OUTFRONT/

WE GET YOU ORANGE COUNTY

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.

IMPACT WHERE IT MATTERS /

OUTFRONT/

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

TECHNOLOGY

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

LOCATION

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

CREATIVITY

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

OOH DRIVES SUCCESS /

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the #1 preferred media format for Millennials and GenZ. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations.

CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.

AWARENESS [1]
43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION [1]
23% OOH
24% TV
24% Social Media
21% Online Video

CONVERSION [1]
18% OOH
18% TV
20% Social Media
13% Online Video

LEVERAGE OUR EDGE /

OUTFRONT /

OUTFRONT'S 360° PARTNERSHIP APPROACH ENSURES YOU GET THE EDGE ON YOUR COMPETITION.

CONSULTATION

CREATIVE

PRODUCTION

AMPLIFICATION

ATTRIBUTION
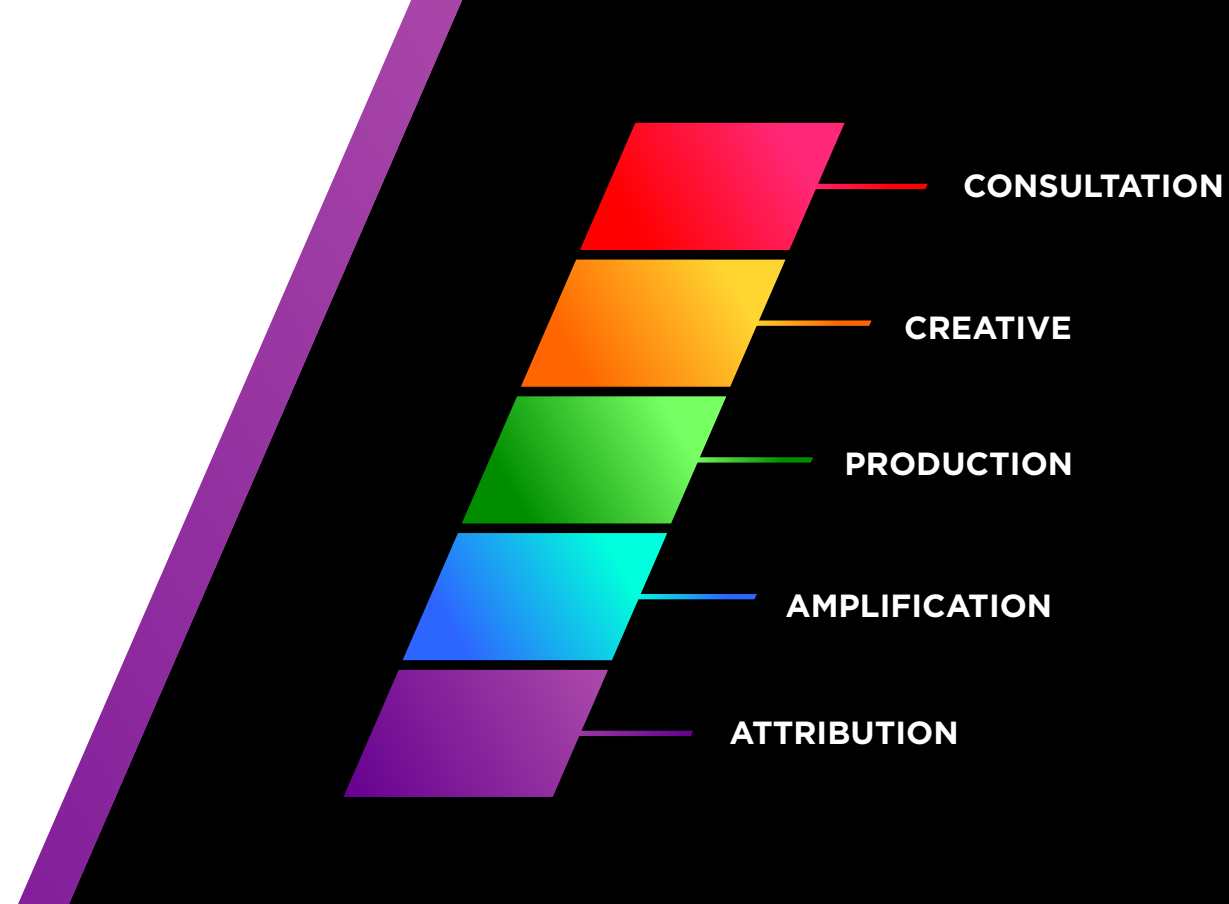
CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programmatically? 2,200+ digital billboard and transit canvases available on top SSP & DSP platforms.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

Leverage our Cannes Lions award winning in-house creative agencies, XLabs & OUTFRONT STUDIOS. Together, we can aid in anything from best practices to full campaign development or bring dynamic digital elements to your campaign.

PRODUCTION

LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION

TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.
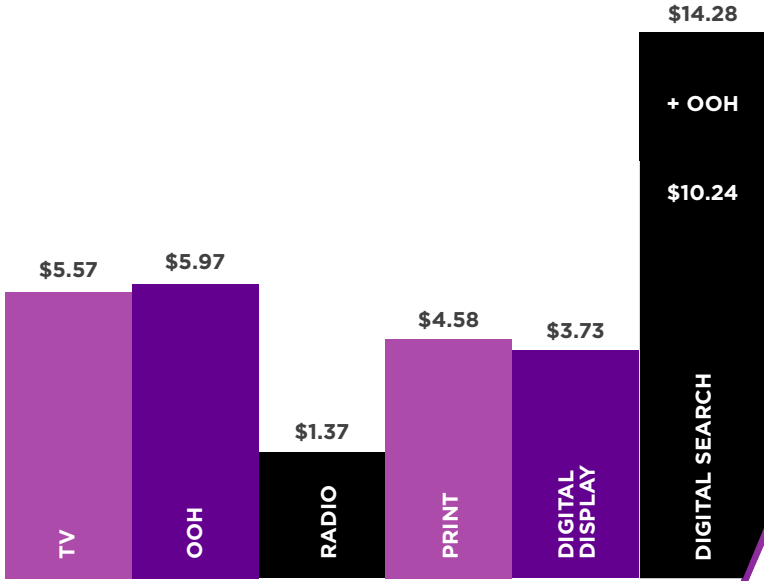
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Tune In, and Brand Affinity.

AMPLIFICATION MATTERS/

**OUTFRONT is the best primer for digital engagement.**

SEARCH

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

Out of home drove a **300% increase** in search for an innovative healthcare company. Learn more.

SCAN OR CLICK FOR THE AFREZZA STUDY
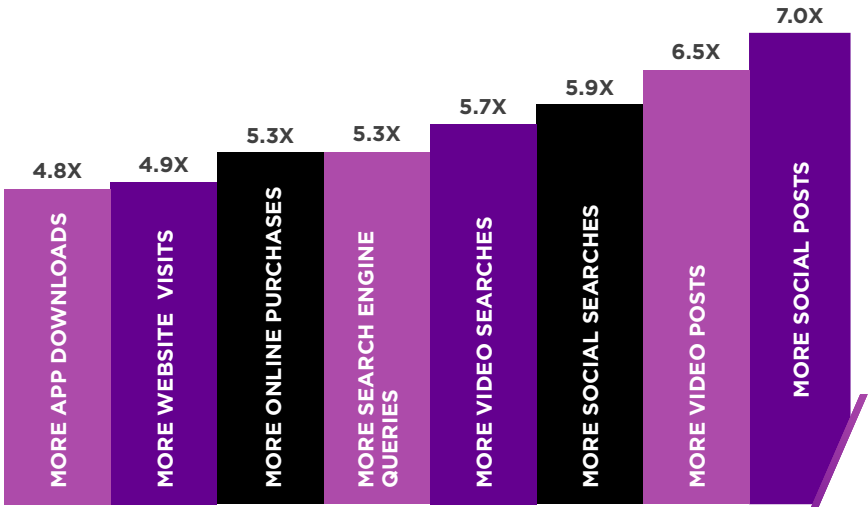
SOCIAL

Out of home drives 7X more social posts than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Louis Vuitton's SoHo based OOH campaign reached an estimated **197 million people on social media**. Learn more.

SCAN OR CLICK FOR THE LOUIS VUITTON STUDY

MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

48% MORE LIKELY TO CLICK AFTER BEING EXPOSED TO OOH

Bounce Curl combined OOH and mobile to **increase purchase intent by 18%**. Learn more.

SCAN OR CLICK FOR BOUNCE CURL CASE STUDY

ATTRIBUTION MATTERS/

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

FOOTFALL

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

ONLINE

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

TUNE-IN

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

LOCATION SURVEYING

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

SCAN OR CLICK FOR THE FOOTFALL CASE STUDY

SCAN OR CLICK FOR THE ONLINE CASE STUDY
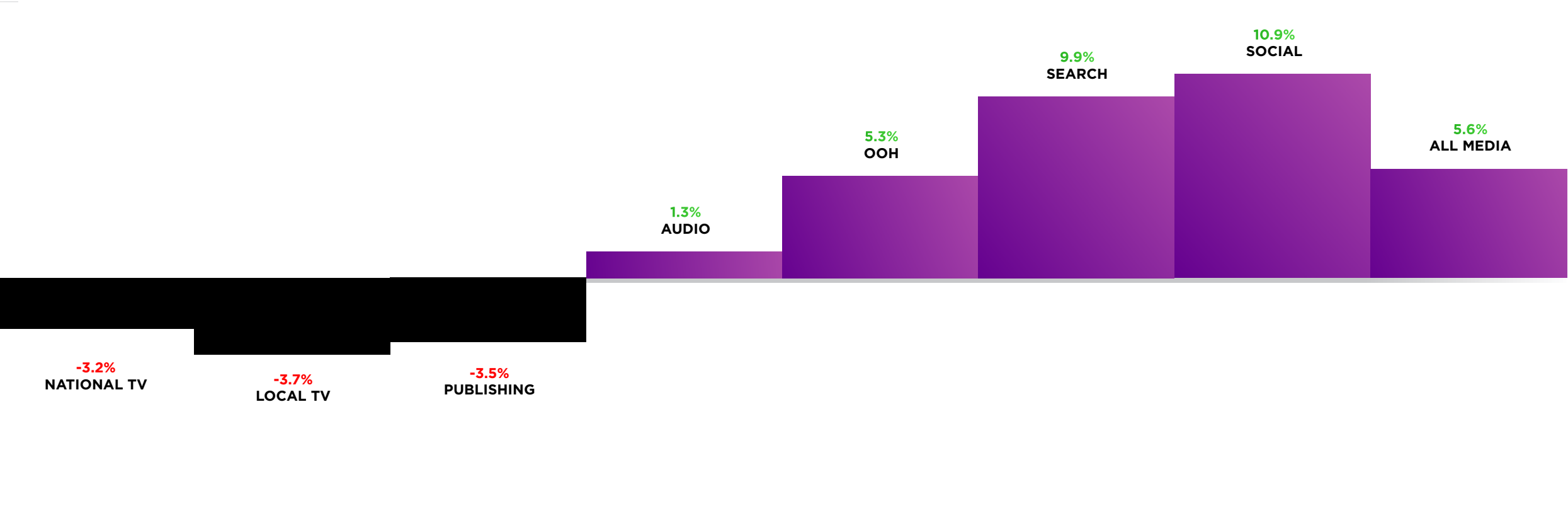
SCAN OR CLICK FOR THE TUNE-IN CASE STUDY

SCAN OR CLICK FOR SALES LIFT CASE STUDY

OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2024. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

2024 U.S. MEDIA FORECAST

- 10.9% SOCIAL
- 9.9% SEARCH
- 5.6% ALL MEDIA
- 5.3% OOH
- 1.3% AUDIO
- -3.2% NATIONAL TV
- -3.7% LOCAL TV
- -3.5% PUBLISHING

SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.
CHART EXCLUDES CYCLICAL EVENTS. AUDIO REFERS TO RADIO + PODCASTS

TOP 50 MARKETS

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

🟣 INDICATES OUTFRONT MEDIA AVAILABLE 🔴 INDICATES DIGITAL MEDIA AVAILABLE ⚫ INDICATES WRAPPED MEDIA AVAILABLE

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

TOP 50 MARKETS /

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

🟣 INDICATES OUTFRONT MEDIA AVAILABLE   🔴 INDICATES DIGITAL MEDIA AVAILABLE   ⚫ INDICATES WRAPPED MEDIA AVAILABLE

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

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

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

WE GET
YOU ORANGE COUNTY

Famously known as "The O.C", Orange County is **California's third most populous county** with over 3 million residents calling it home. Renowned for its stunning coastal landscapes, including world-famous beaches like Huntington and Laguna, the county offers a perfect blend of natural beauty and urban amenities. The county is also recognized for its excellent school systems and a thriving job market, with major industries ranging from technology to healthcare. Its close proximity to Los Angeles makes it a popular enclave for employees commuting to LA.

SCAN OR CLICK TO LEARN MORE

WHY ORANGE COUNTY?

— Orange County is known for its **beautiful beaches, golf courses, and good weather!**

— Orange County boasts **over 40 miles of coastline.**

— **52%** of Orange County residents have a **HHI of $100K+.**

— Orange County is home to the **largest mall on the West Coast**, and the fourth largest mall in the U.S., South Coast Plaza.

— **Fortune 500 companies** such as CBRE Group, AECOM, Salesforce, and Microsoft call Orange County home.

— The median property value in Orange County is **$1.3M**.

— Orange County is home to **famous theme parks** such as Disneyland & Knott's Berry Farm.

ORANGE COUNTY
323.222.7171
SOURCE: GEOPATH 2023, OC-BREEZE.COM, WORLD ATLAS, VISITANAHEIM.ORG, OC REGISTER, STATISTA, FORTUNE, DATA USA, REALTOR.COM. SCARBOUROUGH RESEARCH: ORANGE COUNTY, CA COUNTY RELEASE 2 (AUG 2022-AUG 2023), CENSUS DATA (2023 UPDATE)
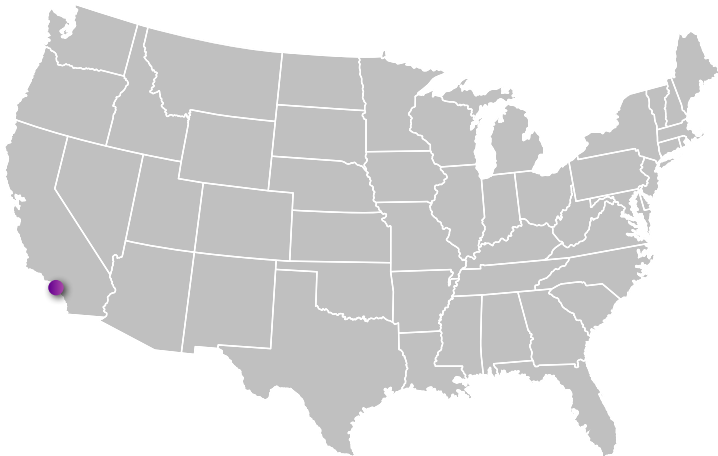
ORANGE COUNTY

Profile

African American	**2%**
Asian	**23%**
White	**35%**
Hispanic/Latino	**35%**
Other/Mixed	**5%**
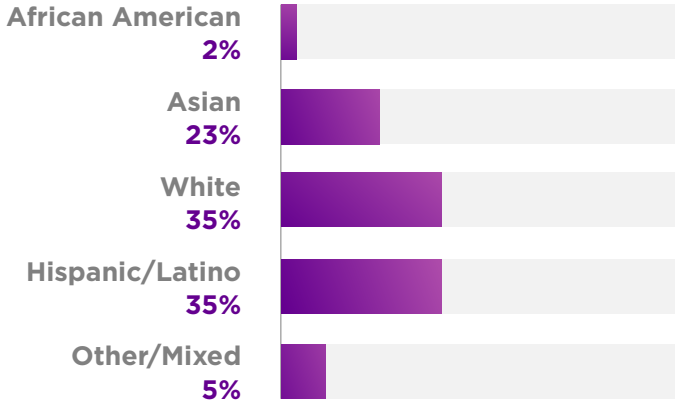
OC AREA 3.16 MILLION

38% — College Degree or higher

139 mi. — Total miles traveled past week
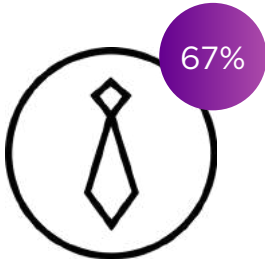
67% — White-collar occupation
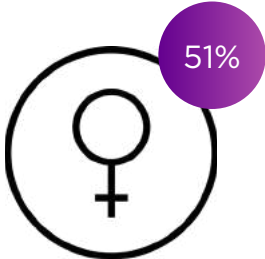
51% — Female

26 min. — Time spent traveling to and from work each day

16% — Blue-collar occupation

49% — Male
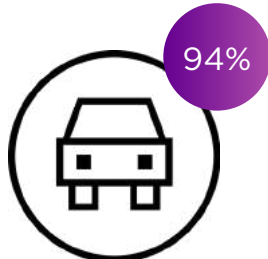
94% — Drive alone or carpooled
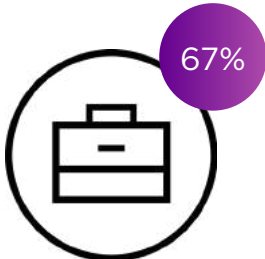
67% — Employed

ORANGE COUNTY
323.222.7171
SOURCE: CENSUS DATA (2023 UPDATE), SCARBOUROUGH RESEARCH: ORANGE COUNTY, CA
COUNTY RELEASE 2 (AUG 2022-AUG 2023)

MEDIA FORMATS

OUTFRONT/

ORANGE COUNTY
323.222.7171

BILLBOARDS

BULLETINS

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

PRODUCT INFORMATION

— 14'H x 48'W
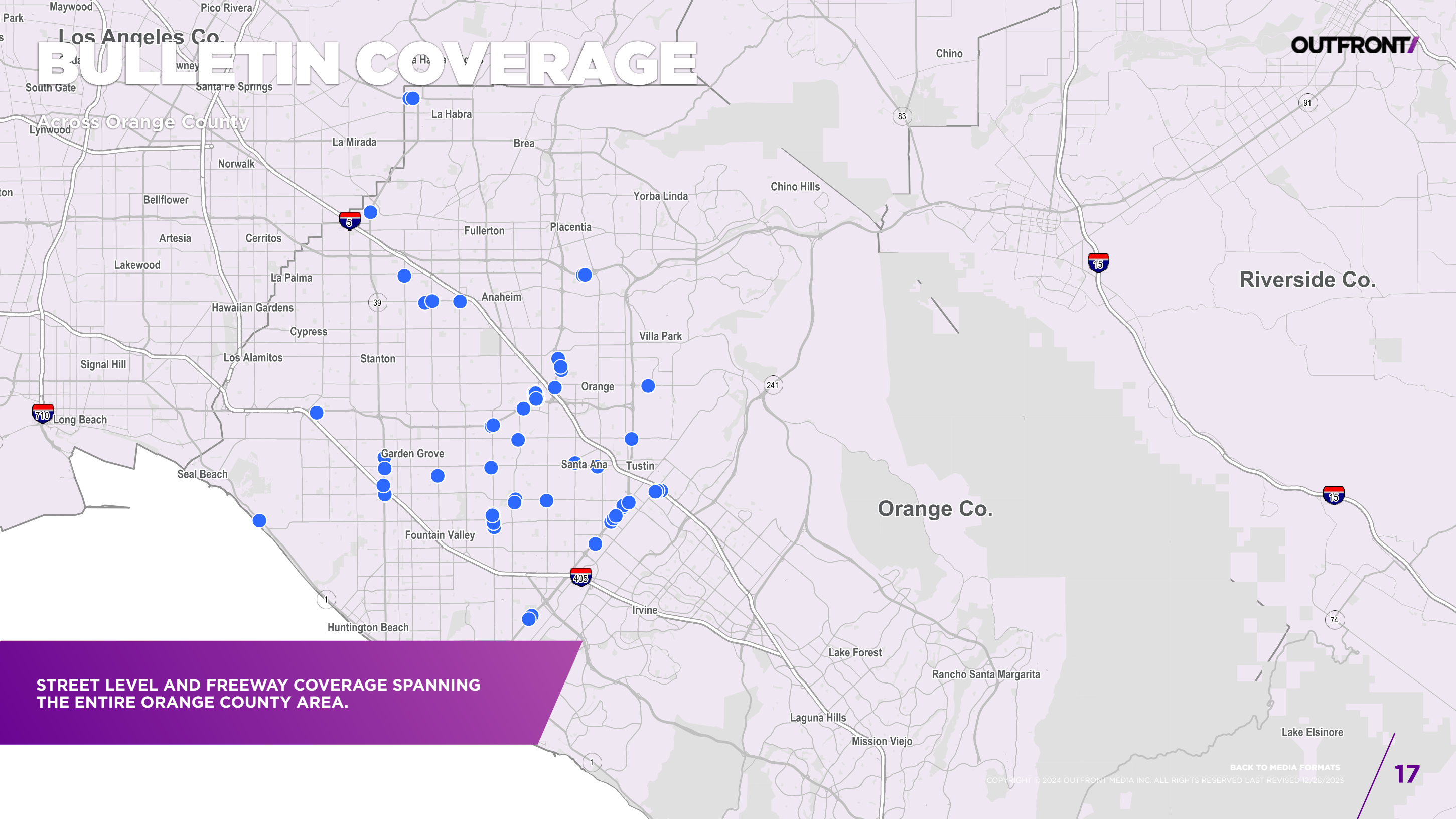
— Odd Sizes

— Sizes vary by location

— Extensions available

COVERAGE

— See map for complete coverage

— Targeted audience on request basis

SCAN OR CLICK TO LEARN MORE

BULLETIN COVERAGE

Across Orange County

OUTFRONT/

STREET LEVEL AND FREEWAY COVERAGE SPANNING THE ENTIRE ORANGE COUNTY AREA.

POSTERS

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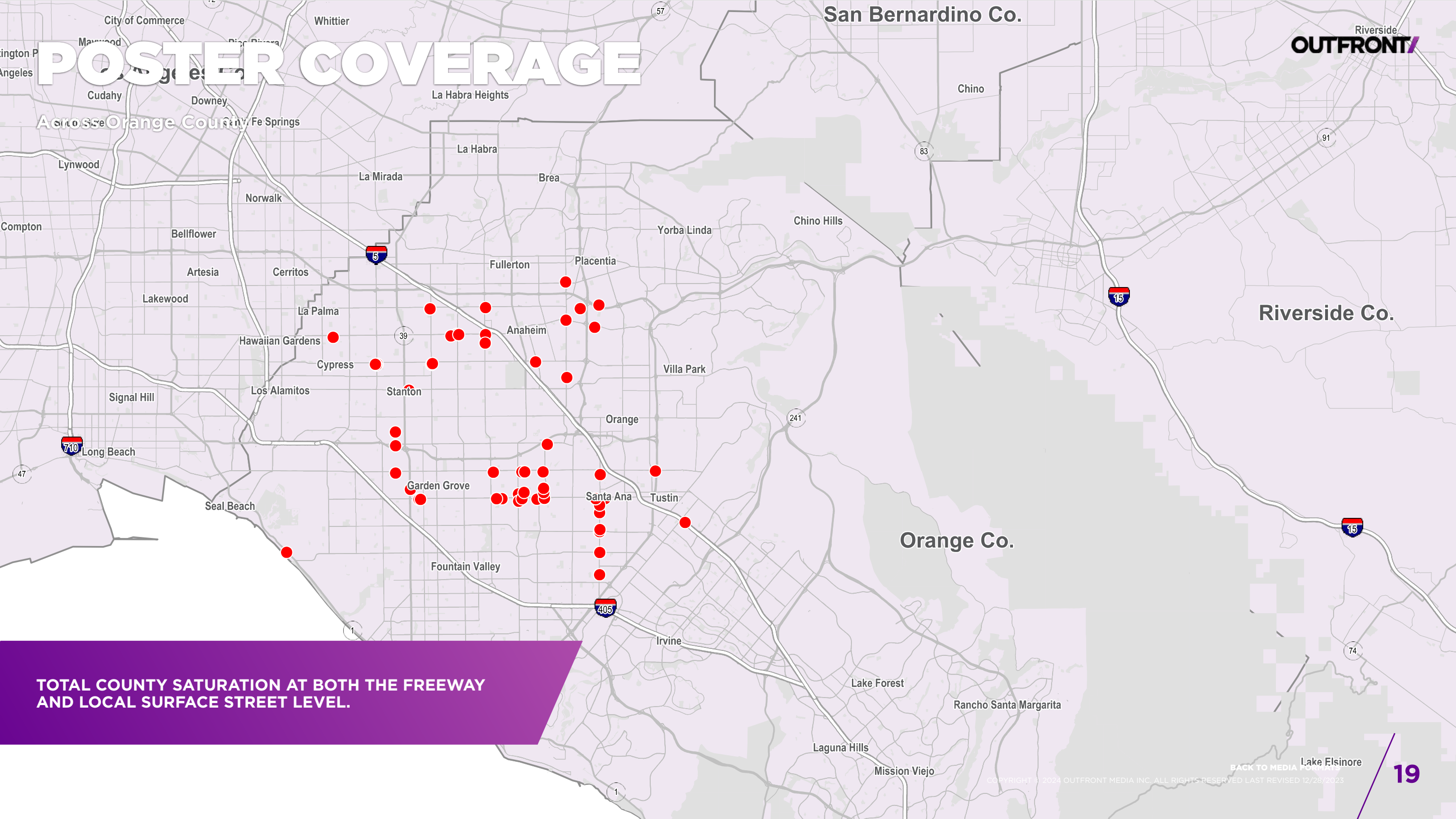
PRODUCT INFORMATION

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

COVERAGE

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

SCAN OR CLICK
TO LEARN MORE

POSTER COVERAGE

Across Orange County

TOTAL COUNTY SATURATION AT BOTH THE FREEWAY AND LOCAL SURFACE STREET LEVEL.

BACK TO MEDIA FORMATS
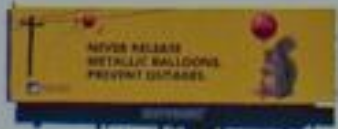
DIGITAL

DIGITAL BULLETINS

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

PRODUCT INFORMATION

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

COVERAGE

— OC Digital Network (5 Units)
— Irvine Spectrum Digital Network (4 units)
— Stand Alone Units
— See map for more details

DIGITAL COVERAGE

Across Orange County
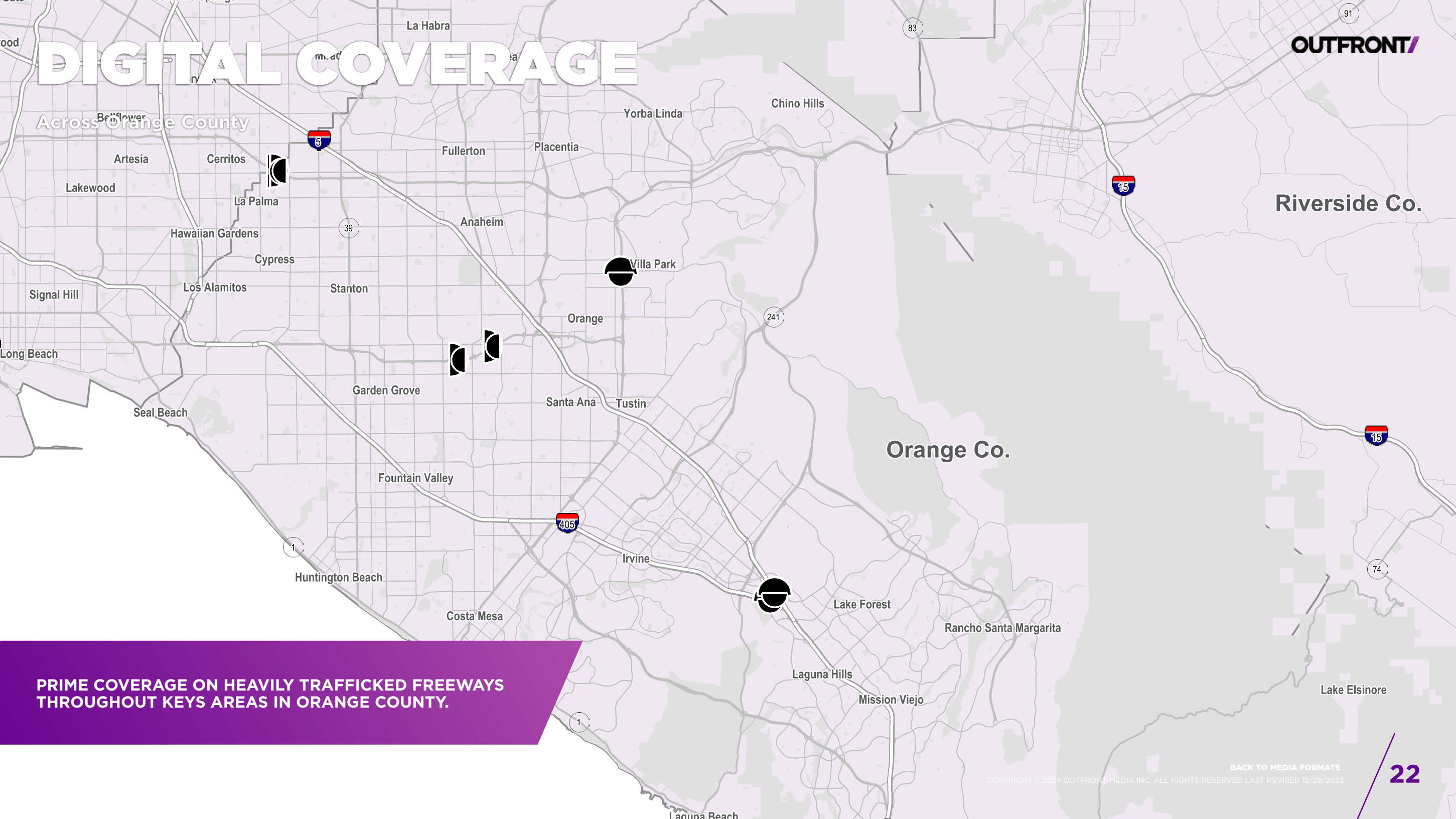
PRIME COVERAGE ON HEAVILY TRAFFICKED FREEWAYS THROUGHOUT KEYS AREAS IN ORANGE COUNTY.

BACK TO MEDIA FORMATS

SECOND SCREEN MEDIA

MOBILE NETWORK

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

PRODUCTS

— Proximity Targeting

— Retargeting

— Behavioral or Brand Targeting

— Transit System Audience Targeting

LOCATED IN THE TOP 50 MARKETS
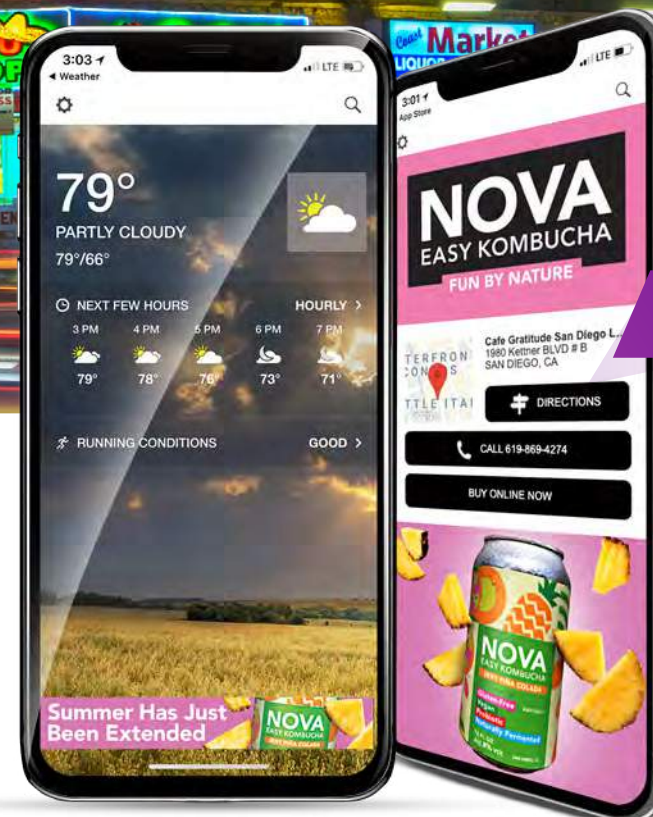
SCAN OR CLICK TO LEARN MORE

SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS

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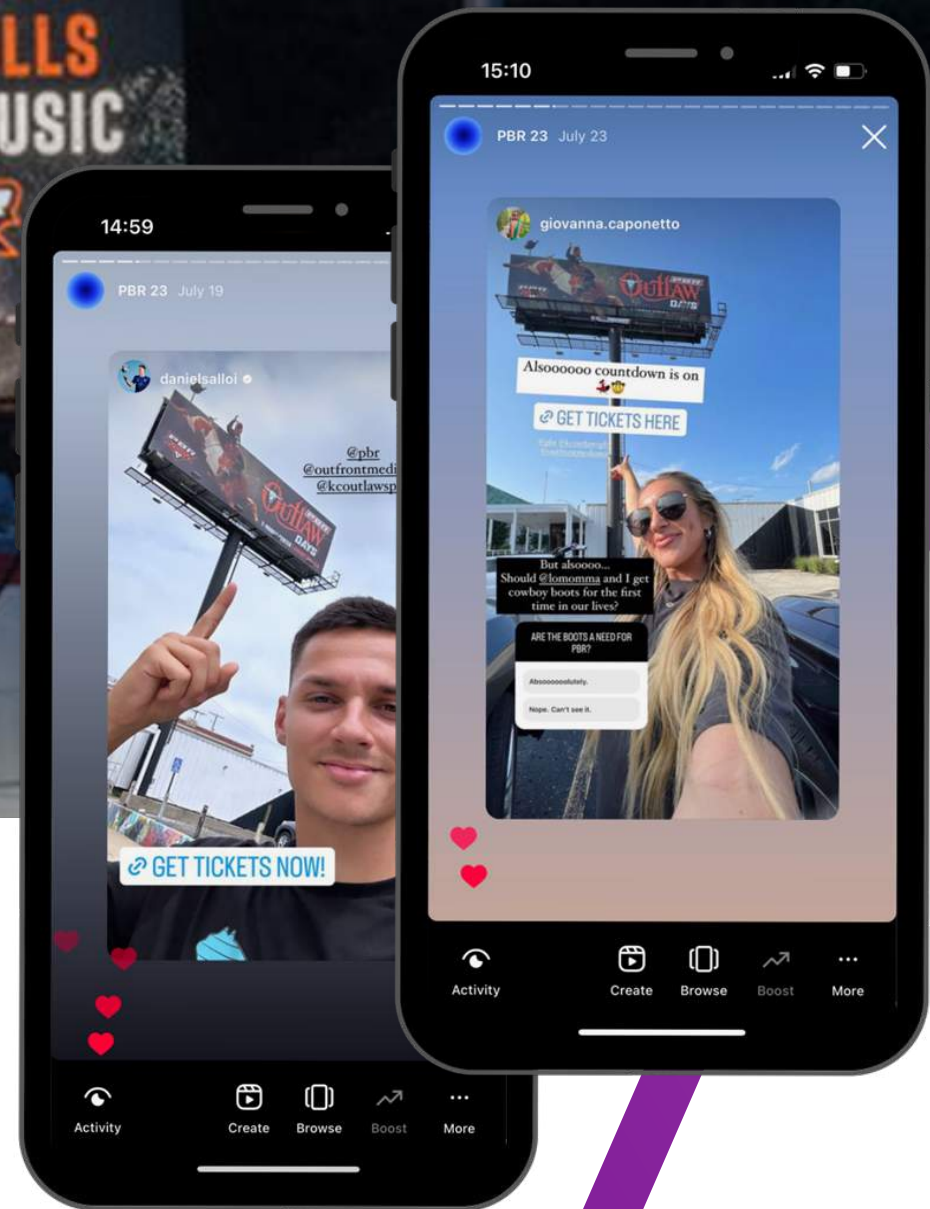
ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

— QR Codes

— Augmented Reality (AR)

— Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE

Watch PBR's #sOOH Success Story

OUTFRONT/

WE GET YOU AMERICA