

OUTFRONT/

WE GET YOU **NEW YORK**

Media Across The Market



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.**

NEW YORK
212.297.6400

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.

NEW YORK
212.297.6400

SOURCE: GEOPATH (OUTFRONT MARKETS), 2021. JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.

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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.

AWARENESS¹

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION¹

23% OOH
24% TV
24% Social Media
21% Online Video

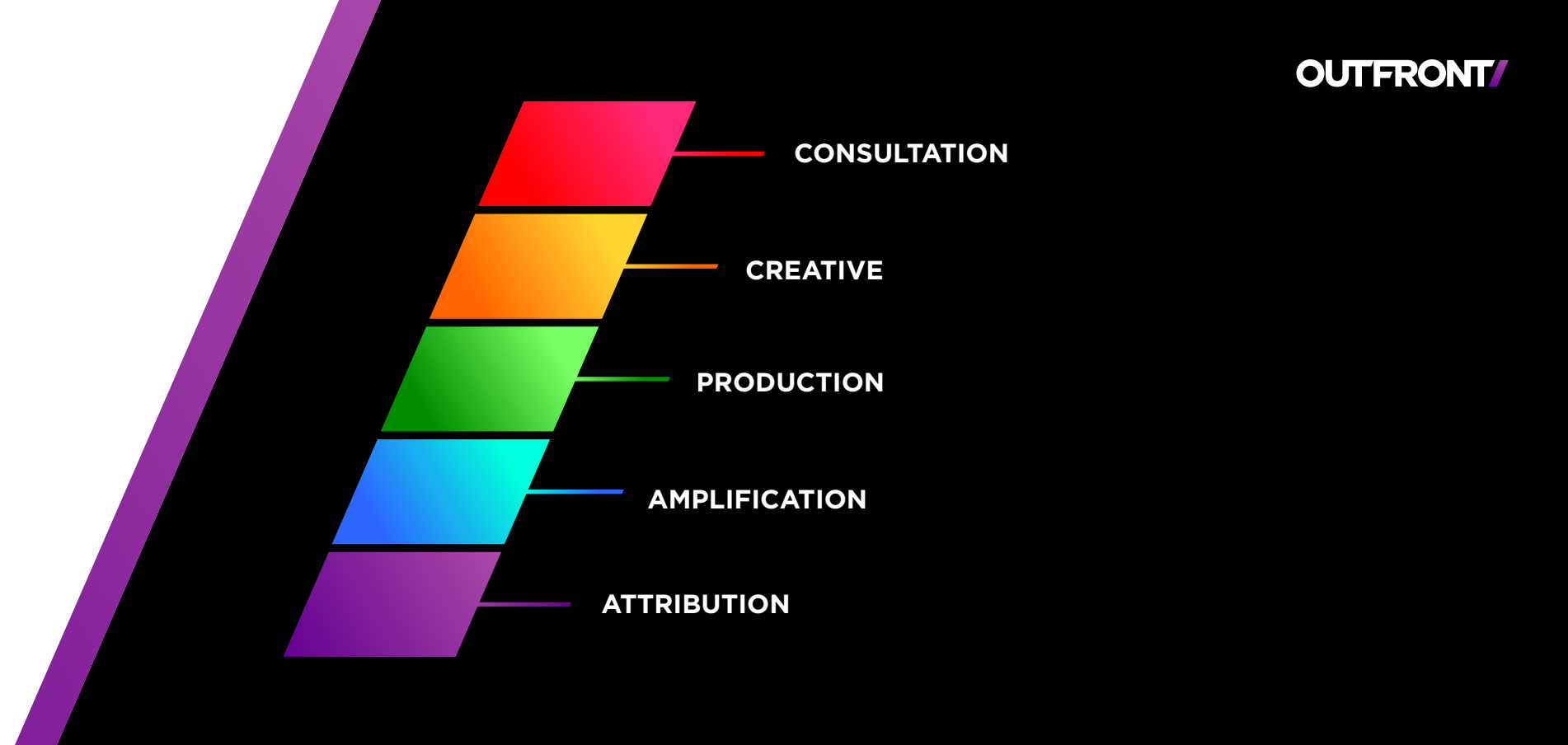
CONVERSION¹

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 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.

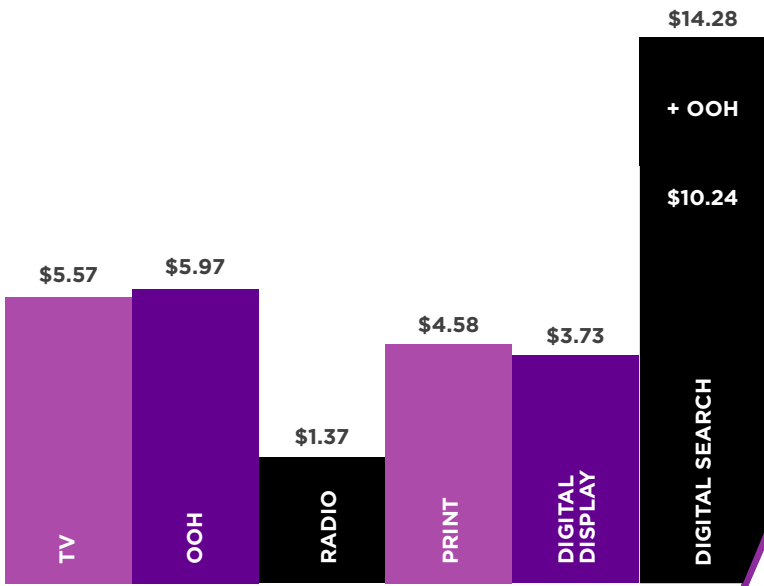
ATTRIBUTION

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.



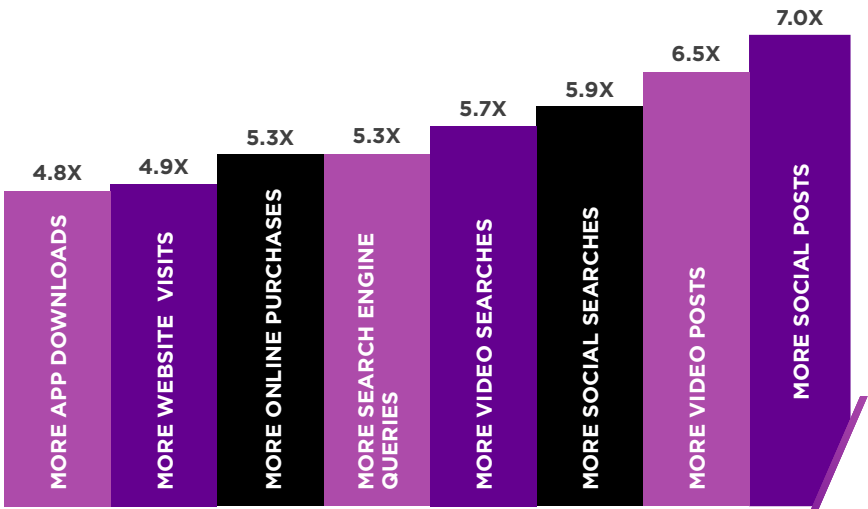
SEARCH

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.](#)



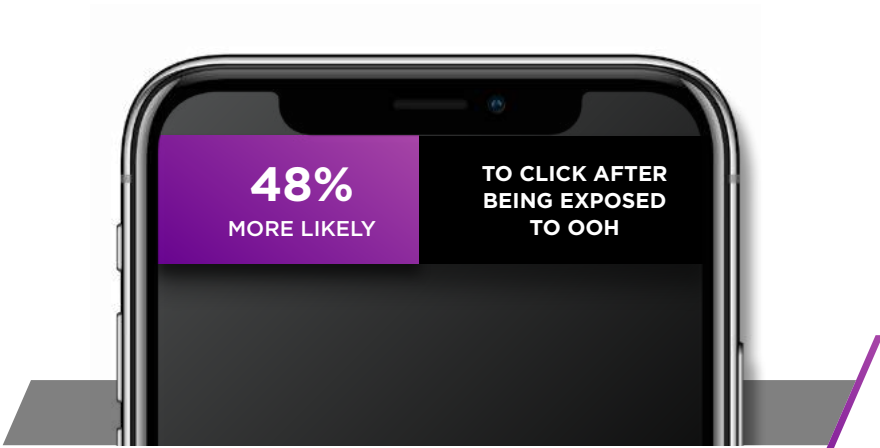
SOURCE: BENCHMARKETING, COMSCORE, NIELSEN, OCEAN NEURO INSIGHTS.



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.](#)



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.](#)



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ATTRIBUTION MATTERS/

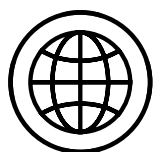
OUTFRONT

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE **ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.**



FOOTFALL

McDonald's achieved an outstanding surge in foot traffic with OUTFRONT. Through strategic placement on key LA routes, engaging mobile targeting, and collaboration with social influencers, this case study unveils the art and science behind elevating in-store visits. OUTFRONT has seen an average lift of 131% for those exposed to OOH. [Learn how we drove store visitation for a local McDonalds.](#)



ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to pair strongest with online conversion, with an average lift of 345% in website traffic for those exposed to OOH. [Read how we drove website traffic for a DTC hosiery brand.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift. OUTFRONT has seen an average lift of 23% for those exposed to OOH. [See how we drove tune-in for a major sports league.](#)



LOCATION SURVEYING

On site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media. [Learn how we drove sales lift for auto dealers in a Top 5 DMA.](#)



SCAN OR CLICK
FOR THE FOOTFALL
CASE STUDY



SCAN OR CLICK
FOR THE ONLINE
CASE STUDY



SCAN OR CLICK
FOR THE TUNE-IN
CASE STUDY



SCAN OR CLICK
FOR SALES LIFT
CASE STUDY

clean-energy bus

9867

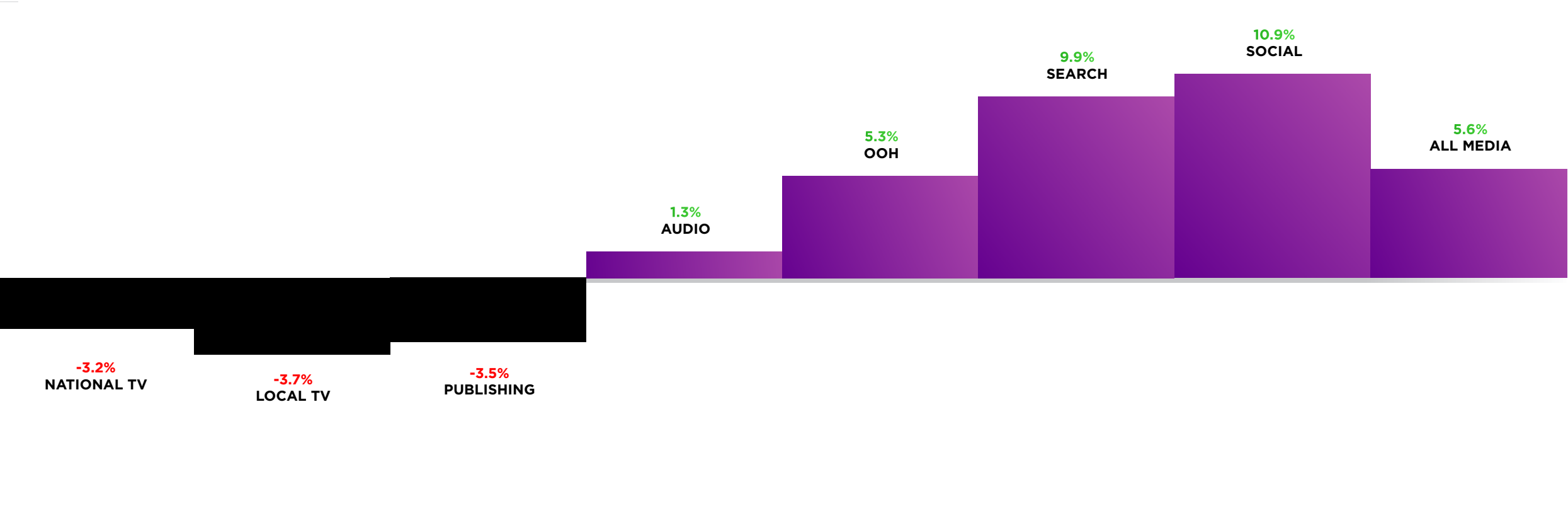
sheertex

Better tights
here to last

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



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

YOUR STORY & AUDIENCE. OUR SCREENS.

NEW YORK
212.297.6400

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,639,046	● ●	●	● ●	● ● ●	●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,869,011	● ●	●	● ●		● ●	● ● ●	● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,415,897	● ●	●	● ●	● ● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,126,208	● ●	●				●	●	● ●	●
5	Houston-The Woodlands et al, TX	7,518,993	● ●	●				● ●		● ●	●
6	Washington et al, DC-VA-MD-WV	6,441,102	●	●		● ● ●	● ●	●		●	●
7	Philadelphia et al, PA-NJ-DE-MD	6,264,628	● ●	●	●					● ●	●
6	Miami-Fort Lauderdale et al, FL	6,234,664	● ●	● ●		● ● ●	● ●	● ● ●		● ●	●
9	Atlanta-Sandy Springs et al, GA	6,339,620	● ●		● ●			● ●		● ●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,119,961	● ●		● ●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,934,233	● ●	●	●	● ● ●	● ●	● ●	●	● ●	●
12	San Francisco-Oakland et al, CA	4,591,500	● ●	●	●	● ● ●	● ●	● ●		● ●	●
13	Riverside et al, CA	4,710,115	● ●		●						●
14	Detroit-Warren-Dearborn, MI	4,344,518	● ●	●	●		● ●				●
15	Seattle-Tacoma-Bellevue, WA	4,107,105	●		●						●
16	Minneapolis et al, MN-WI	3,738,359	● ●	●	●				● ●		●
17	Tampa-St. Petersburg et al, FL	3,358,778	● ●	●	●				● ●		●
18	San Diego-Carlsbad, CA	3,297,720	● ●	●	●				● ●		●
19	Denver-Aurora-Lakewood, CO	3,031,111	● ●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2855642	● ●		●	● ●					●
21	Baltimore-Columbia-Towson, MD	2,869,076	●								●
22	St. Louis, MO-IL	2,799,169	● ●	●	● ●						●
23	San Antonio-New Braunfels, TX	2,639,100	● ●								●
24	Portland-Vancouver et al, OR-WA	2,557,385	● ●	●	● ●						●
25	Sacramento-Roseville et al, CA	2,439,765	● ●		● ●						●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Las Vegas-Henderson-Paradise, NV	2,368,484	● ●				● ●	● ● ●	● ●		●
27	Pittsburgh, PA	2,343,535	●								●
28	Cincinnati, OH-KY-IN	2,279,612	●								●
29	Kansas City, MO-KS	2,231,091	● ●	●	●						●
30	Columbus, OH	2,191,831	● ●	●	●			●			●
31	Indianapolis-Carmel-Anderson, IN	2,170,887	● ●	●	●				● ●		●
32	Cleveland-Elyria, OH	2,059,022	● ●	●							●
33	Nashville-Davidson et al, TN	2,097,909	● ●								●
34	San Jose-Sunnyvale et al, CA	1,942,876	● ●		●	● ● ●	● ●	● ●			●
35	Virginia Beach et al, VA-NC	1,817,020	●					● ●			●
36	Providence-Warwick, RI-MA	1,680,098	● ●								●
37	Jacksonville, FL	1,722,041	● ●								●
38	Raleigh, NC	1,529,484	●								●
39	Memphis, TN-MS-AR	1,333,172	● ●								●
40	Richmond, VA	1,359,801	●								●
41	Louisville et al, KY-IN	1,292,781	● ●		●			●	● ●		●
42	New Orleans-Metairie, LA	1,246,215	● ●	● ●	● ●				●		●
43	Hartford-West Hartford et al, CT	1,223,287	● ●		● ●	●					●
44	Buffalo-Cheektowaga et al, NY	1,162,115	●								●
45	Rochester, NY	1,079,821	●								●
46	Grand Rapids-Wyoming, MI	1,104,923	● ●		● ●						●
47	Fresno, CA	1,024,718	● ●		● ●						●
48	Worcester, MA-CT	986,936	●								●
49	Bridgeport-Stamford-Norwalk, CT	966,725	●			●					●
50	Albany-Schenectady-Troy, NY	907,773	●								●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2023 UPDATE).

MEDIA ACROSS NEW YORK



WE GET YOU NEW YORK.

Home to 8.3 million residents and with another 20 million people living in the surrounding metropolitan area, **New York City is the most densely populated city in the United States.** Famed for its skyscrapers and its reputation as the city that never sleeps, it's one of the most economically prosperous and cultured cities in the world, attracting millions of visitors annually. The **average worker earns 1.5x the national average and the city is home to approximately 340,000 millionaires and billionaires.** It's also considered to be the cultural, financial, and media capital of the world. If it were a sovereign state it **would have the tenth-largest global economy!**

WHY NY?

- Most diverse city in the United States. Over 3.2 million residents are foreignborn, and as many as 800 languages are spoken within the metropolitan area.
- Ranked second in the world for Instagram posts, racking up a total of 138.8 million posts in 2022.
- New York City's population has grown by 629,057 since 2010.
- With 36 subway lines and 472 different stations, the New York City subway system is one of the busiest systems in the world! It would take a rider roughly 24 hours to navigate the entire system!
- It is the financial center of the USA and the wealthiest city in the world
- Real estate market is most expensive in the world.
- New York City expects to see over 63.7 million tourists in 2022.

New York, OUTFRONT reaches 98.5% of the DMA consumers weekly.

NEW YORK
212.297.6400

SOURCE: US CENSUS 2016, MTA 2018, NYC.GOV, STATISTA, BUSINESS INSIDER, BARRONS, SECRETNYC.



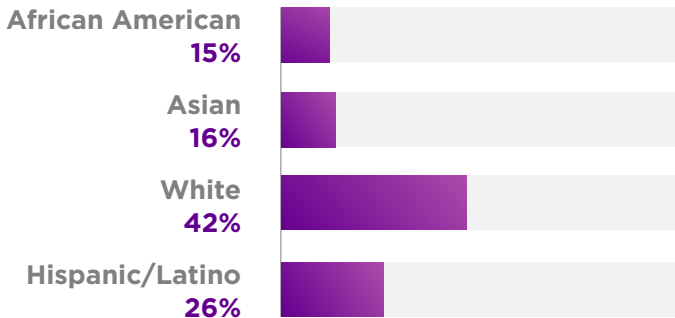
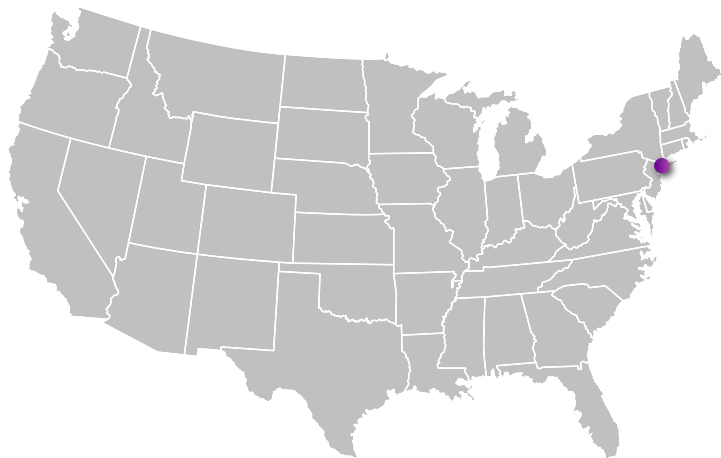
SCAN OR CLICK TO
LEARN MORE



OUTFRONT

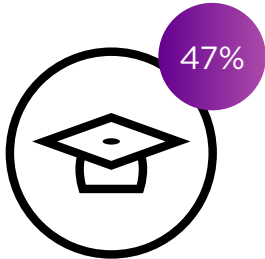
NEW YORK

Profile



NY AREA 19,879,949 MILLION*

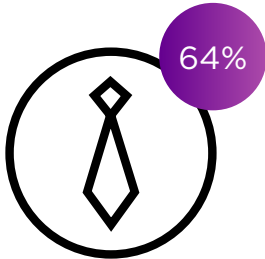
NEW YORK
212.297.6400
SOURCE: CENSUS DATA (2023 UPDATE), SCARBOUROUGH RESEARCH 2023, NEW YORK NY RELEASE 1



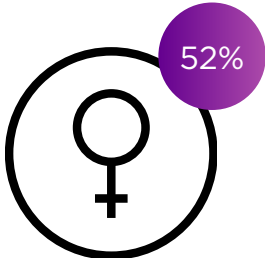
College Degree
or higher



Total miles traveled
past week



White-collar
occupation



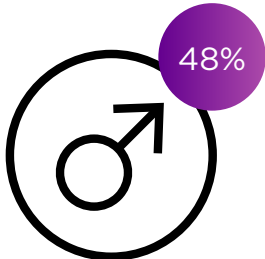
Female



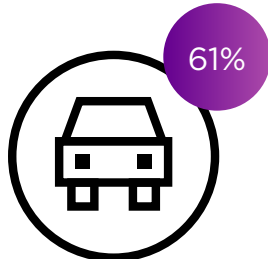
Time spent traveling to
and from work each day



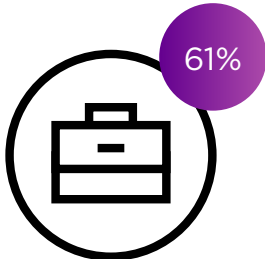
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

MEDIA FORMATS

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MEDIA FORMATS

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PENN STATION DIGITAL NETWORK	82	SOCIAL INTEGRATION	105
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GRAND CENTRAL LIVEBOARD NETWORK	84		
GRAND CENTRAL SHED LIVEBOARD NETWORK	85		
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VANDERBILT HALL DIGITAL SCREENS	88		



BILLBOARDS



BULLETINS

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

PRODUCT INFORMATION

- 14'H x 48'W
- 20'H x 60'W
- Odd Sizes
- Sizes vary by location
- Extensions available

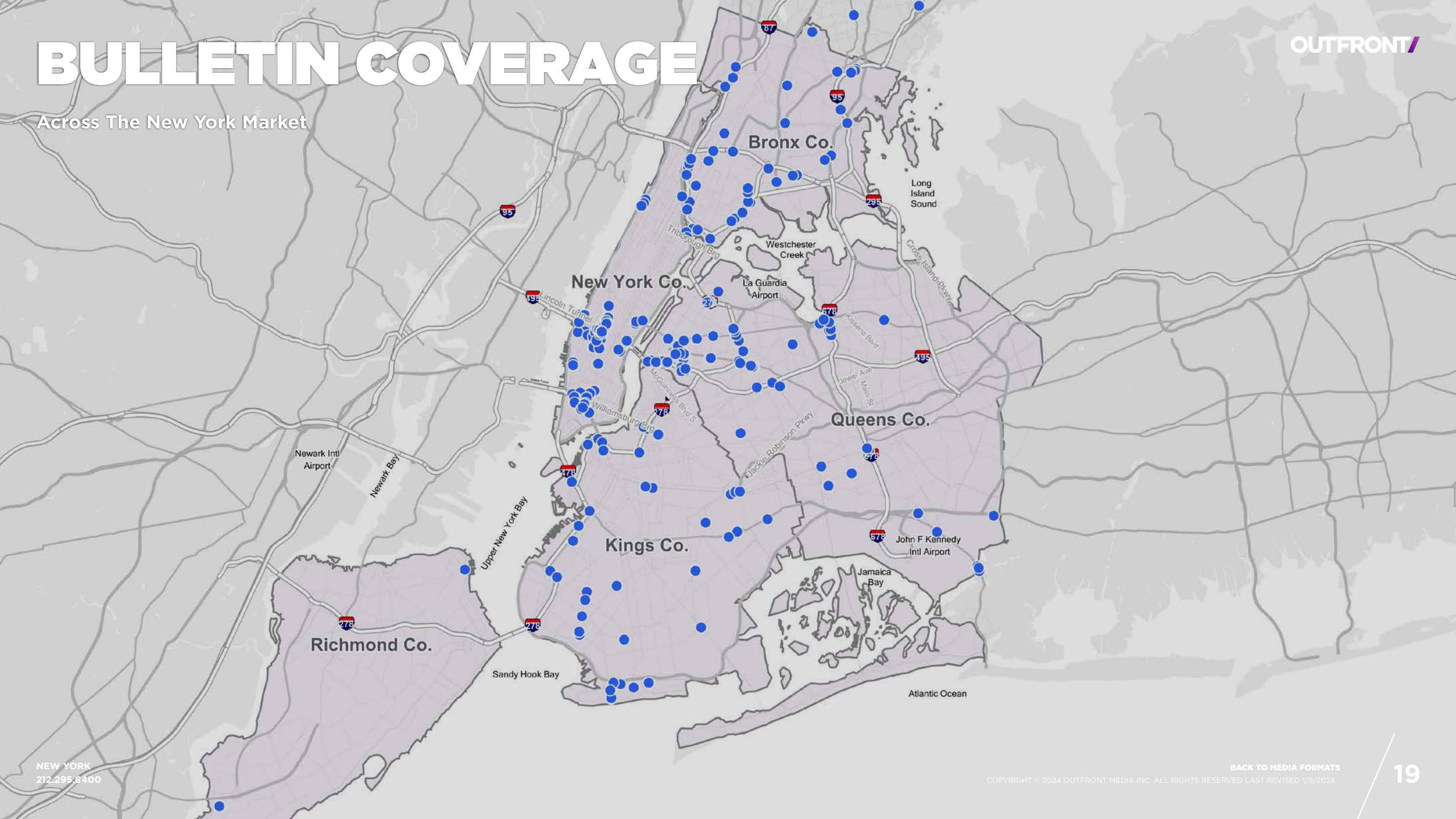
COVERAGE

- See map for complete coverage



BULLETIN COVERAGE

Across The New York Market





DIGITAL BULLETIN NETWORKS

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging!

PRODUCT INFORMATION

- 27 Total Units
- 5 Network Options & 3 Stand Alone Units
- LED Display Sizes Vary By Unit
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 24/7
- Digital Static Only (No Audio)

COVERAGE

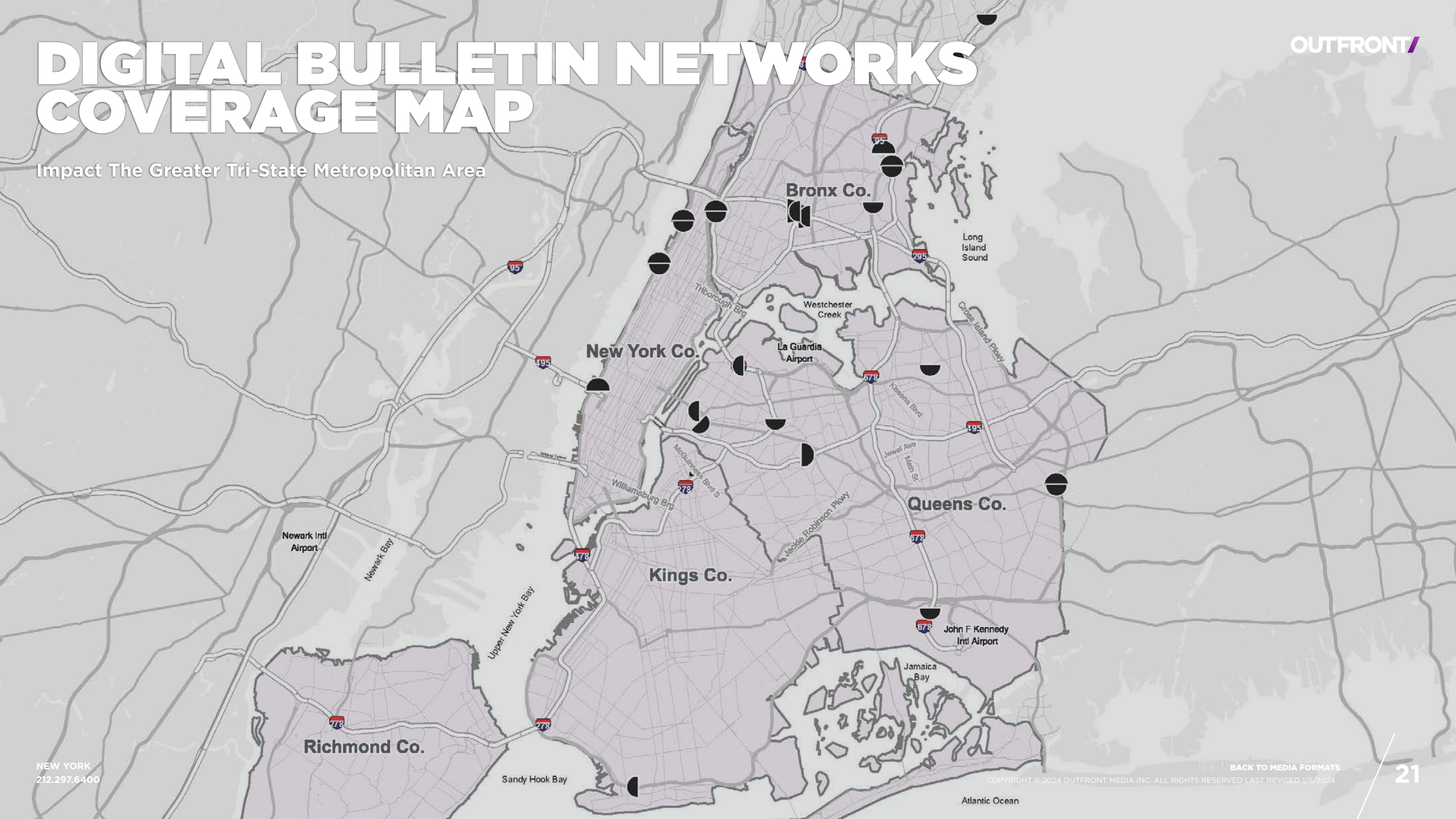
- See map for complete coverage



**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

DIGITAL BULLETIN NETWORKS COVERAGE MAP

Impact The Greater Tri-State Metropolitan Area





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

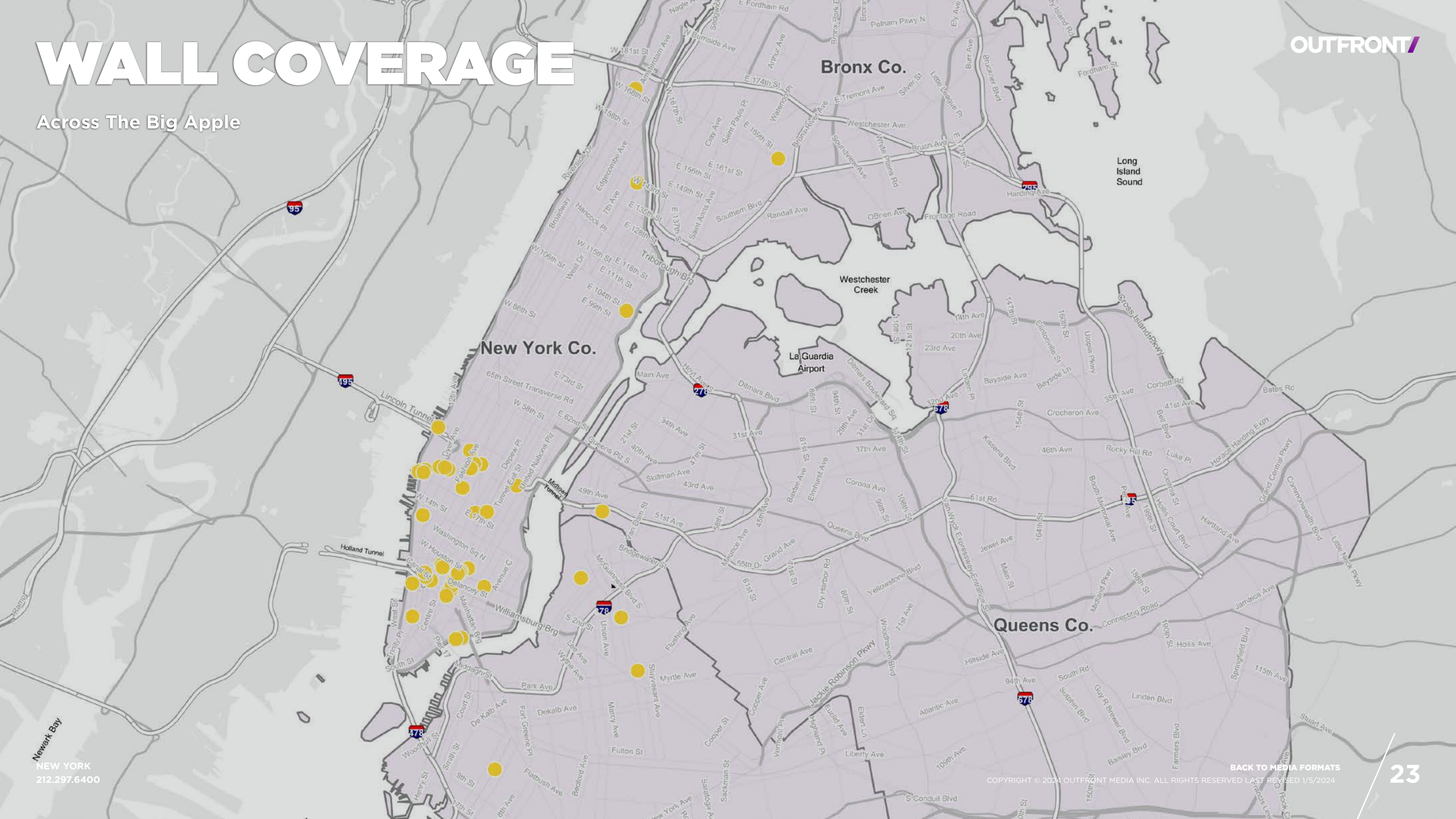
- Sizes vary by location

COVERAGE

- See map for complete coverage

WALL COVERAGE

Across The Big Apple





TRESTLES

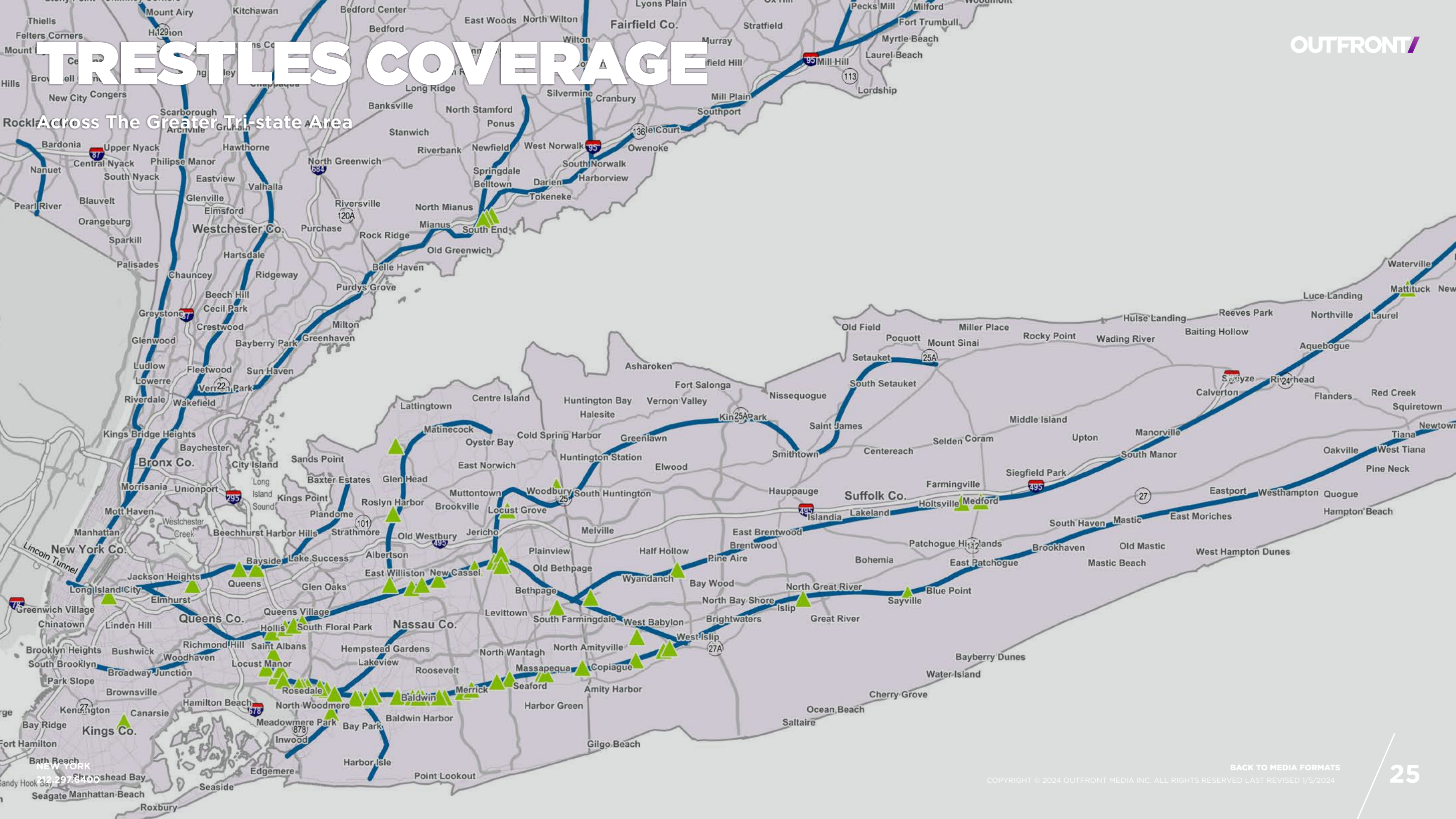
Trestles are frequently **located at major intersections** allowing for additional viewing time when motorists are stuck at traffic lights — giving them the **opportunity to ‘take in’ and identify with your brand or message.**

PRODUCT INFORMATION

- 12 in Queens
- 1 in Brooklyn
- 1 in The Bronx
- 87 in Long Island (62 in Nassau/25 in Suffolk)

COVERAGE

- See map for complete coverage



TRESTLES COVERAGE

Across The Greater Tri-state Area

PENN DIGITAL WRAP

This digital spectacular is located in Penn Center, an area that has become the **hottest digital signage area** in Manhattan. With world famous landmarks Madison Square Garden and Penn Station across the street, and Macy's around the corner, **advertisers can achieve ultimate brand exposure and recognition.**

PRODUCT INFORMATION

- 1 Corner Wrap
- Size: 65'H x 40'W / 65'H x 42'6"W
- Spot Length: 8 Seconds
- Loop Length: 80 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Penn Station
- Midtown Manhattan

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NOHO DOMINATION

These three illuminated faces are in the heart of trendy NOHO and at the entrance of #6 train, making this a **hot spot for advertisers**. The three faces combine to more than 2,000 square feet, and work together to form a unique NOHO domination. This domination will be **seen by tourists, local upscale SOHO/NOHO residents, and by motorists travelling north** from downtown on the heavily trafficked Lafayette Street.

PRODUCT INFORMATION

- 3 Units
- Sizes Vary

COVERAGE

- NoHo
- Manhattan





HELMSLEY WALKWAY LIVEBOARDS

An unprecedented branding opportunity, the Helmsley Walkway Liveboards are a one of a kind experience. Located in the famed Helmsley Building, these Liveboards offer a **rare digital advertising opportunity on Park Avenue**.

Communicate your message while targeting an affluent audience heading to and from Grand Central Terminal and major financial institutions.

PRODUCT INFORMATION

- Please contact your sales representative for additional information.

COVERAGE

- Grand Central Terminal
- Midtown Manhattan

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TIMES SQUARE

TIMES SQUARE

Located in the heart of New York City, Times Square is one of America's most famous landmarks. Known as the "crossroads of the world," it represents New York's rare ability to electrify and inspire locals and tourists alike with its vibrant atmosphere. It's no wonder that **Times Square is "one of the world's most photographed and televised landmarks,"** with more than 131 million pedestrians passing through each year, making it one of the busiest areas of Manhattan.

BILLBOARDS

- North End Domination
- Top-Down Partial Domination
- Bottom-Up Partial Domination
- The Cube at Two Times Square
- Giant Twins at Two Times Square
- The Summit at Two Times Square
- The Wedge at Two Times Square
- Digital Beast
- Times Square Tower
- The Bird
- The Edge

NORTH END DOMINATION

Capture the attention of millions within one of the most Instagrammed and televised locations on earth, Times Square. This one-of-a-kind 15,600 square-foot digital domination is 1.6x larger than a standard American football field, and at 20 stories high, it can be seen ten city blocks away, making it the most noticeable large digital format within the highly trafficked bowtie area. Perfect for brands that want to cut through the clutter and be noticed within the most competitive advertising location in the world.

PRODUCT INFORMATION

- 9 Screens
- Size: Vary By Unit
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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*** Restrictions apply. Please contact your sales representative for additional information.*

NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE

#OUTFRONT
PRIME

THE
SUMMIT

SAMSUNG
Galaxy S23 Ultra

GIANT
TWINS

Coca-Cola

GIANT
TWINS

THE
CUBE

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TOP-DOWN PARTIAL DOMINATION

Whether it's promoting the latest blockbuster movie or showcasing cutting-edge digital art installations, these billboards located at 2 Times Square provide an immersive experience that captivates and enthralls viewers. Campaigns running on the Top-Down Partial Domination billboards can be spotted from blocks away, making them impossible to miss. This one-of-a-kind domination includes the Giant Twins and the Summit, giving your brand more than 9,400+ square feet of prime Times Square signage that can be spotted from more than 10 blocks away.

PRODUCT INFORMATION

- 3 Screens
- Size: Vary By Unit
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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*** Restrictions apply. Please contact your sales representative for additional information.*

NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE

THE
SUMMIT

SAMSUNG
Galaxy S23 Ultra

GIANT
TWINS

Coca-Cola

GIANT
TWINS

Who's
Your
Rock?

Our rock-sol
expertise can help

BOTTOM-UP PARTIAL DOMINATION

These state-of-the-art screens tower above the bustling crowds below, providing a stunning display of vibrant colors and dynamic imagery. The Bottom-Up Partial Domination, which includes the Giant Twins, and The Cube, gives advertisers the ability to bring that impactful messaging to the masses with more than 13,000 square feet of prime Times Square signage. With 130 million annual visitors and over one million daily ad impressions, amplified via social media posts, taking over the iconic 2 Times Square is a monumental brand moment.

PRODUCT INFORMATION

- 8 Screens
- Size: Vary By Unit
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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*** Restrictions apply. Please contact your sales representative for additional information.*

NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE

#OUTFRONT/
PRIME

GIANT
TWINS

GIANT
TWINS

THE
CUBE

THE CUBE AT 2 TIMES SQUARE

This three-sided, six-screen digital spectacular spans 7th Ave, Broadway, and 47th St, sitting at the iconic north anchor of Times Square. The Cube is more than 6x larger than a standard billboard and is visible from 5 blocks away, making it the perfect spot for a spatial/3D larger-than-life campaign. This PRIME location can be found in the background of every social media post taken from Pedestrian Plaza and TKTS, giving your brand massive social amplification across the globe. The Cube is perfect for reaching Times Square's 150 million annual visitors as well as billions via social media!

PRODUCT INFORMATION

- 6 Screens
- Size: 35'H x 118'W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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***Restrictions apply. Please contact your sales representative for additional information.*

NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE



GIANT TWINS AT 2 TIMES SQUARE

With visibility from over 10 blocks away, the Giant Twins rise above the competition. Located at 48th and 7th, this duo of digital giants dominates the square with one on Broadway and one on 7th Ave. Their iconic presence attracts the attention of daily tourists at TKTS, and Duffy Square, as well as commuters crossing Midtown. Beyond NYC, as a top Instagrammed location, the Giant Twins are shared across millions of devices, gaining earned social impressions.

PRODUCT INFORMATION

- 2 Screens
- Size: 96'2.5"H x 34'5.5"W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*

NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE

#OUTFRONT
PRIME



THE SUMMIT AT 2 TIMES SQUARE

Anchored at the top of 2 Times Square, The Summit is located at one of the highest points in the most visited and photographed area of the Square, reaching millions globally both in-person and via social media. This PRIME unit on 47th St, between 7th Ave & Broadway, faces the Pedestrian Plaza, the iconic red steps, & the TKTS booth, where locals, theater-goers, commuters, & tourists alike visit, spending over 8 mins looking at billboards, taking photos that last a lifetime. The Summit is the perfect place for your brand to achieve ultimate brand exposure, brand visibility, and impact.

PRODUCT INFORMATION

- 1 Screen
- Size: 36'H x 60'W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400
SOURCE: TIMES SQUARE ALLIANCE

#OUTFRONT/
PRIME

THE
SUMMIT

SAMSUNG
Galaxy S23 Ultra

Coca-Cola

Who's
Your
Rock?

Our rock-sol
expertise can help

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THE WEDGE AT 2 TIMES SQUARE

Located on Broadway and 48th Street, The Wedge at is a doublesided digital unit that offers a remarkably long view exposure facing north and south. It's connected to multiple tourist attractions and is visible to hundreds of thousands of pedestrians daily from the most congested area in Times Square. With its unique shape and prime location in the heart of the Square, The Wedge provides advertisers with an exceptional platform to distinguish themselves from the competition and create a lasting impression among the 130 million annual visitors and billions more on social media.

PRODUCT INFORMATION

- 1 Screens
- Size: 36'H x 60'W
- Spot Length: 10 Seconds
- Loop Length: 100 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400

SOURCE: GEOPATH INSIGHT SUITE 2020,
NYC DMA, A18+

#OUTFRONT
PRIME

THE
WEDGE

MUSICAL THEATER
MISSIONARY STYLE
THE BOOK OF MORMON

HELLO

Be O
Be O
Be O

Be O
Be O
Be O

tkts

Olive Garden

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DIGITAL BEAST

This massive 9,300 square-foot single-screen digital billboard in the heart of Times Square Bowtie commands attention from the millions of tourists who spend an average of 8 minutes gazing at the advertisements with each visit. It's one of the largest Spatial 3D canvases in the world, and due to its strategic location, the Digital Beast is impossible to miss and has frequently been featured in various publications, television shows, and social media platforms. Perfect for brands looking to make a real statement and garner the attention of impressionable individuals looking for a unique creative experience.

PRODUCT INFORMATION

- Size: 73'H x 125'W
- Spot Length: 15 Seconds
- Loop Length: 120 Seconds
- Advertisers: 4**
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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***Restrictions apply. Please contact your sales representative for additional information.*



TIMES SQUARE TOWER

Located at the Crossroads of the World, this magnificent assembly of oversized spectaculars is quite possibly **the most prominent displays in the U.S.A.** Impossible to miss, and easily seen from all angles by commuters, locals and thousands of tourists daily. This imposing static display is **popular among advertisers looking to make an impact** in the highly competitive New York market, and is also often seen in both highlight reels of New York and world renowned landmark locations.

PRODUCT INFORMATION

- 9 Units
- Sizes Vary

COVERAGE

- Times Square
- Midtown Manhattan



THE BIRD

Located in the heart of Times Square, “The Bird” soars above the competition. With its wide range of static and full motion capabilities, **this unorthodox digital display is impossible to miss for the thousands that visit daily**. Bright, bold, and eye-catching this digital spectacular is perfect to keep your brand top of mind within the highly competitive New York Market.

PRODUCT INFORMATION

- 2 Screens
- Size: Vary By Unit
- Spot Length: 15 Seconds
- Loop Length: 120 Seconds
- Advertisers: 8
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square
- Midtown Manhattan

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NEW YORK
212.297.6400

#OUTFRONT/
PRIME



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SUBWAY

SUBWAY MEDIA

Influence a captive audience of over 4 million+ riders daily, with tremendous impact and frequency at high-traffic locations. Subway advertising offers unparalleled reach to some of the most intelligent, savvy and affluent consumers in New York City. Subway advertising **provides exceptional value and is the perfect way to command the attention of busy commuters** in a captive setting.

STATION MEDIA

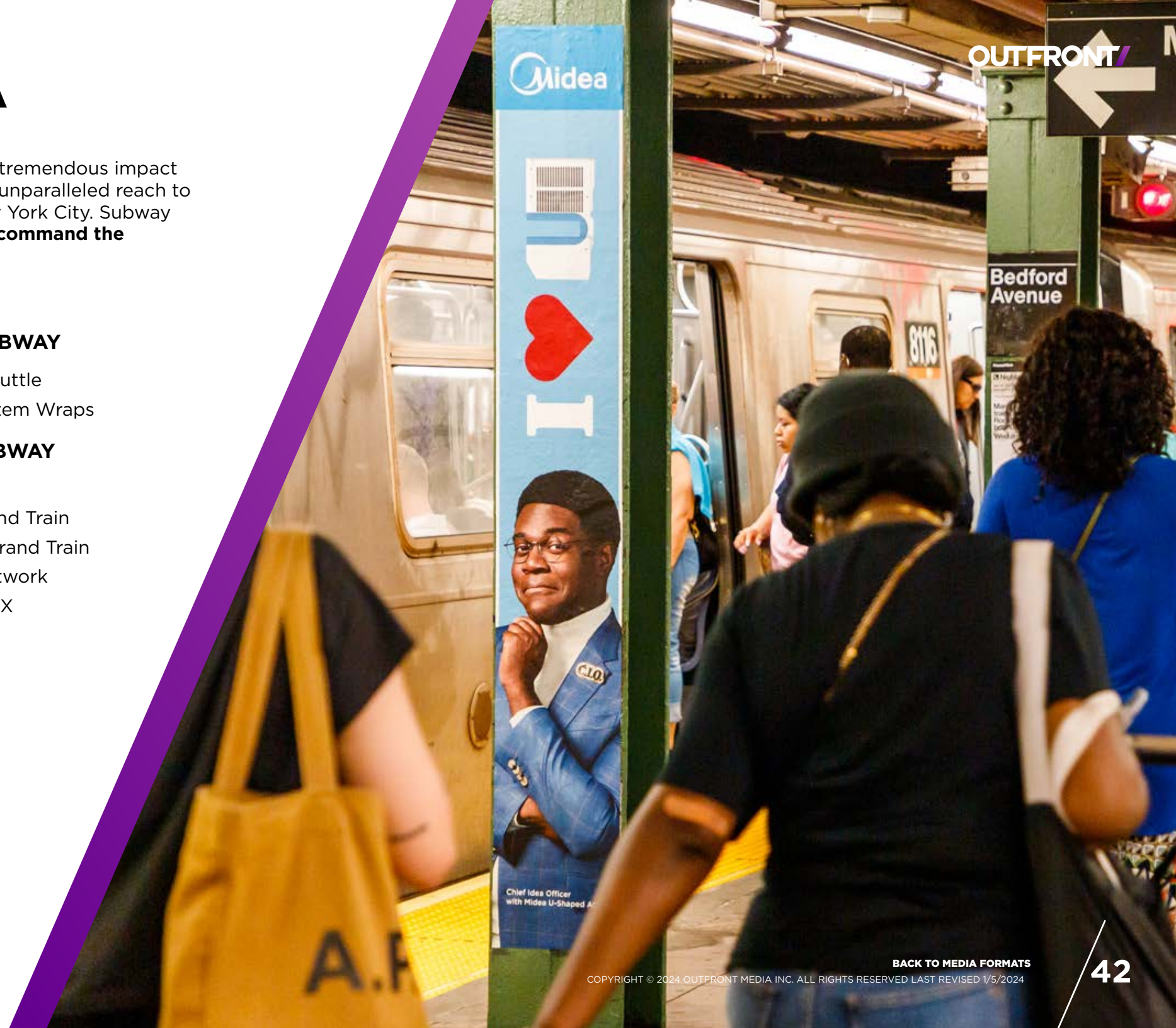
- Platform Posters
- Liveboard Network
- Times Square Digital Livescape
- Times Square Liveboard Array
- One Vanderbilt Liveboard Network
- Station Dominations
- Shelter-Sized Dioramas
- Turnstiles
- Stair Risers
- Escalator Squares

EXTERIOR SUBWAY

- Wrapped Shuttle
- Subway System Wraps

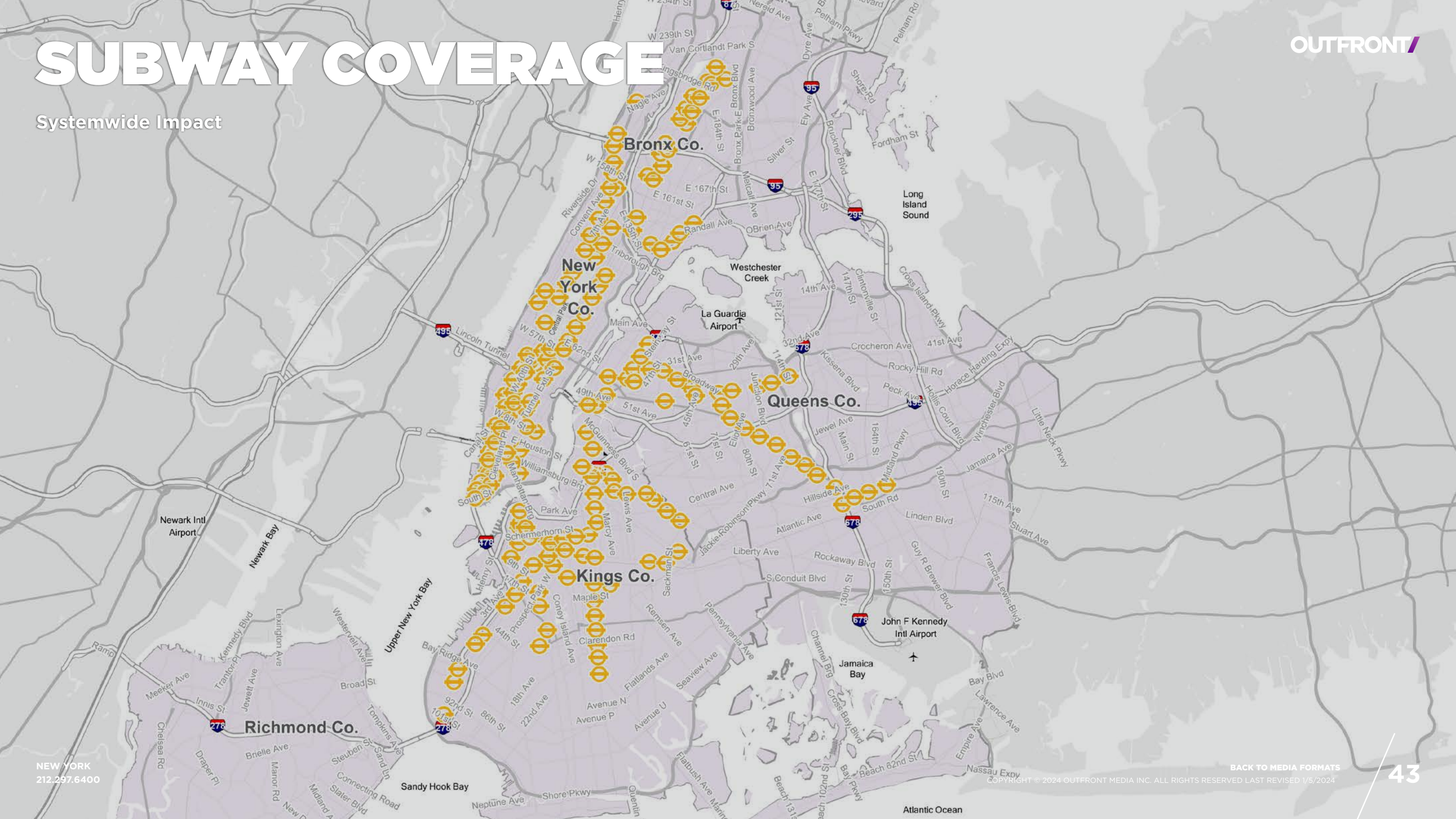
INTERIOR SUBWAY

- Car Cards
- Half Car Brand Train
- 7 Line Full Brand Train
- Livecard Network
- Livecard MAX



SUBWAY COVERAGE

Systemwide Impact



SUBWAY INTERIOR CARDS

Stand out among the crowd by placing your message on Interior Car Cards. **With the average commute being 30 minutes each way**, you're guaranteed to reach a captive audience as they embark on their travels. When riders look up, the first thing they'll notice are the ads placed directly above the heads of passengers.

PRODUCT INFORMATION

- 11"H x 46"W
- 11"H x 70"W
- 22"H x 21"W

COVERAGE

- Systemwide Coverage

NEW YORK
212.297.6400
SOURCE: MTA AND PROPRIETARY MOBILE DATA
MAR 2022

22"H X 21"W

11"H X 46"W

11"H X 70"W

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SUBWAY HALF BRAND TRAIN

Taking over all cards on one side of the train car allows you to display multiple messages to tell your brand story and feature **various products and services to an attentive audience.**

PRODUCT INFORMATION

- Includes all sizes:
 - 11"H x 46"W
 - 11"H x 70"W
 - 22"H x 21"W

COVERAGE

- Systemwide

SUBWAY LIVECARD NETWORK

Subway Livecards are **the perfect way to reach a mass audience**. With digital flexibility and full motion or static synchronized content, Livecards help your brand reach those commuters on the go. Whether riders are going to work, running errands, or completing daily activities, Subway Livecards ensure that your ad is seen immediately before they get to their destination.

PRODUCT INFORMATION

- 410 Subway Cars
- Size: 26.49" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- E, F, G, R, 4, 7, L, J, Z, M, A and Growing

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LIVECARD MAX

AN IMMERSIVE TRANSIT EXPERIENCE TO DRIVE BRAND ENGAGEMENT

Introducing **Livocard MAX**, a new emerging transit digital format brings the power of digital into transit cars providing a one-of-a-kind experience to reach on-the-go commuters, city-dwellers and tourists alike. The captivating environment provides innovative brand storytelling opportunities and enables advertisers to drive consumer engagement via OUTFRONT's new dynamic in-car digital screens.

PRODUCT INFORMATION

- 300 Subway Cars
- Size: 26.49" Portrait and 47.8" Landscape Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Screen counts vary by rail car series
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- E, F, G, R, 4, 7, L, J, Z, M, A and Growing

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**CLICK HERE TO VIEW OUR
LATEST LIVECARD MAX VIDEO!**



SUBWAY SYSTEM WRAPS

Subway System Wraps are **one of New York City's most unique and exciting media formats available**. Offering brands an incredible opportunity to completely overtake the exterior of a subway train and be the only interior presence. This larger-than-life canvas cuts through the clutter and **generates buzz across the city and on social media as they travel throughout the subway system**. Presenting advertisers with the perfect branding opportunity within one of the most desirable advertising locations in the world!

PRODUCT INFORMATION

- Exterior Wrap (No Windows) and Brand Train
- Must buy a package of 8, 10, or 11 cars.
- Must follow MTA guidelines. See AE for details.
- MTA Restrictions Apply

COVERAGE

- Systemwide

SUBWAY WRAPPED SHUTTLE

The Wrapped Shuttle offers an incredible opportunity to overtake the entire interior and exterior space of the most popular subway cars in NYC. Connecting 100,000+ riders between Grand Central Station and Times Square daily, the wraps allows advertisers unlimited artistic possibilities to spark interest and garner buzz among commuters, tourists, and locals alike.

PRODUCT INFORMATION

- 6-Car Shuttle

COVERAGE

- Grand Central Station
- Times Square

NEW YORK
212.297.6400
SOURCE: MTA (2019)



SUBWAY PLATFORM POSTERS

OUTFRONT

Forge new relationships with New York's **4 million+ daily riders** through subway Platform Posters spread throughout the system. Send multiple messages to the subway's commuters at all their stopping points! Situated on the platforms and walkways throughout the "Big Apple", vibrant and detailed Platform Posters **target key demographics — both multicultural and upscale audiences.**

1-SHEET POSTERS

PRODUCT INFORMATION

- 1-Sheet Posters
- 2-Sheet Posters

COVERAGE

- Systemwide Coverage
- By Borough
- By Station
- African American
- Hispanic

NEW YORK
212.297.6400
SOURCE: MTA (2023)

2-SHEET POSTERS

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SHELTER-SIZED DIORAMAS

Brightly illuminated backlit Shelter-Sized Dioramas **reach the commuting masses** as they enter and exit the stations. These eye-catching displays are **located in some of New York's busiest stations**.

PRODUCT INFORMATION

- Backlit
- 68.5"H x 47.5"W

COVERAGE

- Manhattan



SUBWAY LIVEBOARD NETWORK

Speak directly to New Yorkers through our emerging Liveboard Network in New York City. The impact of our Liveboards connects brands with tourists and locals alike in environments with high dwell time. Leverage full motion video to enhance your message's creative content.

PRODUCT INFORMATION

- Size: 50" & 65" Portrait Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

CURRENT TOTALS

- 3,670 Screens
- 340+ Stations



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TIMES SQUARE DIGITAL LIVESCAPE

Reach one of the most highly trafficked subway environments located along a high traffic corridor. The **Times Square subway station is one of the most important and busiest transportation hubs in New York City**, located under the intersection of 42nd Street, Seventh Avenue and Broadway. This station features an unrivaled digital experience, making it the perfect place to target a broad demographic from tourists to commuters, to locals and office workers. Commuters can find transportation and connections within the five boroughs and surrounding areas.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 44 Screens
- Size: 65" Portrait Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square Subway Station
- Port Authority Bus Terminal
- Midtown Manhattan

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TIMES SQUARE LIVEBOARD ARRAY

With Times Square being one of the most highly trafficked and important subway environments in New York City, displaying your ads in the passageway brings your brand to life. This popular travel hub is located under the intersection of 42nd Street, Seventh Avenue and Broadway and is a perfect way to target a broad demographic. The passageway features 6 digital Liveboards displayed above the heads of tourists to commuters, to locals and office workers. This immersive digital experience gives travelers something to set their eyes on as they venture off to their next destination.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 6 Screens
- Size: 50" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 12
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Times Square Subway Station
- Port Authority Bus Terminal
- Midtown Manhattan

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ONE VANDERBILT LIVEBOARD NETWORK

Located at the entrance of the 4th largest building in New York and Grand Central Terminal's main concourse, OUTFRONT's One Vanderbilt Liveboard Network provides an unparalleled opportunity to engage with commuters, tourists, and thrill-seekers heading to Manhattan's hottest new observation decks. Opened in September 2020, the 'SUMMIT' offers a rare immersive cultural experience filled with translucent lights, mirrors, and transparent glass floors, making it the only one of its kind in the United States, drawing in thousands of visitors each month and quickly becoming a popular attraction for adventure seeking city residents.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 11 Liveboards
- -3 Triptychs and 2 Single Screens
- Size: 65" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Hours: 6:00am - 9:00pm
- Full Motion Video/Static (No Audio)
- 1 Out of 11 Screens is Exclusively Static

COVERAGE

- One Vanderbilt
- Grand Central Terminal

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SUBWAY STATION DOMINATIONS

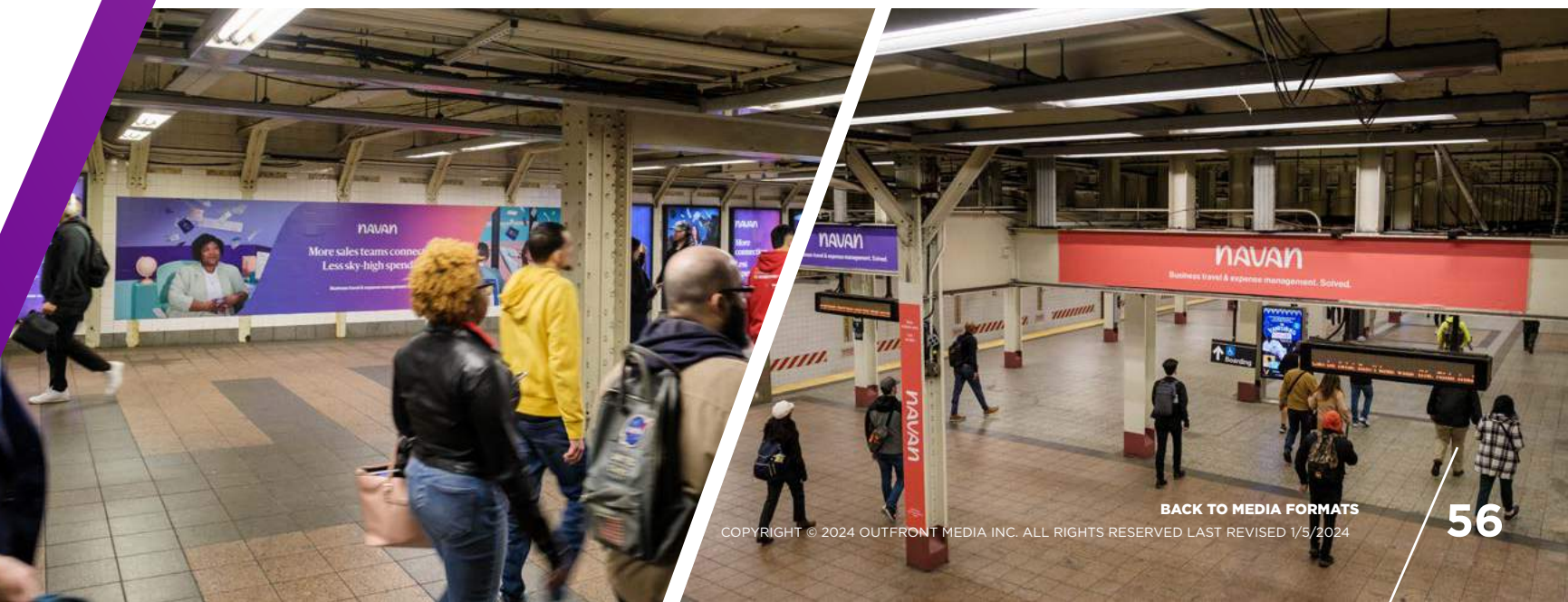
Dominate the consumer landscape at key, high traffic commuter centers. **With no other brands present, Station Dominations completely transform commuters' daily rides into a total "brand experience."** Creating a virtual exhibit that surrounds the consumer with multiple messages throughout their commute, makes this a **popular choice among advertisers looking to make an impact** within the Big Apple.

PRODUCT INFORMATION

- Media varies by station

COVERAGE

- 14th Street-Union Square Station
- 34th Street-Herald Square Station
- 34th Street-Hudson Yards Station
- 42nd Street-Bryant Park Station
- 59th Street-Columbus Circle Station
- 72nd Street & 2nd Avenue Station
- 86th Street & 2nd Avenue Station
- 116th Street Station
- 125th Street Station
- 161st Street-Yankee Stadium Station
- Broadway-Lafayette Street Station
- Delancey Street/Essex Street Station
- Fifth Avenue/53rd Street Station
- Fulton Street Station (4,5)
- Grand Central-42nd Street Station
- Grand Central Subway Lower Level
- Meatpacking District 14th/8th Avenue Station
- Rockefeller Center 48th/49th Street Station
- Spring Street Station
- Times Square-42nd Street Station
- Wall Street Station (4,5)
- West 4th Street-Washington Square Station
- 53rd Street Station (Brooklyn)
- Atlantic Avenue-Barclays Center Station
- Bedford Avenue Station
- Jay Street-MetroTech Station
- Flushing-Main Street Station
- Jackson Heights/Roosevelt Avenue
- Mets-Willets Point Station



TURNSTILES

Multiple points of unavoidable exposure **command the attention of New York City's 4 million+ daily subway riders** as they enter and exit stations during their daily travels. Diversify your creative messaging with multiple creatives — Turnstile ads are prime space for advertiser branding.

PRODUCT INFORMATION

- By Station
- By Borough
- *Includes non domination stations only

COVERAGE

- Systemwide Coverage



STAIR RISERS

OUTFRONT

Stair Risers are an extremely artful way to advertise with OOH, are cost effective, and maximize advertising dollars. Due to their unique creativity they also attract a following on social media with locals, tourists and commuters. OUTFRONT's Stair Risers **offer a unique opportunity to promote brand messaging**, product launches, event branding, event promotions, and sponsorships.

PRODUCT INFORMATION

— Sizes Vary

COVERAGE

— Systemwide Coverage



SUBWAY ESCALATOR SQUARES

Located at the highly trafficked 53rd Street and Fifth Avenue Station, these **displays impact 293,261 riders every week!** The extra-long escalator rides produce a captive audience for your message. By utilizing each square, you will send in-depth and detailed information directly to your audience.

PRODUCT INFORMATION

— 22”H x 21”W

COVERAGE

- 53rd & 5th Ave Station
- Midtown Manhattan

ONE WAY

TEVE MADDEN

MAKEUP BY MARIO

NEW SURREALSKIN™
AWAKENING CONCEA

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. Big, bold, in your face, and yet 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 New York coverage.**

EXTERIOR BUS MEDIA

- Ultra Super Kings
- Kings
- Super King Posters
- 30x215s
- Kongs
- Tails
- The Franklin
- Queens

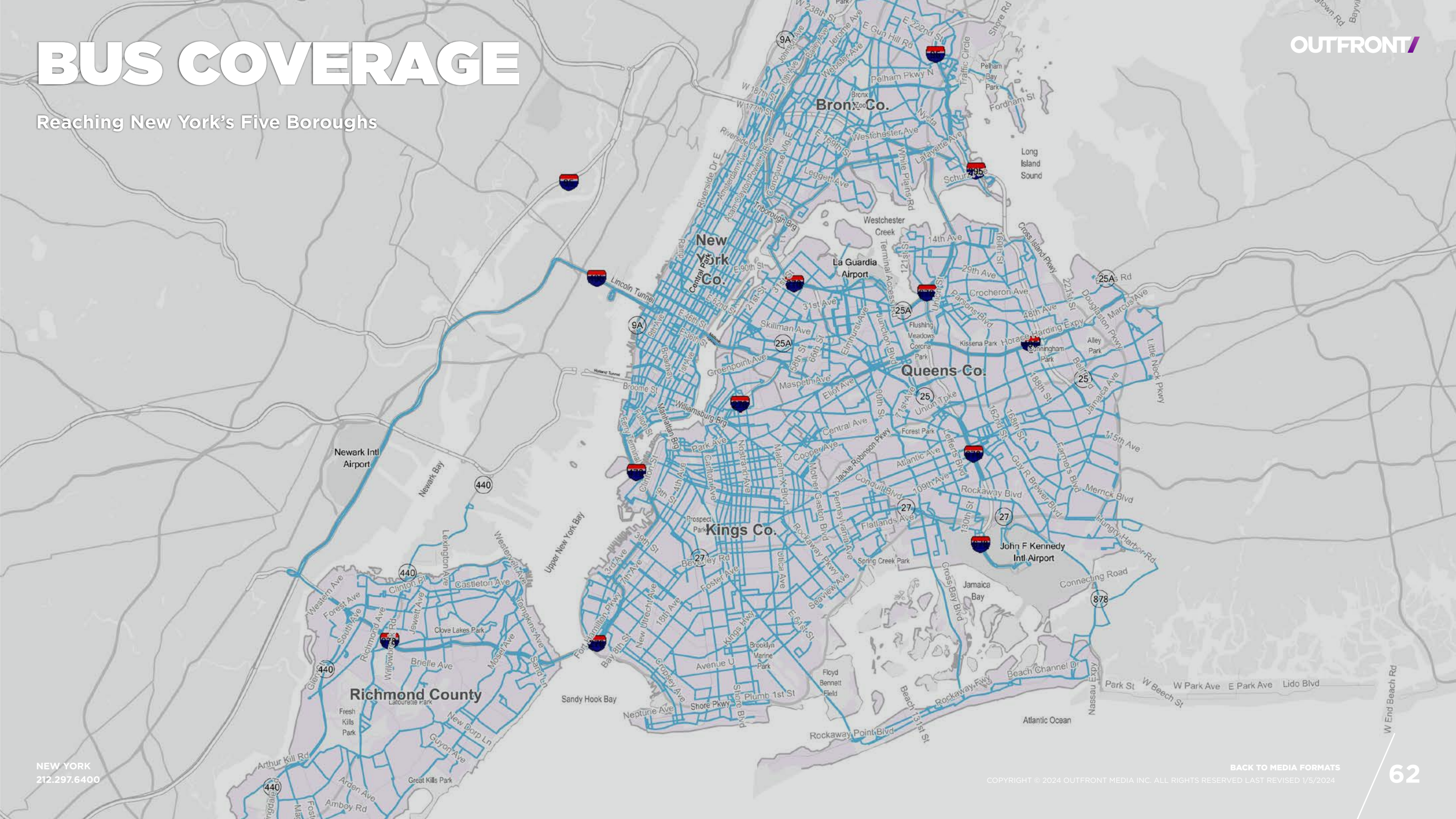
INTERIOR BUS MEDIA

- Interior Bus Cards
- Brand Buses



BUS COVERAGE

Reaching New York's Five Boroughs





ULTRA SUPER KINGS

Ultra Super Kings travel the bustling streets of New York City providing advertisers with large format “rolling billboard” **presence where traditional media is zoned out.**

PRODUCT INFORMATION

- Various Sizes

COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens



BUS KINGS

Impact New York'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 standalone environment.

PRODUCT INFORMATION

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

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island



SUPER KINGS

Attract consumers with high-quality creative that covers **20 feet of exterior space** of the bus from wheel to wheel, allowing your message to **make a lasting impression**. Super Kings are the perfect medium to promote special events, promotional tie-ins and launching a new brand!

PRODUCT INFORMATION

- 30”H x 240”W
- Add a Headliner and/or Extension/L-Side for more impact!

COVERAGE

- Manhattan



SUPER KING



SUPER BUS KING WITH HEADLINER

30X215

Get the conversation started on the streets with this oversized rolling display, while generating multiple impressions from pedestrian & vehicular traffic. **Hard to miss presence** increases brand recognition and awareness amongst the always active, mobile population.

PRODUCT INFORMATION

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

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

30X215

30X215 WITH L-SIDE



KONGS

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 “Big Apple”!

PRODUCT INFORMATION

- Various Sizes
- Add a Headliner or Window Extension for more impact!

COVERAGE

- Brooklyn
- Queens
- Bronx
- Staten Island



BUS TAILS

Continuous visibility to drivers and passengers behind **buses generates lasting impressions!**

Dominate the city with **consistent exposure, high reach and frequency**. While traveling in cars or crossing the street, consumers cannot escape this ubiquitous media form.

PRODUCT INFORMATION

— 17.5”H x 50”W

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

THE FRANKLIN

Double panel bus tails give continuous visibility to drivers and passengers behind buses generates lasting impressions plus creative flexibility! **Dominate the city with consistent exposure, high reach and frequency.** Consumers cannot escape this ubiquitous media form with a new twist.

PRODUCT INFORMATION

- Upper Panel 22”H x 70”W
- Lower Panel 15”H x 70”W

PRODUCT INFORMATION

- Manhattan
- Brooklyn
- Queens



HEADLIGHTS

Promote your brand with this powerful media format **utilized daily on more than 3000 buses across the city!** With no other advertiser present, Headlights offer low CPM's, and allows advertisers to **cost-efficiently bring their ad campaign to the masses** with daily exposures.

PRODUCT INFORMATION

- 19.25”H x 44”W
- 17.5”H x 28.5”W

PRODUCT INFORMATION

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island



QUEENS

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

PRODUCT INFORMATION

— 30"H x 88"W

COVERAGE

- Manhattan
- Bronx





INTERIOR BUS 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? Brand Buses offer advertisers the unique opportunity to **completely own the inside of the bus**.

PRODUCT INFORMATION

- 11"H x 46"W
- Brand Bus

COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx
- Staten Island

JSX

It's about time.
Spend yours wisely.

Check in for your flight just 20 minutes
before departure from a crowd-free
private terminal at Westchester County.

Hop on  jsx.com

OUTFRONT

COMMUTER RAIL

TIME	DESTINATION	TK	ETA
1:17	Stamford	4	Arrived
1:32	Grand Central	1-33	
1:47	Stamford	4	1:51

WATCH THE GAP

COMMUTER RAIL MEDIA

Reach an upscale audience from communities located in and around the tristate area. Advertisers can **spend time with this affluent demographic twice a day**, multiple times a week while commuters are on the train, waiting on the platform, and walking through stations. While traveling, **commuters “take in” and identify with your brand**, putting your message front and center in a high traffic environment.

STATION MEDIA

- Platform Posters
- Platform Kiosks
- Commuter Rail Liveboard Network
- Penn Station Digital Network
- Grand Central Digital Dioramas
- Grand Central Liveboard Network
- Grand Central Shed Liveboard Network
- Grand Central Vanderbilt Hall Digital Screens
- Grand Central Madison Backlit Posters
- Grand Central Madison Liveboard Network
- Station Dominations

INTERIOR & EXTERIOR RAIL

- Interior Rail Car Cards
- Commuter Rail Livecard Network
- Interior Full Brand Train
- LIRR Cannonball Express Wrap
- Wrapped Married Pairs



OUTFRONT

NEW YORK
212.297.6400

INTERIOR RAIL CARDS

Commuter rail **connects suburban dwellers with the business districts 2 times a day, multiple days a week**, allowing opportunities for your message to be seen. With hard-to-miss placement, high reach and frequency, Interior Rail Cards help your message standout year round.

PRODUCT INFORMATION

— 33”H x 21”W

COVERAGE

- Metro-North Railroad
- Long Island Rail Road





INTERIOR FULL BRAND TRAINS

Grab the attention of a completely captive audience! **Without any other advertiser on the train car**, you have an amazing opportunity to promote your brand message to a distinctly highly educated, diverse and affluent audience.

PRODUCT INFORMATION

— 33"H x 21"W

COVERAGE

- Metro-North Railroad
- Long Island Rail Road



COMMUTER RAIL LIVECARD NETWORK

Impact affluent commuters with Rail Livecards. Get your brand in front of this hard to reach audience which spends an average of 45 minutes on the train multiple times a week.

Our Livecard network includes full motion or static, synchronized content.

PRODUCT INFORMATION

- 4 Livecards Per Car
- LIRR (355 cars) / MNR (225 cars)
- Size: 31.55" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 300 Seconds
- Advertisers: 16
- Hours: 5:30 am - 2:00 am
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Metro-North Railroad
- Long Island Rail Road

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NEW YORK

212.297.6400

SOURCE: MTA AND PROPRIETARY MOBILE DATA MAR 2022

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RAIL PLATFORM POSTERS

OUTFRONT

Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed **Platform Posters** target key demographics — educated and affluent audiences.

PRODUCT INFORMATION

- 1-Sheet Posters
- 2-Sheet Posters
- 3-Sheet Posters

COVERAGE

- Metro-North Railroad
- Long Island Rail Road

2-SHEET POSTERS

3-SHEET POSTERS

1-SHEET POSTERS

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212.297.6400

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PLATFORM KIOSKS

These highly visible Platform Kiosks **keep your message front and center** in highly trafficked boarding and waiting areas. Platform Kiosks demand attention in an otherwise hectic commuter environment.

PRODUCT INFORMATION

- 26"H x 53"W

COVERAGE

- Westchester & Connecticut
- Metro-North Railroad

COMMUTER RAIL LIVEBOARD NETWORK

Digital Platform Liveboards can be bought on a network across Metro-North railroad stations, Long Island Railroad stations, or individually. **Reach your audience on high-traffic platforms with long commuter dwell time.** Using our game changing Liveboard digital technology, brands will have the chance to engage consumers with their message like never before.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- Screen Size: 55" & 65" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

LONG ISLAND RAIL ROAD

- 229 Screens
- 27 Stations

METRO-NORTH RAILROAD

- 106 Screens
- 20 Stations

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*



PENN STATION DIGITAL NETWORK

This 21 Liveboard Digital Advertising Network is strategically positioned near track information, providing a “built-in” audience in a hard-to-miss location. **Demand attention in one of the busiest commuter hubs in New York City.** Keep commuters actively engaged and informed of your brand as they seek information on their scheduled trains.

PRODUCT INFORMATION

- 18 Single Liveboards & 1 Triptych
- Size: 65” Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 24/7
- Full Motion Video/Digital Static (No Audio)

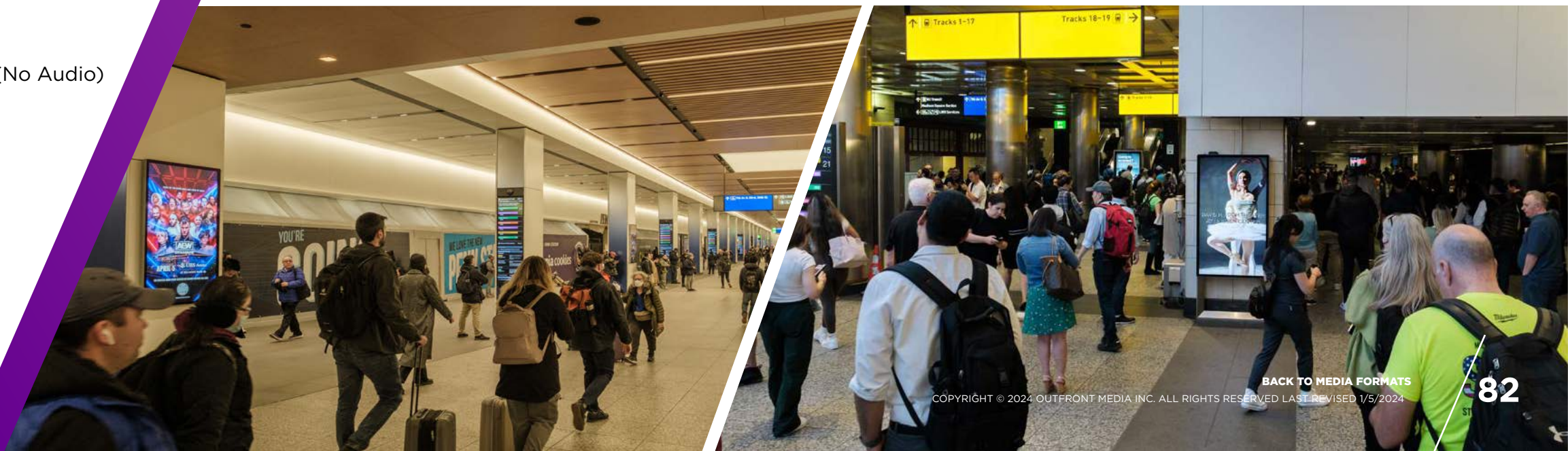
COVERAGE

- Penn Station
- Long Island Rail Road

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GRAND CENTRAL DIGITAL DIORAMAS

Grand Central, the “upscale” Times Square, boasts an affluent demographic. Over **750,000 people pass through the main rotunda daily!** It is the #6 World’s Most-Visited Tourist Attraction according to Travel & Leisure, with more business traveler traffic passing through than JFK Airport! Impossible to miss, this digital network draws attention with its impactful size and vivid displays are a sure way to **command the attention of commuters and tourists from around the world!**

NEW YORK
212.297.6400

SOURCE: TRAVEL & LEISURE AND METRO-NORTH RAILROAD (2019)

PRODUCT INFORMATION

- 4 Digital Dioramas
- Size: 101”
- Spot Length: 12 Seconds
- Loop Length: 96 Seconds
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

COVERAGE

- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

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GRAND CENTRAL LIVEBOARD NETWORK

The expansion of Grand Central Terminal's Rotunda provides a **unique opportunity for advertisers to align with a significant piece of New York City history**. All digital screens are in the high-traffic passageways surrounding the main concourse and are mounted on classic brass display walls.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- 14 Screens
- Size: 50" Portrait Screens
- Spot Length: 12 Seconds
- Loop Length: 96 Seconds
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

COVERAGE

- Grand Central Terminal
- Metro-North Railroad
- Grand Central Market

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GRAND CENTRAL SHED LIVEBOARD NETWORK

Metro-North Railroad, the largest passenger railroad in North America, delivers daily commuters into Grand Central from the northern suburbs of NY and nearby affluent Connecticut communities. The Train Shed provides the **perfect opportunity to grab the attention of nearly 200,000 daily Metro-North riders.**

PRODUCT INFORMATION

- 86 Screens
- Size: Vary By Unit
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 5:30am - 2:00am
- Full Motion Video/Static (No Audio)

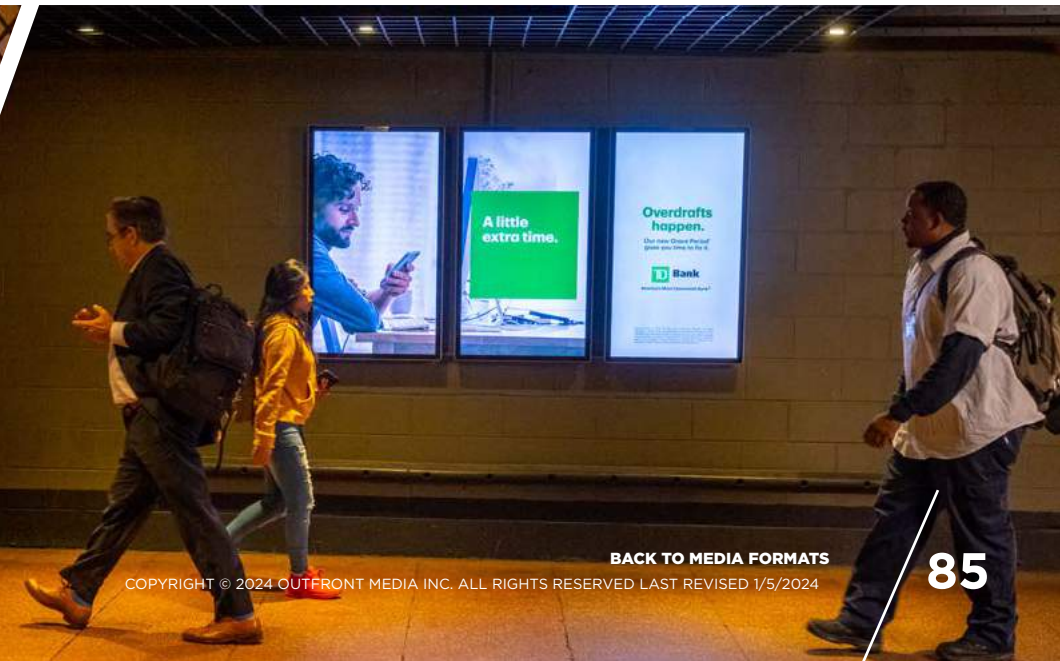
COVERAGE

- Grand Central Terminal
- Metro-North Railroad

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SOURCE: METRO-NORTH RAILROAD (2023)



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GRAND CENTRAL MADISON BACKLIT DIORAMAS

Catch the attention of those commuters on the go at Grand Central Madison, the new train concourse located below Grand Central Terminal. This new 700,000-square foot terminal runs alongside Madison Avenue from 43rd Street to 48th Street, giving LIRR passengers direct access to the East Side of Manhattan.

PRODUCT INFORMATION

- 7 static backlit dioramas
- Size: 61.5"H x 74.25"W

COVERAGE

- Grand Central Madison
- Long Island Rail Road



GRAND CENTRAL MADISON LIVEBOARD NETWORK

Reach New Yorkers riding the LIRR with Liveboard screens across Grand Central Madison, the new train concourse located below Grand Central Terminal. Liveboards offer advertisers endless creative opportunities for brands to engage and captivate audiences with their story. **Stop commuters in their tracks** and display your message for all to see.

PRODUCT INFORMATION

- 8 Single Liveboard Screens
- Size: 65" Portrait Screens
- Spot Length: 15 Seconds
- Loop Length: 180 Seconds
- Advertisers: 10
- Hours: 5:30 am - 2:00 am
- Full Motion Video/Digital Static (No Audio)

COVERAGE

- Grand Central Madison
- Long Island Rail Road

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VANDERBILT HALL DIGITAL SCREENS

OUTFRONT

Grand Central's famed Vanderbilt Hall has transformed into a popular destination with over **200,000 people passing through this landmark daily**. OUTFRONT's three digital displays ensures maximum campaign visibility and cost efficiency. **Perfect to target premier corporate events and product launches, affluent commuters, and foodies** looking to grab a bite to eat at the trendy Nordic inspired food stands.

PRODUCT INFORMATION

- 2 Portrait 46" Screens
- 1 Landscape 32" Screen
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 5:30 am - 2:00 am
- Digital Static Only (No Audio)

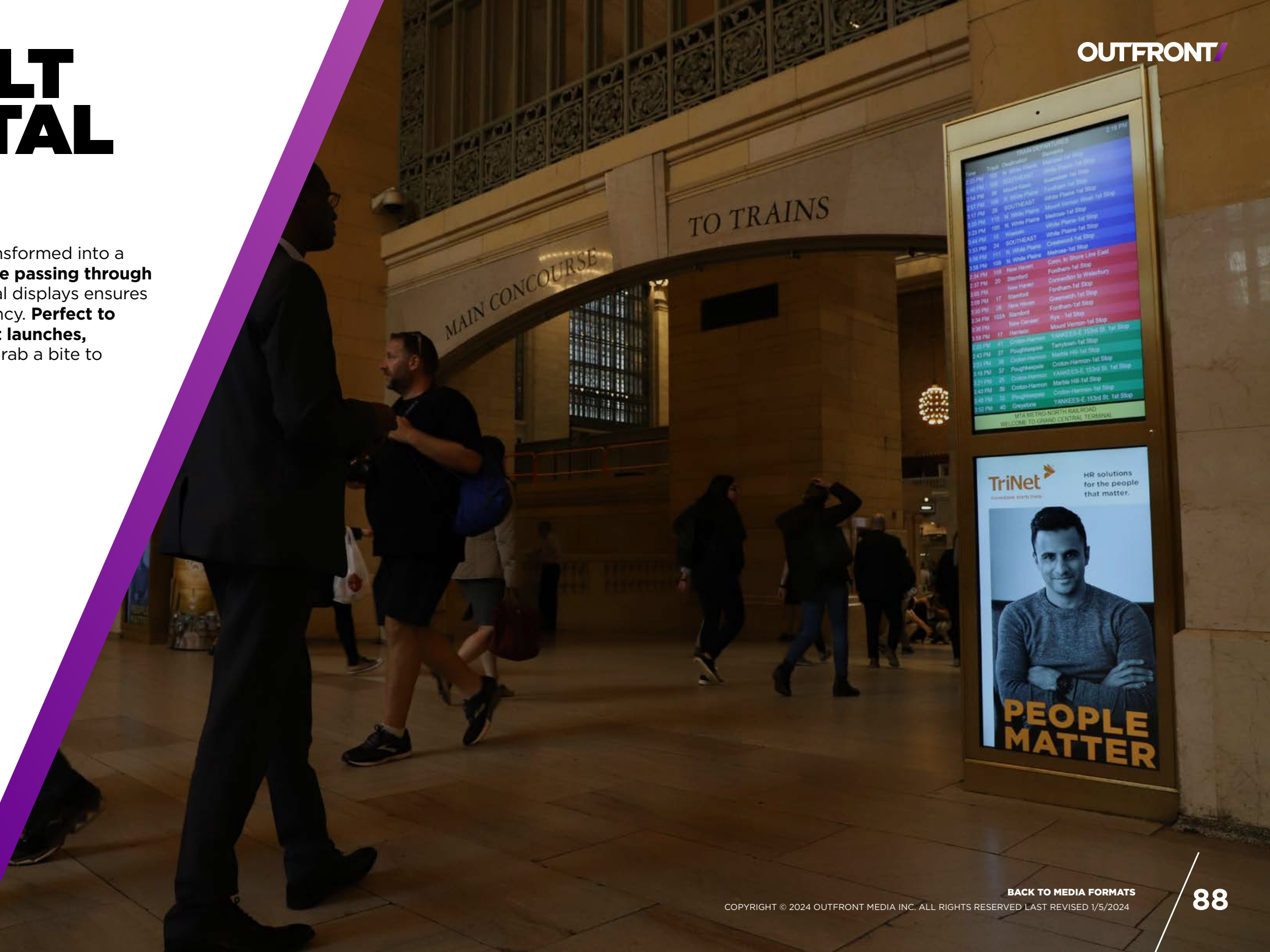
COVERAGE

- Grand Central Terminal
- Metro-North Railroad
- Grand Central Subway
- Grand Central Market

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SOURCE: METRO-NORTH RAILROAD (2019)



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RAIL STATION DOMINATIONS

Rail Dominations offers the **unique opportunity to completely saturate a commuter station** and make a major impact in the New York market. Special sites are strategically located in high-traffic areas throughout the rail system.

Get **unrivaled brand awareness** by creating a virtual exhibit that surrounds consumers with multiple messages throughout their commute.

PRODUCT INFORMATION

- Media varies by station

METRO-NORTH RAILROAD

- Grand Central North
- Yankee Stadium
- Stamford Station
- Greenwich Station (Saturation)

LONG ISLAND RAIL ROAD

- Citi Field
- Moynihan Train Hall

NEW YORK
212.297.6400



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LIRR CANNONBALL EXPRESS WRAP

Jump start the summer weekends greeting riders with the larger than life, Cannonball Express Wrap, as they depart the city for fresh air, sun, and relaxation. The Cannonball Express Wrap has the potential to reach the 7.6M+ local Long Island residents and 2M+ summer travelers as the train rides alongside major roadways and through towns.

NEW YORK
212.297.6400
SOURCE: US CENSUS, DISCOVER LONG ISLAND

PRODUCT INFORMATION

- 4 Consecutive Rail Cars
- Exterior Wrap (No Windows)
- 1 Package Available
- MTA Partnership Required
- MTA Restrictions Apply

COVERAGE

- East Hampton
- Long Island Rail Road



WRAPPED MARRIED PAIRS

Reach New York City's suburbs like never before with OUTFRONT's brand new Wrapped Married Pairs! Sold in groups of two, these massive creative canvases located along both sides of Metro-North and/or Long Island Rail Road trains travel through some of the country's wealthiest towns and can be seen from many heavily trafficked highways. Perfect for brands with larger-than-life aspirations looking to make a big statement within the highly competitive New York market.

NEW YORK
212.297.6400

PRODUCT INFORMATION

- Sold in Groups of 2
- Exterior Wrap (No Windows)
- Sizes Vary
- MTA Restrictions Apply

COVERAGE

- Metro-North Railroad
- Long Island Rail Road

STREET FURNITURE



DIGITAL URBAN PANELS

Situated above subway entrances, Digital Urban Panels are the most **dominant and vibrant street-level displays**, allowing advertisers the opportunity to appeal to huge subway and pedestrian audiences with creative that can be changed or updated throughout the day.

PRODUCT INFORMATION

- 470+ Screens
- Size: 55" & 65" Landscape/Diagonal Screens
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 24/7*
- Static Digital Only (No Audio)

COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*



VIDEO URBAN PANELS

Situated above subway entrances, these digital displays are the most desirable full video street-level screens in New York City! Located throughout Manhattan, Brooklyn, Queens, and the Bronx, **these “People Magnets” attract attention directly to your message when and where it is relevant** — creating perfect point-of-purchase opportunities for your brand.

PRODUCT INFORMATION

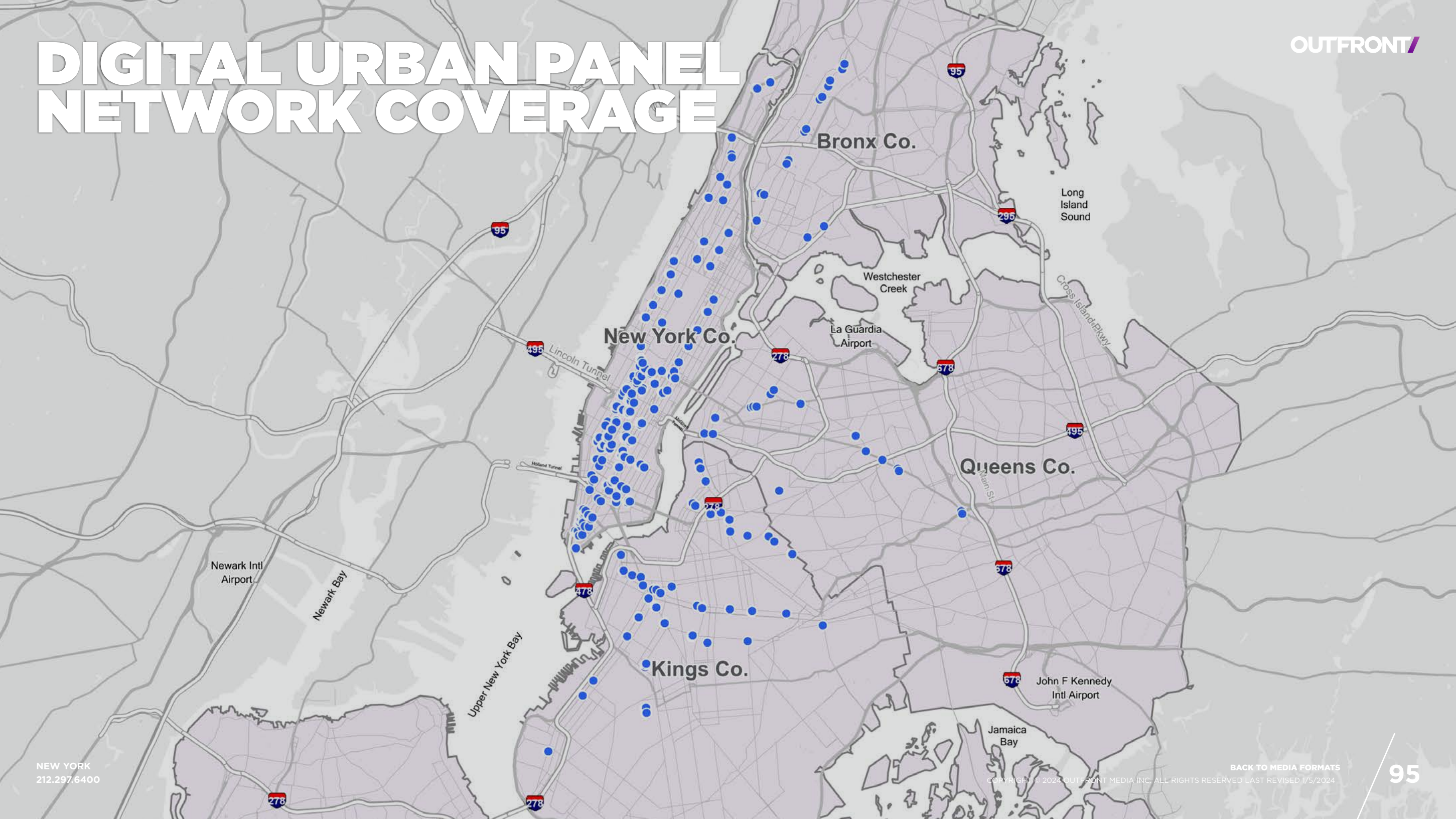
- 470+ Screens
- Size: 55” & 65” Landscape/ Diagonal Screens
- Spot Length: 5, 10, or 15 Seconds
- Loop Length: 90 Seconds
- Advertisers: 8
- Hours: 24/7*
- Full Motion Video/Static (No Audio)

COVERAGE

- Manhattan
- Brooklyn
- Bronx
- Queens

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DIGITAL URBAN PANEL NETWORK COVERAGE



URBAN PANELS

Visible to subway riders, pedestrians and vehicular traffic, Urban Panels **provide your message with great reach and frequency and the opportunity to develop ultimate brand awareness.** These units are raised and cannot be blocked by pedestrians or vehicular traffic — leaving a clean line of sight for your message at all times.

PRODUCT INFORMATION

— 30”H x 60”W

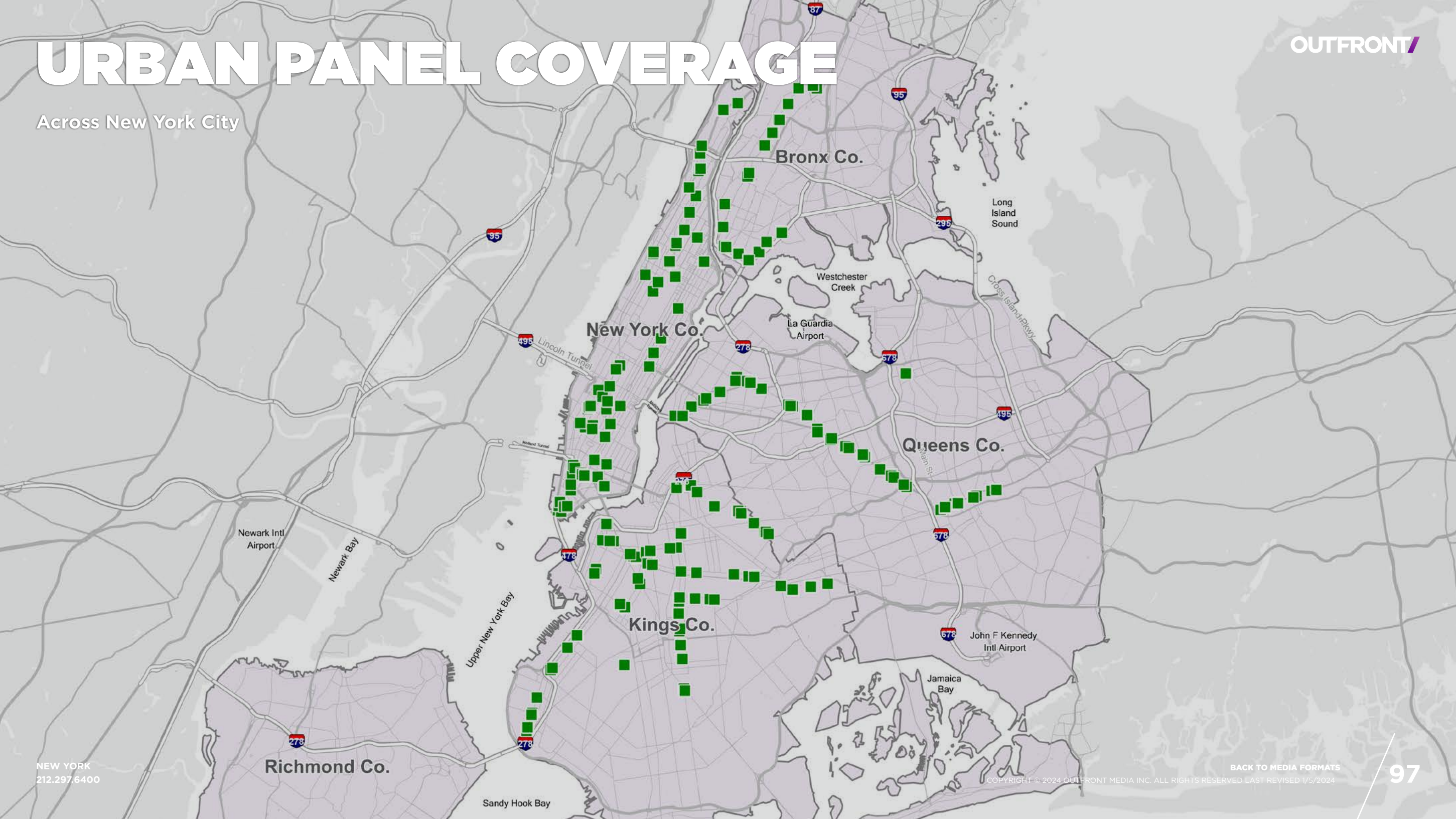
COVERAGE

- Manhattan
- Brooklyn
- Queens
- Bronx



URBAN PANEL COVERAGE

Across New York City



THE SHOPS AT COLUMBUS CIRCLE

THE SHOPS AT COLUMBUS CIRCLE: INSIDE DOMINATION

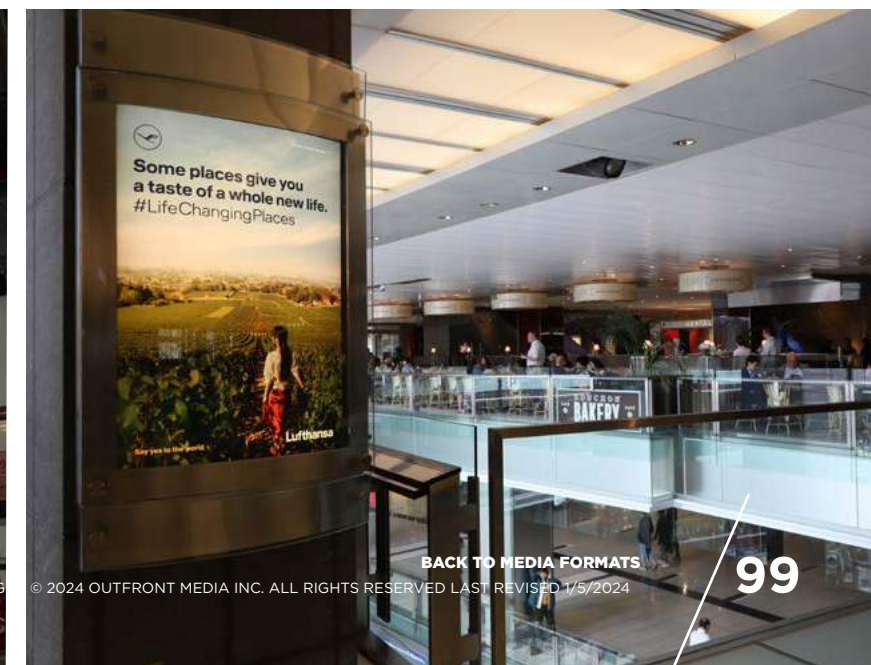
Located in the Deutsche Bank Center complex, The Shops at Columbus Circle is an upscale mall located in the upper west side. **Frequented by locals and tourists with substantial disposable income** this one of a kind location with its wide selection of world-class restaurants, shops, bars, and theater delivers an unrivaled experience where people can dine, shop, and be entertained. Perfect for advertisers looking to target an upscale and refined audience.

PRODUCT INFORMATION

- Great Room Banners (2 Units)
- Interior Kiosks (20 Units)
- Digital Presence (9 Screens)

COVERAGE

- Deutsche Bank Center
- Central Park
- Upper West Side



THE SHOPS AT COLUMBUS CIRCLE: OUTSIDE DOMINATION

Centrally located in the **heart of one of Manhattan's five major corridors just above one of the city's busiest subway stations**, the Shops at Columbus Circle located in the Deutsche Bank Center complex is a destination of choice for locals and tourists with substantial disposable income. This trendy and vibrant area is surrounded by Central Park, Fortune 500 companies, world-class restaurants, upscale hotels and shops. **Large format displays in this area of Manhattan are rare, presenting your brand with a golden opportunity to reach a refined upscale audience** that no other vendor can provide!

PRODUCT INFORMATION

- Broadway Showcase (2 Units)
- Oversized Entrance Poster (1 Unit)
- Entrance Transparency (1 Unit)
- Elevator Wraps (2 Units)

COVERAGE

- Deutsche Bank Center
- Central Park
- Upper West Side



EAST HAMPTON AIRPORT

EAST HAMPTON AIRPORT

OUTFRONT

East Hampton Airport, the aerial gateway of eastern long island, offers an **exclusive chance for advertisers to make a resounding impact on both locals and affluent vacationers** from across the globe! With an average of 25,000 annual flights per year, East Hampton Airport's bold and eye catching venues offers a fantastic opportunity for advertisers to capture the attention of not only the very rich, but also executives, media moguls, and film stars!

PRODUCT INFORMATION

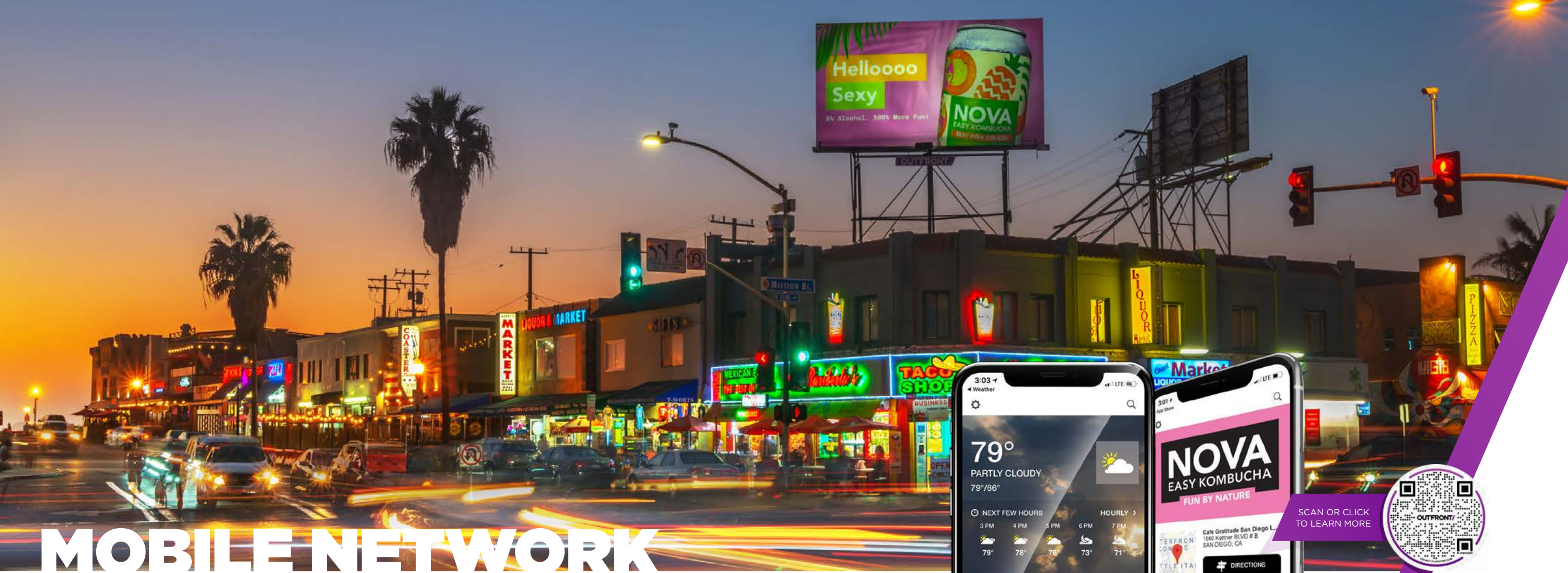
- Backlit Displays: 72"H x 48"W
- Magazine Rack: 25"H x 55.25"W
- Posters: Various Sizes



NEW YORK
212.297.6400
SOURCE: NBAA (2019)

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SECOND SCREEN MEDIA



MOBILE NETWORK

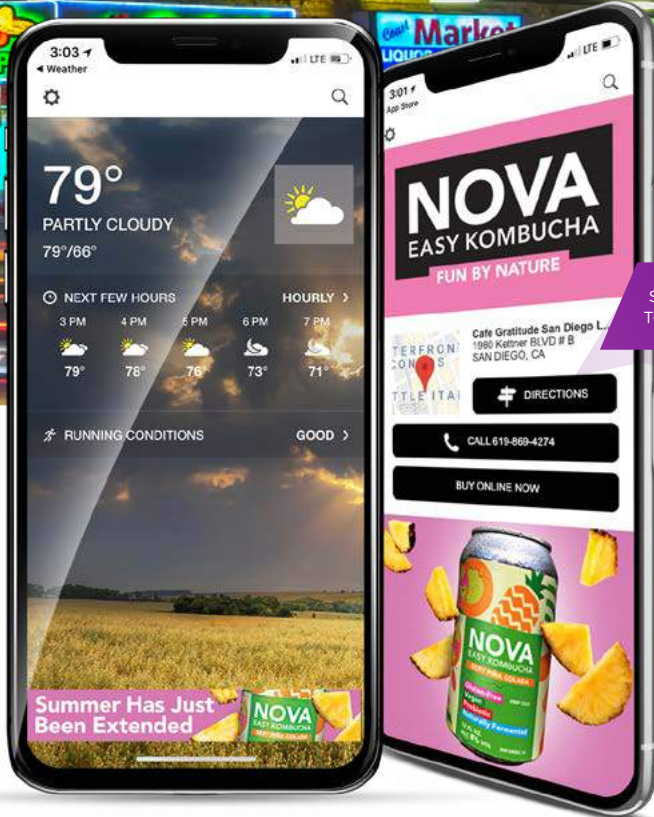
Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **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.

[Learn more about our mobile offerings.](#)

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

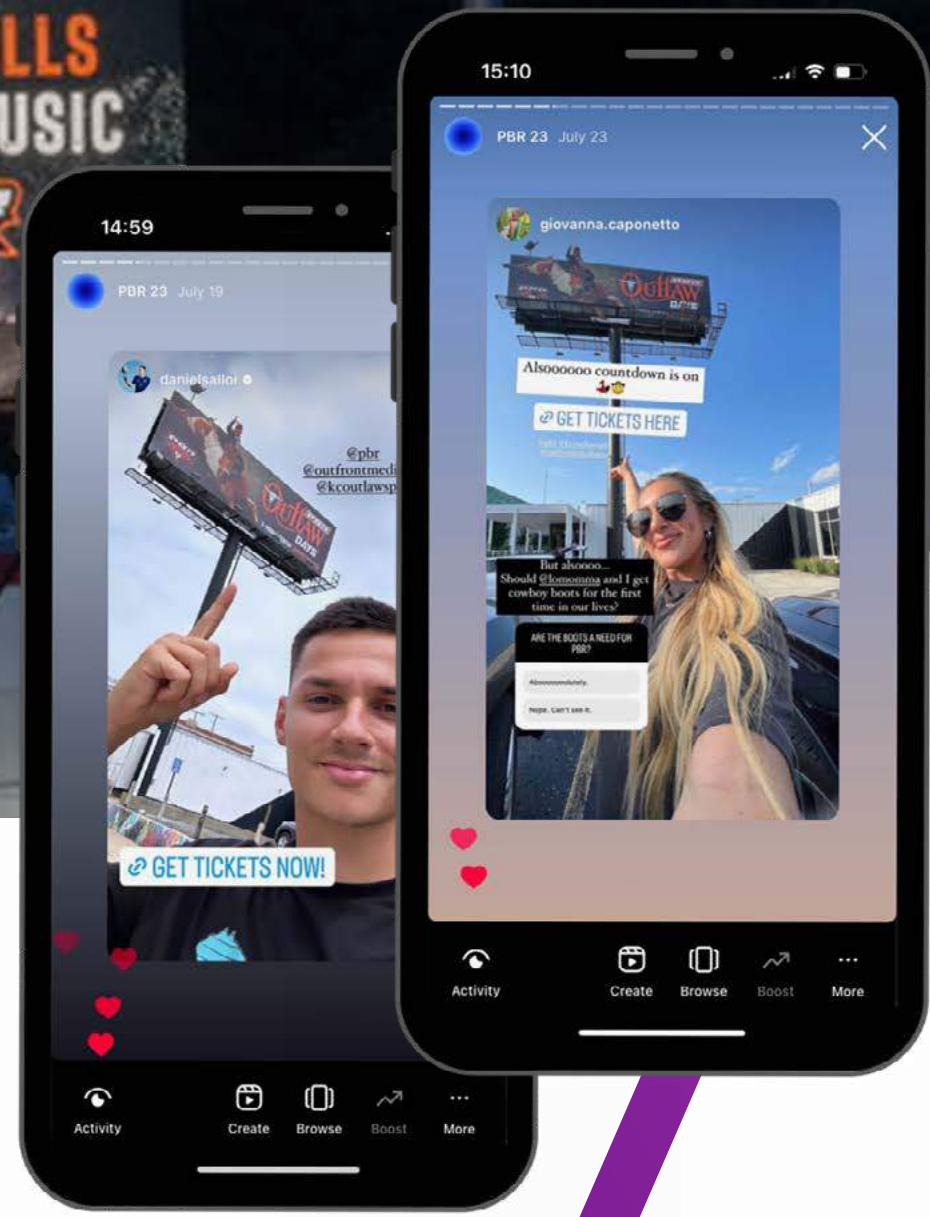
- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



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





OUTFRONT

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