

OUTFRONT/

WE GET YOU **LOS ANGELES**

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.**

LOS ANGELES
323.222.7171
SOURCE: GEOPATH

OUTFRONT/



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WE LEAD IN THE ART, SCIENCE, & AUTOMATION OF OOH/



ART

Creative drives 70% of an ad's effectiveness. 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. Tap into our award-winning creative agencies for best-in-class creative services, campaign development, and dynamic digital additions.

SCIENCE

Tech advancements are a priority for OUTFRONT. We have the right hardware, software, and data to ensure your campaign is 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 audience segments IRL. We also know that measurement matters. So, we have an attribution model that is scalable to different business needs.

AUTOMATION

Automation is transforming digital out of home buying. Access OUTFRONT's digital inventory and automate the DOOH buying process programmatically or via the OUTFRONT Ad Server, for a managed service experience. Both approaches include the ability to easily activate complex digital campaigns at scale, which may include data conditions, impression or audience targeting, and dayparting.

OOH DRIVES SUCCESS /

OUTFRONT/

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 and the checkout line.

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

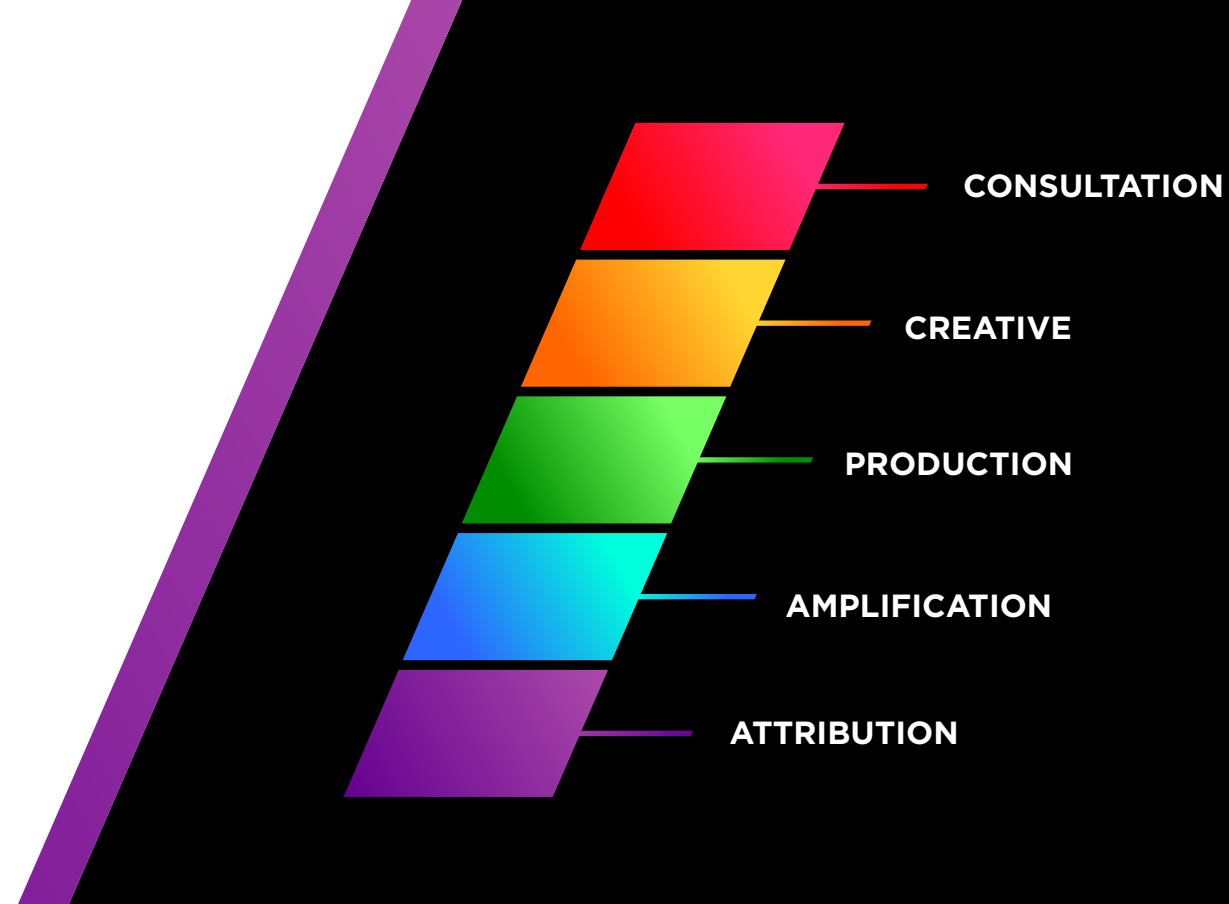
CONVERSION¹

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 automate the buying process? 7,000+ digital billboard and transit canvases available on top SSP and DSP platforms, plus OUTFRONT's Ad Server.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

XLabs and OUTFRONT STUDIOS design Cannes Lions and industry award-winning campaigns. Together, we can aid in anything from best practices to full campaign development, or integrate the latest dynamic digital elements.

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 amplify your real world campaign through press, social OOH, and mobile reach.

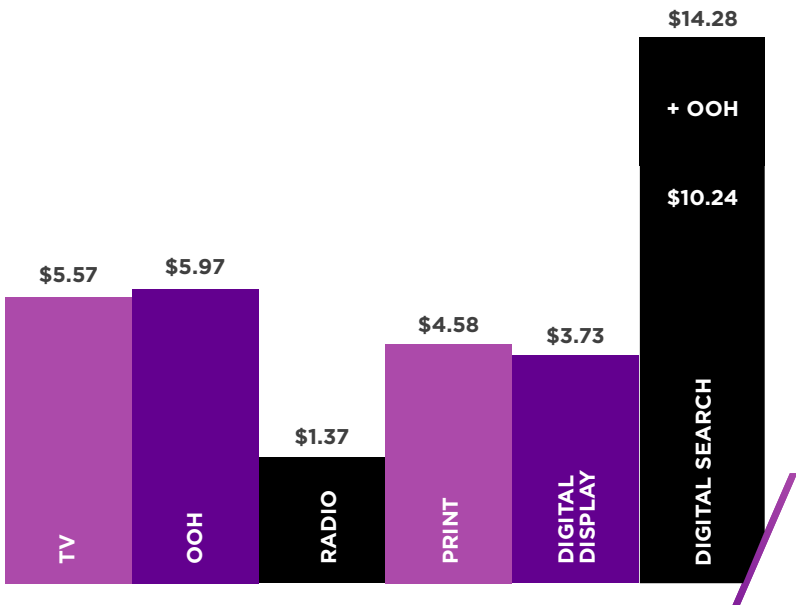
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track your campaign's success based on KPIs like footfall, website visitation, app downloads, tune-in, and brand affinity.

AMPLIFICATION MATTERS/

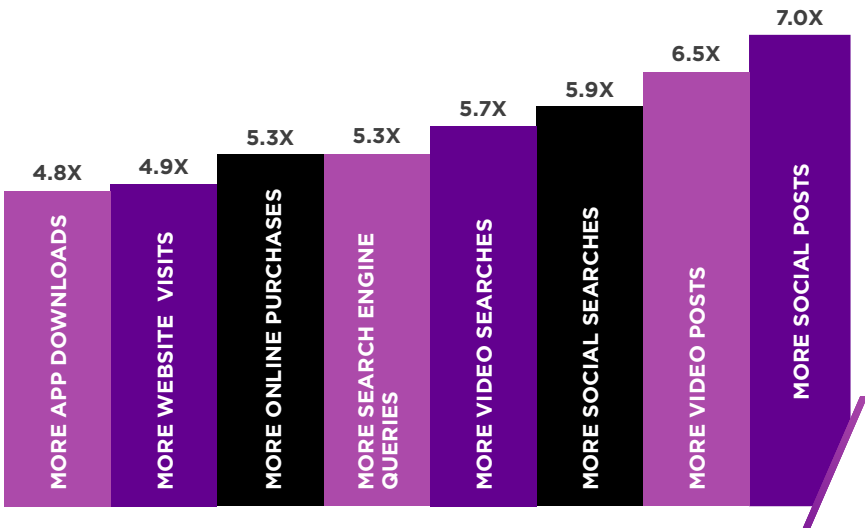
OUTFRONT is the best primer for digital engagement.



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.

Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



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.

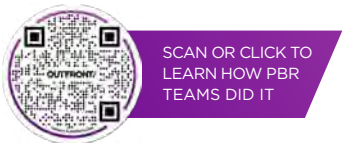
Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



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.

PBR Teams expanded to eight markets after its first OOH campaign captivated Kansas City, **boosting ticket sales**.



ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES FLEXIBILITY TO CHOOSE THE **ATTRIBUTION PRODUCTS THAT BEST ALIGN WITH YOUR KPIs.**



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits and link them to out of home campaigns they have viewed. OUTFRONT has seen an average lift of 131% for those exposed to OOH.

[Learn how we drove a 164% lift in store traffic to 200 Burger King locations.](#)



WEBSITE

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 drive the strongest digital conversion, with an average lift of 345% in website traffic for those exposed to the OOH.

[Read how we drove website traffic for Celebrity Cruises.](#)



APP DOWNLOAD

We leverage a post-back to observe which mobile devices have downloaded and used the app after exposure to the OOH campaign.

[See how we increased likelihood to download the Tinder app.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

[See how we drove tune-in for a major sports league.](#)



BRAND LIFT

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 increased unaided brand awareness for Fresh Direct.](#)



READ THE
BURGER KING
CASE STUDY



READ THE
CELEBRITY CRUISES
CASE STUDY



READ THE
TINDER
CASE STUDY



READ THE
SPORTS LEAGUE
CASE STUDY



READ THE
FRESH DIRECT
CASE STUDY

SOURCE: OUTFRONT ATTRIBUTION STUDIES

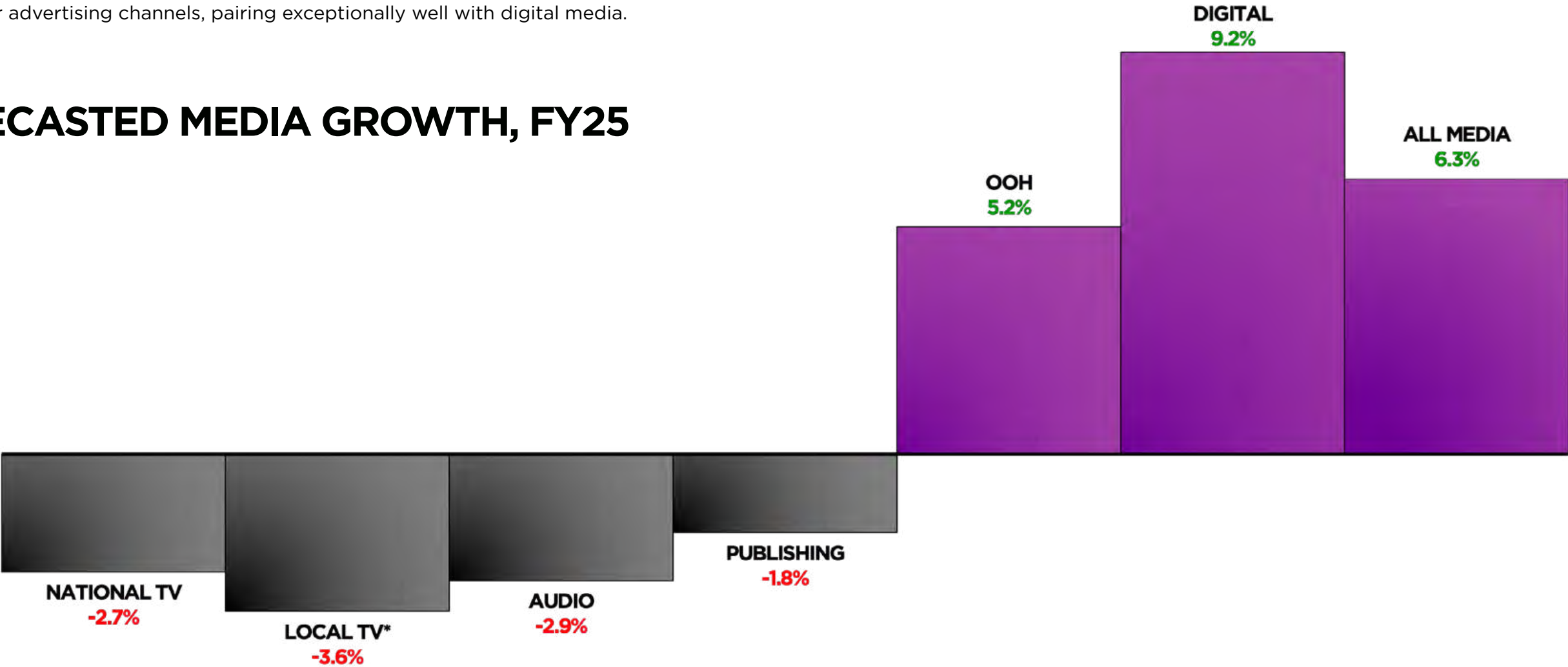
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2025. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

FORECASTED MEDIA GROWTH, FY25



SOURCE: MAGNA GLOBAL, 2024.
*LOCAL TV EXCLUDES CYCLICAL EVENTS.

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

YOUR STORY & AUDIENCE. OUR CANVAS.

TOP 50 MARKETS /



	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,357,766	● ●	●	● ●	● ● ●	●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,773,059	● ●	●	● ●		● ●	● ● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,220,195	● ●	●	● ●	● ● ●			● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,365,633	● ●	●				●	●	●
5	Houston-The Woodlands et al, TX	7,699,970	● ●	●				● ●		●
6	Atlanta-Sandy Springs et al, GA	6,421,346	● ●		● ●			● ●		●
7	Washington et al, DC-VA-MD-WV	6,353,913	●	●		● ● ●	● ●	●		●
8	Miami-Fort Lauderdale et al, FL	6,299,604	● ●	● ●		● ● ●	● ●	● ● ●		●
9	Philadelphia et al, PA-NJ-DE-MD	6,258,409	● ●	●	●					●
10	Phoenix-Mesa-Scottsdale, AZ	5,168,926	● ●		● ●	●	●	●	●	●
11	Boston-Cambridge-Newton, MA-NH	4,936,229	● ●	●	●	● ● ●	● ●	● ●	●	●
12	Riverside et al, CA	4,659,582	● ●		●				●	●
13	San Francisco-Oakland et al, CA	4,572,708	● ●	●	●	● ● ●	● ●	● ●		●
14	Detroit-Warren-Dearborn, MI	4,333,171	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	4,098,018	●		●					●
16	Minneapolis et al, MN-WI	3,730,656	● ●	●	●				● ●	●
17	Tampa-St. Petersburg et al, FL	3,419,498	● ●	●	●			●	● ●	●
18	San Diego-Carlsbad, CA	3,279,593	● ●	●	●				● ●	●
19	Denver-Aurora-Lakewood, CO	3,033,651	● ●	●	●					●
20	Orlando-Kissimmee-Sanford, FL	2,909,696	● ●		●	●				●
21	Baltimore-Columbia-Towson, MD	2,835,809	●							●
22	St. Louis, MO-IL	2,793,090	● ●	●	● ●					●
23	San Antonio-New Braunfels, TX	2,761,788	● ●							●
24	Portland-Vancouver et al, OR-WA	2,504,222	● ●	●	● ●					●
25	Sacramento-Roseville et al, CA	2,413,840	● ●		● ●					●

● 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 (2024 UPDATE).

TOP 50 MARKETS /



	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
26	Pittsburgh, PA	2,410,277	● ●							●
27	Las Vegas-Henderson-Paradise, NV	2,369,486	● ●				● ●	● ● ●	● ●	●
28	Cincinnati, OH-KY-IN	2,290,416	●							●
29	Kansas City, MO-KS	2,240,831	● ●	●	●					●
30	Columbus, OH	2,208,373	● ●	●	●			●		●
31	Indianapolis-Carmel-Anderson, IN	2,166,851	● ●	●	●				● ●	●
32	Cleveland-Elyria, OH	2,155,276	● ●	●						●
33	Nashville-Davidson et al, TN	2,153,421	● ●							●
34	San Jose-Sunnyvale et al, CA	1,952,656	● ●		●	● ● ●	● ●	● ●		●
35	Virginia Beach et al, VA-NC	1,795,437	●					● ●		●
36	Jacksonville, FL	1,779,779	● ●							●
37	Providence-Warwick, RI-MA	1,683,645	● ●							●
38	Raleigh, NC	1,555,961	●							●
39	Richmond, VA	1,372,170	●							●
40	Louisville et al, KY-IN	1,371,917	● ●		●			● ●	● ●	●
41	Memphis, TN-MS-AR	1,333,544	● ●							●
42	Fresno, CA	1,179,207	● ●		● ●					●
43	Grand Rapids-Wyoming, MI	1,172,184	● ●		● ●					●
44	Hartford-West Hartford et al, CT	1,157,215	● ●		● ●	●				●
45	Buffalo-Cheektowaga et al, NY	1,152,213	●							●
46	Rochester, NY	1,048,543	●							●
47	Bridgeport-Stamford-Norwalk, CT	955,414	●			●				●
48	New Orleans-Metairie, LA	943,633	● ●	● ●	● ●					●
49	Albany-Schenectady-Troy, NY	907,810	●							●
50	Worcester, MA-CT	872,485	●							●

● 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 (2024 UPDATE).

MEDIA ACROSS LOS ANGELES

WE GET YOU LOS ANGELES

OUTFRONT/

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 2nd **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 2nd **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.

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



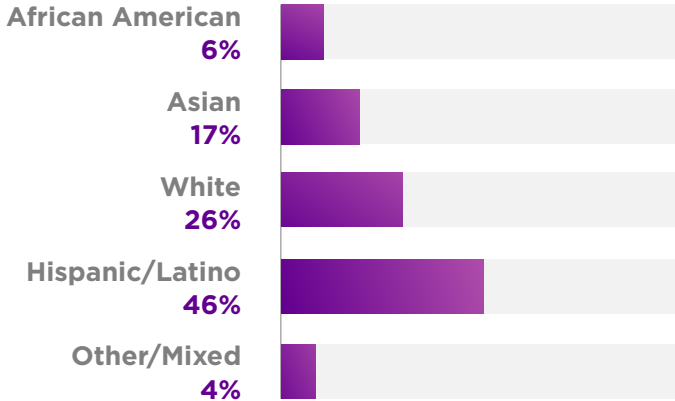
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LOS ANGELES

Profile



LOS ANGELES 12.8 MILLION CBSA



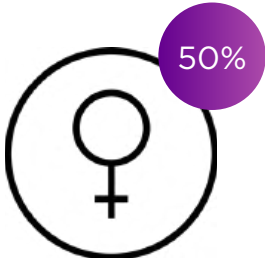
College Degree
or higher



Total miles traveled
past week



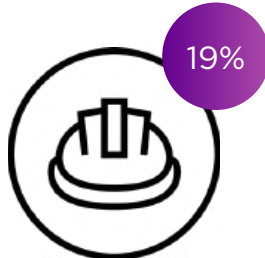
White-collar
occupation



Female



Time spent traveling to
and from work each day



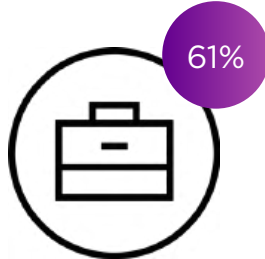
Blue-collar
occupation



Male



Drive alone or
carpooled



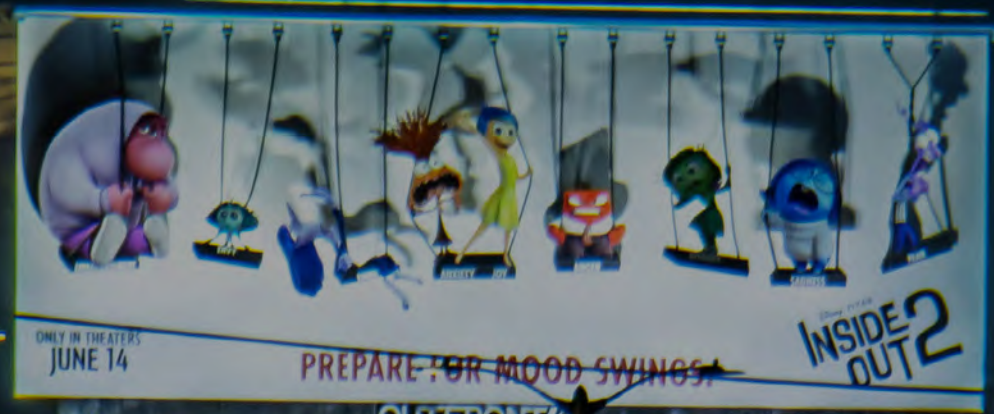
Employed

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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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OUTFRONT

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.

BACK TO MEDIA FORMATS

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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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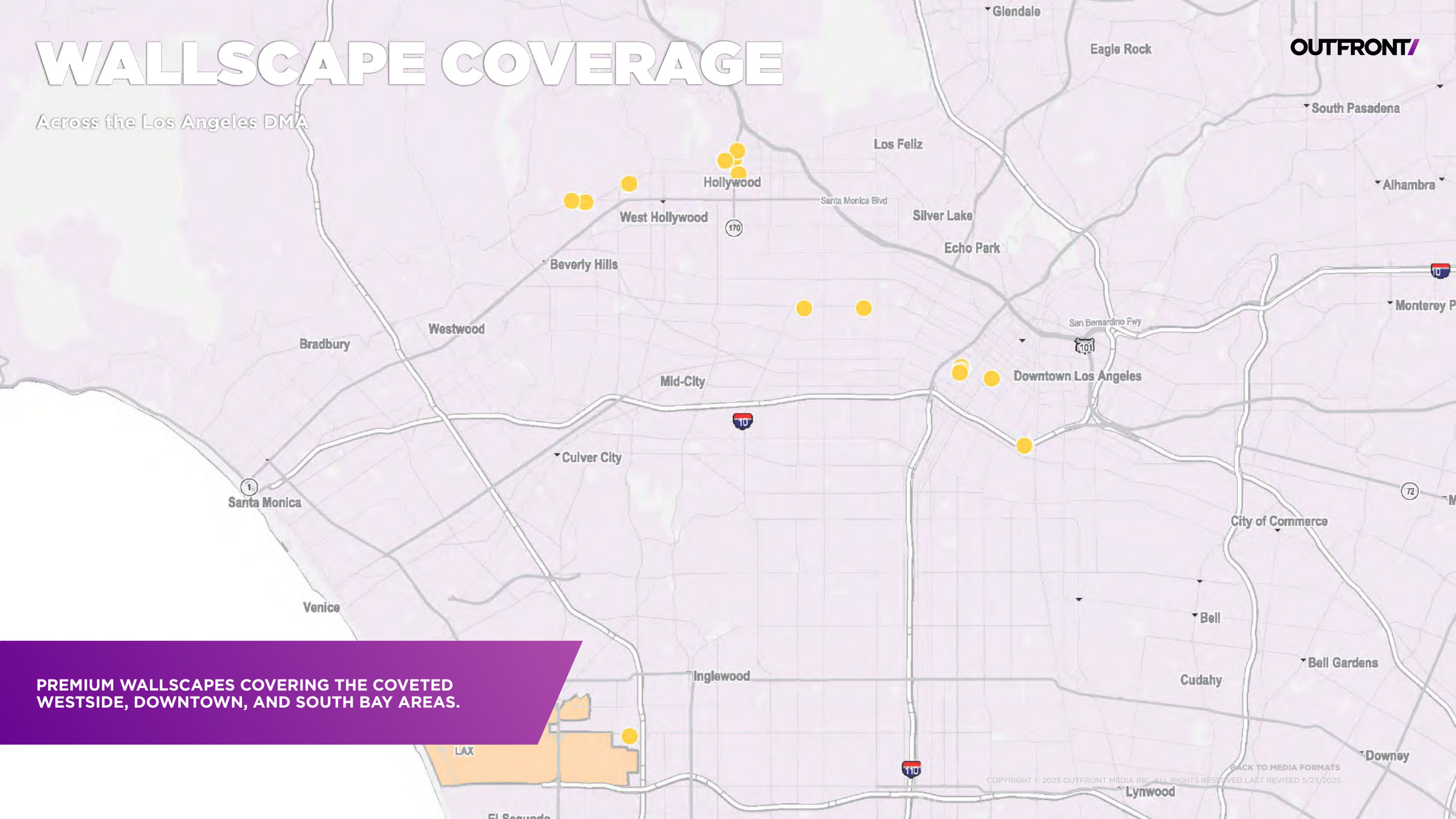
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WALLSCAPE COVERAGE

Across the Los Angeles DMA

OUTFRONT



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

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

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



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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) 10'11" X 20'.75" 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/

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



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SOURCE: GEOPATH 2023



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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.

LOS ANGELES
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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.

LOS ANGELES
323.222.7171

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

[BACK TO MEDIA FORMATS](#)

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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!

LOS ANGELES
323.222.7171

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

SCAN OR CLICK
TO LEARN MORE



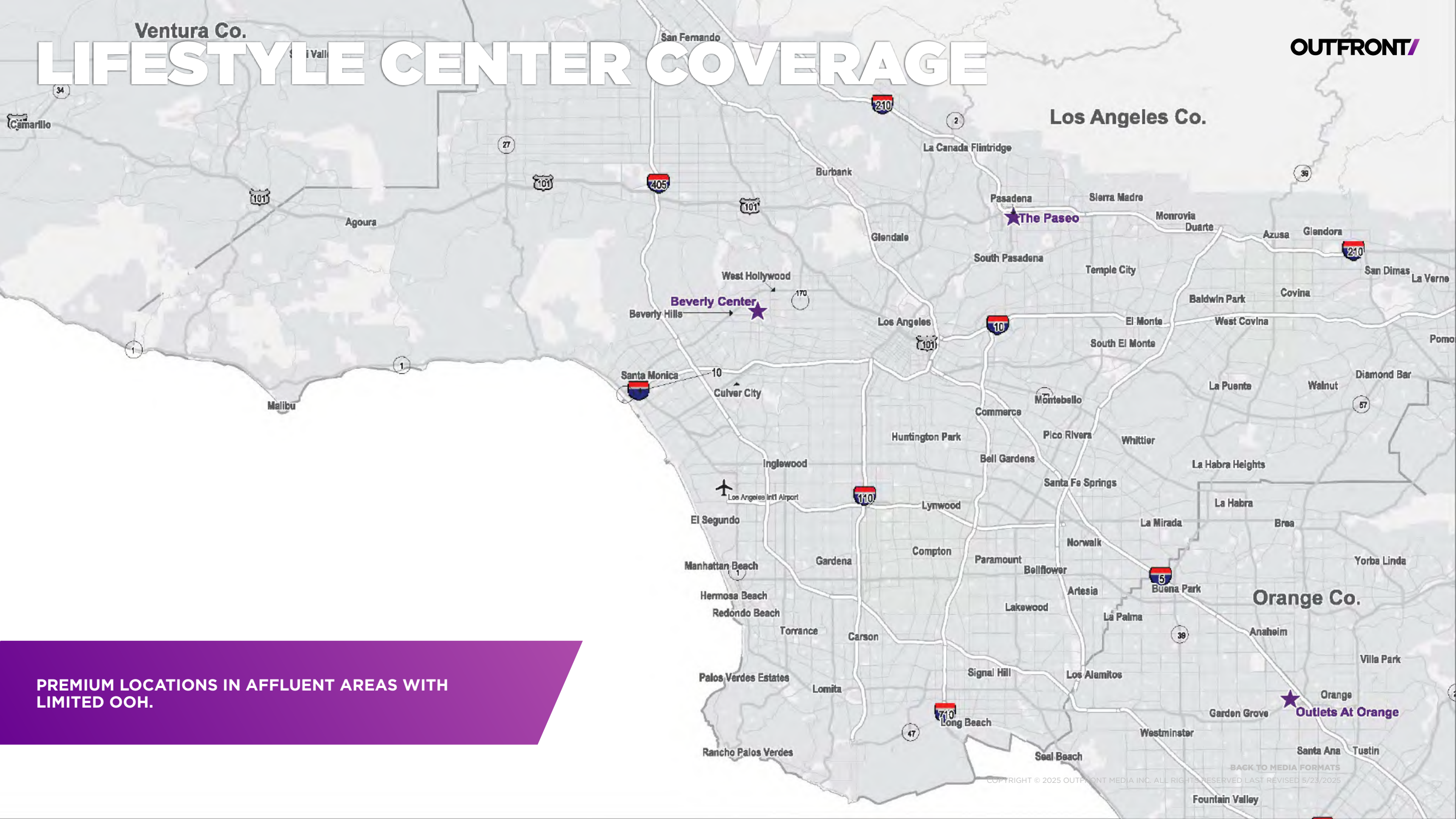
Lifestyle centers are **premium retail, restaurant and entertainment destinations** that provide a dynamic all-in-one environment captivating an affluent audience. With lifestyle centers it's all about location as they are positioned in LA's most **vibrant and affluent communities**.

COVERAGE

- Beverly Center
- The Paseo
- Outlets at Orange

Ventura Co. **LIFESTYLE CENTER COVERAGE**

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PREMIUM LOCATIONS IN AFFLUENT AREAS WITH LIMITED OOH.

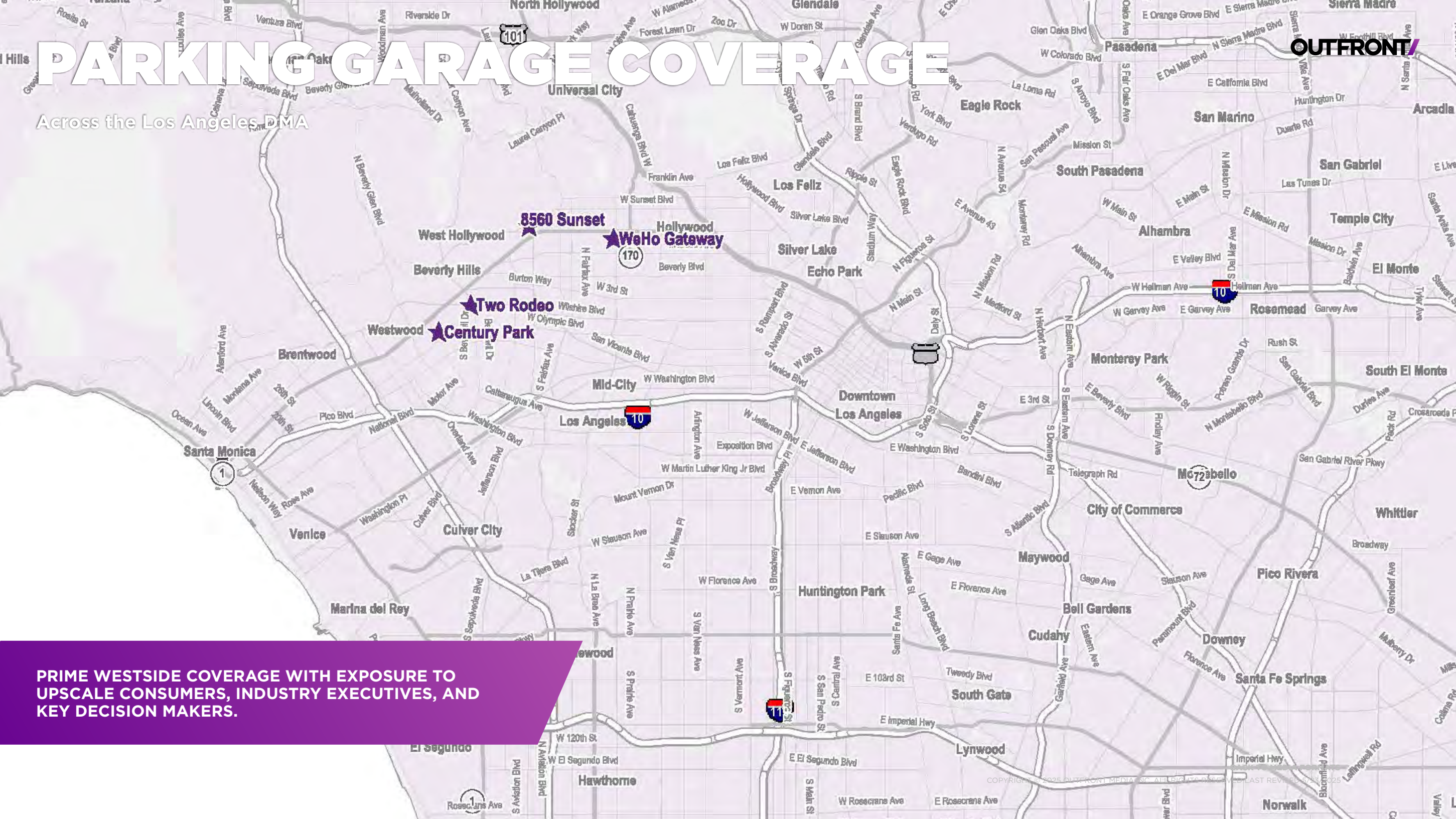
PARKING GARAGE MEDIA

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





PARKING GARAGE COVERAGE

Across the Los Angeles DMA

OUTFRONT

PRIME WESTSIDE COVERAGE WITH EXPOSURE TO UPGRADE 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
- Tails
- Ultra Super Kings
- Half Wraps
- Full Wraps
- Window Clings
- Interior Cards

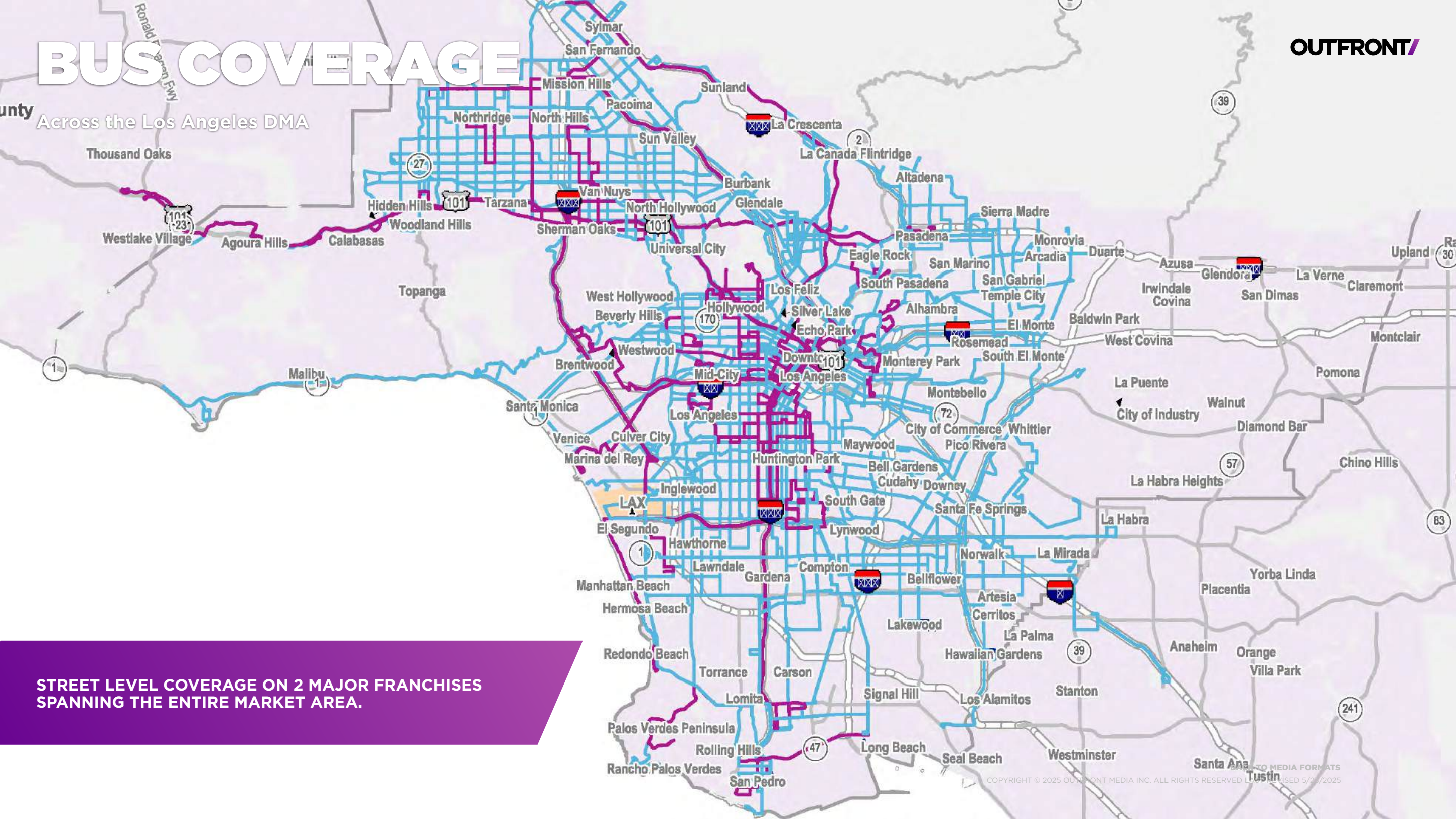
COVERAGE

- LA Metro
- LADOT
- Glendale Beeline
- Norwalk Transit



OUTFRONT/

County



**STREET LEVEL COVERAGE ON 2 MAJOR FRANCHISES
SPANNING THE ENTIRE MARKET AREA.**

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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
- Targeted audience on request basis





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

- 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
- Targeted audience on request basis

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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
- LADOT DASH
- Targeted audience on request basis

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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
- 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
- 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
- Targeted audience on request basis



ARTICULATED BUSES

Articulated buses give brands the opportunity to exhibit **innovative, eye-catching creative** that will grasp the attention of consumers! Target your audience with demographic-specific impressions, reach, and frequency measures.

PRODUCT INFORMATION

- Available as half wraps, full wraps, kings, and more
- Sizes vary

COVERAGE

- LA Metro
- Targeted audience on request basis

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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
- 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

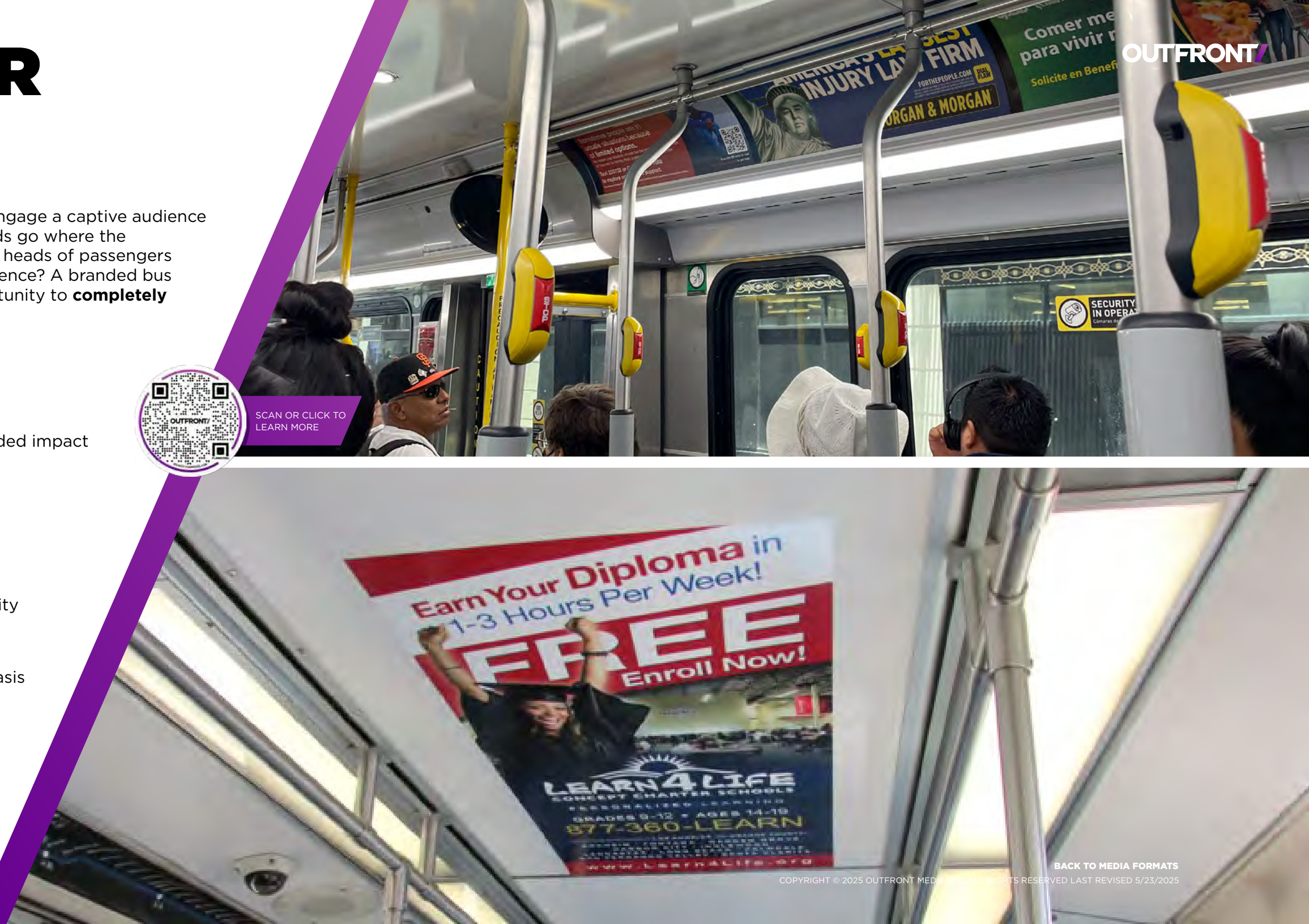
- LA Metro Transportation Authority Systemwide
- LADOT
- Targeted audience on request basis

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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. Illumination provides **round-the-clock visibility** to both pedestrian & vehicular traffic.

PRODUCT INFORMATION

- Size: 70”H x 48”W
- Illuminated

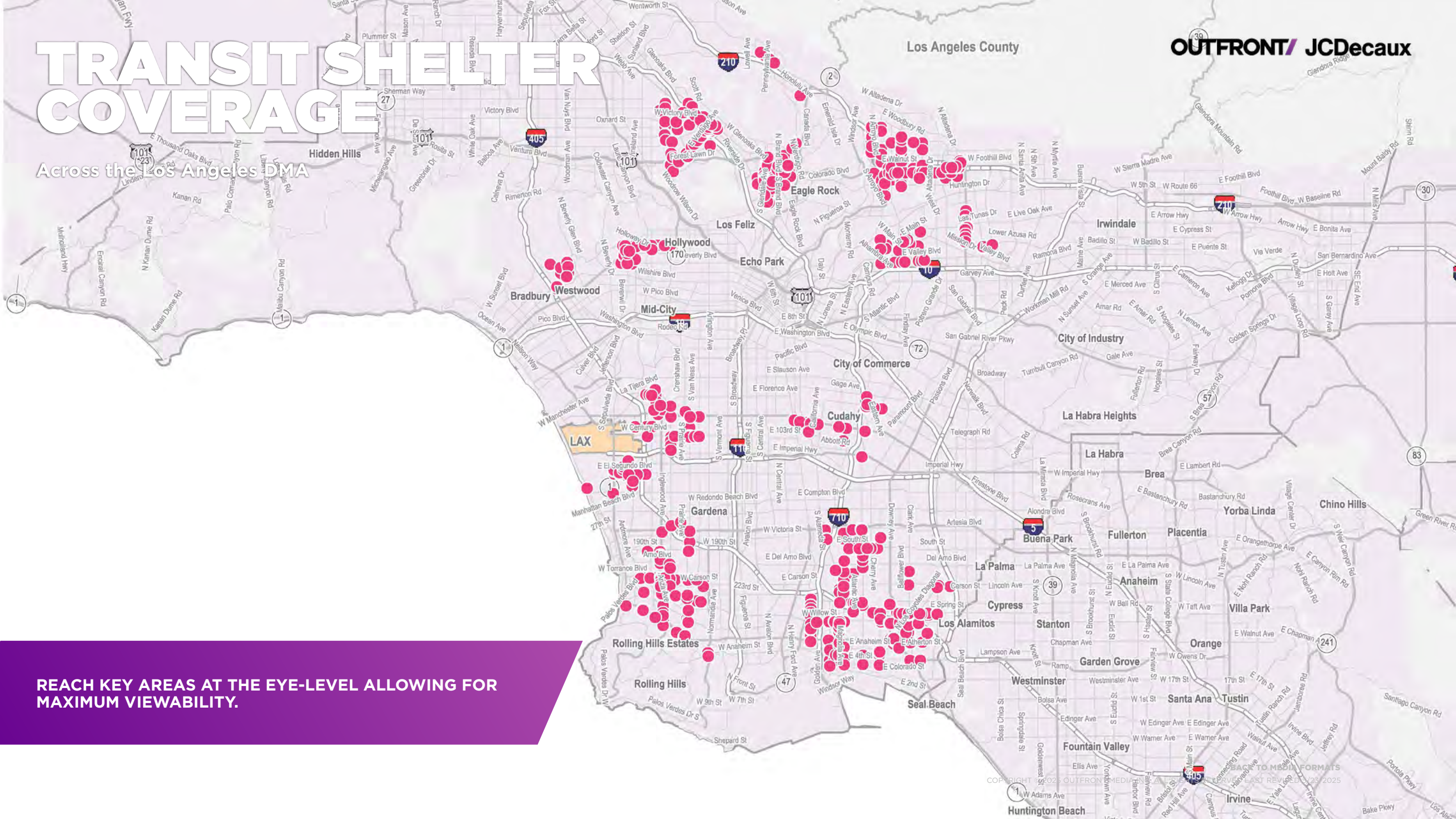
COVERAGE

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

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Across the Los Angeles DMA

OUTFRONT/ JCDecaux



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

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DIGITAL SHELTERS

Digital shelter structures are situated among **key intersections and iconic streets** such as Sunset and Santa Monica Boulevard in West Hollywood, and on Colorado Boulevard, just outside of The Paseo shopping center in Pasadena, providing the perfect medium to connect with affluent residents, shoppers, 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
- Available Networks:
 - Full Motion (25 Faces)
 - Static (25 Faces)
 - Fashion Static (10 Faces)
 - Fashion Full Motion (10 Faces)
 - Nightlife Static (15 Faces)
 - Nightlife Full Motion (15 Faces)

COVERAGE

- West Hollywood
- Pasadena

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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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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

DIGITAL KIOSKS

Leave a lasting impression in West Hollywood with our cutting-edge digital kiosk network! Strategically positioned at prime intersections and iconic streets such as Sunset and Santa Monica Boulevard, these brand new structures offer unparalleled visibility. Engage a diverse audience of upscale residents, entertainment trend setters, and excited tourists. Expand your digital footprint and amplify your brand message in this coveted area!

PRODUCT INFORMATION

- Size: 74.6”H X 41.9”W
- Static Displays

COVERAGE

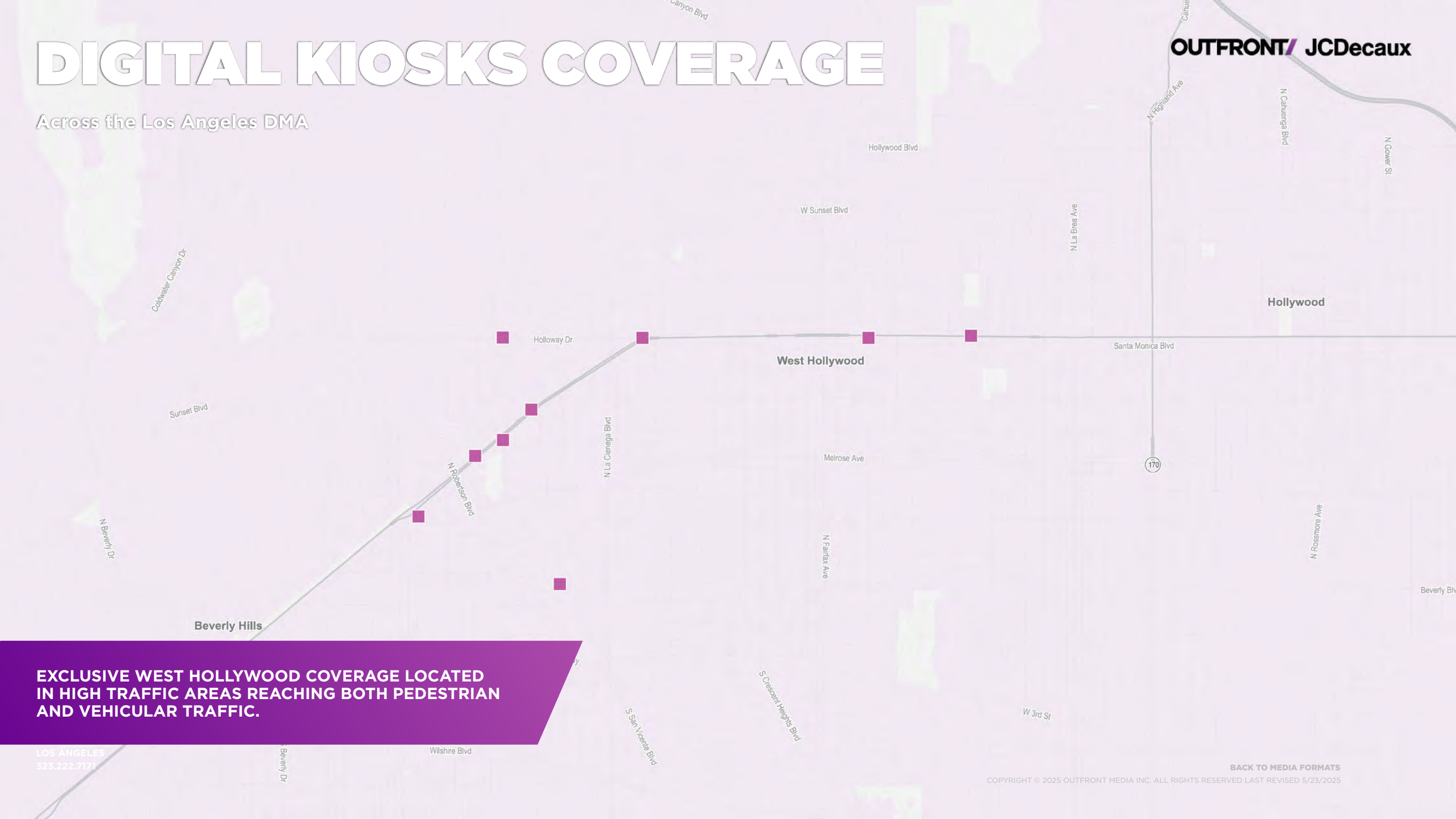
- West Hollywood



DIGITAL KIOSKS 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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SECOND SCREEN MEDIA



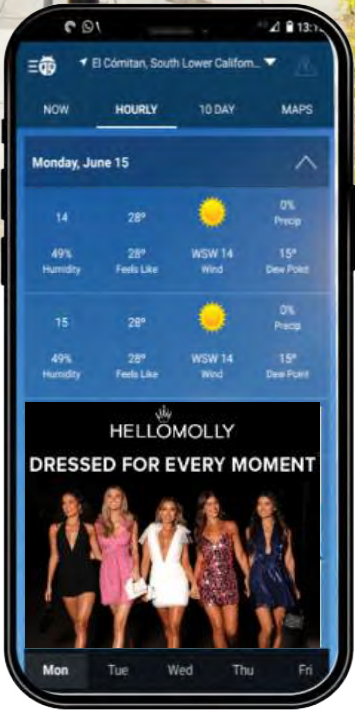
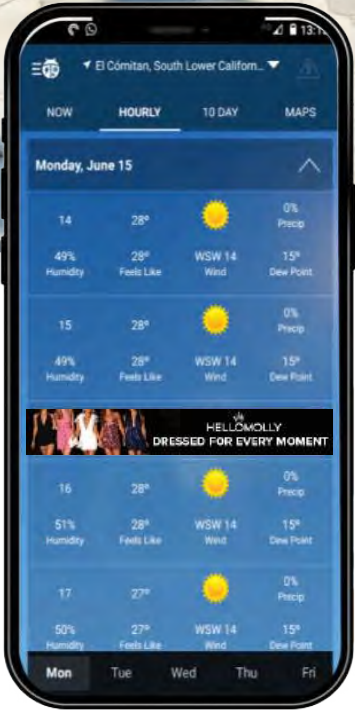
MOBILE NETWORK

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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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.

SOURCES: MORNING CONSULT, 2023; COMSCORE, 2022; NUVI, 2022



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



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