

# OUTFRONT/

# WE GET YOU SOUTH FLORIDA

## 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.**

OUTFRONT/



# 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 add-ons.

## 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.

### 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>

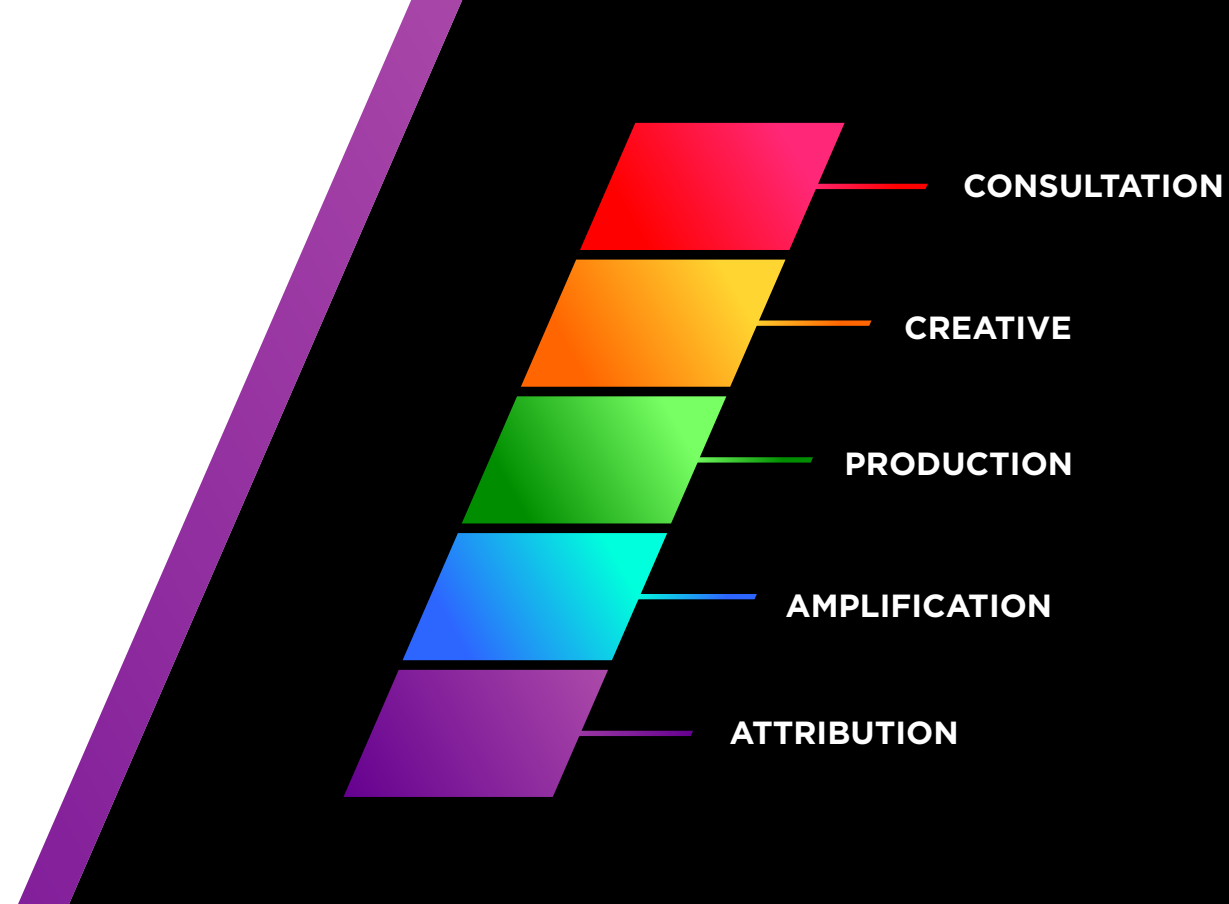
**18% OOH**  
**18% TV**  
**20% Social Media**  
**13% Online Video**



# 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 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

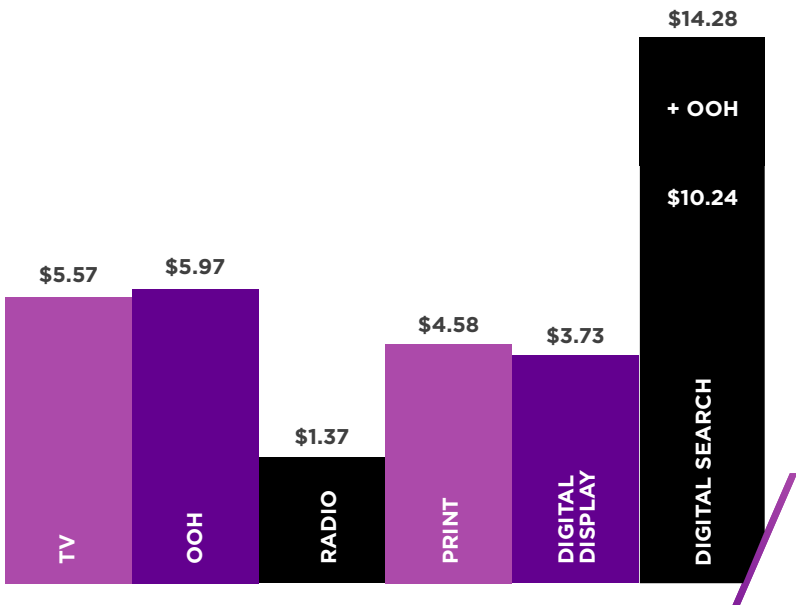
### TRACKING SUCCESS

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/

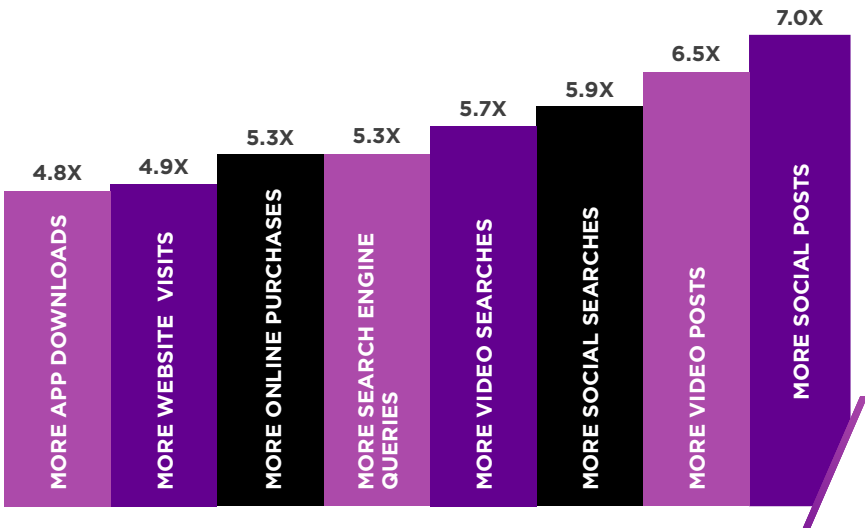
OUTFRONT is the best primer for digital engagement.



## 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.

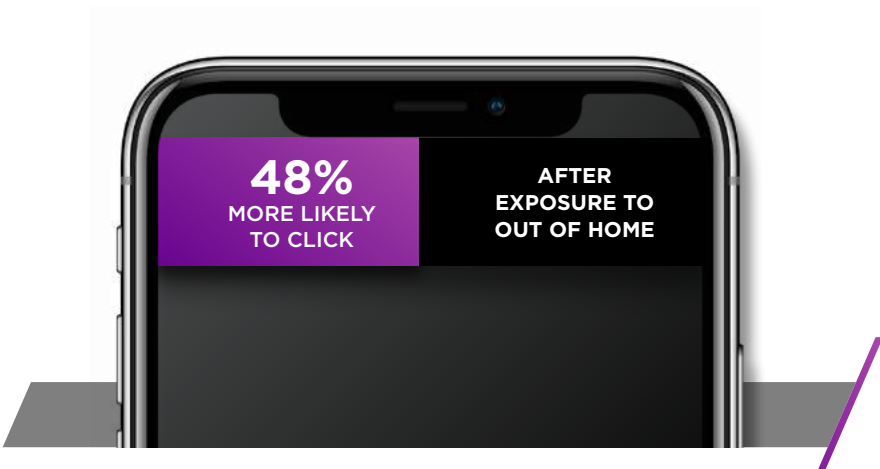
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



## 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

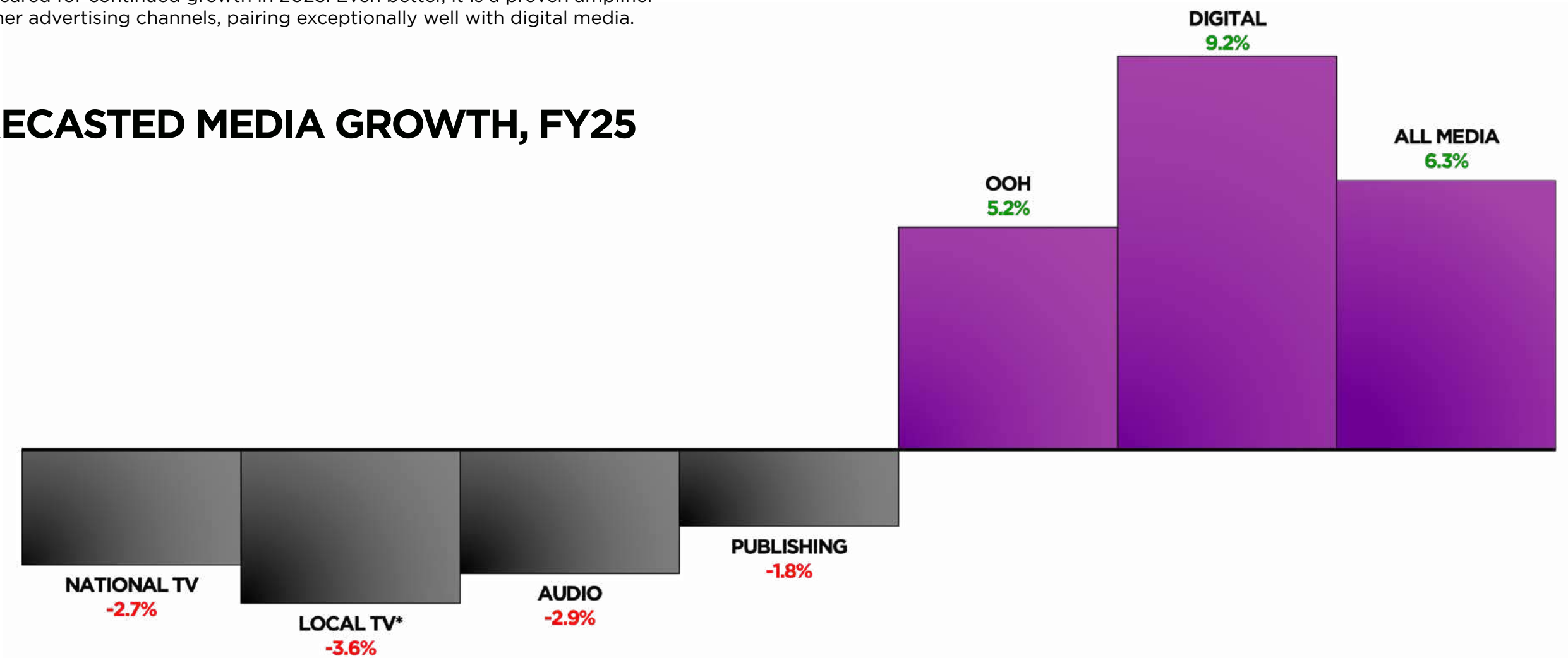
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.



# 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 /

OUTFRONT

	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	19,357,766	● ●	●	● ●	● ● ●	●	● ●	● ●	● ●	●
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	OUTFRONT PRIME	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 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.
- 8th 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.**



# BILLBOARDS



# BULLETINS

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

## PRODUCT INFORMATION

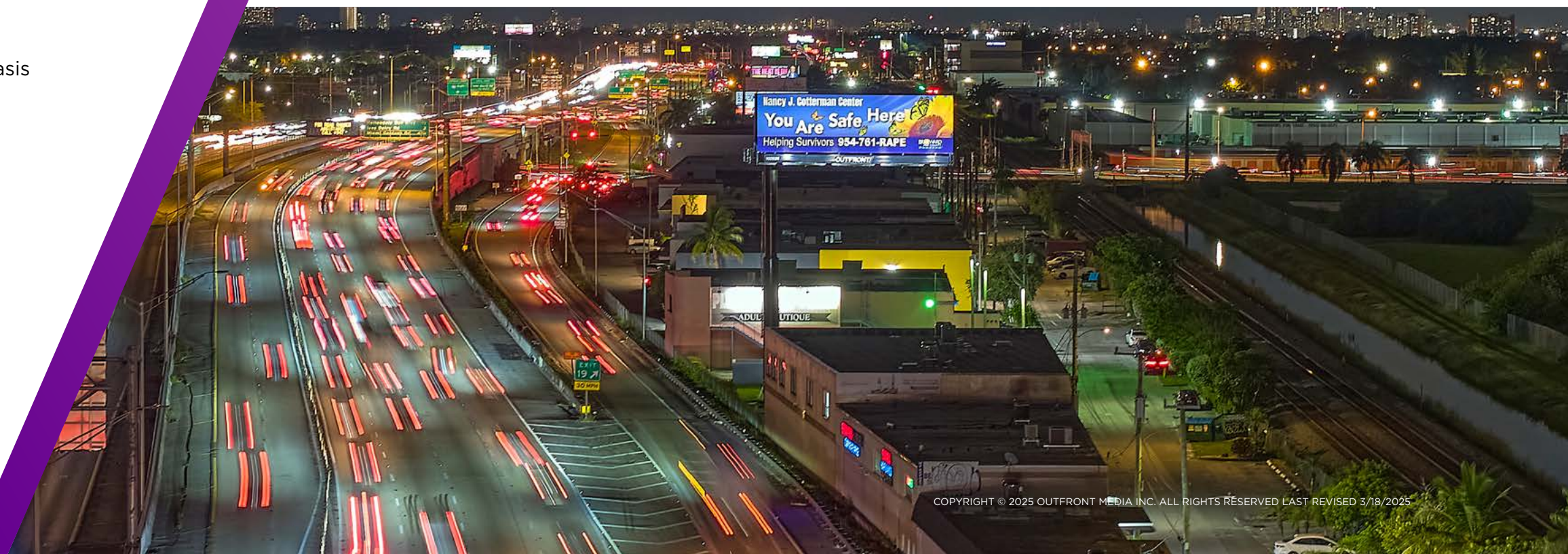
- 14'H x 48'W
- Extensions available

## COVERAGE

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



SCAN OR CLICK TO  
LEARN MORE





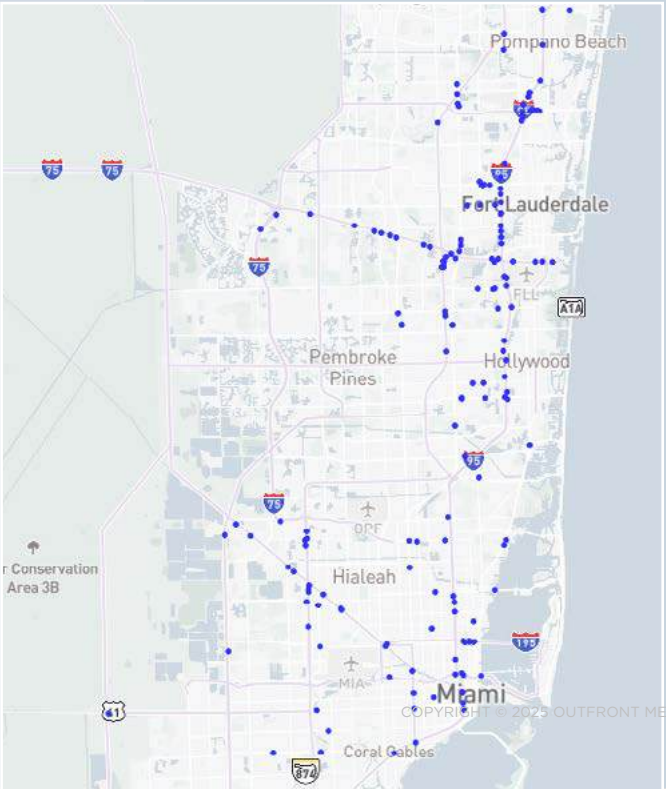
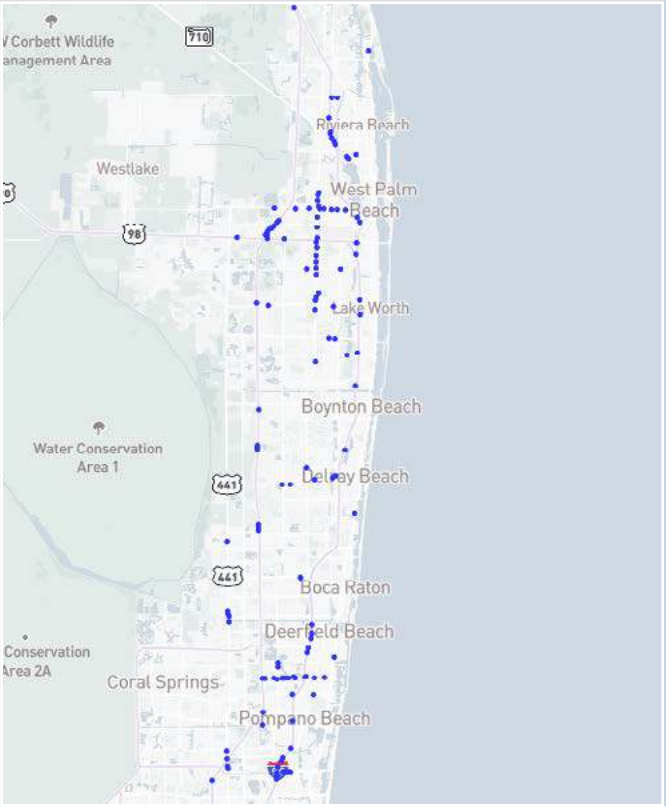
# BULLETIN COVERAGE

Across the South Florida CBSA

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

SOUTH FLORIDA  
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

OUTFRONT



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# 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: Digital

## COVERAGE

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

SOUTH FLORIDA  
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT



SCAN OR CLICK TO  
LEARN MORE



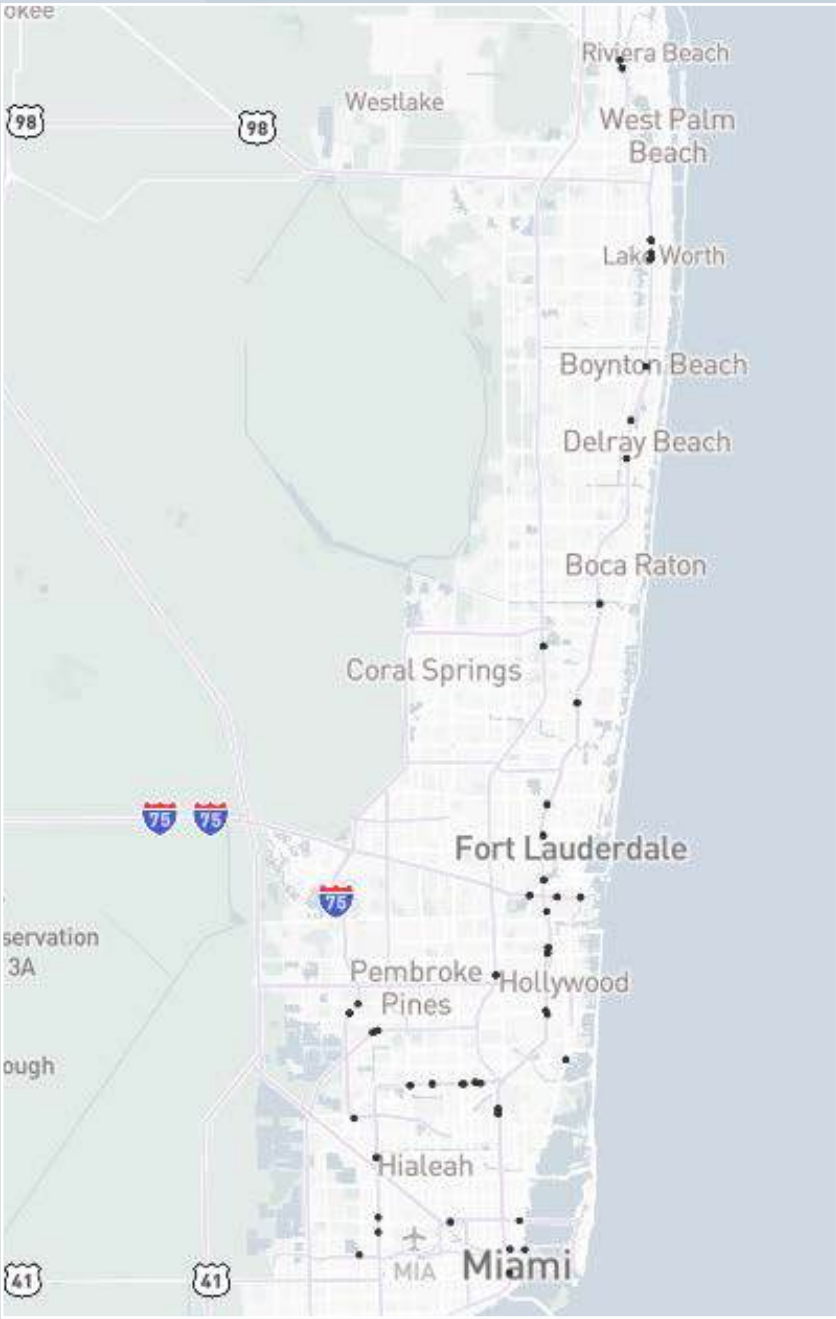
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# DIGITAL BULLETIN COVERAGE

Across the South Florida CBSA

HIGH TRAFFIC LOCATIONS WITH COVERAGE  
SPANNING THE ENTIRE SOUTH FLORIDA  
CBSA.





# 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



SCAN OR CLICK TO  
LEARN MORE





# DIGITAL WALL

OUTFRONT

Our Digital Wall in Miami is the epitome of PRIME. It's location is more than a status symbol for advertisers, at the heart of Miami's Downtown Distributor for commuter traveling to Brickell or Downtown from Interstate 95.

## PRODUCT INFORMATION

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

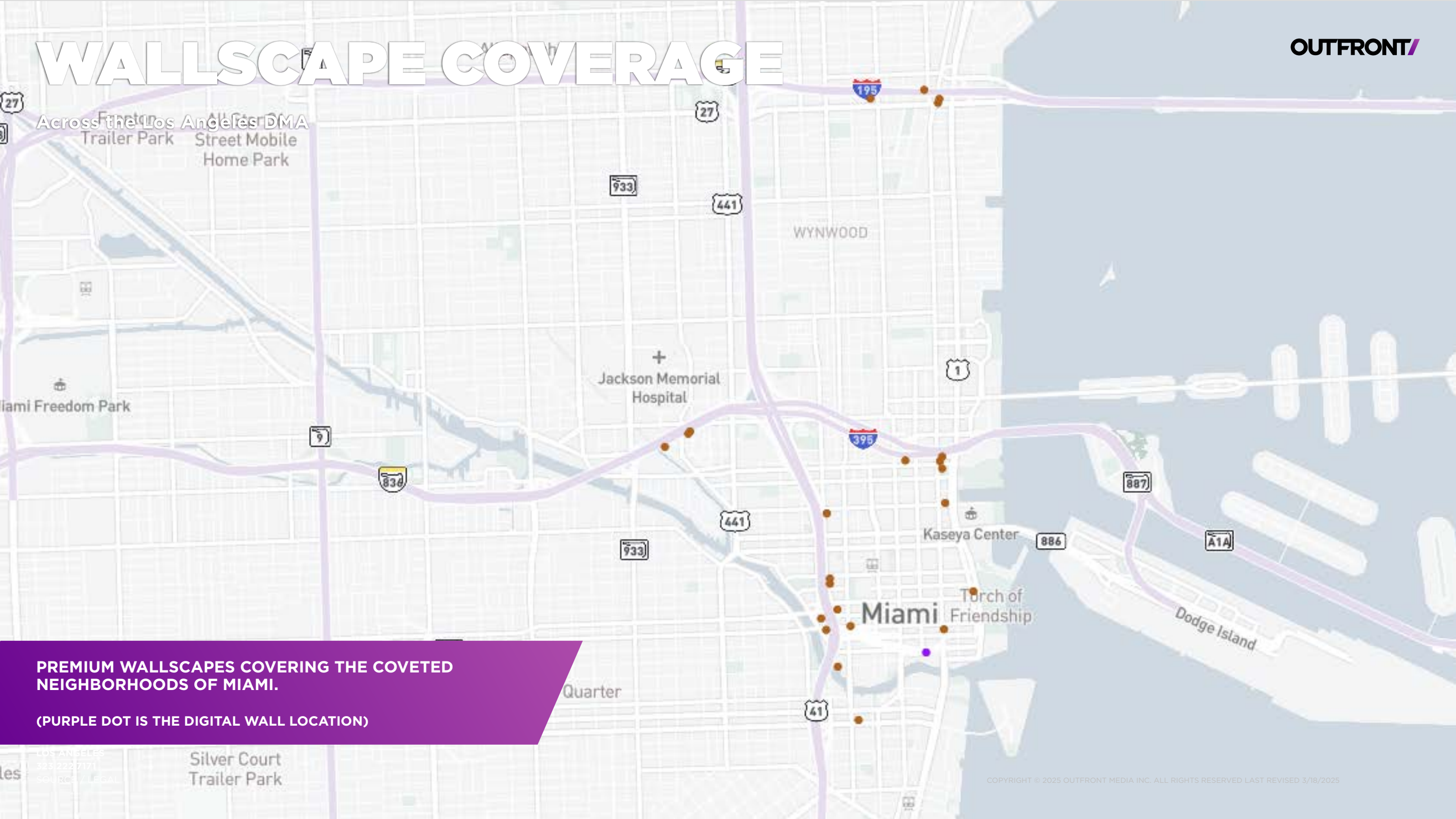
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# WALLSCAPE COVERAGE

OUTFRONT/



PREMIUM WALLSCAPES COVERING THE COVETED NEIGHBORHOODS OF MIAMI.

(PURPLE DOT IS THE DIGITAL WALL LOCATION)

LOS ANGELES  
323.222.7171  
SOURCE / LEGAL

Silver Court  
Trailer Park



# LIFESTYLE CENTER



OUTFRONT





# CITYPLACE JUMBOTRON

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 and CityPlace Doral is part of a **vibrant and affluent community**.

## DIGITAL WALL PRODUCT INFORMATION

- Spot Length: 9 Seconds
- # of Spots: 8
- Loop Length: 72 Seconds
- 20'H x 36'W
- Type: Digital



# CITYPLACE DORAL DIGITAL KIOSKS

Engage visitors in CityPlace Doral with Digital Kiosk Advertising, a dynamic and eye-catching way to showcase your brand. These high-definition, interactive displays are strategically placed throughout the shopping, dining, and entertainment district, ensuring maximum visibility to a diverse audience of locals and tourists.

With vibrant digital screens positioned in high-foot-traffic areas, CityPlace Doral is perfect for brand awareness, product launches, and event promotions.

## PRODUCT INFORMATION

- 0:08 Spot
- 1:04 Loop
- 8 Flips
- Sold as a Network

SOUTH FLORIDA  
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

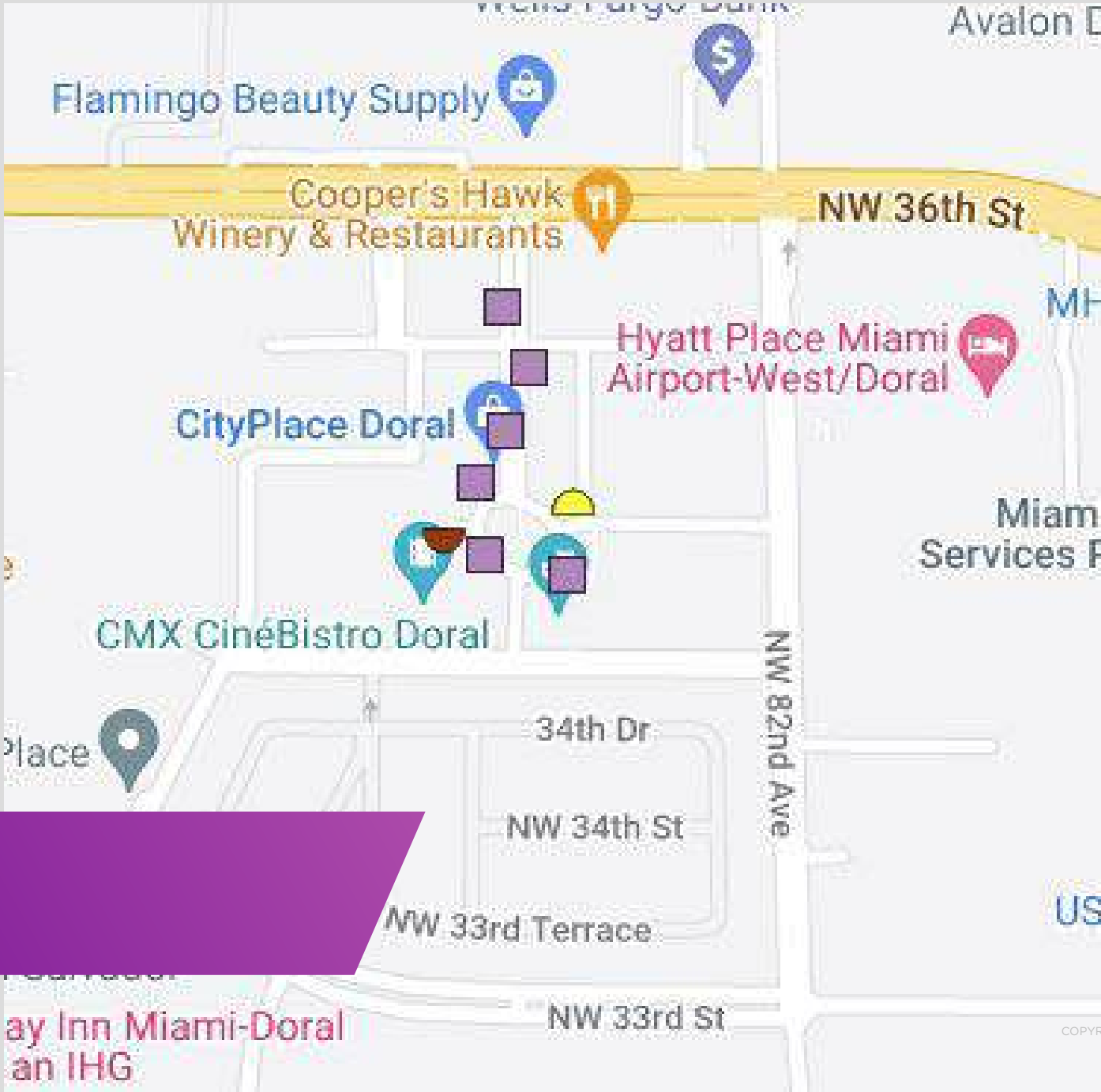
OUTFRONT



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# CITYPLACE DORAL



- PURPLE = DIGITAL KIOSKS
- YELLOW = DIGITAL WALL
- RED = STATIC WALL





# BUSES



# BUS MEDIA

OUTFRONT

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 Miami coverage.

## MEDIA

- Kings
- Ultra Super Kings
- Full Backs
- Full Wraps
- Interior Bus Cards

## COVERAGE

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



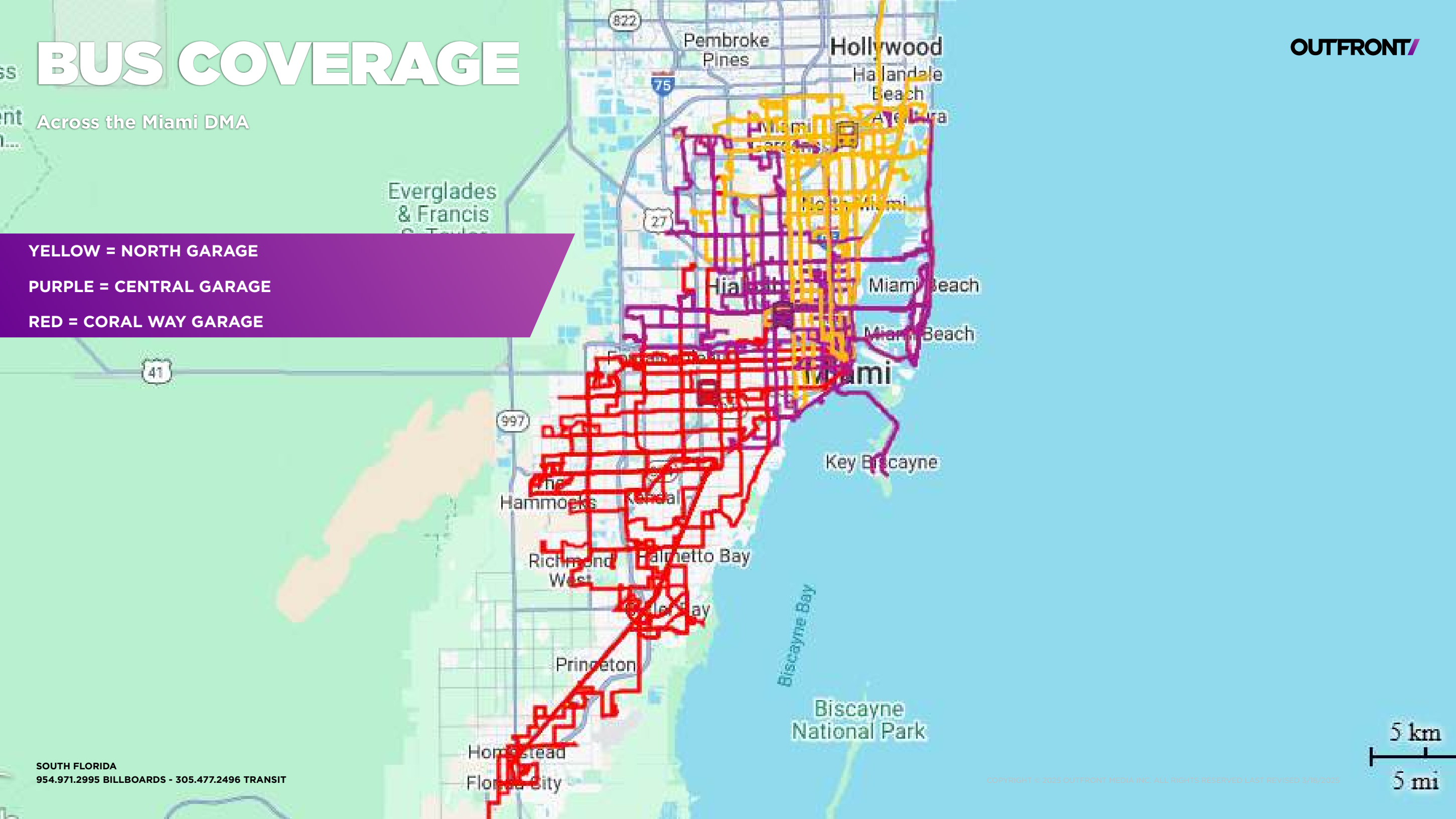


# BUS COVERAGE

Across the Miami DMA

OUTFRONT

- YELLOW = NORTH GARAGE
- PURPLE = CENTRAL GARAGE
- RED = CORAL WAY GARAGE





# 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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OUTFRONT



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# 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





# 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

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305.477.2496 TRANSIT



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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







# 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





# 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

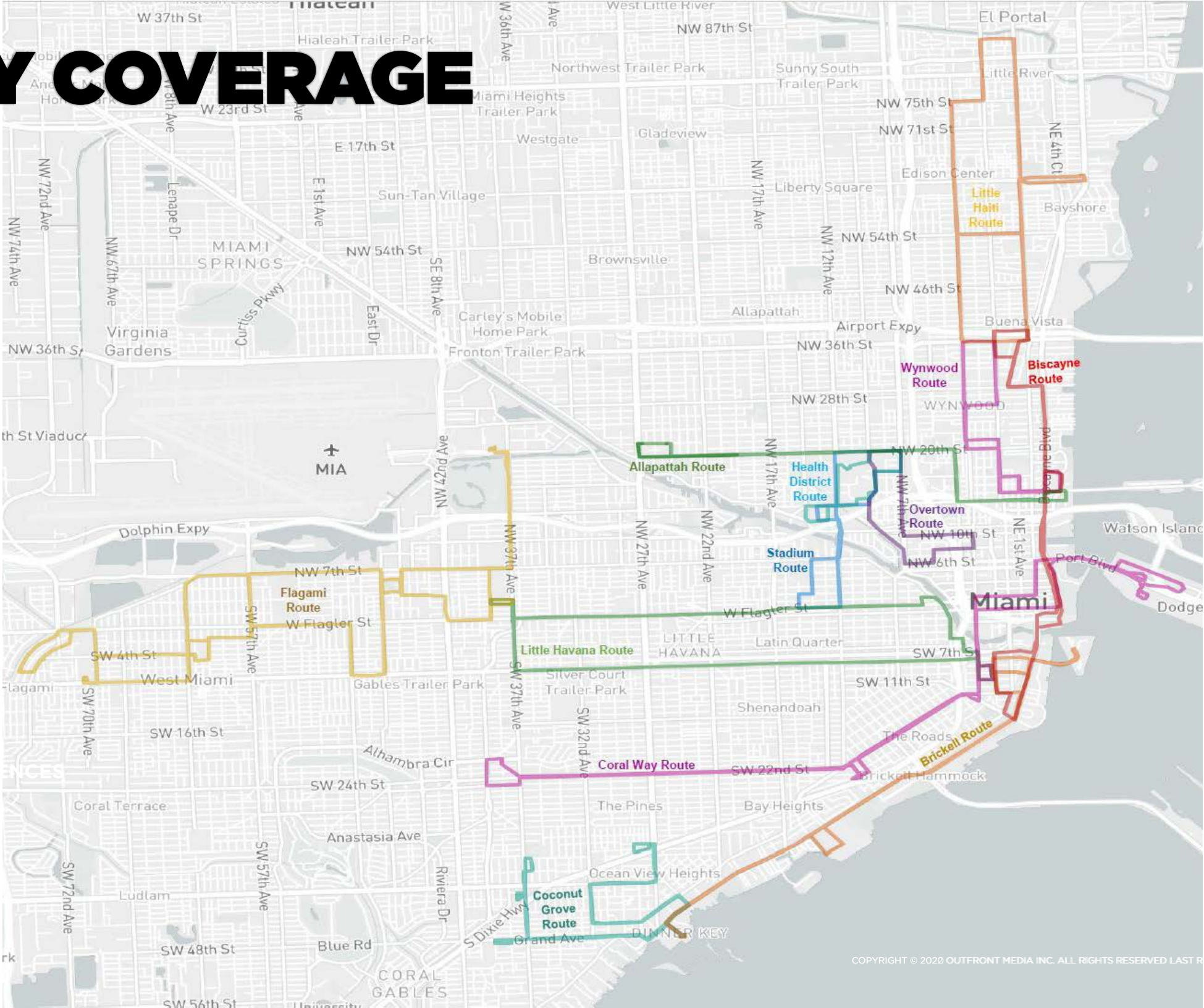
- Brickell/Financial District
- Downtown Miami
- Miami Design District
- Wynwood
- Midtown
- Coral Gables
- Edgewater
- Health District
- Entertainment District
- Miami Beach
- South Beach





# TROLLEY COVERAGE

City of Miami Coverage





# TROLLEY COVERAGE

OUTFRONT/



PURPLE = MIAMI BEACH ROUTE

RED = SOUTH BEACH ROUTE



# 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

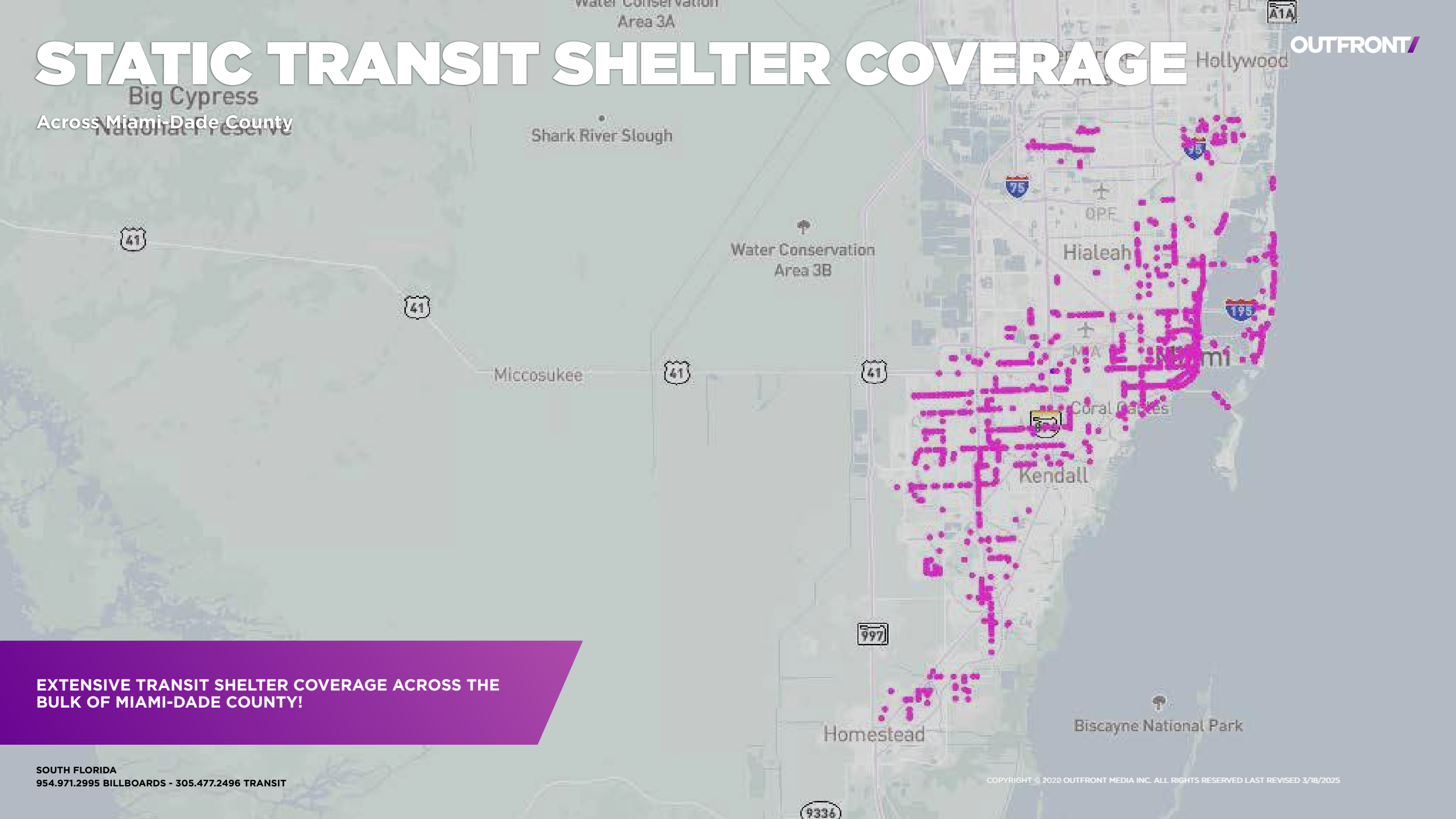
- Downtown Miami
- Brickell/Financial District
- Wynwood
- Miami Design District
- Midtown
- Edgewater
- Aventura
- North Miami
- Kendall
- Little Havana



# STATIC TRANSIT SHELTER COVERAGE

OUTFRONT

Across Miami-Dade County



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



# GLASS WRAP TRANSIT SHELTERS

Miami Dade County Transit Shelters have the option to be glass wrapped providing a unique advertising experience in the hottest neighborhoods of Miami.

## PRODUCT INFORMATION

- Static

## COVERAGE

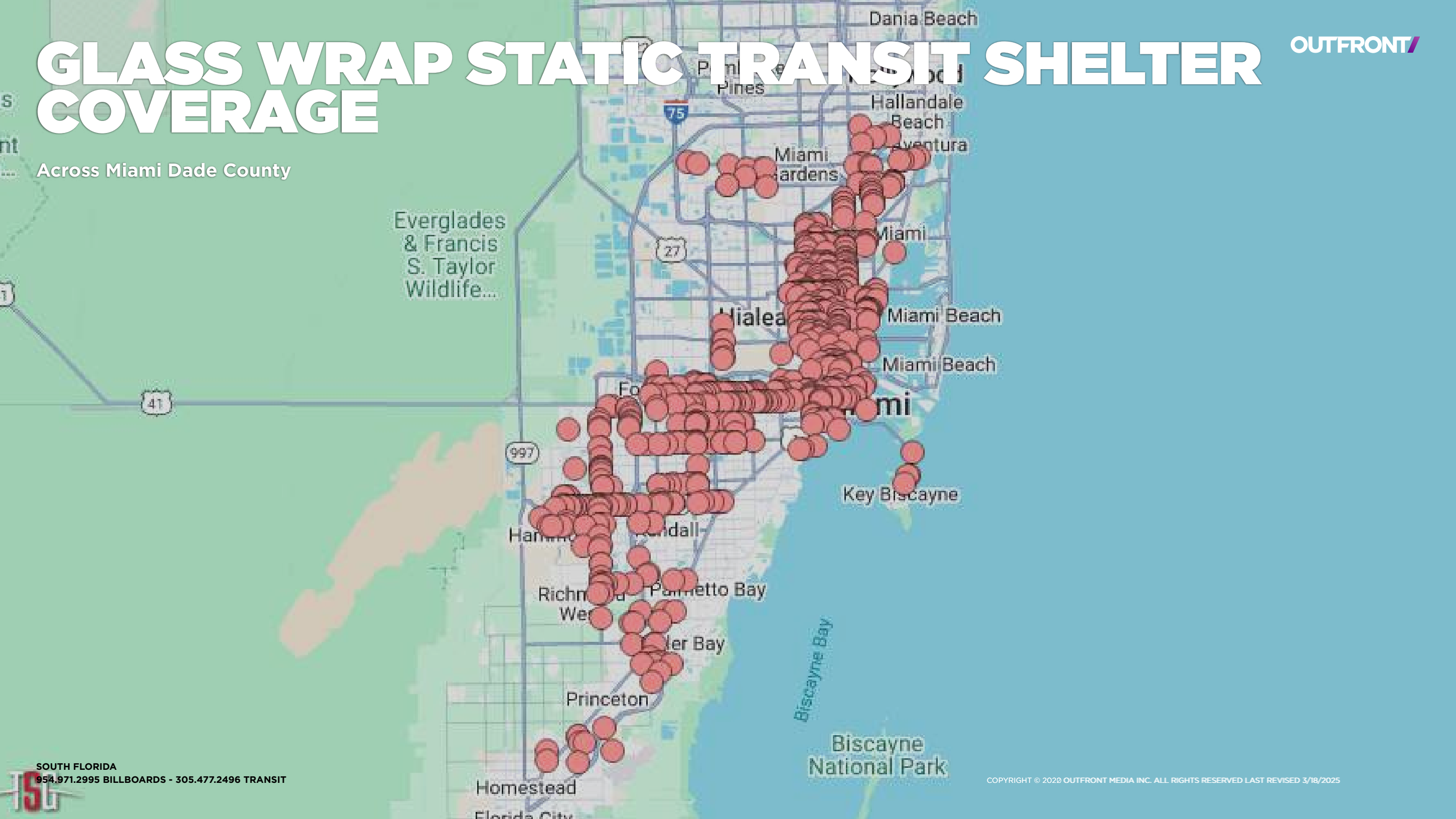
- Downtown Miami
- Brickell/Financial District
- Wynwood
- Miami Design District
- Midtown
- Edgewater
- Aventura
- North Miami
- Kendall
- Little Havana



# GLASS WRAP STATIC TRANSIT SHELTER COVERAGE

OUTFRONT

Across Miami Dade County







# 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 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               |                         |



# DIGITAL TRANSIT SHELTER COVERAGE

OUTFRONT

High Profile Locations

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

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# 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

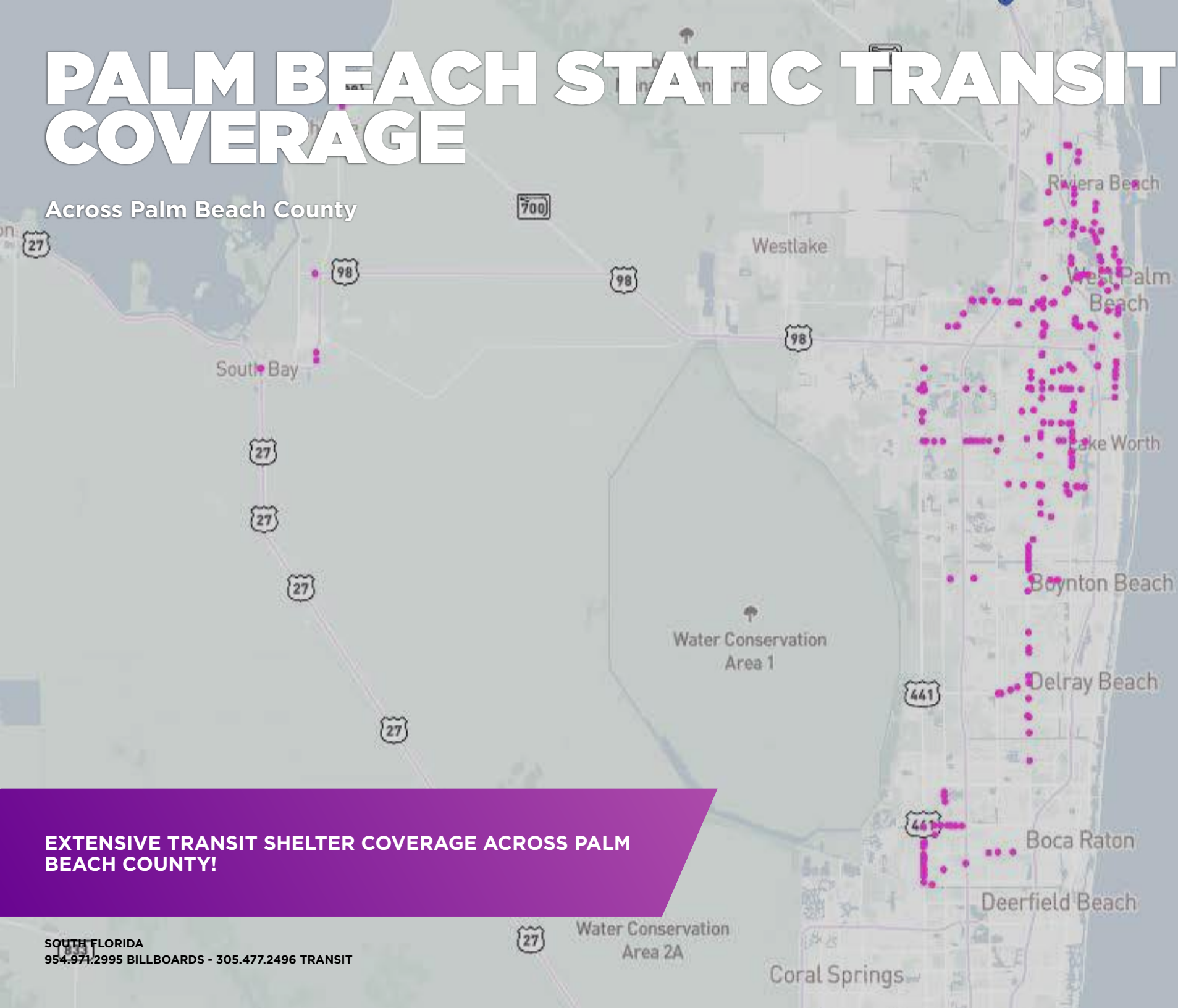
- Clematis Street
- Downtown West Palm Beach
- Boca Raton
- Delray Beach
- Lake Worth
- Jupiter



# PALM BEACH STATIC TRANSIT SHELTER COVERAGE

OUTFRONT

Across Palm Beach County



EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS PALM BEACH COUNTY!

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← NORTHBOUND

BRICKELL STATION

4:50 pm

→ SOUTHBOUND

4 min	Orange Line to Miami Int. Airport
12 min	Green Line to Palmetto
20 min	Orange Line to Miami Int. Airport

TAP TO RIDE

WITH YOUR CASH CARD

VISA

Cash App

1) Open Cash App on your mobile device

2) Order a free Cash Card

3) Tap to ride with your Cash Card

Green Line to Dadeland South

2 min

Orange Line to Dadeland South

12 min

Green Line to Dadeland South

18 min

# RAIL

VISA

Cash App

TAP TO RIDE

WITH YOUR CASH CARD

1) Open Cash App on your mobile device

2) Order a free Cash Card

3) Tap to ride with your Cash Card

Debit Cards issued by Cash App's bank partner(s)

TAP TO RIDE

WITH YOUR CASH CARD



# RAIL MEDIA

OUTFRONT

**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

OUTFRONT

Metro Mover Cars are one of Miami's most unique media formats. These mover cars are huge traveling bulletins that are fully automated, green, and highly visible as they travel throughout Miami's congested inner-city..

## POINTS OF INTEREST

- Kaseya Center
- Perez Art Museum
- Frost Science Museum
- Brickell City Centre
- Miami-Dade College
- Adrienne Arsht Center
- Miami World Center

## EXTERIOR RAIL

- Full Wrap





# METRO MOVER STATION DOMINATION

Take over an entire Miami Metro Mover station with a station domination campaign—an immersive advertising experience that surrounds daily commuters, tourists, and professionals with your brand message. With full-scale wraps, wall graphics, floor decals, turnstile branding, and elevator door wraps, your campaign will capture attention at every touchpoint.

## STATION MEDIA

- Entrance Columns
- Columns
- Banners
- Wall Graphics
- Floor Graphics
- Elevator Doors
- Stairs
- Two-Sheets
- Dioramas

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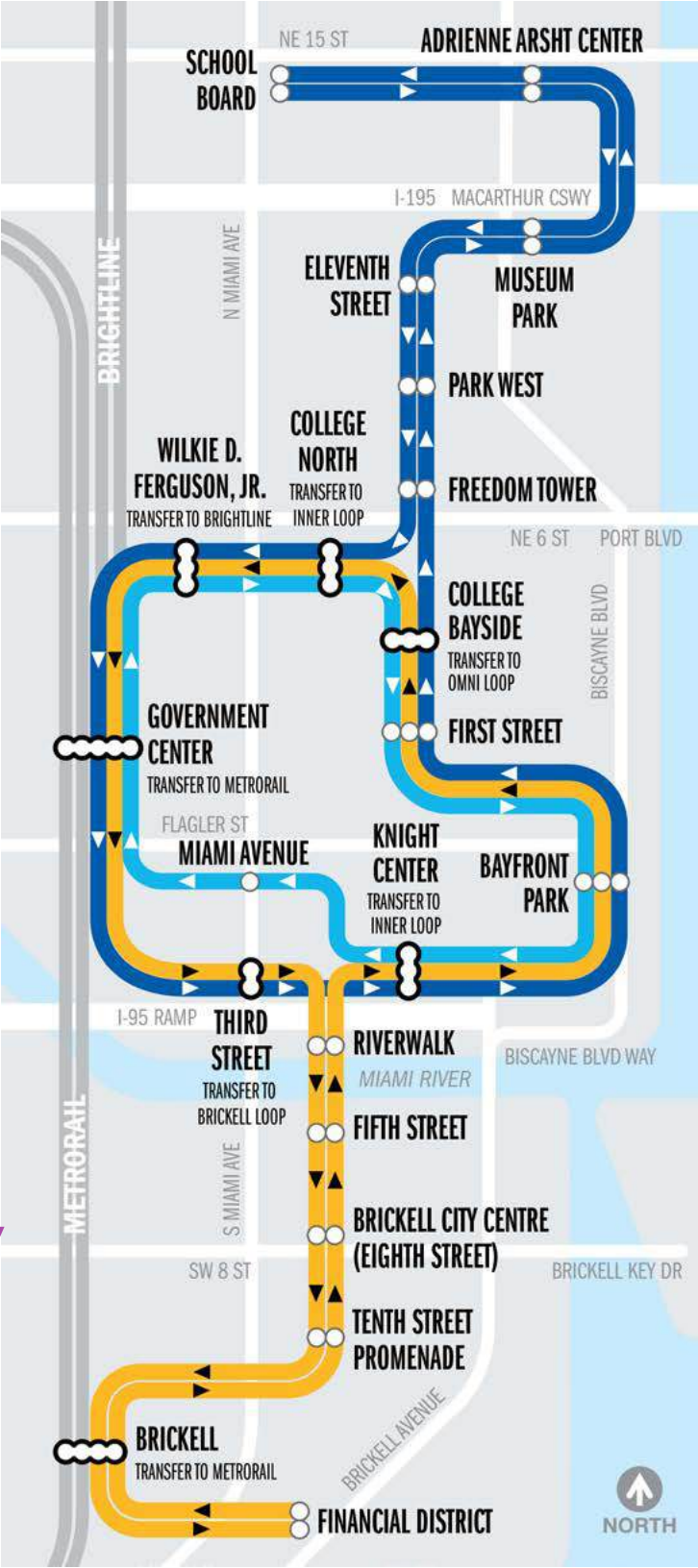


# METRO MOVER COVERAGE



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

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# METRO RAIL COLUMNS

OUTFRONT

## Advertise on Miami Metro Rail Columns - High-Impact, Daily Exposure!

Take your brand to the next level with eye-catching advertisements on Miami Metro Rail columns! Located at key transit stations and along major commuter routes, these high-visibility placements offer daily exposure to thousands of commuters, tourists, and professionals.

### RAIL COLUMN MEDIA

- 23 Stations Available.
- Capture attention in high-traffic urban areas.
- Mass Audience Reach - Engage a diverse and dynamic crowd.
- Large-Format Impact - Bold, unmissable displays for maximum brand awareness.
- Cost-Effective & Strategic - A powerful way to enhance brand recognition in Miami's thriving market.

Don't miss the opportunity to dominate Miami's transit landscape—secure your Metro Rail column ad space today!

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# METRO RAIL DIGITAL RAIL SCREENS

## DIGITAL MEDIA IN MIAMI METRO RAIL STATIONS!

The Metro Rail's Digital Rail Screens advertisement allows for easy neighborhood and audience targeting with high-end full-motion video or static digital images adjacent to the rail schedule. This medium shines with its premium location next to the rail schedule.

## PRODUCT INFORMATION

- 20.5"H x 40"W
- Spot Length: (0:15)
- Loop Length: (2:50)
- Illuminated 24/7

## POINTS OF INTEREST

- Kaseya Center
- Health District
- Government Center
- Perez Art Museum
- Frost Science Museum
- Brickell City Centre
- Miami-Dade College
- Adrienne Arsht Center

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# METRO RAIL DIORAMAS

Capture the attention of thousands of daily commuters with diorama advertising in Miami's Metro Rail stations. Strategically positioned along high-traffic platforms, walkways, and concourses, these high-visibility displays offer a powerful way to showcase your brand in a dynamic, urban environment.

With Miami's Metro Rail serving millions of passengers annually, diorama ads provide extended exposure to a diverse audience, including professionals, students, and tourists. Whether promoting a new product, event, or service, these eye-catching placements ensure continuous brand presence in one of the city's busiest transit systems.

## KEY BENEFITS:

- High Exposure - Reach thousands of daily commuters.
- Strategic Placement - Located in key Metro Rail stations.
- Cost-Effective - Long-term brand presence at a fraction of traditional ad costs.

Leverage Miami's Metro Rail diorama advertising to make a lasting impression and drive engagement with your target audience!

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# METRO RAIL ENTRANCE & EXIT PADDLES

Maximize your brand's visibility with entrance and exit paddle advertising in Miami's Metro Rail stations. These high-exposure ad placements are strategically positioned at fare gates, ensuring direct engagement with commuters as they enter and exit the station.

With thousands of passengers passing through these gates daily, your message will be impossible to miss. Whether promoting a new product, event, or service, paddle advertising offers prime real estate for brands looking to connect with a diverse and captive audience.

## KEY BENEFITS

- Unavoidable Visibility – Ads are placed directly at commuter touchpoints.
- High Daily Impressions – Thousands of riders interact with fare gates.
- Targeted & Repetitive Exposure – Riders see your message multiple times daily.
- Cost-Effective Marketing – Long-lasting impact in a high-traffic environment.

Make a statement where it matters most! Entrance and exit paddle advertising in Miami's Metro Rail stations guarantees maximum reach and brand awareness in a bustling urban setting.

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# METRO RAIL STATION DOMINATION

Take over an entire Metro Rail station with Station Domination Advertising, the ultimate way to create an immersive brand experience in one of Miami's busiest transit hubs. This high-impact advertising strategy transforms a station into a branded environment, covering multiple surfaces such as walls, floors, columns, turnstiles, elevators and digital screens to ensure unmatched visibility.

## KEY BENEFITS

- Total Brand Immersion – Surround commuters with your messaging at every turn.
- Unmissable Visibility – Multiple ad placements ensure continuous engagement.
- High-Frequency Exposure – Commuters see your brand daily, reinforcing awareness.
- Customizable & Eye-Catching – Create a unique, visually stunning campaign.

Make a bold statement with Station Domination advertising in Miami's Metro Rail stations and ensure your brand is the center of attention in one of the city's key transit spaces!

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# METRO RAIL - RAIL MARQUEE

OUTFRONT/

Capture commuter attention with Rail Marquee Advertising in Miami's Metro Rail stations. Positioned above ticketing areas, entrances, and high-traffic walkways, these bold, eye-level displays ensure maximum visibility for your brand.



PRIME, EYE-LEVEL PLACEMENT FOR OPTIMAL ENGAGEMENT

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# METRO RAIL - TWO SHEETS

Two Sheet Advertising offers a high-impact, cost-effective way to engage Miami Metro Rail commuters. These eye-catching, poster-sized ads are strategically placed in high-traffic areas on the rail platform ensuring maximum visibility to daily riders.



GET NOTICED WITH TWO-SHEET ADVERTISING AND  
CONNECT WITH THOUSANDS OF DAILY METRO RAIL  
PASSENGERS!



# METRO RAIL COVERAGE

CONNECTING MIAMI-DADE COUNTY TO  
DOWNTOWN MIAMI

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# BRIGHTLINE

Brightline is a high-speed luxury rail popular with a luxury audience, business professionals, and tourists. Traveling throughout South Florida has never been easier than Brightline and the perfectly placed digital media formats make it an excellent format to target this captive audience.

## 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

## STATION COVERAGE

- Miami
- Aventura
- Fort Lauderdale
- Boca Raton
- West Palm Beach
- Orlando

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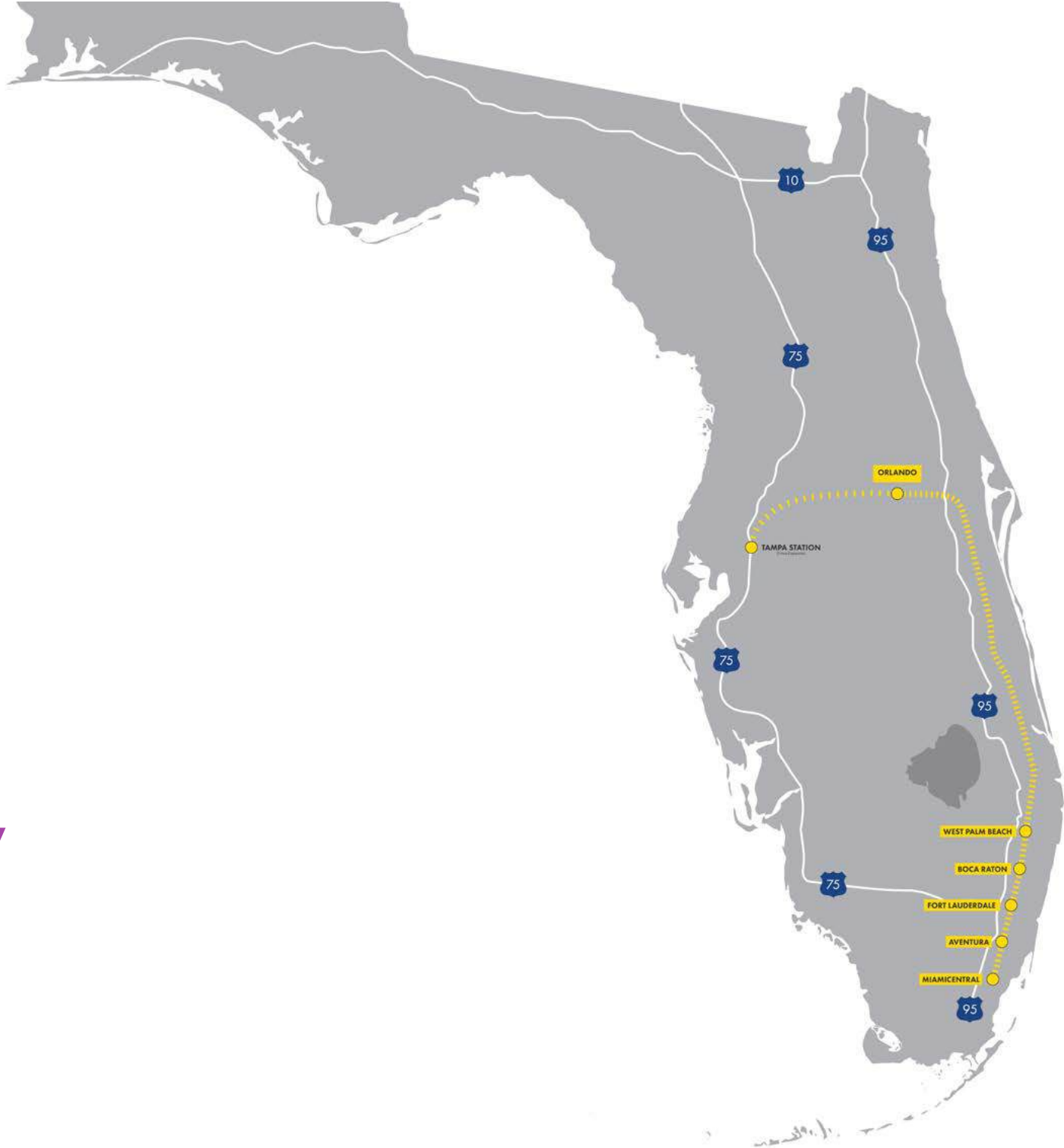


# BRIGHTLINE COVERAGE

## LUXURY RAIL TRAVEL IN FLORIDA!

NOTE: TAMPA IS A POTENTIAL BUILD SITE BUT IS NOT OPEN

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# SECOND SCREEN MEDIA





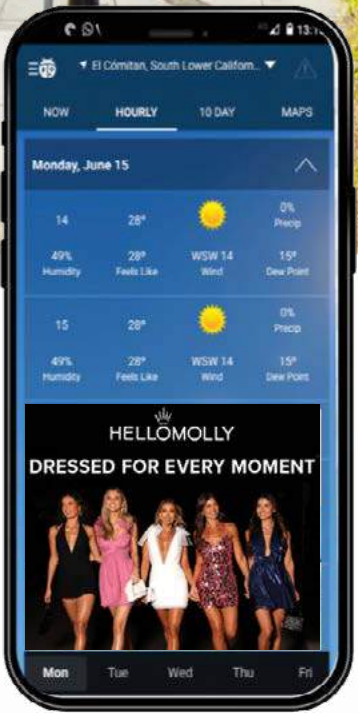
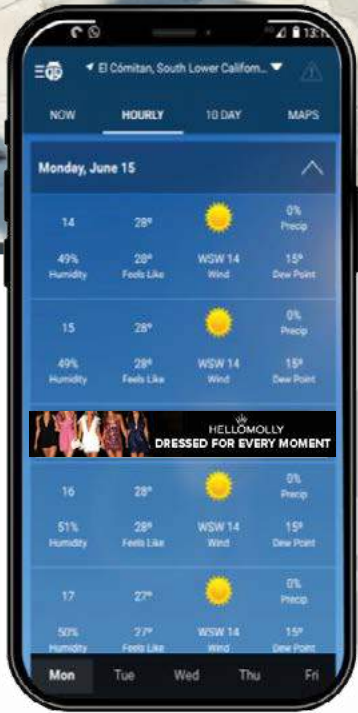
# MOBILE NETWORK

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**



SCAN OR CLICK TO LEARN MORE





# LEVERAGING #sOOH FOR YOUR BRAND

There's a phenomenon of digital amplification and engagement that occurs when the right creative is placed in the right location. We call it social out of home (#sOOH). At OUTFRONT, we're experts in setting brands and local businesses up for social success. Here's how we can help.

## PRIME FOR A TIME

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

## STUDIOS & XLABS

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

## INFLUENCERS

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

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

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



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