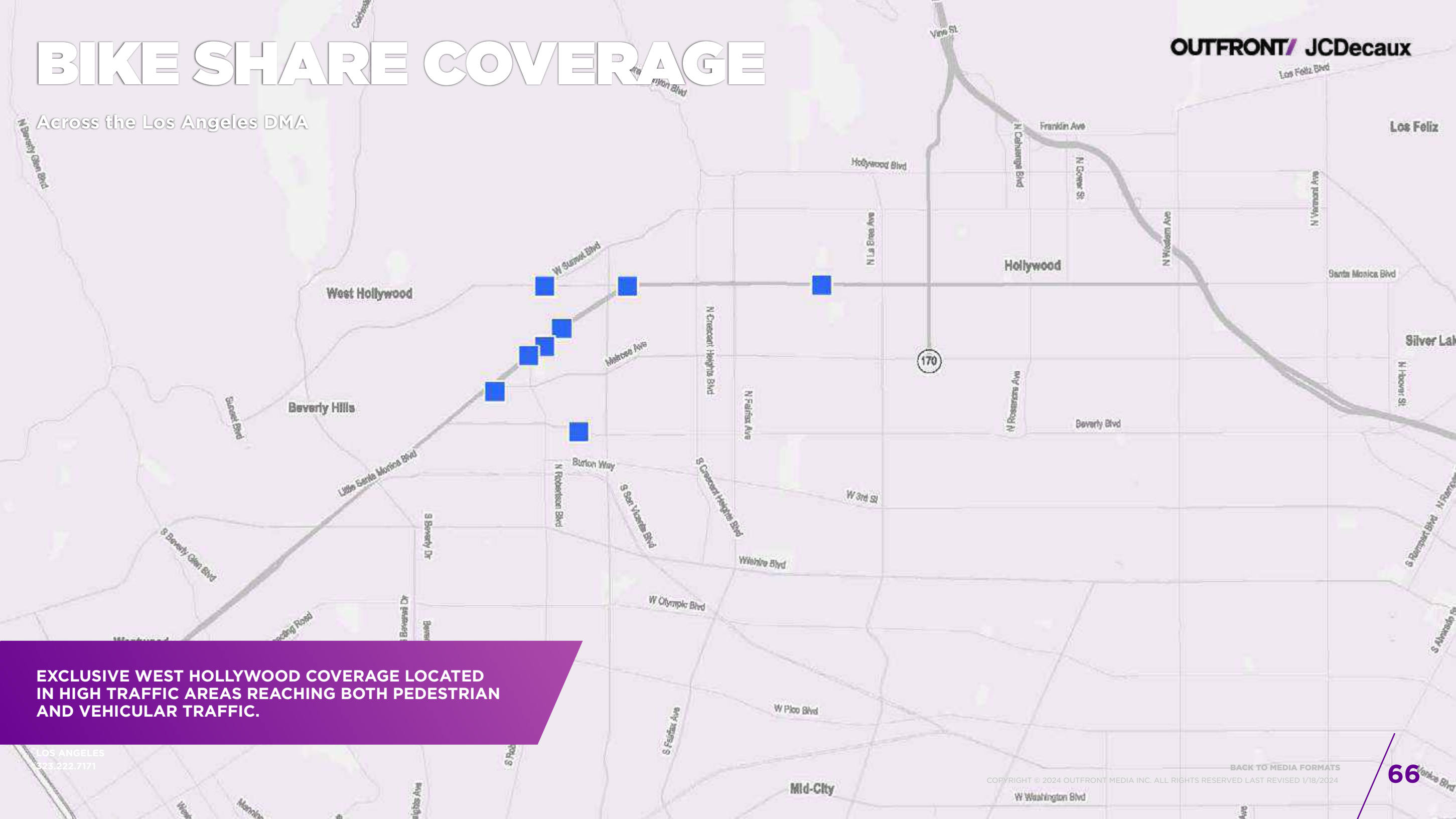




# BIKE SHARE COVERAGE

Across the Los Angeles DMA

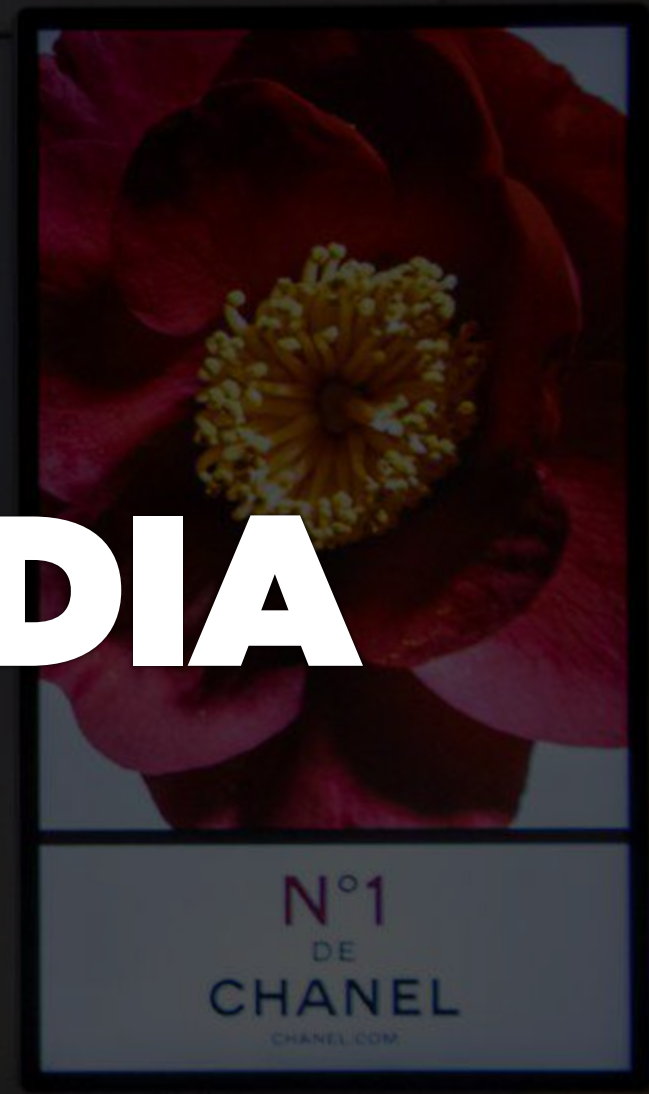
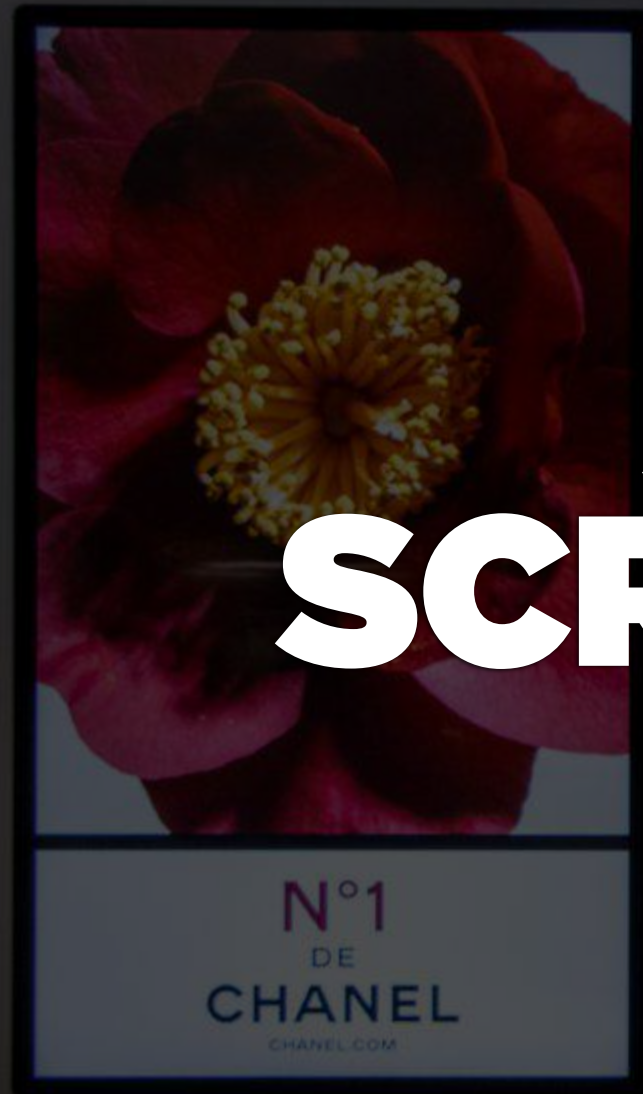
OUTFRONT/ JCDecaux



EXCLUSIVE WEST HOLLYWOOD COVERAGE LOCATED IN HIGH TRAFFIC AREAS REACHING BOTH PEDESTRIAN AND VEHICULAR TRAFFIC.



# SECOND SCREEN MEDIA





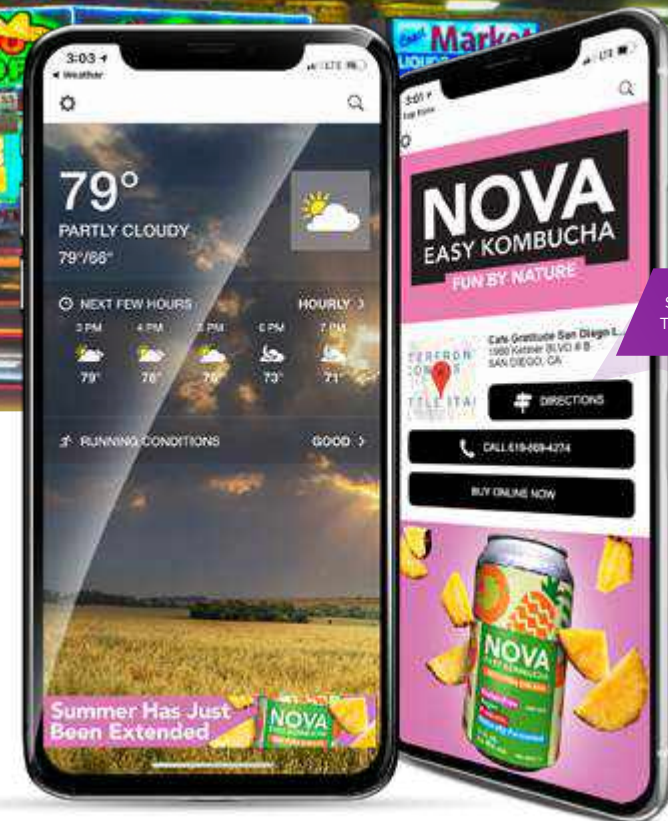
# MOBILE NETWORK

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



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# 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

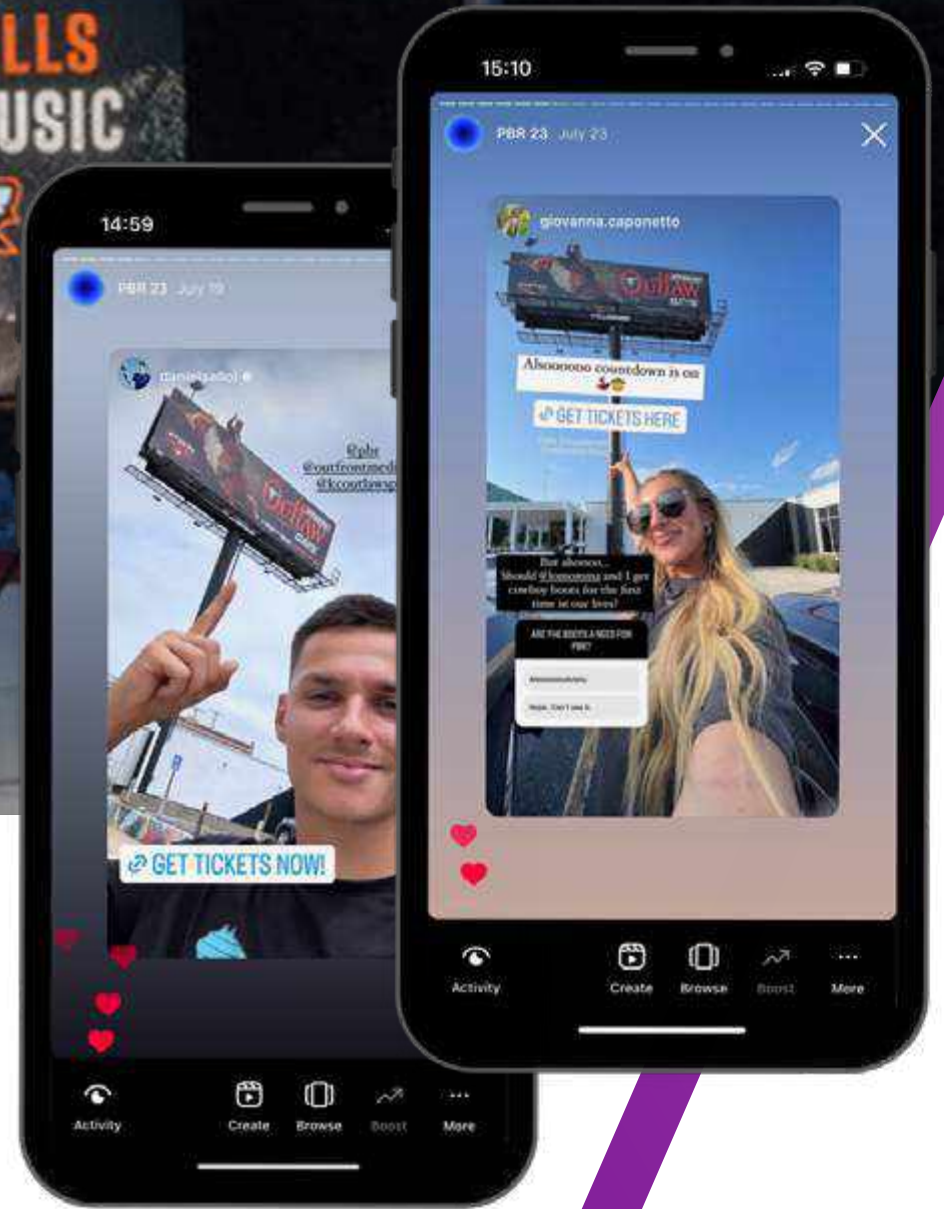
- QR Codes
- Augmented Reality (AR)
- Influencers

## LOCATED IN THE TOP 50 MARKETS

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







# OUTFRONT

WE GET YOU AMERICA

[WEGETYOU.COM](https://wegetyou.com)

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