

# OUTFRONT/

# WE GET YOU SOUTH FLORIDA.

Media Across The Market



SOUTH FLORIDA  
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

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# MASTERING THE ART & SCIENCE OF OOH/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impacts people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to **helping people, places, and business grow stronger.**

We are masters of the Art & Science of OOH. We continue to add intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solutions designed to reach and measure impact against your desired audience. Plus, we understand the power of creative, so we offer access to our Cannes Lions award-winning in-house agencies.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

We are OUTFRONT by name and OUTFRONT by nature. We are front and center in the places where people live, work, and play. From neighborhoods and communities to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases & 14.1B weekly impressions), our national footprint (25 top markets), and our local community connections (and relevance).

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

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

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OUTFRONT/





# IMPACT WHERE IT MATTERS /

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



## TECHNOLOGY

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

## LOCATION

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

## CREATIVITY

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

# 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.

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SOURCE: 1. DYNATA & INSIGHTS FOR MOVE 2022 2. EBAY

### 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

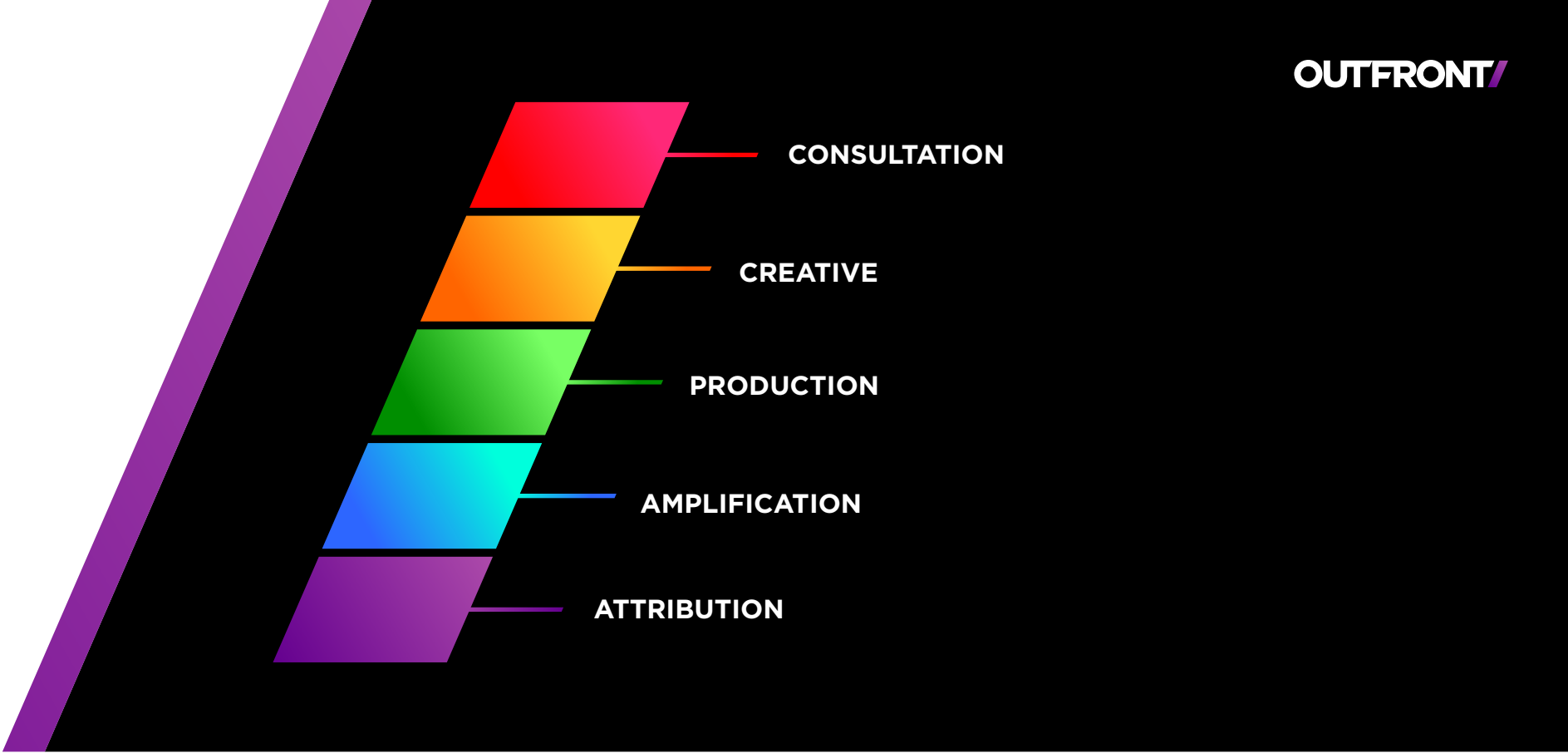
### CONVERSION<sup>1</sup>

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.



## 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.

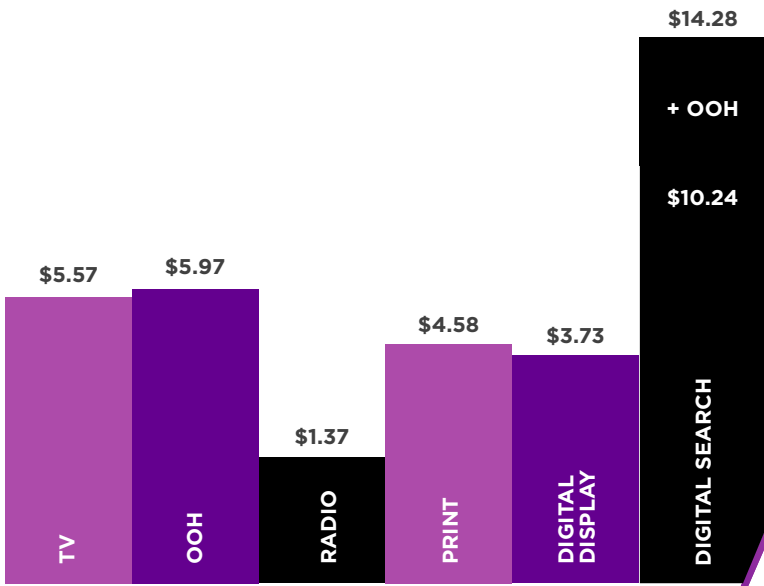
## ATTRIBUTION

### 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

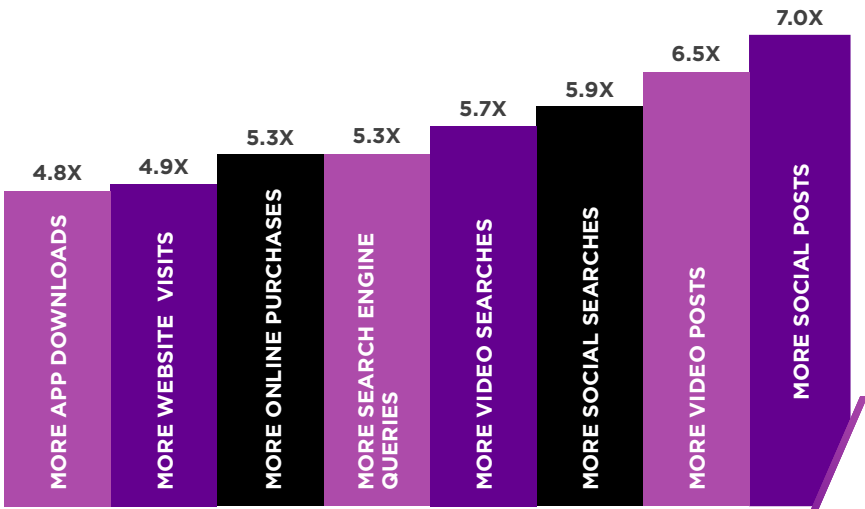
When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

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'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

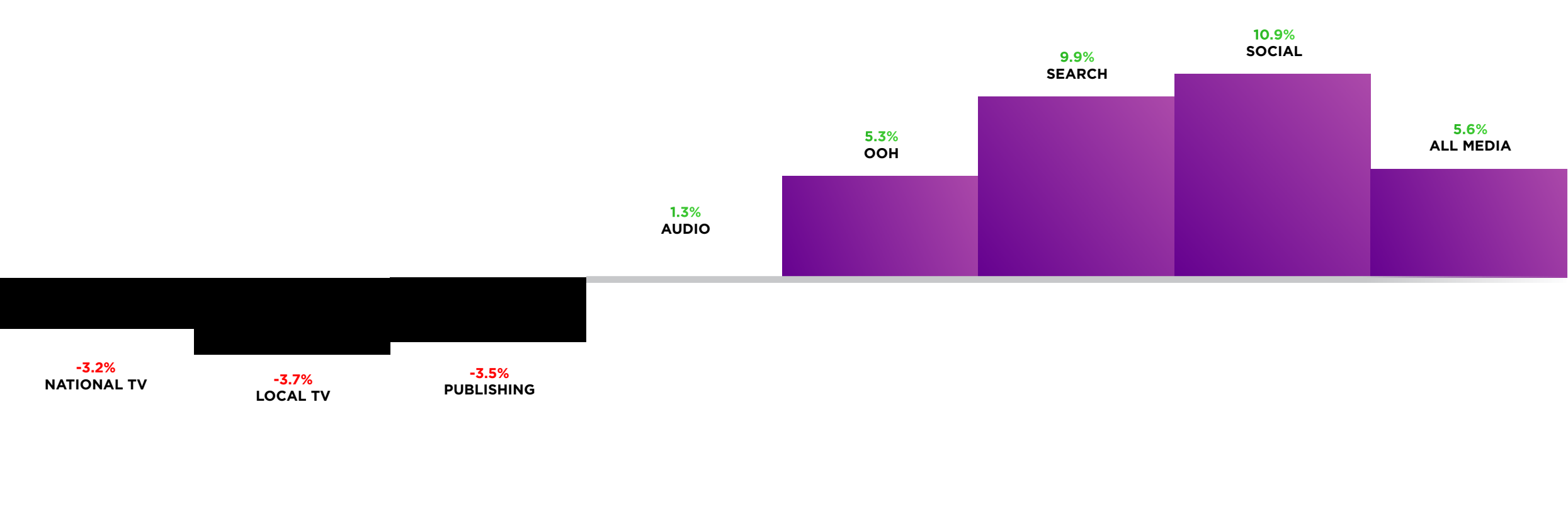


SCAN OR CLICK  
FOR SALES LIFT  
CASE STUDY

# 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).

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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 SOUTH FLORIDA



# WE GET YOU SOUTH FLORIDA.

OUTFRONT

Miami, Fort Lauderdale and West Palm Beach are ideally positioned to connect North America, South America and the Caribbean! **One of the most culturally diverse populations in the U.S. also hosts some of the highest profile events in the country** and attracts a large population of affluent consumers. Well known for its raucous parties and opulent consumerism the glitz and glam of **South Florida is an excellent back drop to target a large hispanic population, popular tourist destination and affluent consumers!**

## WHY SOUTH FLORIDA?

- Ranked #2 International Financial Hub in the U.S.
- 7th most populous region in the U.S. (CBSA)
- 8th largest economy in the U.S.
- 4th fastest growing region in the U.S.
- #1 & #3 wealthiest zip codes in the U.S.

**In South Florida, OUTFRONT reaches 97.8% of the CBSA consumers weekly.**

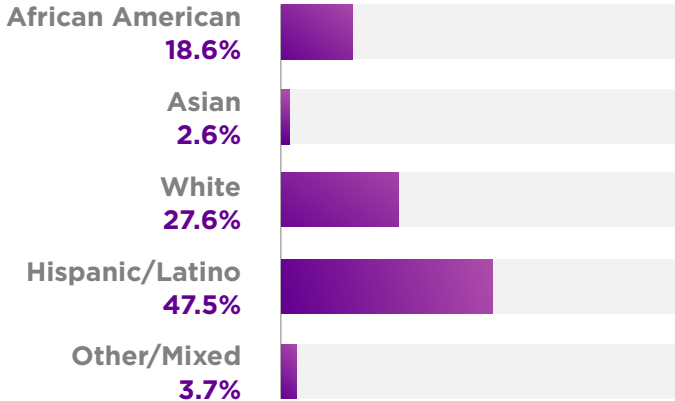
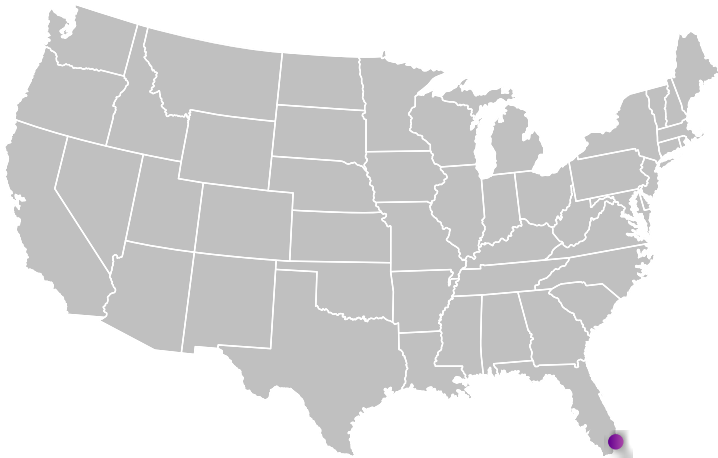


SCAN OR CLICK TO  
LEARN MORE



# SOUTH FLORIDA

## Profile



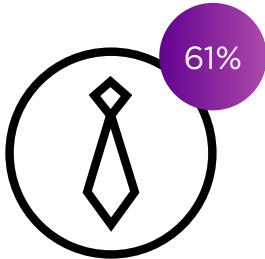
**SOUTH FLORIDA AREA**  
**6.23 MILLION CBSA**



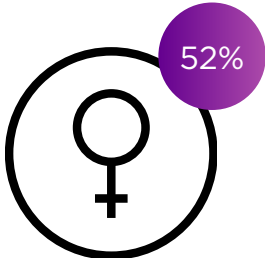
College Degree  
or higher



Total miles traveled  
past week



White-collar  
occupation



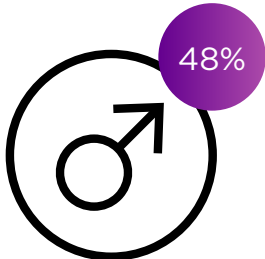
Female



Time spent traveling to  
and from work each day



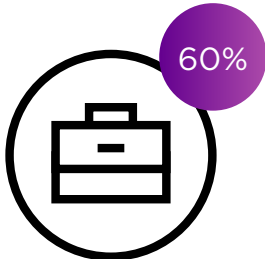
Blue-collar  
occupation



Male



Drive alone or  
carpooled



Employed



# MEDIA FORMATS

<b>BILLBOARDS</b>	<b>16</b>	<b>STREET FURNITURE</b>	<b>47</b>
STATIC	17	MIAMI-DADE STATIC	48
DIGITAL	18	DIGITAL	49
MOBILE BILLBOARDS	21	PALM BEACH STATIC	52
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<b>BUSES</b>	<b>25</b>	CITY PLACE DORAL	56
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# BILLBOARDS





# STATIC BILLBOARDS

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

## STATIC BILLBOARDS

- Become a landmark as a perm
- Rotary option allows a smaller budget to go farther
- Displayed 24/7
- Creative options allow for build outs





# DIGITAL BILLBOARDS

Digital Billboards are one of the most popular current forms of OOH advertising. With 24/7 Illumination and bright vibrant copy this is a great way to display your brand message. Throw in the no production and install costs and it's no wonder this is one of the fastest growing and most popular forms of OOH advertising.

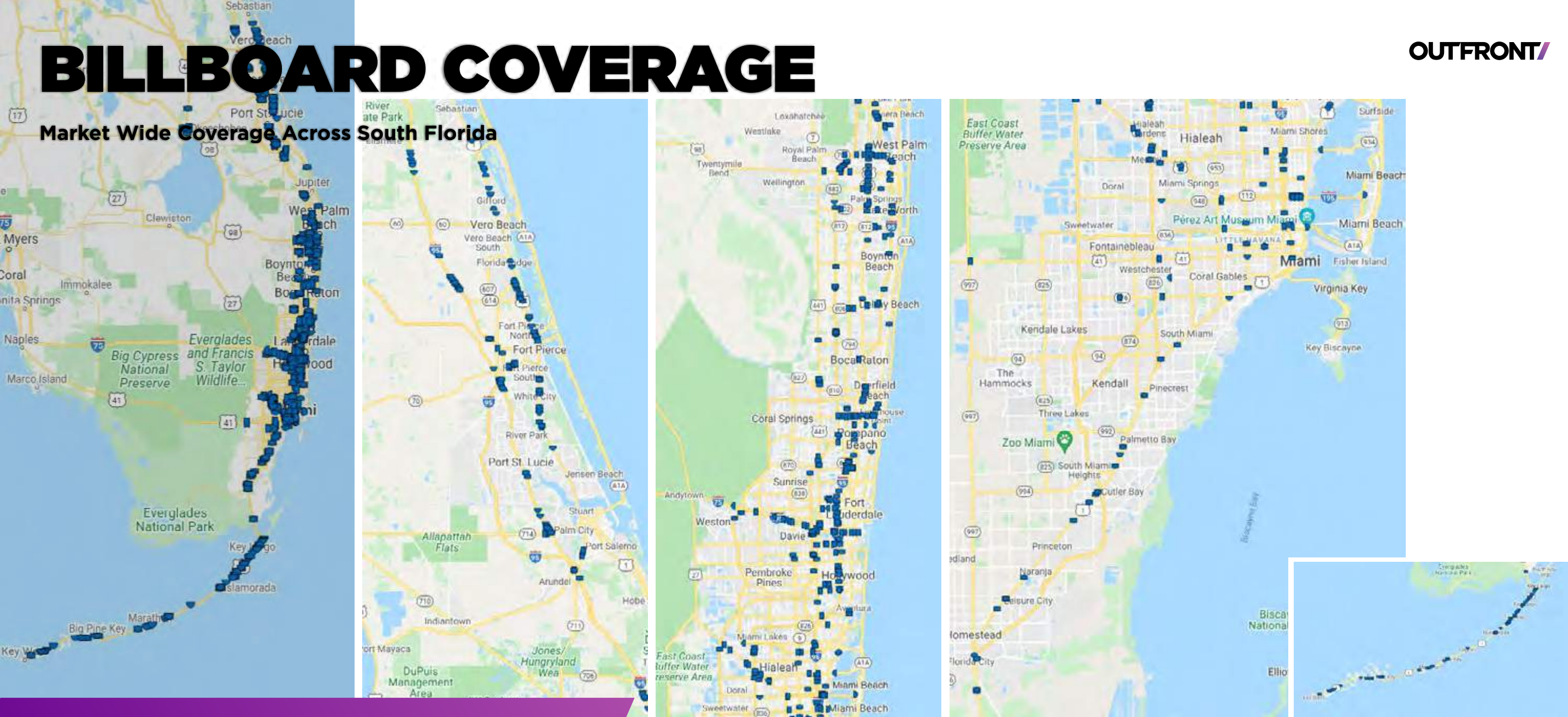
## DIGITAL BILLBOARDS

- Best locations selected for Digital Billboards
- No production or install costs
- 24/7 illumination
- Flexibility to change messaging quickly



# BILLBOARD COVERAGE

## Market Wide Coverage Across South Florida

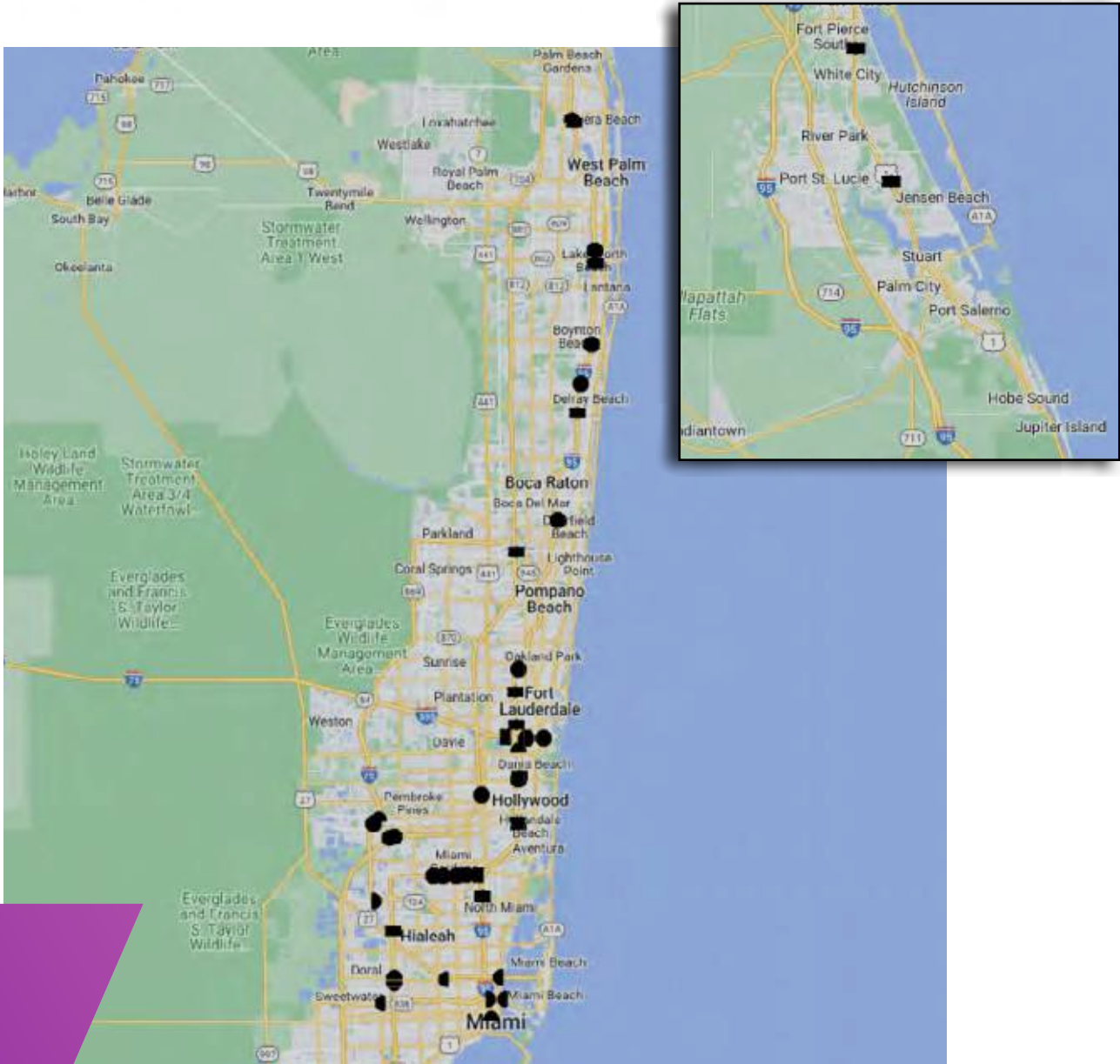


**COVERING SOUTH FLORIDA FROM THE TREASURE COAST SOUTH TO WEST PALM BEACH, FORT LAUDERDALE, MIAMI AND THE FLORIDA KEYS!**

Map Key: Full Coverage, Northern Coverage, Central Coverage, South Coverage, Florida Keys Coverage

# DIGITAL BILLBOARD COVERAGE

Targeting Best Locations Across South Florida



PREMIER LOCATIONS AT KEY HIGHWAY CHOKE POINTS



# MOBILE BILLBOARD

**Rolling Billboards** provide a street level option along a customized route allowing advertisers to target a very specific event, neighborhood or area.

## MOBILE BILLBOARDS

- Advertising faces on both sides and the back
- GPS Tracking System on each truck
- Backlit Illumination provides visibility day and night
- Customizable and targeted routes

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# WALL MURALS



# WALL MURALS

## MIAMI'S PRIME ASSETS

The largest format advertising available offers maximum exposure within Miami. Wall Murals are the premier format to utilize when trying to make the biggest splash in the Gateway to the Americas.

## TARGETING KEY AND ICONIC AREAS

- Brickell/Financial District
- Downtown Miami
- Museum Park
- Entertainment District
- Miami Design District
- Wynwood
- Midtown
- Edgewater
- Health District
- Miami Beach



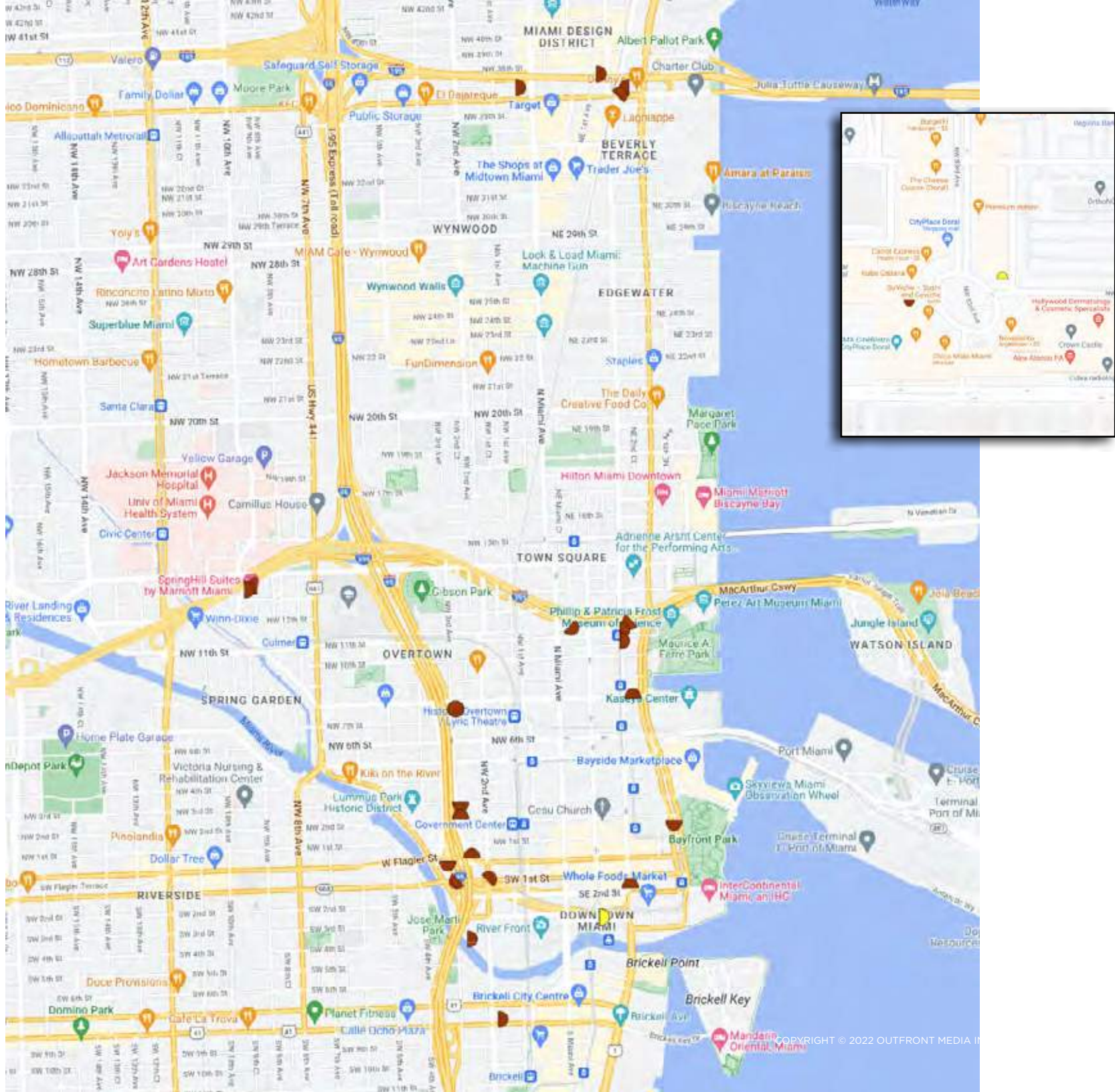


# WALL MURALS COVERAGE

Targeting Iconic Locations

## MIAMI'S WALL MEDIA

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# 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.

## EXTERIOR BUS MEDIA

- Kings
- 30x215s
- Kongs
- Headliners
- Extensions/L-Sides
- Ultra Super Kings
- Fullbacks
- Wraps

## COVERAGE THROUGHOUT MIAMI-DADE

- North Garage
- Central Garage
- Coral Way Garage
- Beach Exclusive

## INTERIOR BUS MEDIA

- Interior Bus Cards





# BUS KING

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

## PRODUCT INFORMATION

- 30”H x 144”W
- Add a Headliner and/or Extension/L-Side for more impact!



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# BUS 30X215

OUTFRONT

Strategic placement of your ad on buses gives your message unique mobility. **50% bigger than the current king**, 30x215s allow a tremendous amount of added space primed for dynamic creative messaging.

## PRODUCT INFORMATION

- 30"H x 215"W
- Add a Headliner and/or Extension/L-Side for more impact!



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# BUS KONGS

OUTFRONT

An extension of the traditional Bus Kings, with over 19 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. **Impact vehicular and pedestrian traffic throughout vibrant South Florida with Bus Kongs!**

## PRODUCT INFORMATION

- 34"H x 228"W
- Add a Headliner and/or Extension/L-Side for more impact!



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# BUS ULTRA SUPER KINGS

Ultra Super Kings travel throughout sunny Miami-Dade county reaching numerous neighborhoods will also providing advertisers with large format “rolling billboard” **presence where traditional media is zoned out.**

## PRODUCT INFORMATION

- 102”H x 222”W

## COVERAGE

- North Garage
- Central Garage
- Coral Way Garage
- Beach Exclusive





# BUS FULLBACKS

OUTFRONT

**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

- Traditional Bus and Articulated Bus fullbacks utilize different sizes

## COVERAGE

- North Garage
- Central Garage
- Coral Way Garage
- Beach Exclusive

SOUTH FLORIDA  
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305.477.2496 TRANSIT







# BUS TAILS

Bus Tails travel throughout sunny Miami-Dade county reaching numerous neighborhoods providing a unique and efficient way to reach heavily trafficked areas and crowded highways. Tails make a **lasting impact with both motorists & pedestrians alike.**

## PRODUCT INFORMATION

- 41”H x 100”W

## COVERAGE

- North Garage
- Central Garage
- Coral Way Garage
- Beach Exclusive







# 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

- Wrapped Metrobuses cover the windows between the wheel wells

### COVERAGE

- North Garage
- Central Garage
- Coral Way Garage
- Beach Exclusive







# INTERIOR BUS 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" x 28"
- Brand Bus

## COVERAGE

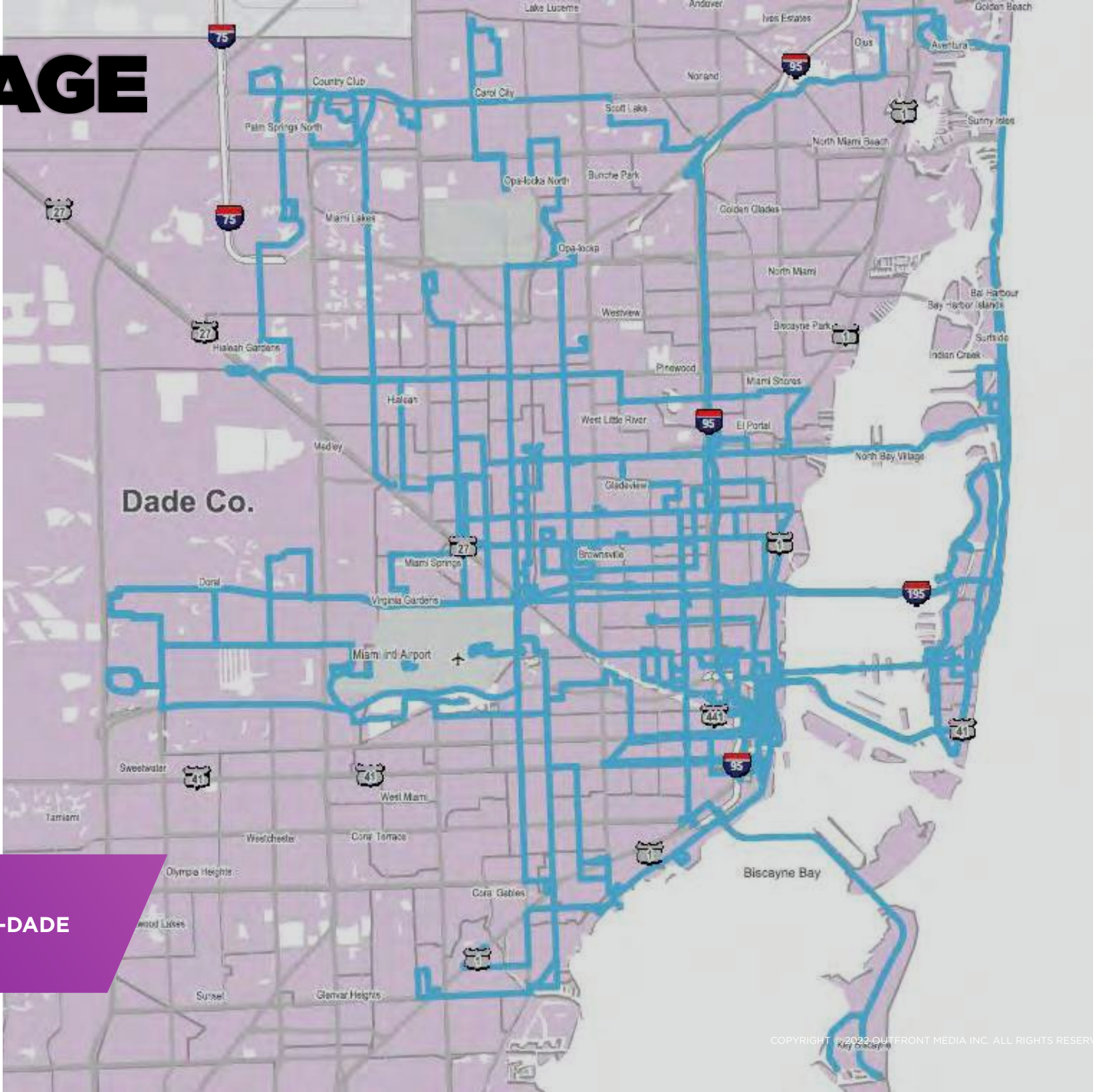
- North Garage
- Central Garage
- Coral Way Garage
- Beach Exclusive





# BUS COVERAGE

Covering Miami-Dade County



ROLLING BILLBOARDS THROUGHOUT MIAMI-DADE



# TROLLEYS



# TROLLEY MEDIA

OUTFRONT

**Connecting with a more targeted region can be easily accomplished through Trolleys!** Similar to buses this rolling billboard has a defined route allowing advertisers to have a focused message to a desired audience.

## TROLLEY MEDIA

- Advertisers purchase entire trolley receiving 100% share of voice for the space. Two sides and a Fullback are included with the Trolley space purchase.

## COVERAGE

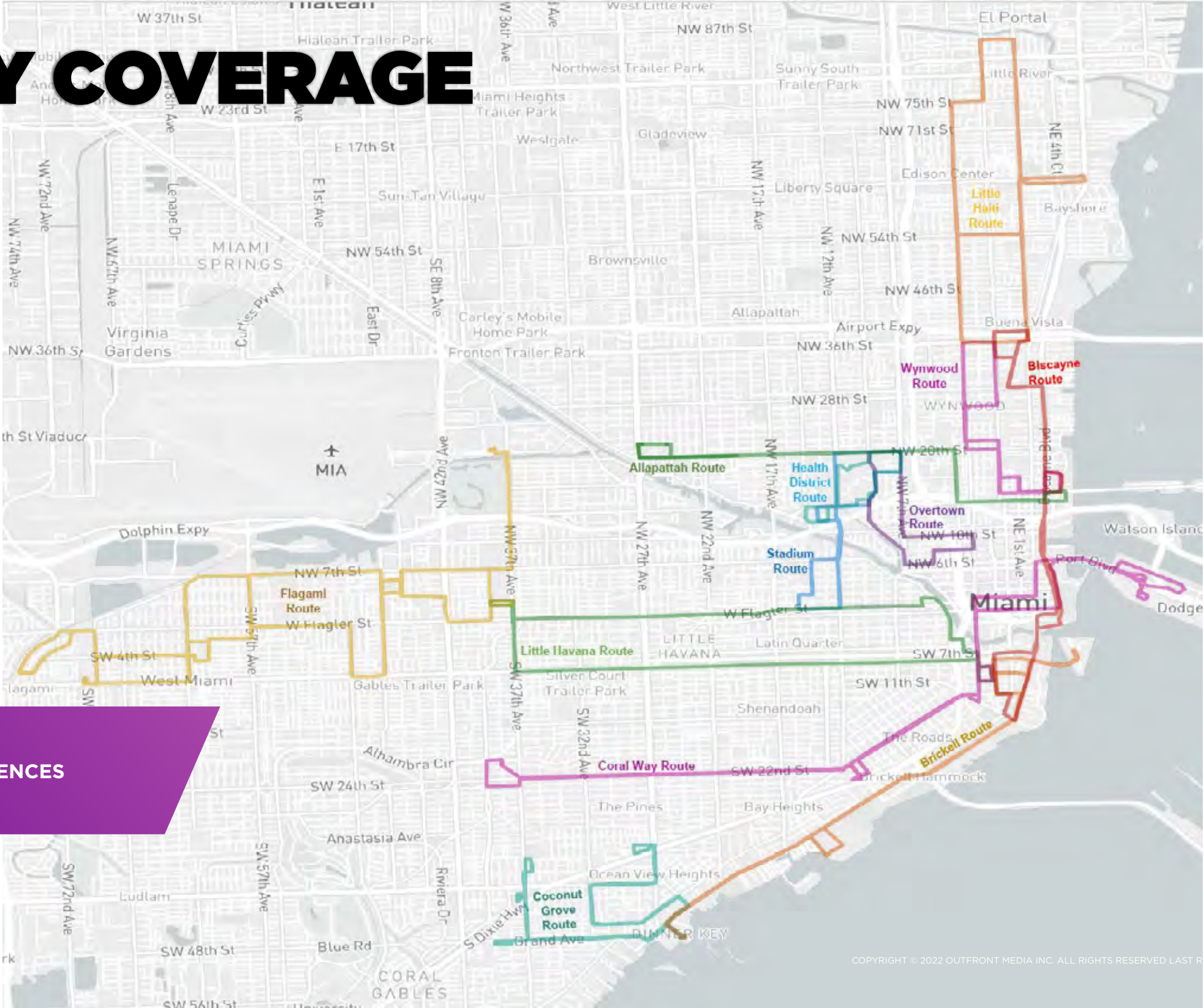
- Brickell/Financial District
- Downtown Miami
- Miami Design District
- Wynwood
- Midtown
- Coral Gables
- Edgewater
- Health District
- Entertainment District
- Miami Beach
- South Beach





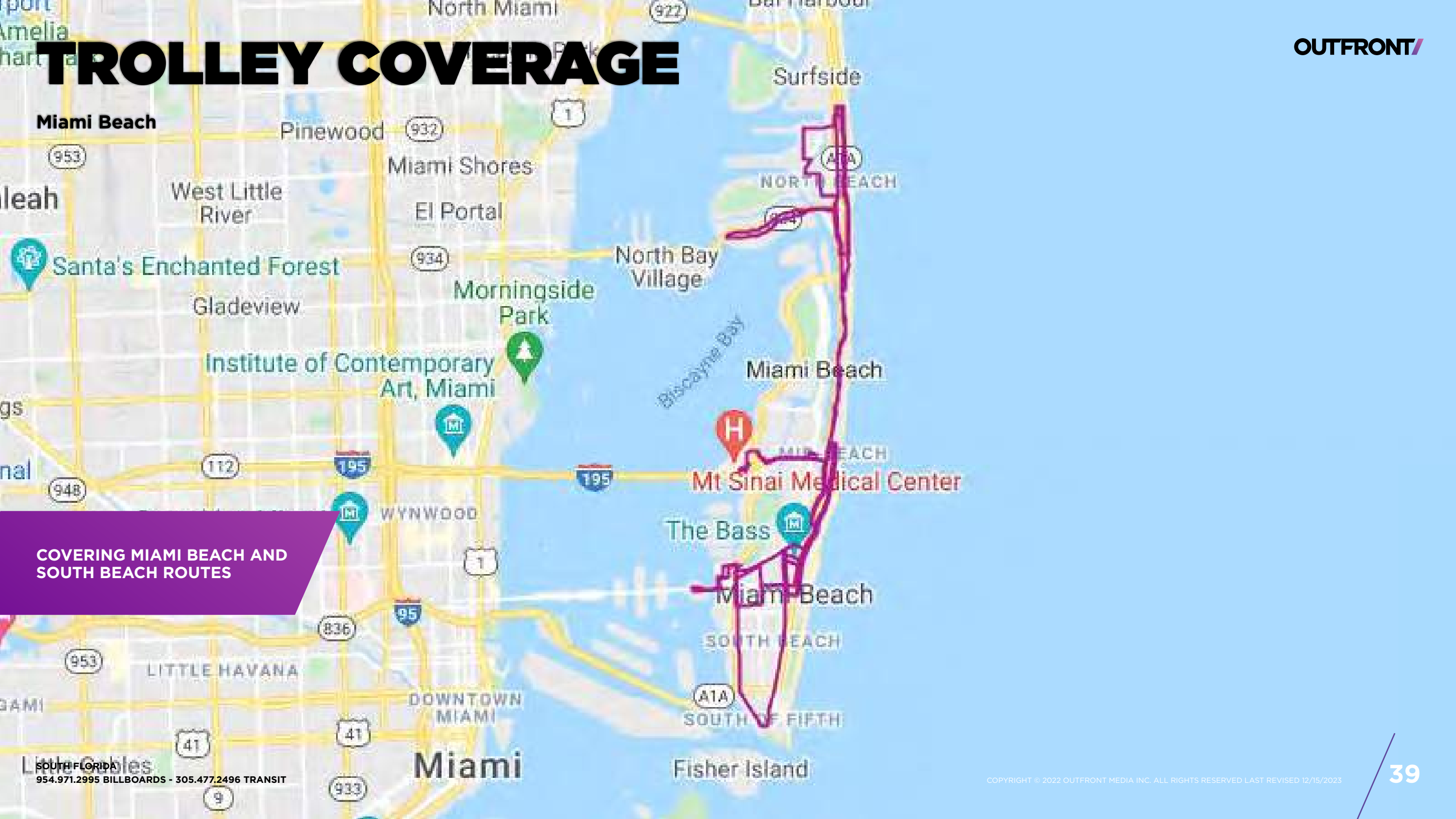
# TROLLEY COVERAGE

City of Miami Coverage



FOCUSED ON TARGETED AUDIENCES





# TROLLEY COVERAGE

COVERING MIAMI BEACH AND  
SOUTH BEACH ROUTES





# RAIL

BICENTENNIAL PARK STATION  
1191 Biscayne Boulevard

NE 11 TER



# RAIL MEDIA

South Florida’s extensive Rail Network reaches numerous local commuters daily. Three different rail systems provide very different audiences for advertisers to connect with.

## RAIL NETWORKS

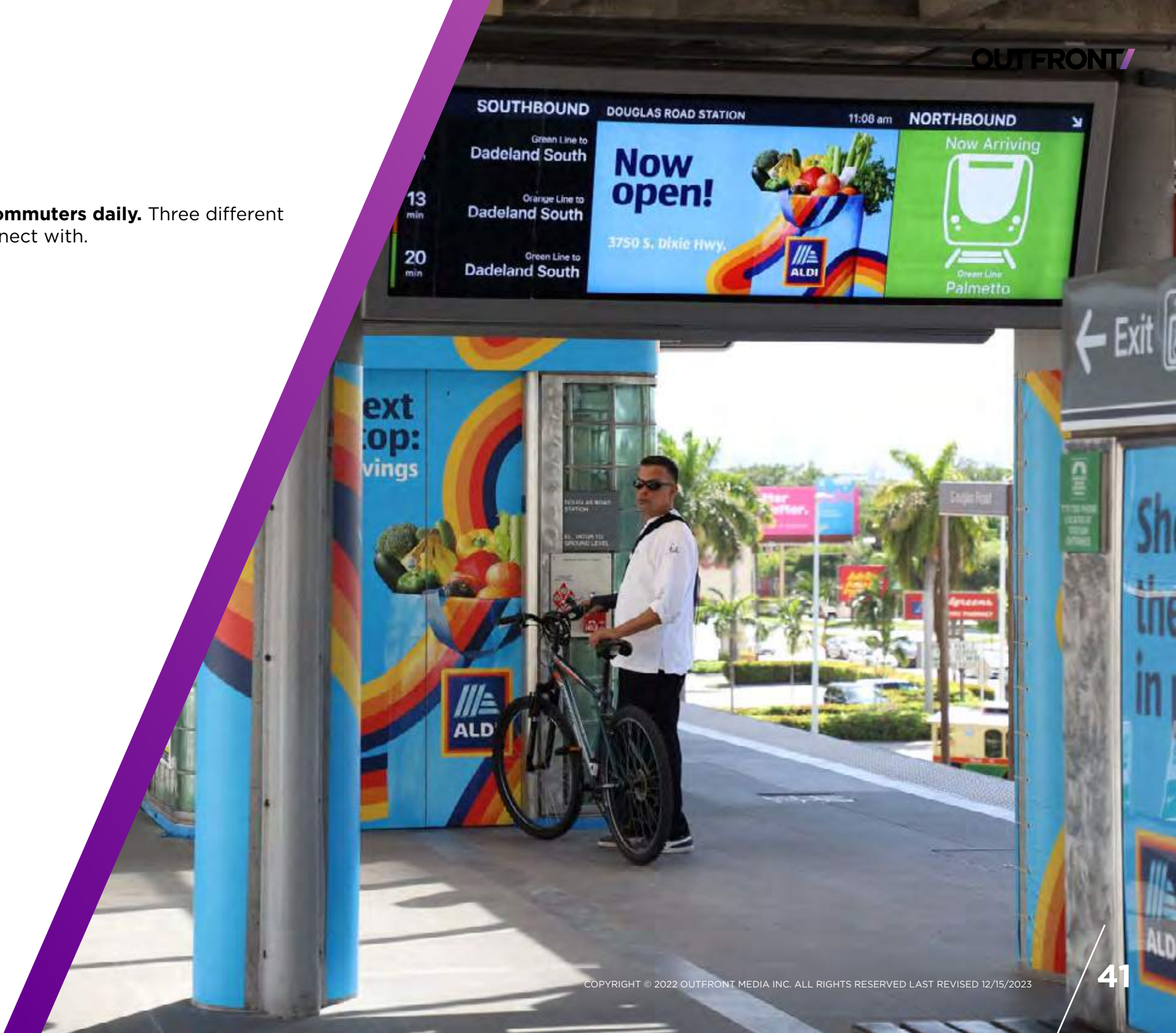
- Metro Rail
- Metro Mover (Exterior train wraps available)
- Brightline

## RAIL CAR EXTERIOR ADVERTISING

- Metro Mover

## RAIL STATION MEDIA

- Metro Rail
- Metro Mover
- Brightline







# METRO MOVER

Metro Mover Cars are one of Miami's most unique media forms. These mover cars are huge traveling bulletins that create quite the buzz as they travel throughout the MDTA Metro Mover System.

## EXTERIOR RAIL

- Full Wrap

## POINTS OF INTEREST

- American Airlines Arena
- Perez Art Museum
- Frost Science Museum
- Brickell City Centre
- Miami-Dade College
- Adrienne Arsht Center



# STATION MEDIA

Rail Station Media is available in Miami's Metro Rail and Metro Mover Stations. Advertising can be purchased by format or make the biggest splash possible and go with a Station Domination! Utilizing advertising space in Rail Stations is a great way to target specific audiences within neighborhoods as well as main hubs that are popular stops for work or entertainment.

## STATION MEDIA

- Columns
- Banners
- Entrance Paddles
- Wall Graphics
- Floor Graphics
- Elevator Doors
- Stairs
- Two-Sheets
- Dioramas
- Digital Rail Network

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**METRO RAIL**

OUTFRONT

**METRO MOVER**

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# BRIGHTLINE

Brightline is a high-speed luxury rail that connects the downtown areas of South Florida’s three largest cities West Palm Beach, Fort Lauderdale and Miami. This upscale rail is a good option to target a more affluent audience taking advantage of a more convenient and faster way to travel without the headache of driving.

## LIVEBOARDS

- Liveboards are sold by station network
- Strategically placed at high traffic locations in each station such as the entrance/exit, ticket kiosks, security checkpoint, lounge and rail platform.
- Option to display a static image, animation or video (no sound)

## STATION NETWORK

- :05, :10 or :15 Second Flips
- :150 Second Loop

## LIVEBOARDS BY STATION

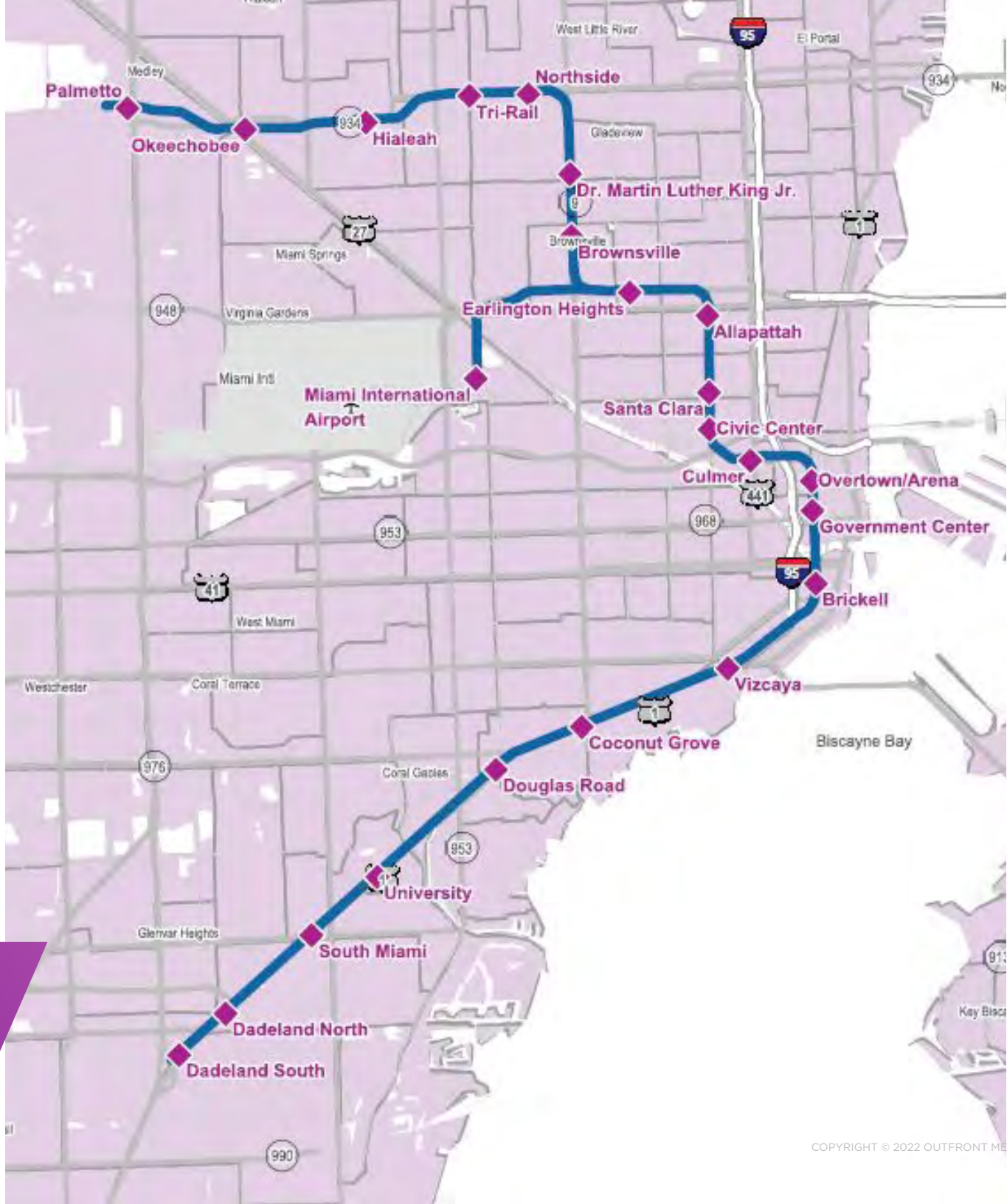
- Miami - 21 Screens
- Aventura - 7 Screens
- Fort Lauderdale - 24 Screens
- Boca Raton - 6 Screens
- West Palm Beach - 23 Screens

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# METRO RAIL COVERAGE

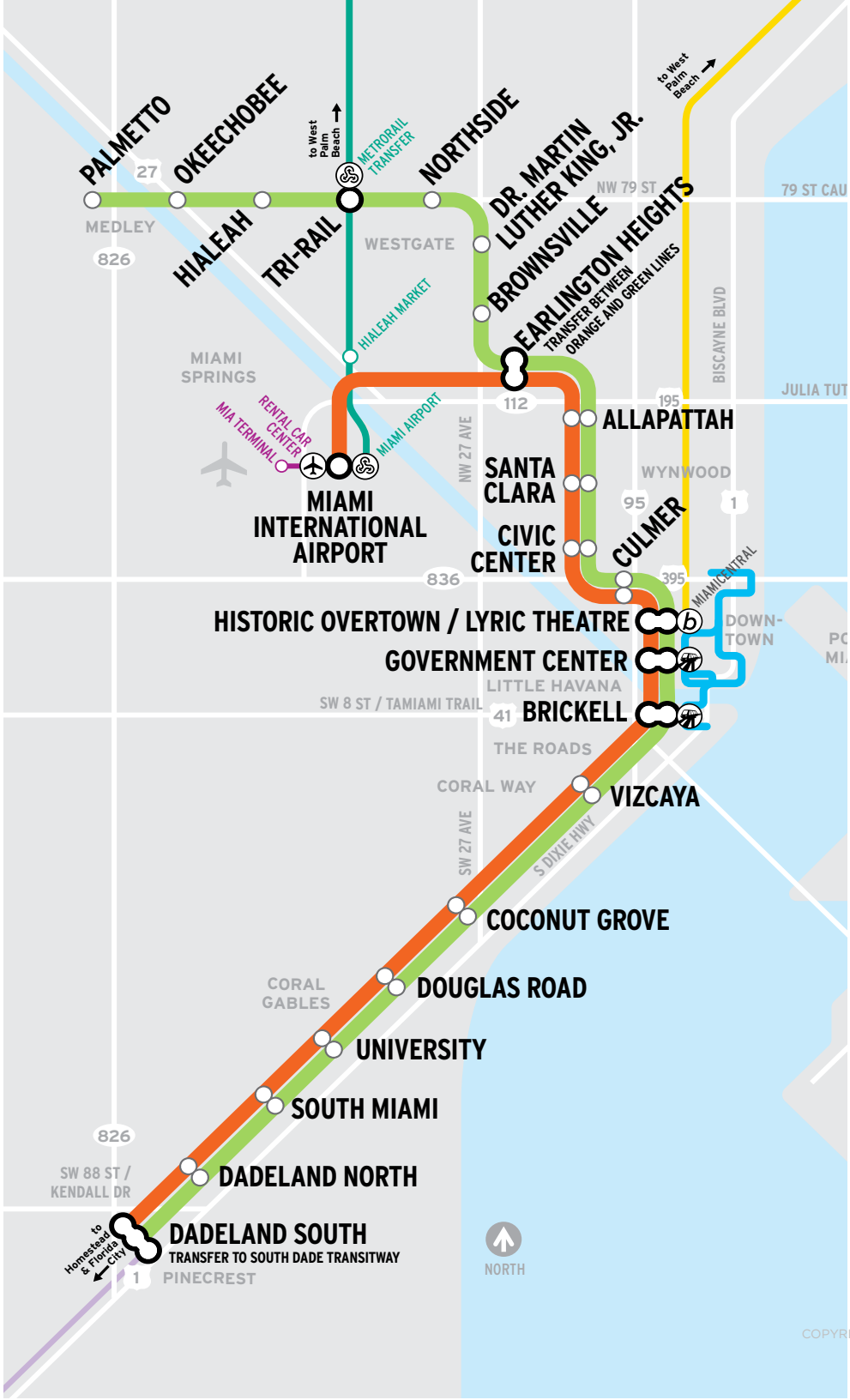


CONNECTING MIAMI-DADE COUNTY TO  
DOWNTOWN MIAMI



# METRO RAIL COVERAGE

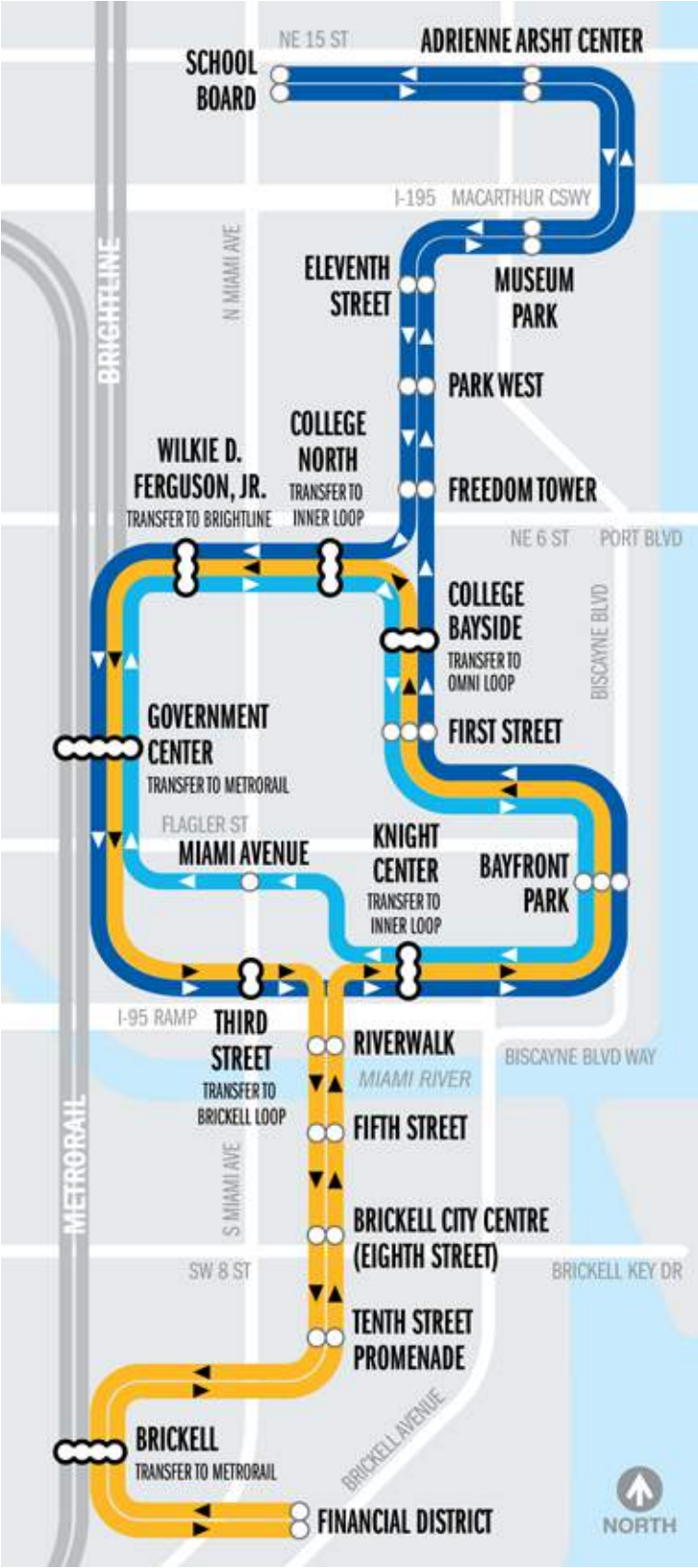
CONNECTING MIAMI-DADE COUNTY TO  
DOWNTOWN MIAMI





# METRO MOVER COVERAGE

DOWNTOWN MIAMI'S EASIEST WAY TO COMMUTE  
TO ALL THE ENTERTAINMENT HOT SPOTS,  
MUSEUMS, SPORTING EVENTS, NIGHT LIFE AND  
SHOPPING...





# STREET FURNITURE





# STATIC TRANSIT SHELTERS

Transit Shelters are one of the best ways to target specific neighborhoods or events. This roadside display at eye level offers the opportunity to provide a high reach and frequency especially when a campaign calls for multiple units in a targeted area.

## PRODUCT INFORMATION

- Static
- Option to Wrap
- Illuminated

## COVERAGE

- Downtown Miami
- Brickell/Financial District
- Wynwood
- Miami Design District
- Midtown
- Edgewater
- Aventura
- North Miami
- Kendall
- Little Havana





# DIGITAL TRANSIT SHELTERS

Situated in marquee areas of Miami, digital panels are the most dominant and vibrant street-level displays, allowing advertisers the opportunity to appeal to huge automotive and pedestrian traffic with creative that can be changed or updated throughout the day.

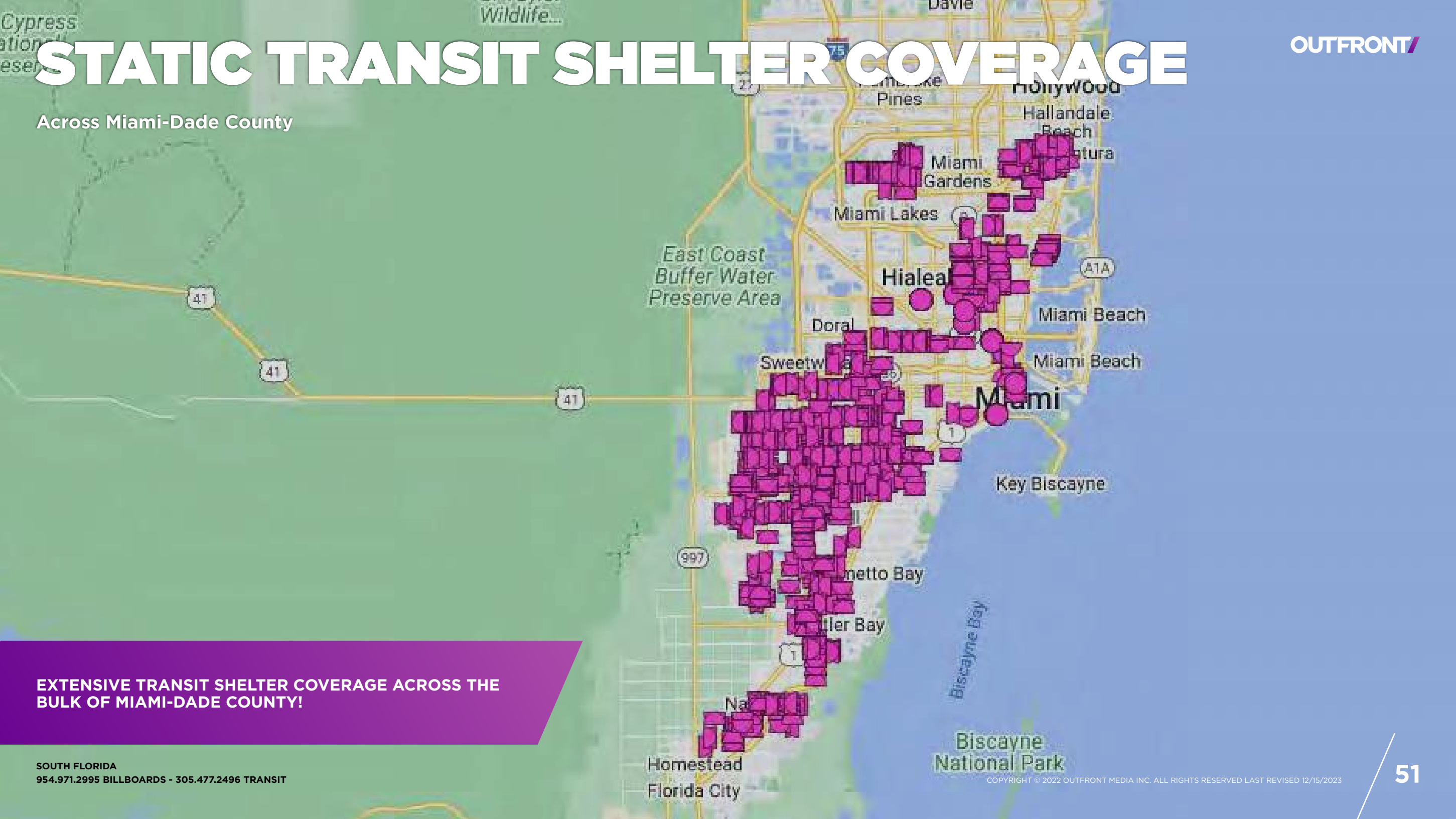
## PRODUCT INFORMATION

- 5 Digital Networks (Starting Feb. 2020)
- Illuminated 24/7
- 8 Flips
- Spot Length: (0:08)
- Loop Length: (1:04)

## COVERAGE

- |                               |                         |
|-------------------------------|-------------------------|
| — Downtown Miami              | — Miami Design District |
| — Brickell/Financial District | — MIMO                  |
| — Wynwood                     | — Edgewater             |
| — Midtown                     | — Coral Gables          |
| — Little Havana               | — Miami Beach           |
| — Coconut Grove               |                         |



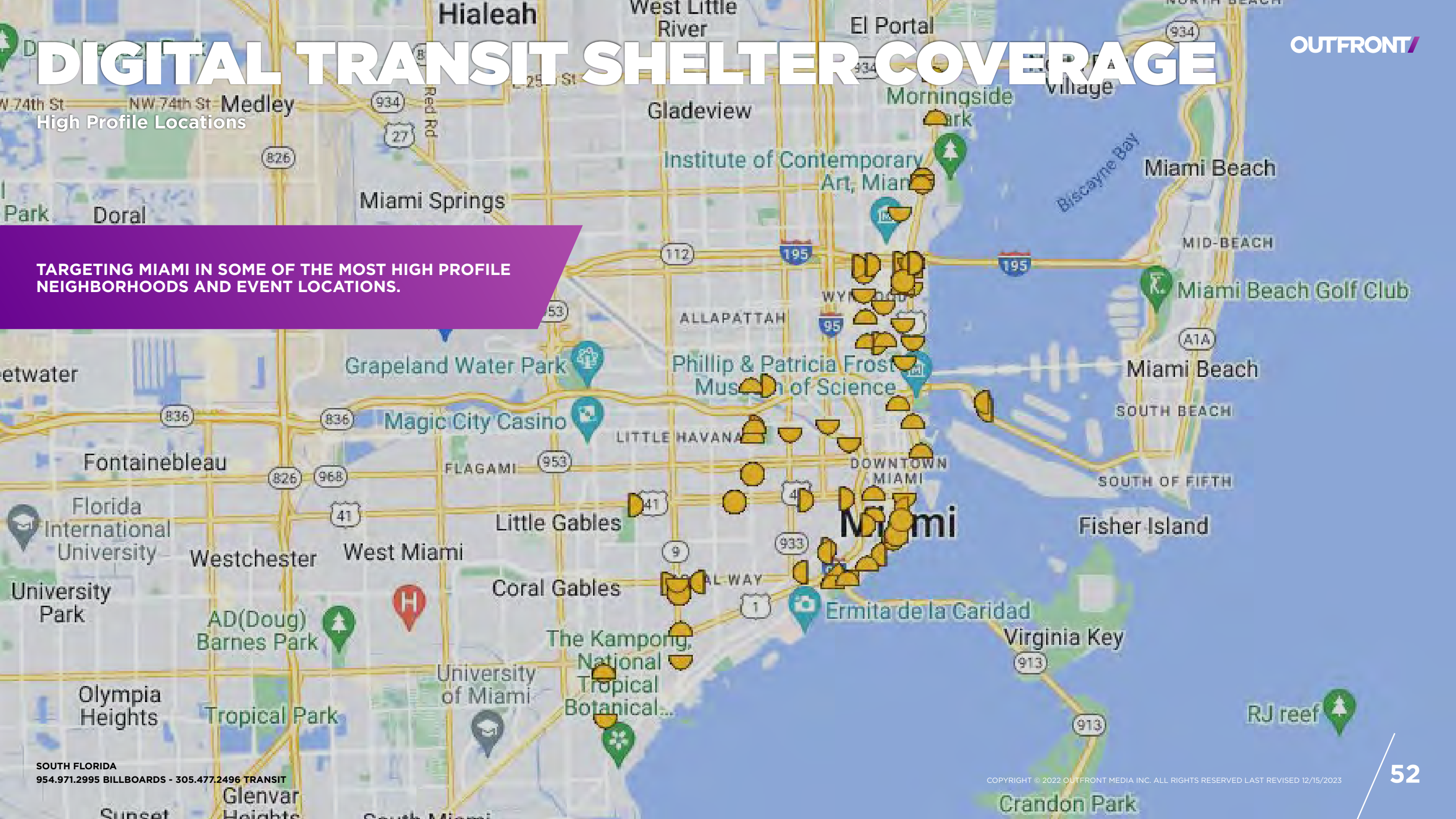


# STATIC TRANSIT SHELTER COVERAGE

Across Miami-Dade County

EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS THE BULK OF MIAMI-DADE COUNTY!





# DIGITAL TRANSIT SHELTER COVERAGE

High Profile Locations

TARGETING MIAMI IN SOME OF THE MOST HIGH PROFILE NEIGHBORHOODS AND EVENT LOCATIONS.





# PALM BEACH STATIC TRANSIT SHELTERS

Palm Beach County Transit Shelters cover one of the wealthiest regions of the Country. This street level coverage is excellent for micro targeting a specific neighborhood or blanketing a region.

## PRODUCT INFORMATION

- Static
- Option to Wrap

## COVERAGE

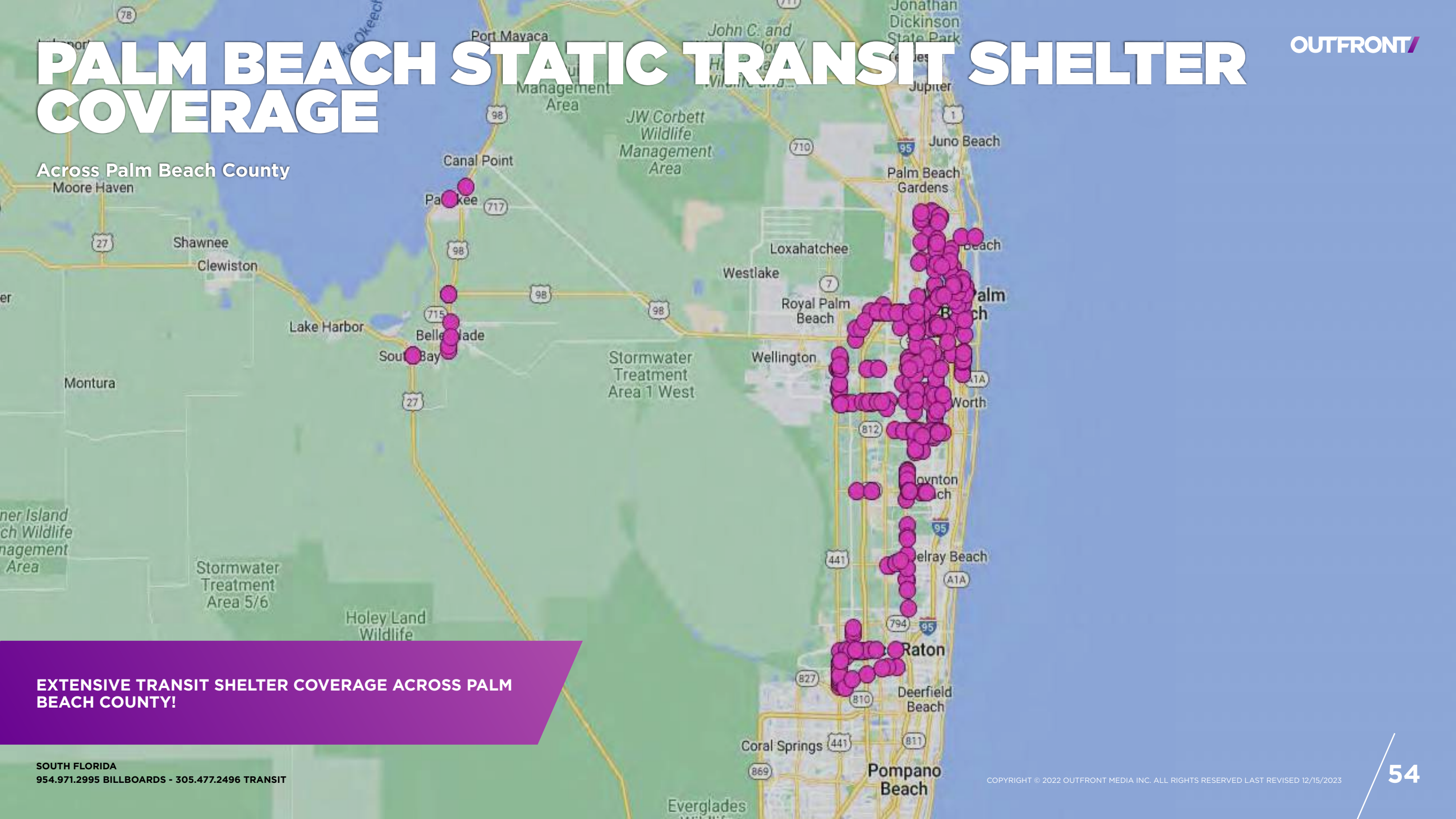
- Clematis Street
- Downtown West Palm Beach
- Boca Raton
- Delray Beach
- Lake Worth
- Jupiter



# PALM BEACH STATIC TRANSIT SHELTER COVERAGE

OUTFRONT

Across Palm Beach County



EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS PALM BEACH COUNTY!



# MIAMI BEACH STATIC TRANSIT SHELTERS

Miami Beach County Transit Shelters cover one of the most iconic and wealthiest destinations! World class nightlife and premier events attracting people from around the globe are now within your brands reach!

## PRODUCT INFORMATION

- Static
- Option to Wrap

## COVERAGE

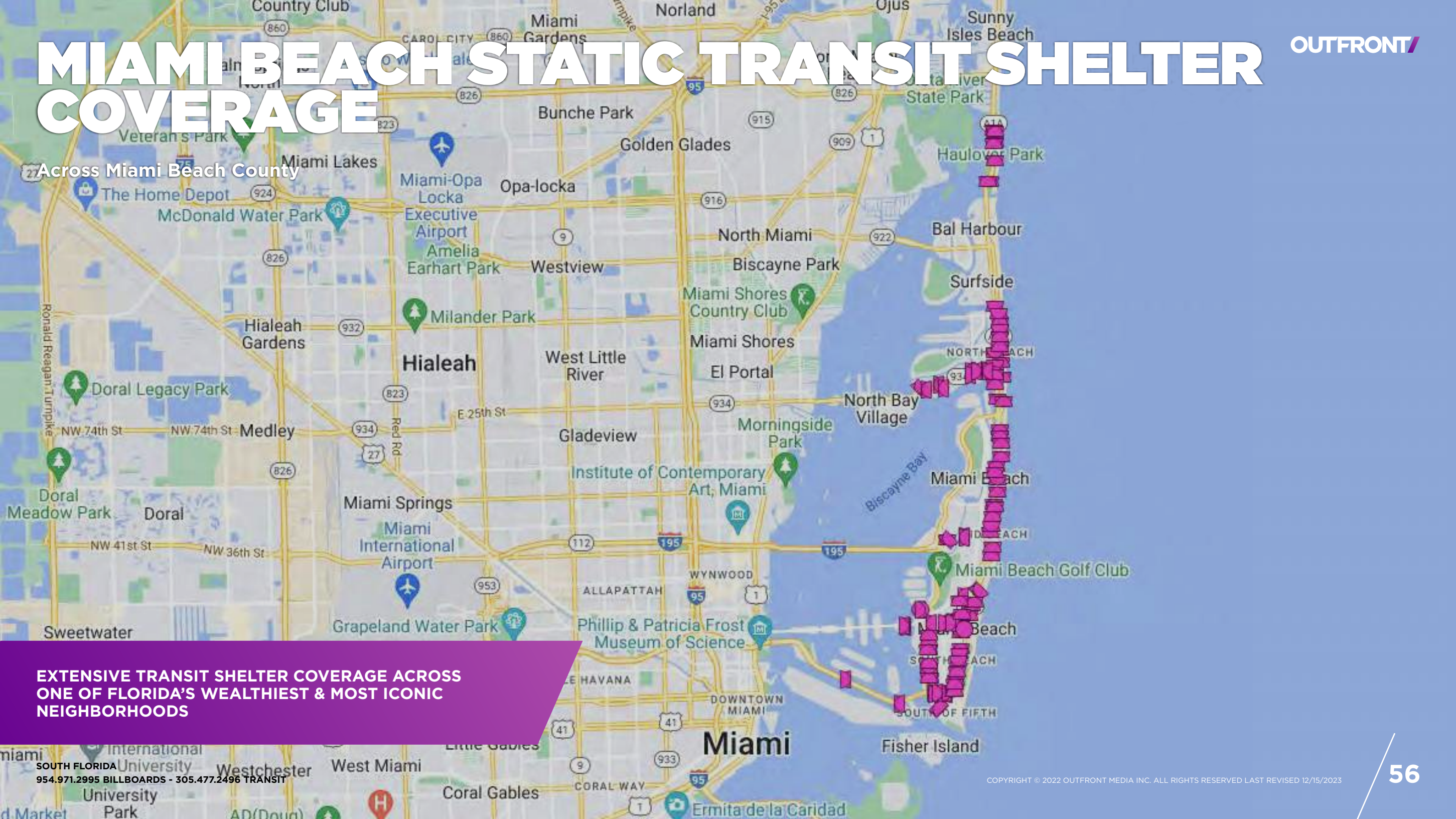
- South Beach
- Ocean Drive
- Lummus Park
- Art Deco District
- Bal Harbor
- Lincoln Road
- Espanola Way



# MIAMI BEACH STATIC TRANSIT SHELTER COVERAGE

OUTFRONT

Across Miami Beach County



EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS ONE OF FLORIDA'S WEALTHIEST & MOST ICONIC NEIGHBORHOODS

SOUTH FLORIDA  
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

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# CITYPLACE DORAL

City Place is Doral is one of the hottest spots to hang out in Doral! with upscale restaurants, grocery stores, gyms & more City place has become a go-to spot in Miami.

## MEDIA

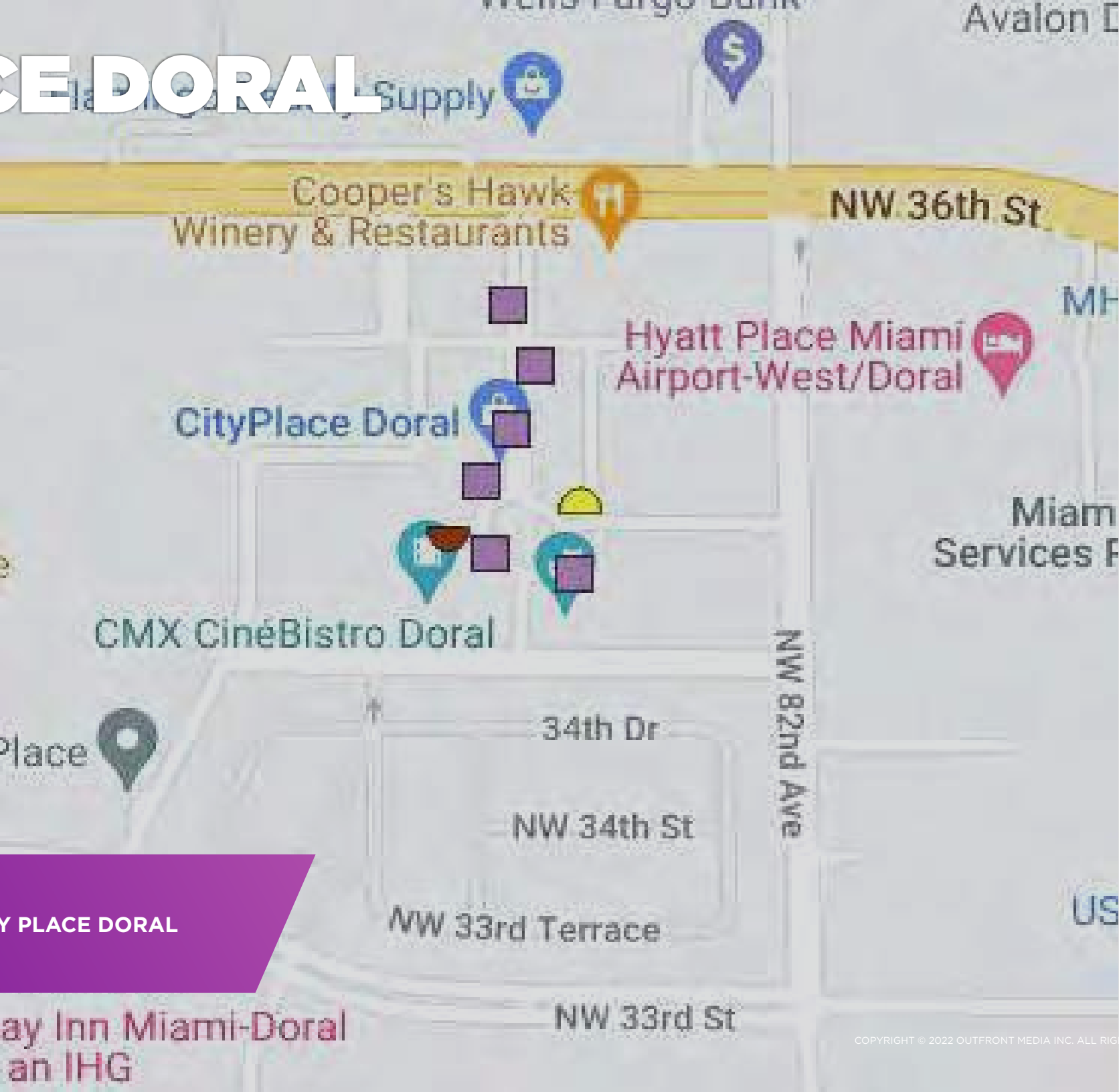
- La Plaza Network
- La Palma Network
- JumboTron
- Static Wall

## AUDIENCES

- Affluent
- Exercise Enthusiasts
- Families
- Nightlife
- Foodies
- Medical & Working Professionals



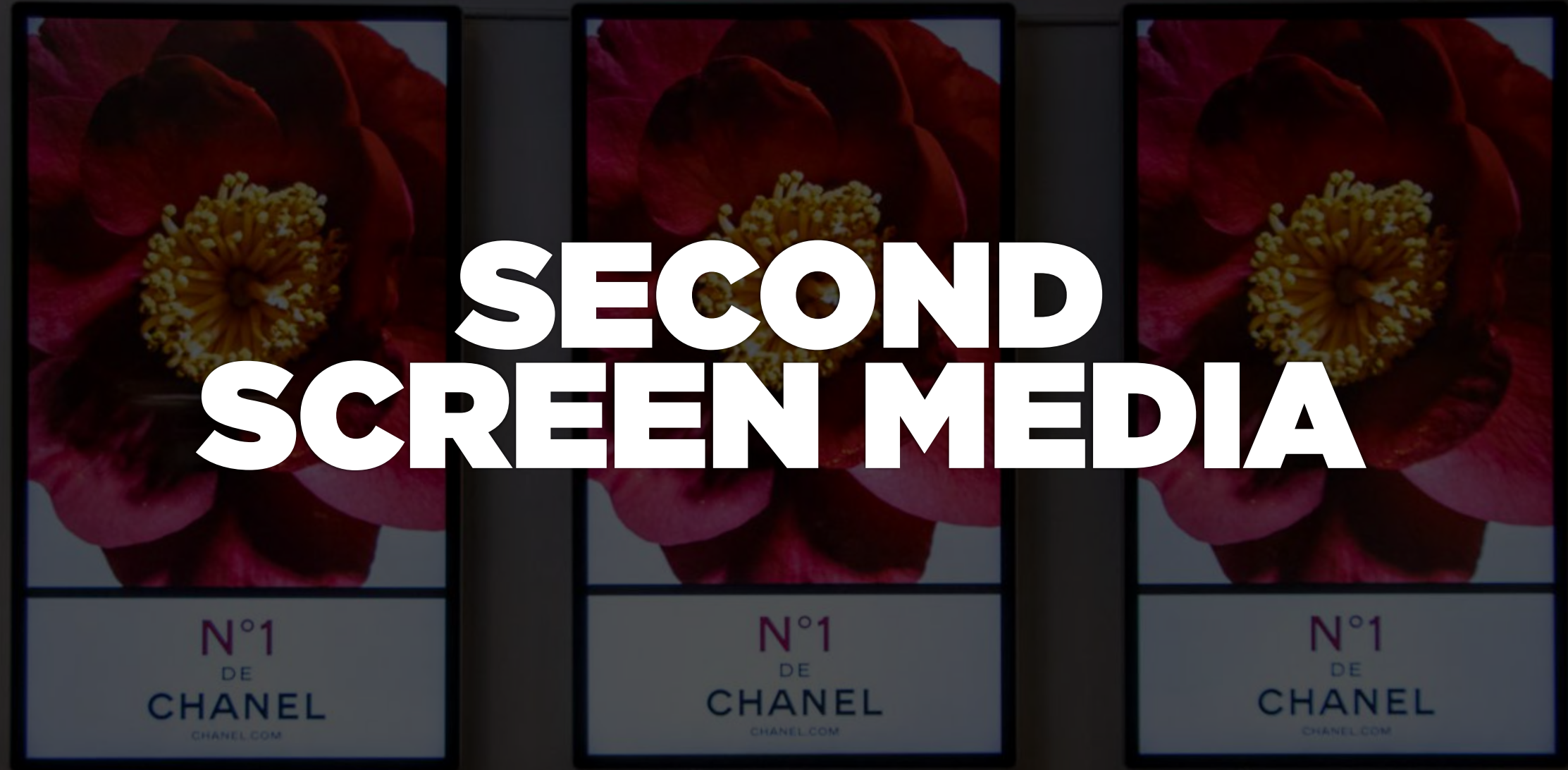
# CITY PLACE DORAL



COVERAGE IN MIAMI'S POPULAR CITY PLACE DORAL



# SECOND SCREEN MEDIA





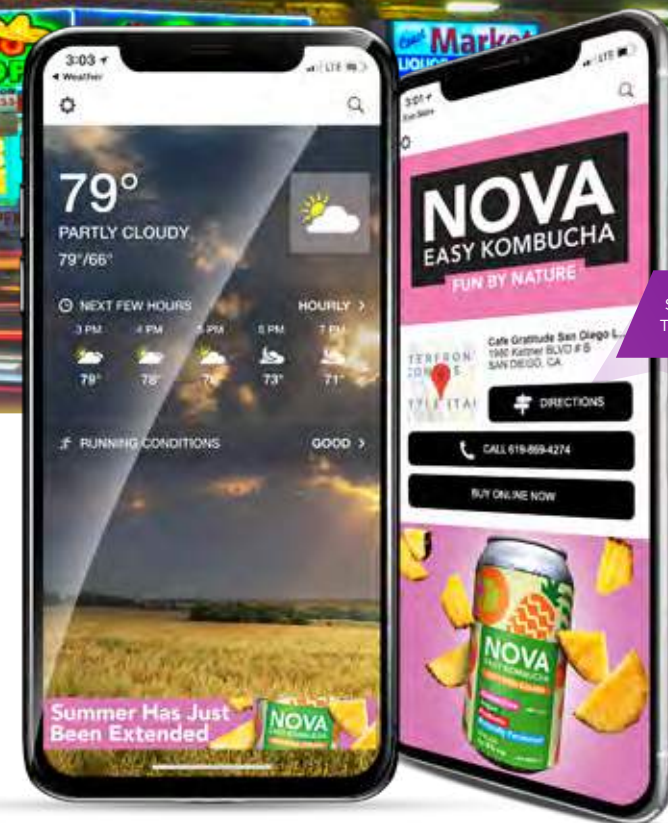
# MOBILE NETWORK

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

## PRODUCTS

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

## LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK  
TO LEARN MORE





# SOCIAL MEDIA INTEGRATION

## DRIVING CLIENT RESULTS

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

## ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

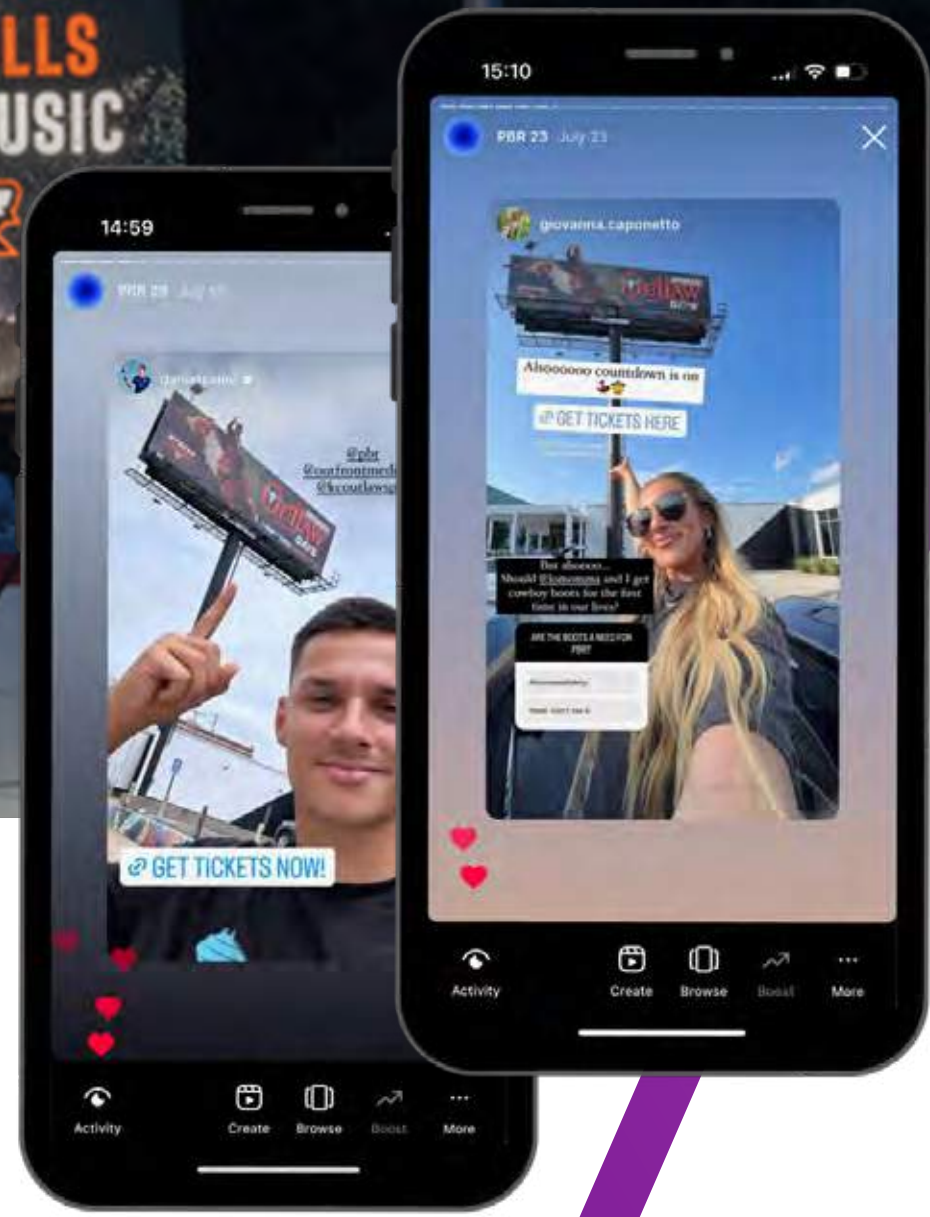
- QR Codes
- Augmented Reality (AR)
- Influencers

## LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



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





# OUTFRONT PRIME: SOCIAL OOH

OUTFRONT

OUTFRONT PRIME leverages a portfolio of 250-plus coveted, high-impact locations that build on a trend that has organically grown in recent years: brands driving social amplification utilizing their out of home campaigns as core content. In fact, according to Comscore research, OOH campaigns generate 7X more social posts, per ad dollar spent, than any other measured medium, plus 5X more website visits, 6X more social searches and 5.3X more online purchases. Additionally, campaigns that combine social and OOH drive up to 10X the reach.

OUTFRONT PRIME marks the evolution of the social out of home strategy, taking the powerful results noted above, and bringing it to the company's largest, most iconic inventory. These include premium billboard and wall sites that attract millions of eyeballs in high consumer traffic areas of major U.S. cities.

Prime your social with OUTFRONT PRIME.

These premium displays cover the most desirable locations and audience delivery so that brands can dominate and make a statement.

## CITIES

- Atlanta, GA
- Boston, MA
- Chicago, IL
- Dallas, TX
- Houston, TX
- Los Angeles, CA
- Miami, FL
- New Jersey
- New York, NY
- Philadelphia, PA
- San Francisco, CA
- Washington, DC

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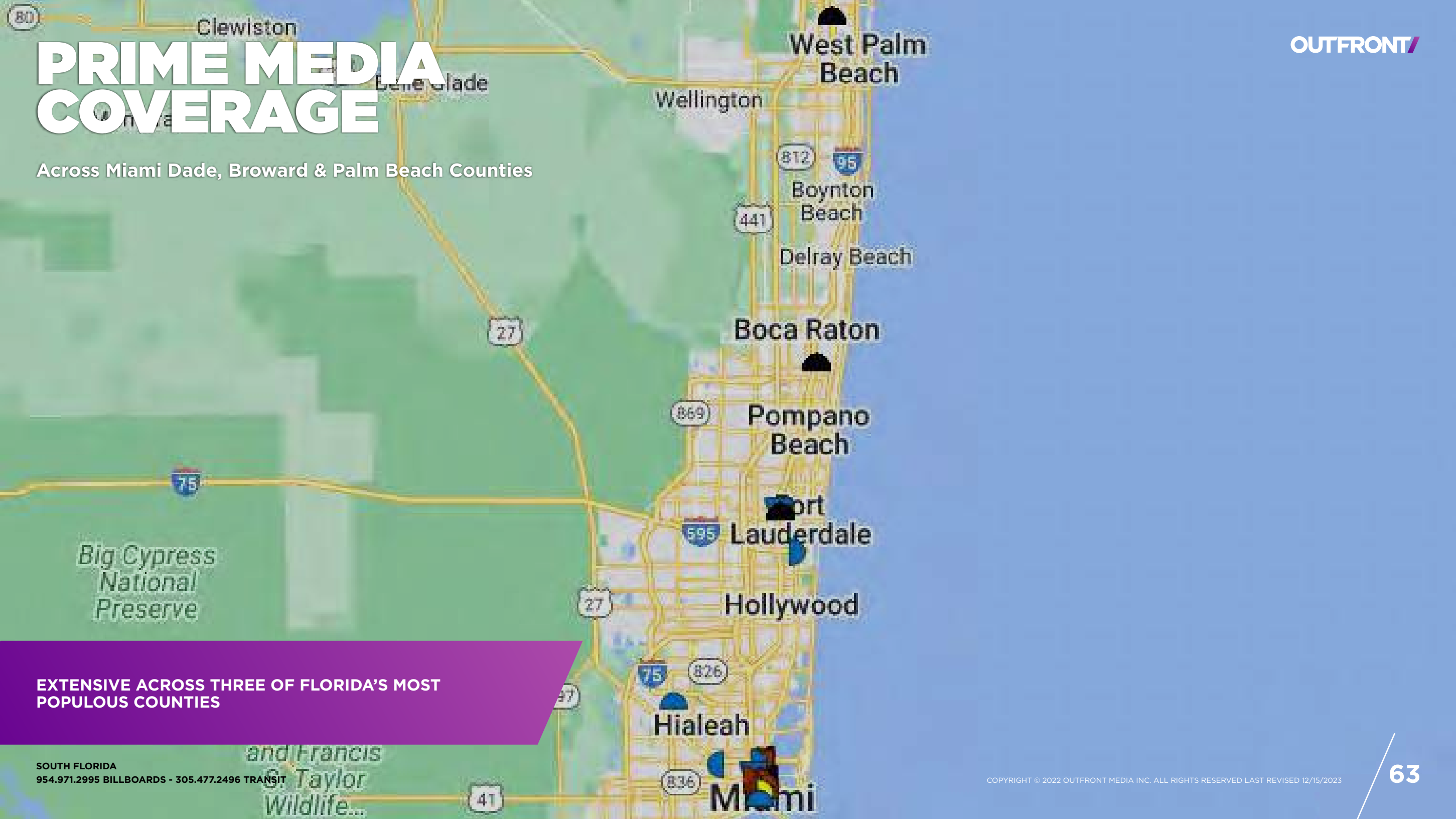
SOURCE: COMSCORE, 2022



SCAN OR CLICK TO  
LEARN MORE







# PRIME MEDIA COVERAGE

Across Miami Dade, Broward & Palm Beach Counties

EXTENSIVE ACROSS THREE OF FLORIDA'S MOST  
POPULOUS COUNTIES



An aerial, high-angle photograph of a large, diverse crowd of people gathered on a plaza with a black and white checkered tile pattern. The people are of various ages and ethnicities, some standing, some sitting, and some looking towards the camera. The overall atmosphere is busy and public.

# OUTFRONT

WE GET YOU AMERICA

WEGETYOU.COM  
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT  
8530 NW 23RD ST, DORAL, FL 33126  
INSTAGRAM | YOUTUBE | LINKEDIN | TWITTER | FACEBOOK | GOOGLE+