

# OUTFRONT/

# WE GET YOU PACIFIC NW

Media Across The Market





# WE ARE OUTFRONT/

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.**





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



## ART

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Tap into our award-winning creative agencies for best-in-class creative services, campaign development, and dynamic digital additions.

## SCIENCE

Tech advancements are a priority for OUTFRONT. We have the right hardware, software, and data to ensure your campaign is targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research, proprietary geospatial data, and real-time mobile data to find audience segments IRL. We also know that measurement matters. So, we have an attribution model that is scalable to different business needs.

## AUTOMATION

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

# OOH DRIVES SUCCESS /

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

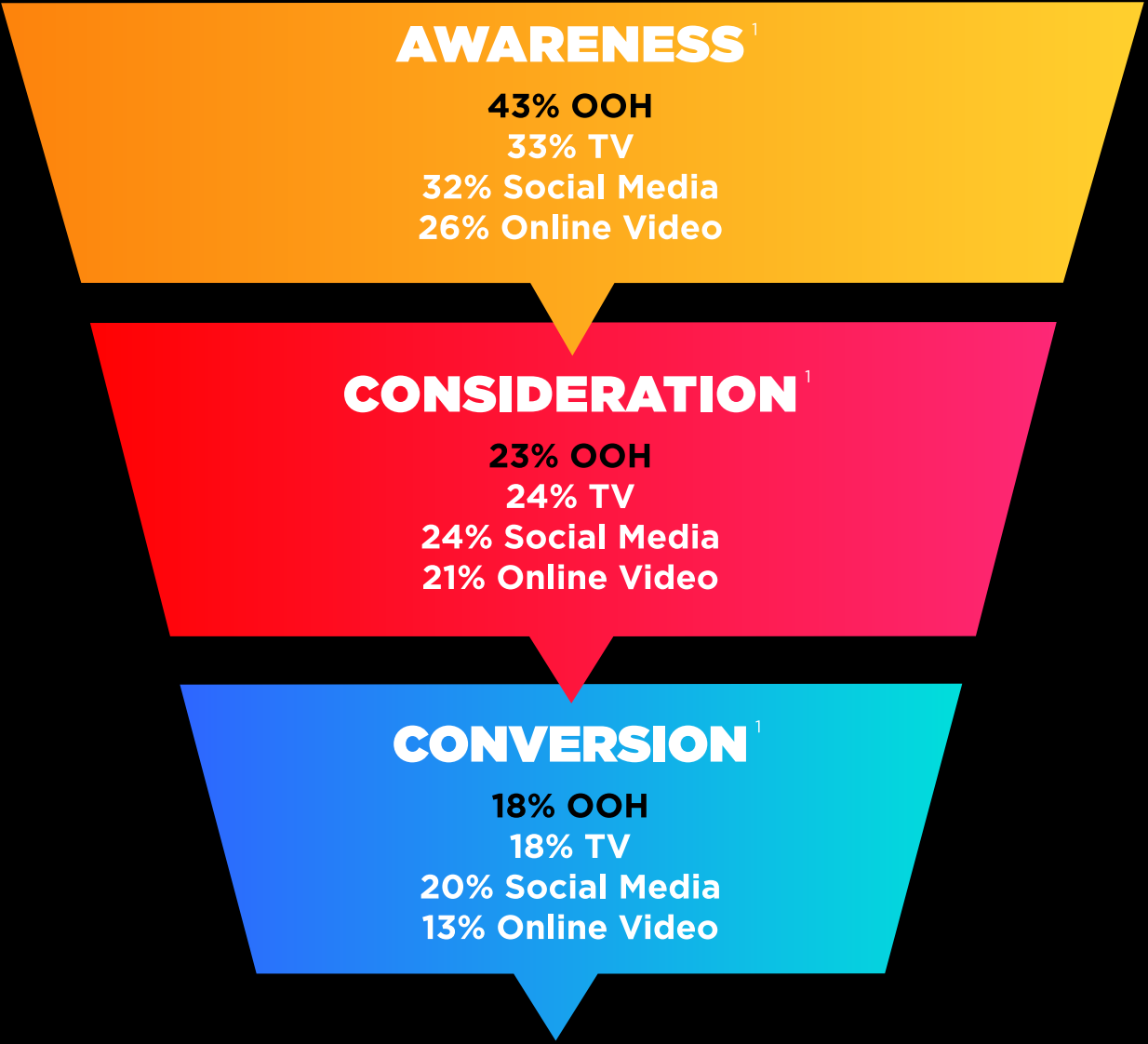
OOH performs best for awareness across all demographics, while also ranking as the **#1 preferred media format for Millennials and GenZ**. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

## 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.

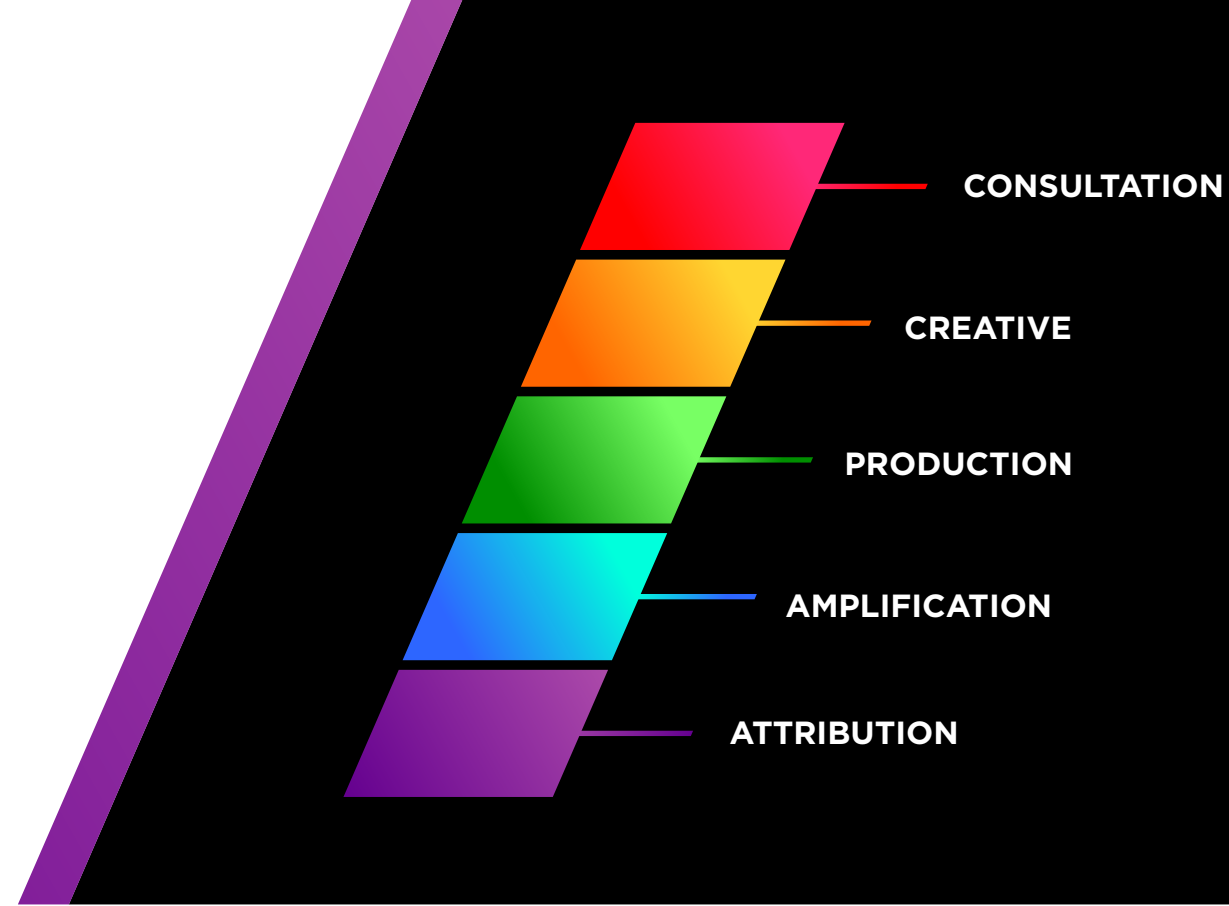




# LEVERAGE OUR EDGE /

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.

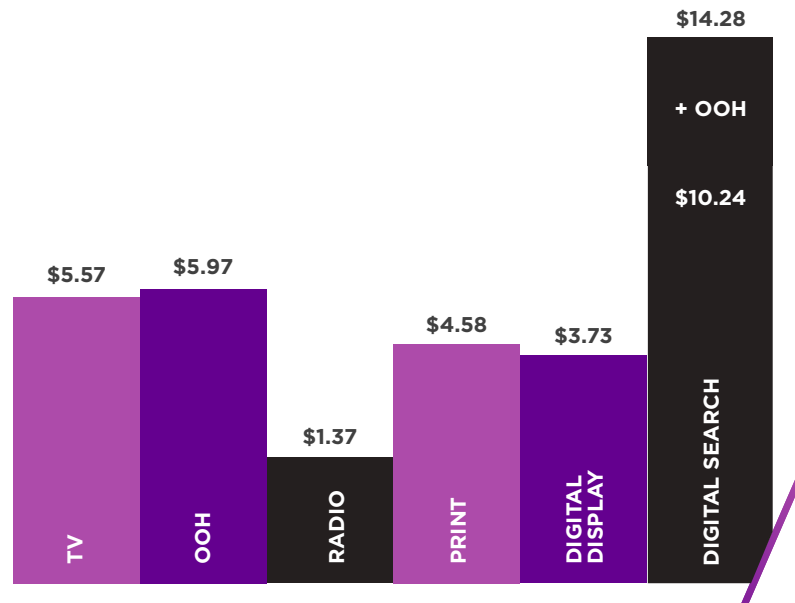
## ATTRIBUTION

### 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/

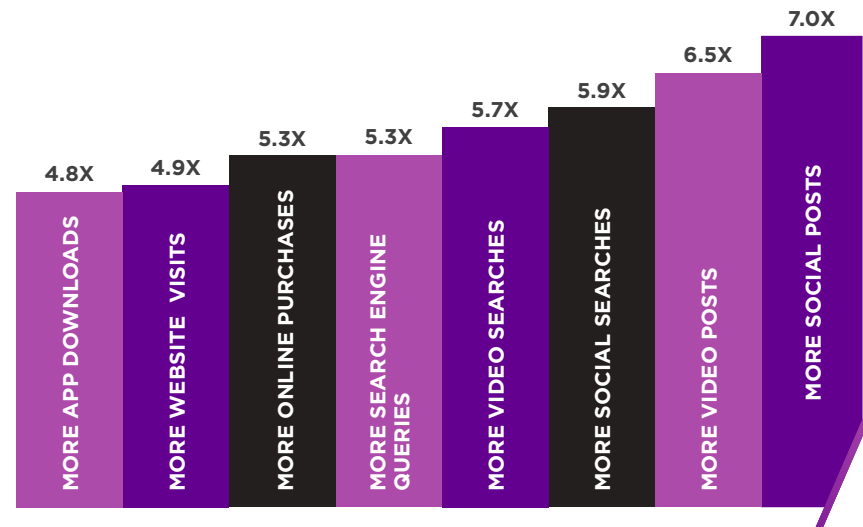
OUTFRONT is the best primer for digital engagement.



## 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.

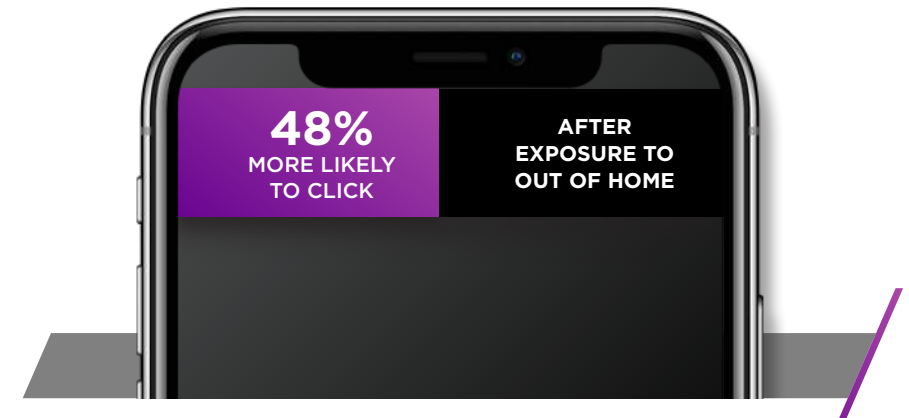
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



## 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/

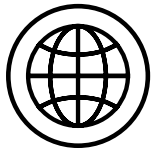
OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES FLEXIBILITY TO CHOOSE THE **ATTRIBUTION PRODUCTS THAT BEST ALIGN WITH YOUR KPIs.**



## 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



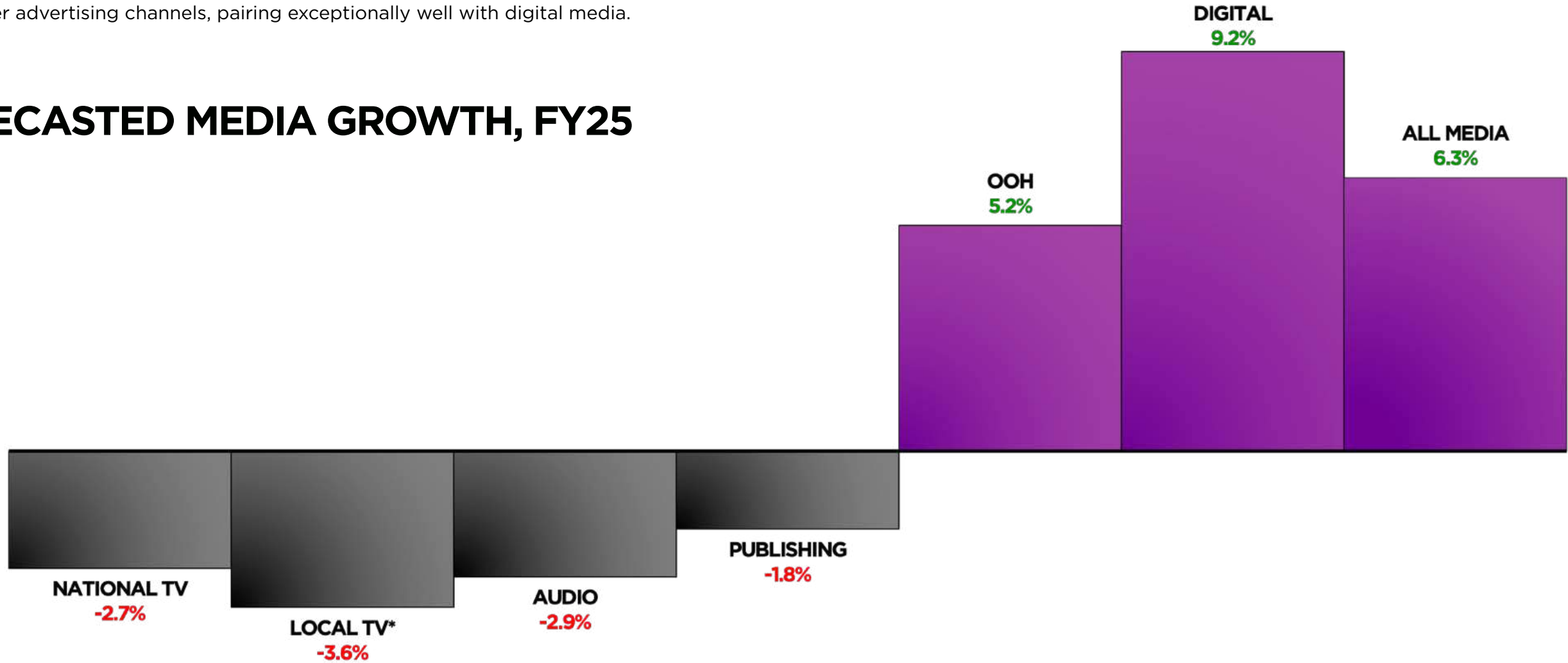
READ THE FRESH DIRECT CASE STUDY



# OOH IS MEDIA'S FAVORITE MEDIUM /

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

## FORECASTED MEDIA GROWTH, FY25



SOURCE: MAGNA GLOBAL, 2024.

\*LOCAL TV EXCLUDES CYCLICAL EVENTS.



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



YOUR STORY & AUDIENCE. OUR CANVAS.



# TOP 50 MARKETS /

TOP 50 MARKETS		CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	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).







# WE GET YOU PACIFIC NW

OUTFRONT/

The Pacific Northwest (PNW), encompassing Oregon and Washington, **is renowned for its coastal climate, lush forests, world-class wine, and a variety of charming cities whose residents cherish outdoor adventures and local cuisine.** Cities such as Seattle, Yakima, Vancouver, Portland, Eugene, and Medford each contribute uniquely to the region's vibrant culture.

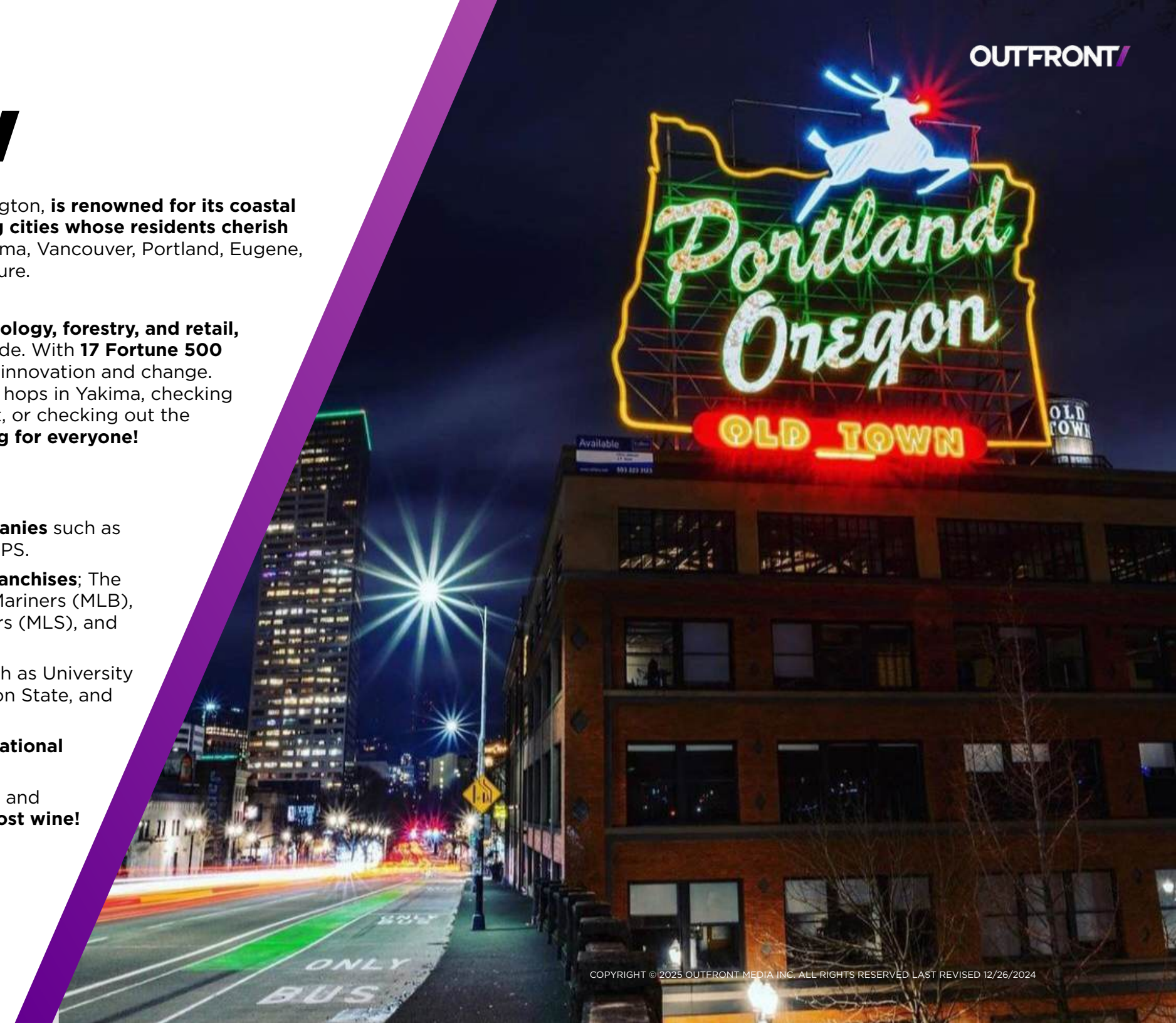
**Well known for its contributions in aerospace, agriculture, technology, forestry, and retail,** no matter where you are in the Pacific NW, an impact is being made. With **17 Fortune 500 companies calling the area home,** the region is a driving force of innovation and change. Whether exploring the Puget Sound in Seattle, enjoying wine and hops in Yakima, checking out Portland's renowned restaurant scene, driving down the coast, or checking out the 'Track Town USA' in Eugene, **The Pacific Northwest has something for everyone!**

## WHY THE PACIFIC NORTHWEST?

- The Pacific NW is **home to some of the most influential companies** such as Amazon, Boeing, Microsoft, Nike, Nordstrom, Starbucks, and UPS.
- **Oregon and Washington are home to 7 professional sports franchises;** The Portland Trailblazers (NBA), Portland Timbers (MLS), Seattle Mariners (MLB), Seattle Seahawks (NFL), Seattle Kraken (NHL), Seattle Sounders (MLS), and Seattle Storm (WNBA)
- **The Pacific NW is home to some of the finest universities** such as University of Washington, Washington State, University of Oregon, Oregon State, and Portland State.
- The Pacific NW is an outdoor enthusiast's dream. **Home to 4 national parks and over 300 state parks,** there is so much to explore.
- The Pacific NW is synonymous with wine country with Oregon and Washington making up **2 of the top 5 states producing the most wine!**

PACIFIC NW  
503.232.3111

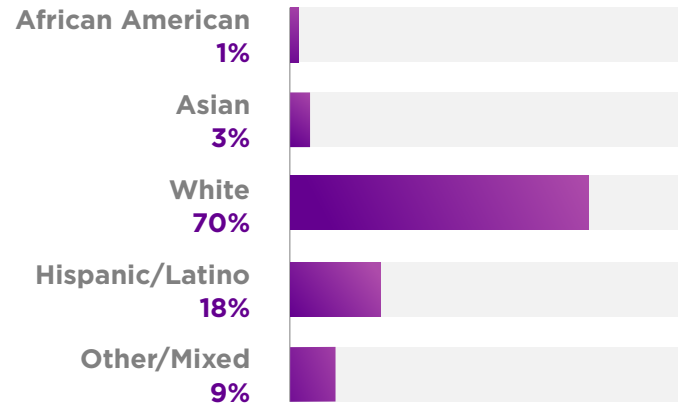
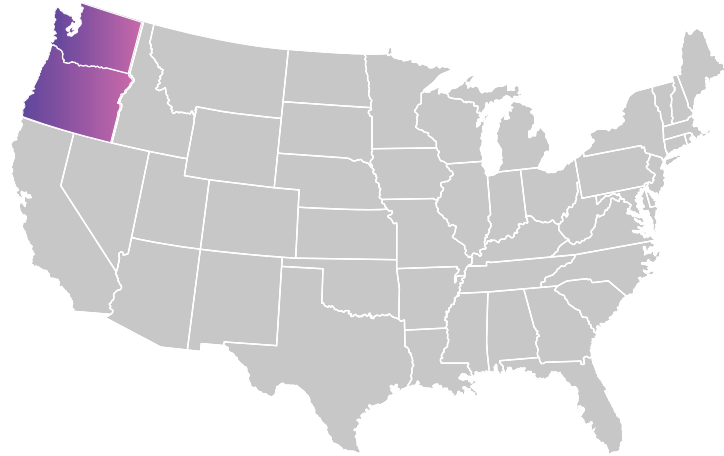
SOURCE: FORBES, PORTLAND RELOCATION GUIDE 2023, CHOOSE WASHINGTON STATE, TRAVEL OREGON



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# PACIFIC NW

Profile



**PACIFIC NW 11.9 MILLION  
TOTAL POPULATION**

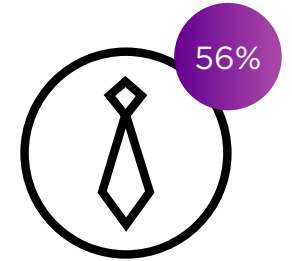
PACIFIC NW  
503.232.3111  
SOURCE: CENSUS DATA (2024 UPDATE, AVERAGE OF OREGON & WASHINGTON)



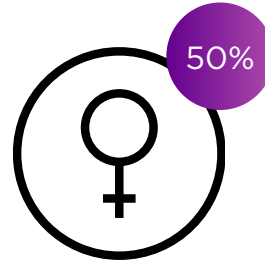
College Degree  
or higher



Average HHI  
Income



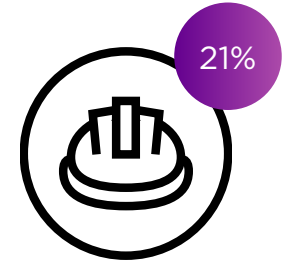
White-collar  
occupation



Female



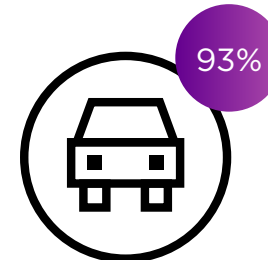
Time spent traveling to  
work each day



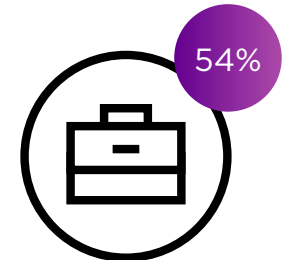
Blue-collar  
occupation



Male



Drive alone or  
carpooled



Employed



# MEDIA FORMATS

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# BILLBOARDS



# BULLETINS

Bulletins offer the most **powerful impact** of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Pacific NW, 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
- Sizes vary by location
- Extensions available

## COVERAGE


- Eugene, OR
- Portland, OR
- Salem, OR
- Northwest Seattle, WA
- Vancouver, WA
- Yakima, WA
- See map for complete coverage




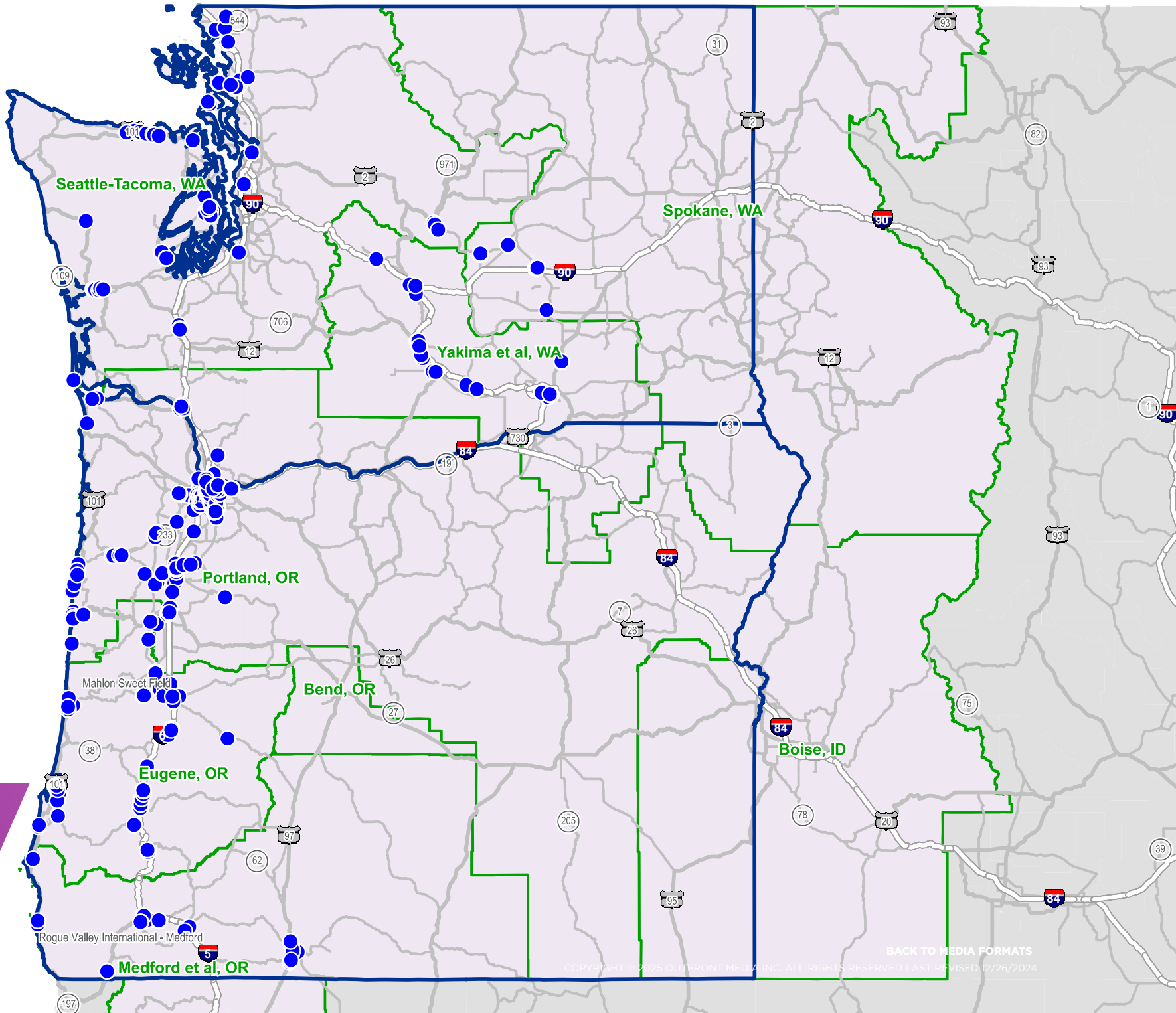


# BILLBOARD COVERAGE

ACROSS THE PACIFIC NW

 DMA Boundary

 State Boundary



STRATEGICALLY POSITIONED ON HEAVY TRAFFICKED FREEWAYS, HIGHWAYS, AND MAJOR INTERSECTIONS.

PACIFIC NW  
503.232.3111

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# 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

- 14'H x 48'W
- 20'H x 60'W
- Spot Length: 8 Seconds
- # of Spots: 8
- Type: Static

## COVERAGE


- Eugene, OR
- Portland, OR
- Salem, OR
- La Center, WA
- Tacoma, WA
- See map for complete coverage




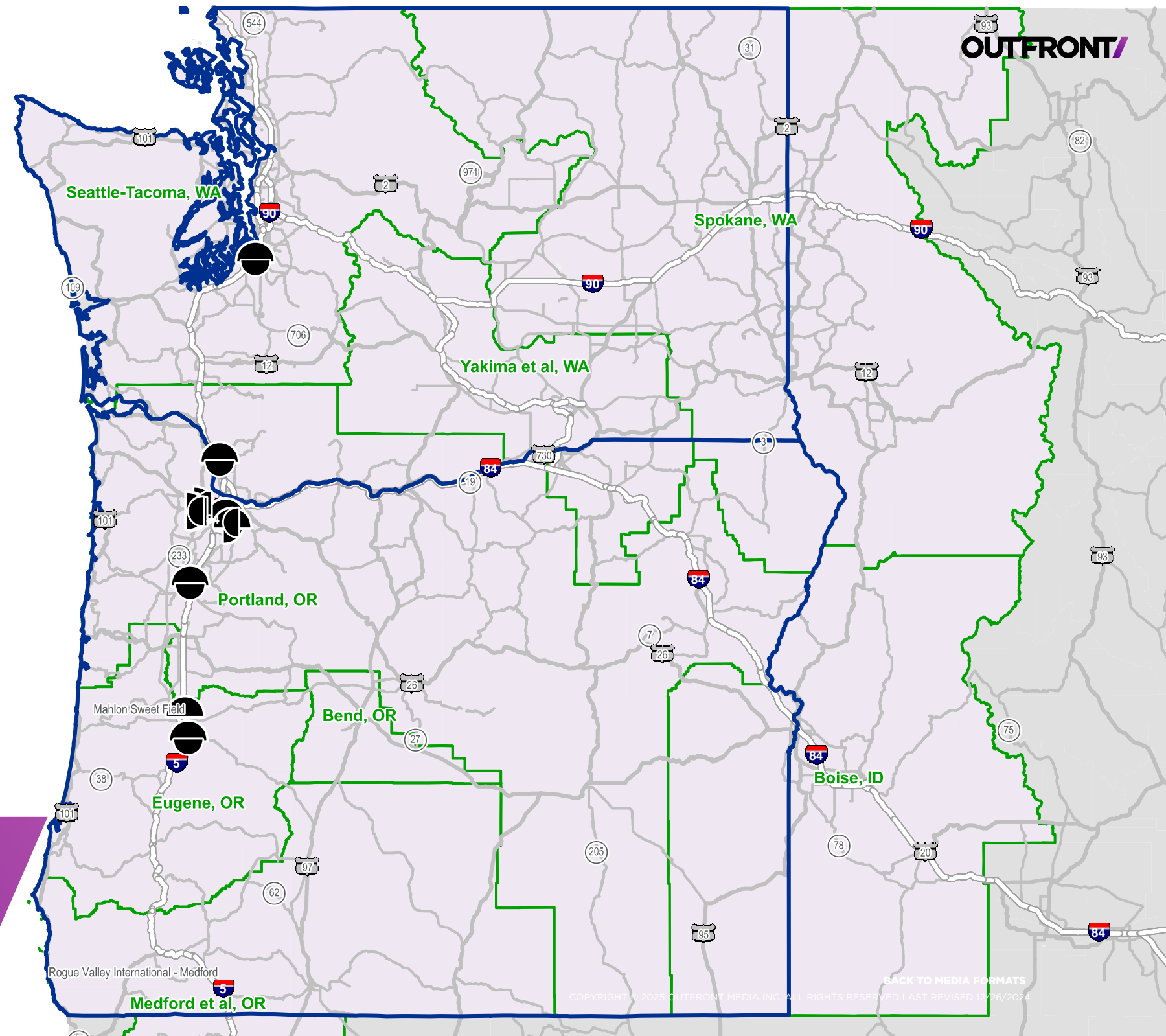


# DIGITAL BULLETIN COVERAGE

ACROSS THE PACIFIC NW

 DMA Boundary

 State Boundary



PRIME COVERAGE REACHING CONSUMERS ON THE GO IN KEY PACIFIC NW CITIES.



# POSTERS

**Henco**  
PLUMBING  
SERVICES

HencoPlumbing.com

**DRAIN**  
CLEANING  
\$150 OFF

WA Plumbing HENCO#77596  
OR Plumbing HENCO#77596



# POSTERS

**Visible, bright, and green** posters are made of 100% recyclable polyethylene printed copy and reaches both pedestrian and vehicular traffic. Specific locations **bring your ad and message directly to your target audience.** Posters are seamless and are a perfect media option for both local and retail advertisers.

## PRODUCT INFORMATION

- 10'5" H x 22'8" W
- Premiere Wrap Size: 12'3" H x 24'6" W

## COVERAGE

- Corvallis, OR
- Eugene, OR
- Klamath Falls, OR
- Portland, OR
- Salem, OR
- Bellingham, WA
- Kennewick, WA
- Longview, WA
- Yakima, WA
- See map for complete coverage







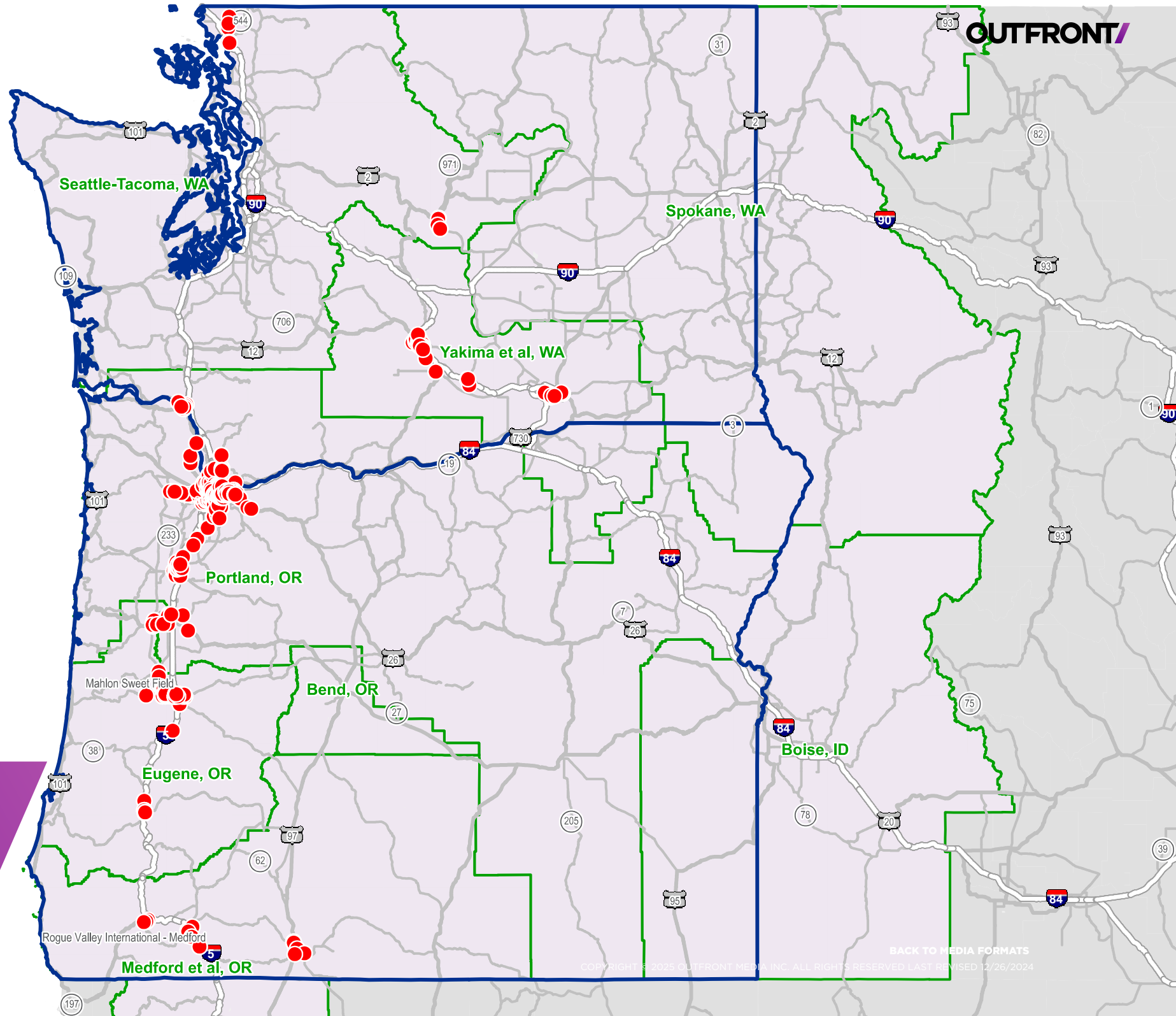
# POSTER COVERAGE

ACROSS THE PACIFIC NW

OUTFRONT

 DMA Boundary

 State Boundary



**FULL COVERAGE SPANNING THE MAJOR CITIES OF THE PACIFIC NW. ADDITIONALLY, OUTFRONT IS THE ONLY PROVIDER OF POSTERS IN THE PORTLAND MARKET.**

PACIFIC NW  
503.232.3111

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# DIGITAL POSTERS

Give your campaign **ultimate creative flexibility utilizing vivid high-resolution display** and keeping audiences posted with to the minute updates, countdowns and messaging. Strategic placement of illuminated LED posters in high traffic areas **ensures the greatest reach for your message keeping audiences engage**

## PRODUCT INFORMATION

- 12' H x 24' W

## COVERAGE

- Eugene, OR
- Medford, OR
- Portland, OR
- Salem, OR
- See map for complete coverage







# DIGITAL POSTER COVERAGE

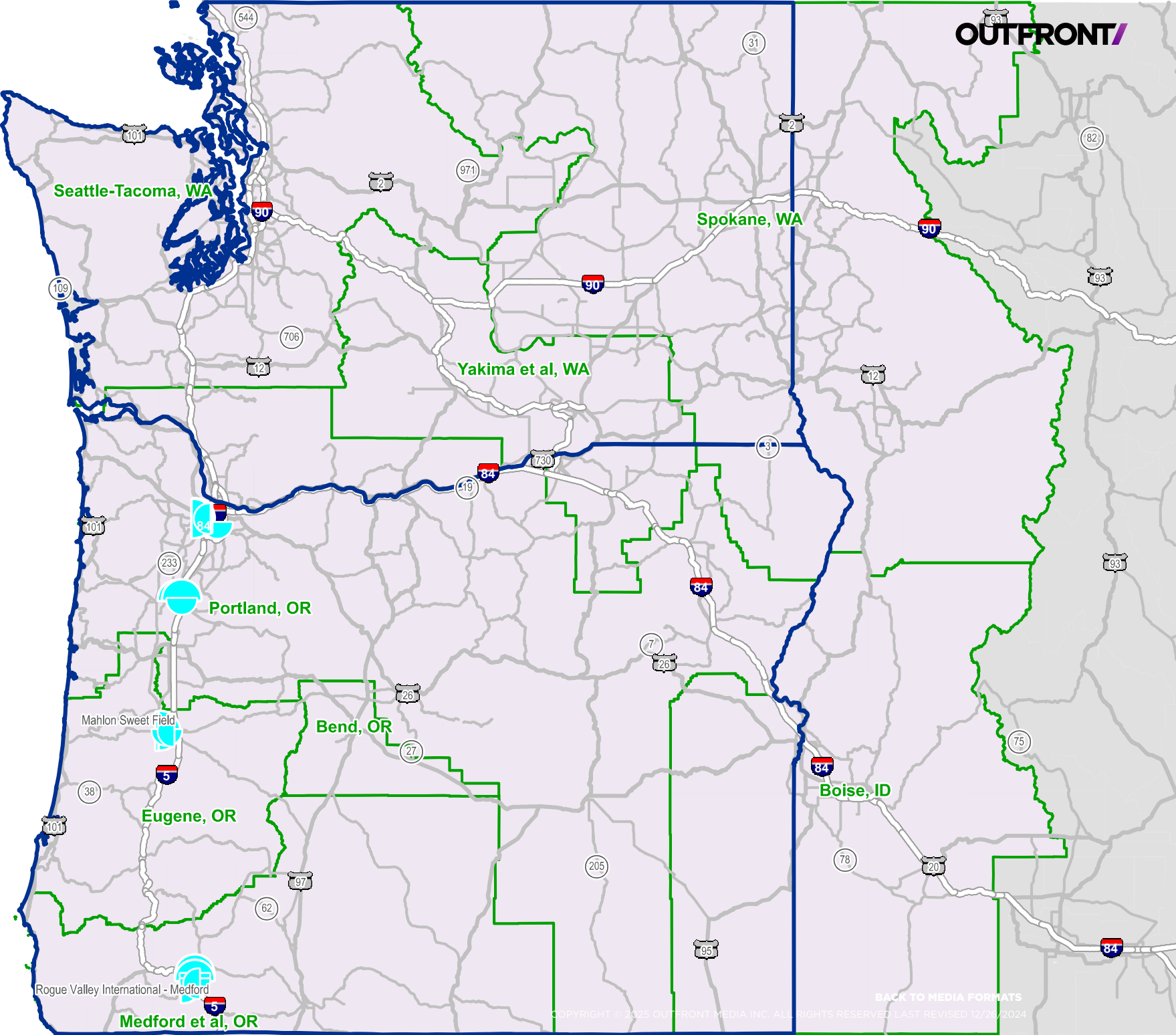
ACROSS THE PACIFIC NW



 DMA Boundary

 State Boundary

STRATEGIC PLACEMENT OF ILLUMINATED LED POSTERS IN HIGH TRAFFIC AREAS THROUGHOUT OREGON.





PORTLAND LEATHER  
JUST 5 MINUTES AWAY 808 NW 23RD AVE.

# WALLSCAPES

klaviyo

Run the extra mile for every customer.

Build connections that drive revenue beyond the first checkout.



OUTFRONT

580600



# 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

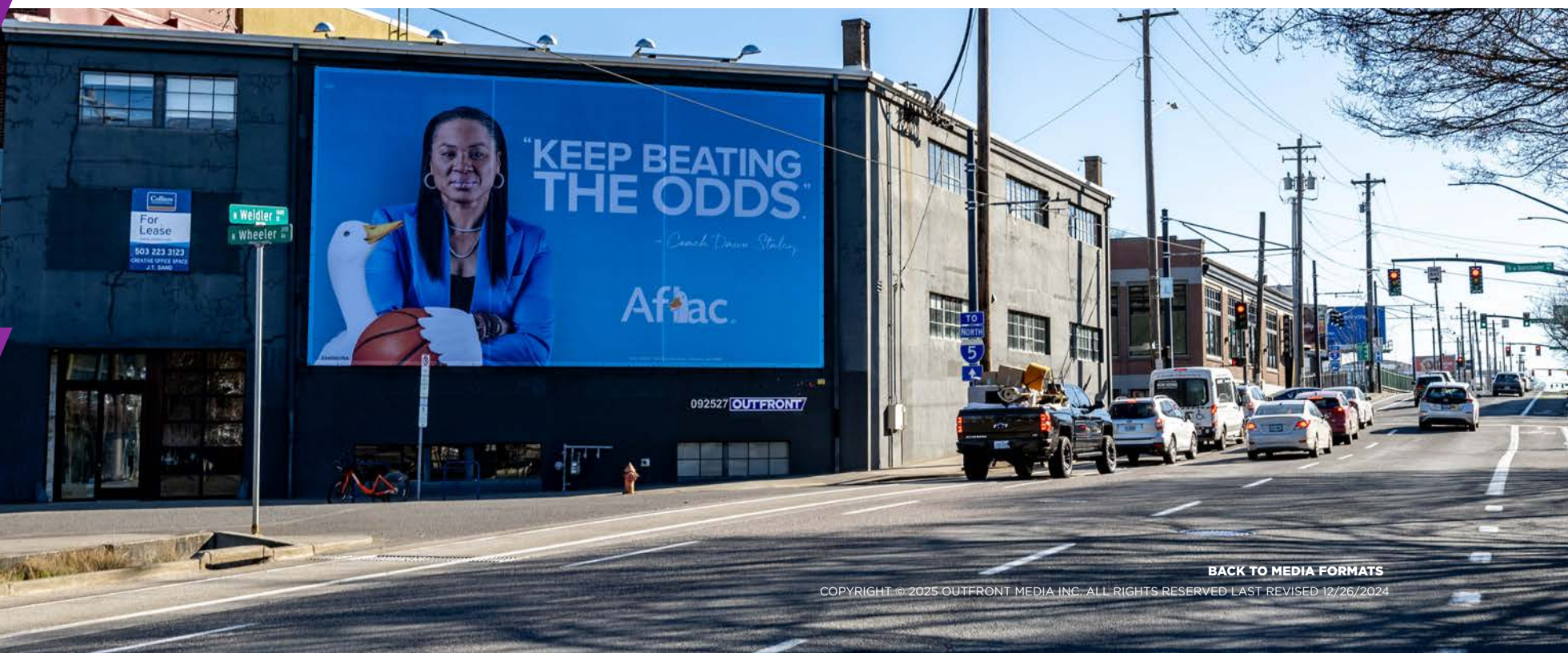
- Sizes vary by location

## COVERAGE

- Portland, OR
- See map for complete coverage



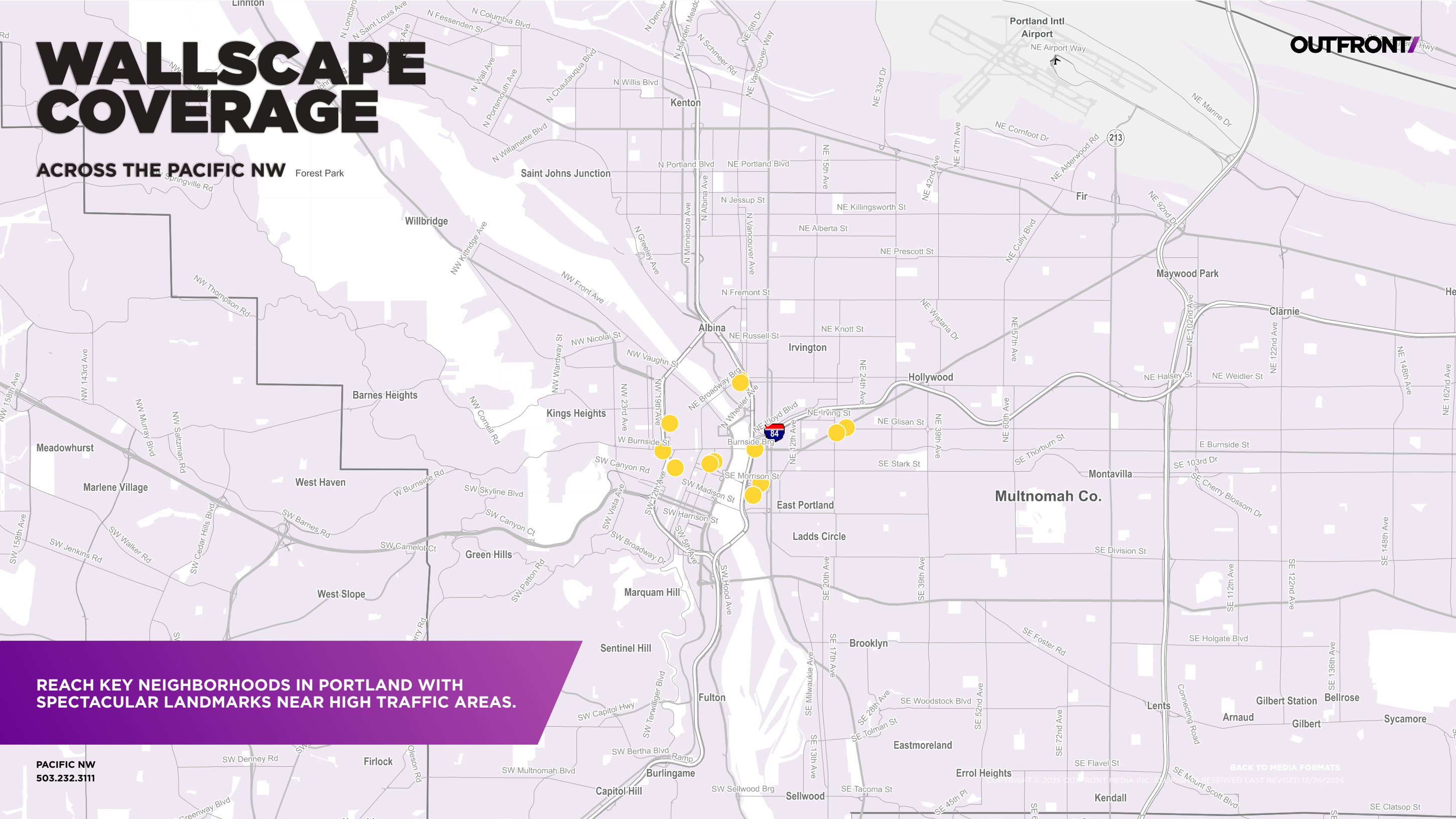
SCAN OR CLICK TO LEARN MORE





# WALLSCAPE COVERAGE

ACROSS THE PACIFIC NW



REACH KEY NEIGHBORHOODS IN PORTLAND WITH  
SPECTACULAR LANDMARKS NEAR HIGH TRAFFIC AREAS.

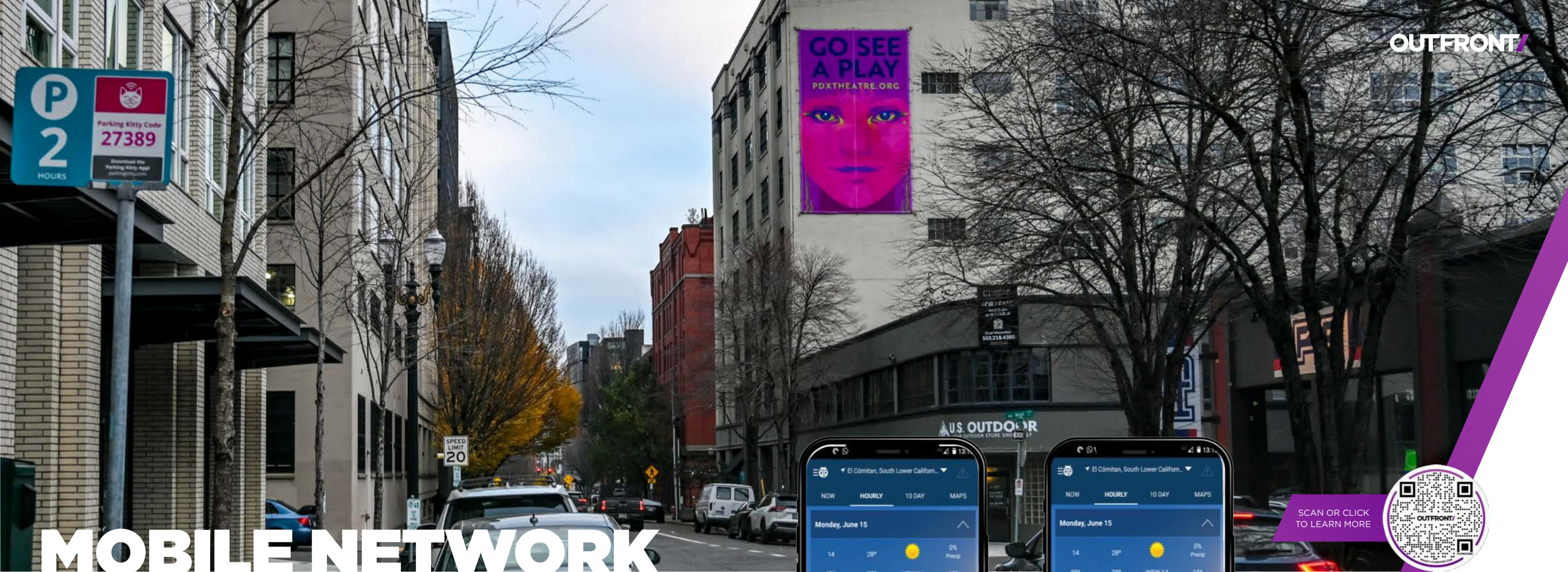
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BEYOND Monet | BEYOND Van Gogh  
NOW OPEN  
Tickets at  
BeyondExhibitions.com  
OUTFRONT

# SECOND SCREEN MEDIA





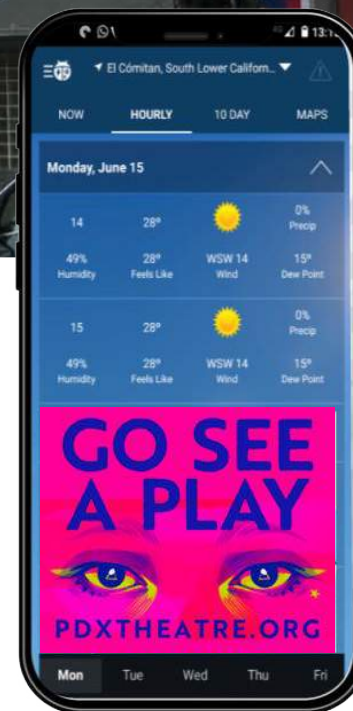
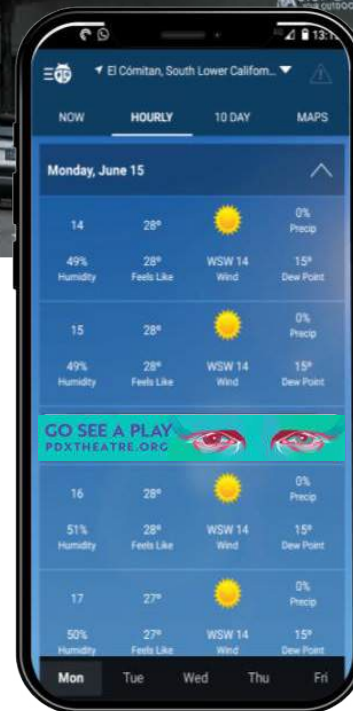
# MOBILE NETWORK

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

## PRODUCTS

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

**LOCATED IN THE TOP 50 MARKETS**



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# SOCIAL MEDIA INTEGRATION

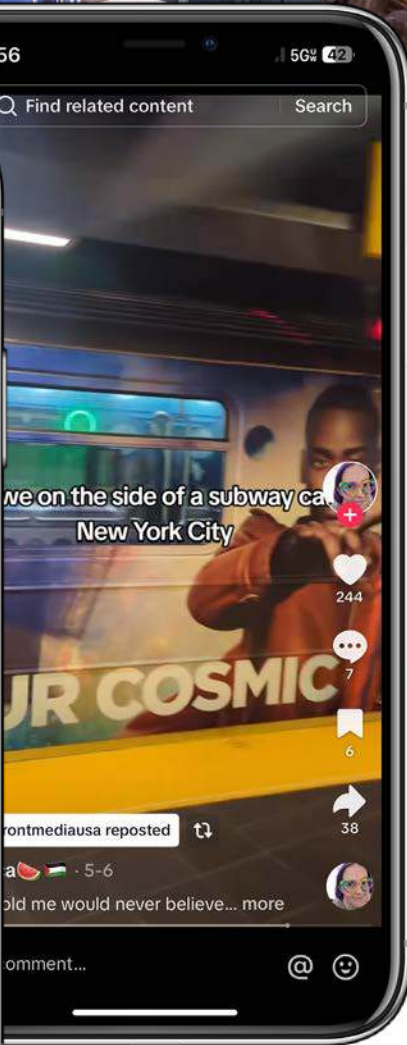
Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

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

## ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

Amplify your real-world campaign by marrying your OOH and Social Media Strategy. OUTFRONT offer paid and organic opportunities to drive results for your campaign.

- QR Codes
- Augmented Reality (AR)
- Influencers



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# OUTFRONT

WE GET YOU AMERICA

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