

OUTFRONT/

WE GET YOU PHILADELPHIA.

Media Across The Market



OUTFRONT BY NAME/

OUTFRONT/

OUTFRONT by nature.

At OUTFRONT, we understand that to brands, audiences are everything. The pandemic has accelerated the change of nearly everything, including all of us. Our media continues to impact 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 adding intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solution designed to reach and measure impact against your desired audience.

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 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), 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.

PHILADELPHIA
215.671.8411



IMPACT WHERE IT MATTERS/

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



OUTFRONT/

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 media 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 award winning in-house creative agency, STUDIOS, for best in class creative services or tap into XLabs to bring dynamic capabilities to your digital creative.

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

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TIME TO MIX IT UP/

THE PANDEMIC ACCELERATED BEHAVIORAL CHANGES, HIGHLIGHTING AND INCREASING OUTFRONT'S PROXIMITY MARKETING POWER. AS YOUR AUDIENCE MIXES UP THEIR ROUTINE, SO DO WE. OUR ABILITY TO INTEGRATE INTO COMMUNITIES, DRIVE CONTEXTUAL AND SITUATIONAL RELEVANCE, AND AMPLIFY DIGITAL MEDIA'S EFFECTIVENESS UNIQUELY POSITIONS OUTFRONT (AND YOUR MESSAGING) TO IMPACT CONSUMERS.

OUTFRONT/



ALL EYES ON OUTDOOR

The demand for outdoor and real life experiences remains high. Whether on the roads or in transit systems, OOH's impact is higher than ever before. In fact, 53% of people reported noticing OOH ad more now than pre-pandemic. It doesn't stop there. People take action after OOH exposure, with top actions including search, website visitation, talking about the brand, and in-store purchases. Brands are taking note, with 77% increasing their knowledge of the sector in the past 18 months.

MOST TRUSTED MEDIUM

Trust is key for brands today. OOH remains the most trusted medium, seeing the largest increase in consumer trust during the pandemic. We believe this is due to its tangible in real life nature. This is especially true among the younger generations, with OOH being the #1 preferred media format for Millennials and Gen Z. And it continues to drive action, with 92% of Millennials and 77% of Gen Z responding that they were extremely likely to purchase a product after seeing an OOH ad.

DIGITAL BURNOUT

People are experiencing digital fatigue, with 71% reporting tuning out digital ads and 33% already spending less time with their various screens. Advertisers see OOH as a viable solution, due to its real life impact and creativity that amplifies digital connections. That's why 87% of advertisers are recommending digital OOH in the next 12 months. Leverage the core strengths of OOH with the connectivity of mobile to provide more touchpoints of engagement and inspire people to search, shop, or share.

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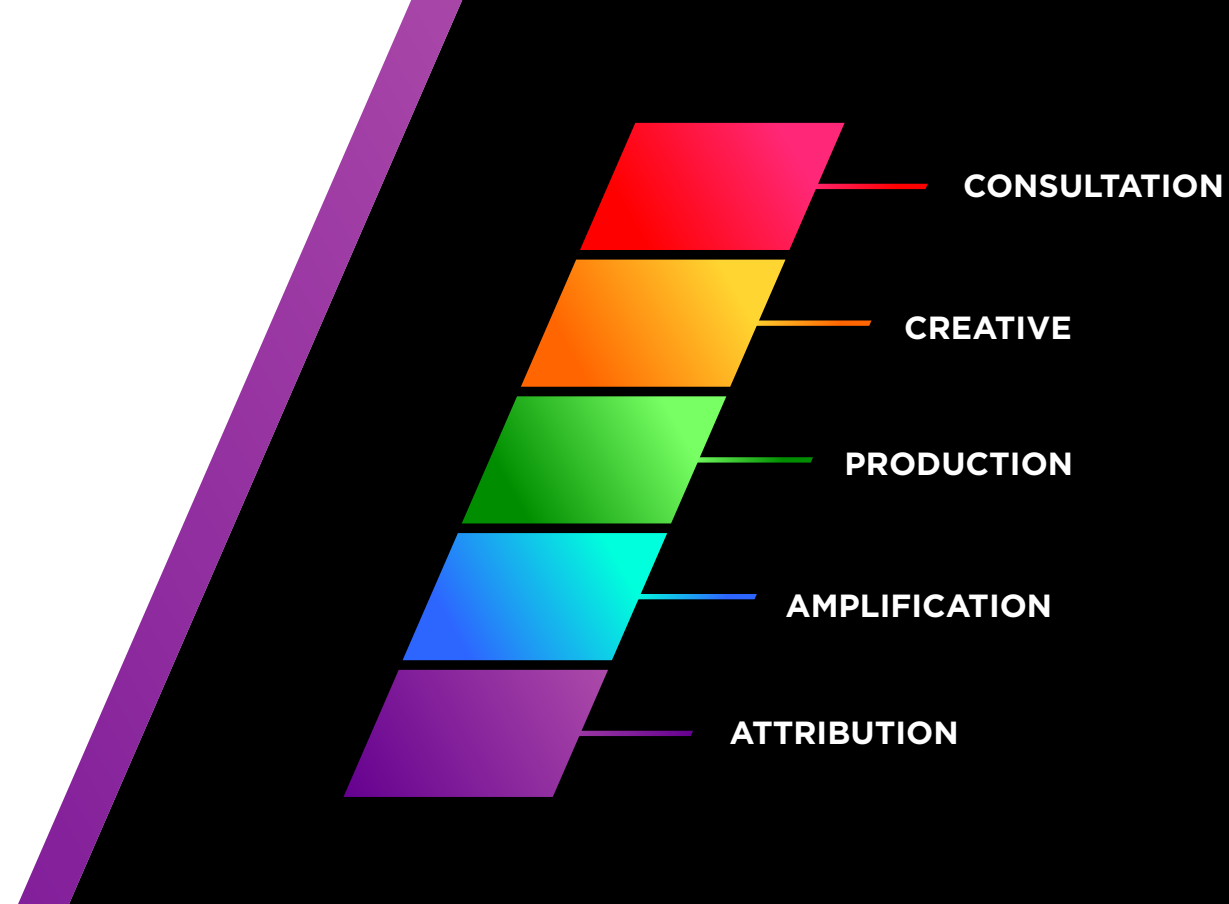
SOURCE: THE HARRIS POLL AND OAAA, 2021. DPAA & XASIS ANNUAL MEDIA DECISION MAKER STUDY, 2021. QUOTIENT, GREER BINGHAM, 2021.

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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? 1000+ canvases available to be bought programmatically on top SSP & DSP platforms.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

Leverage our award winning in-house creative agency, OUTFRONT STUDIOS, to aid with anything from best practices to full campaign development. Utilize XLABS to 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.

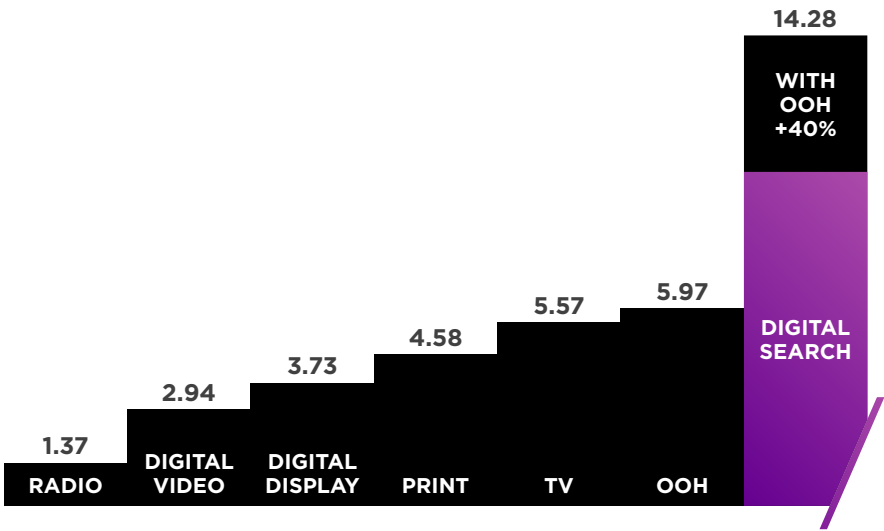
ATTRIBUTION

TRACKING SUCCESS

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

AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.



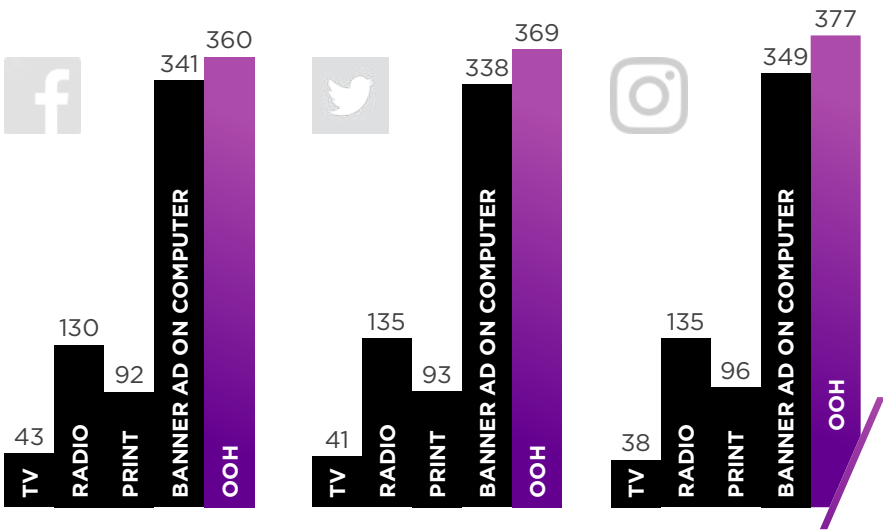
SEARCH

When OOH is added to the media mix, it **increases search's return on ad spend by 40%.**

OOH drove 300% increase in search for an innovative insulin company.



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SOCIAL

OOH drives nearly **4x more social/digital activations**, per ad dollar spent, than any other media. In addition, 1 in 4 Americans has posted an OOH ad onto Instagram.

A single subway wrap for Supreme reached 2.2 billion people on Twitter.



MOBILE

Consumers are **48% more likely to engage** with a mobile ad after being exposed to the same ad on OOH first.

OOH & mobile increased purchase intent for Bounce Curl by 18%.



ATTRIBUTION MATTERS/

OUTFRONT/

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



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed.



ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app.



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.



LOCATION SURVEYING

On site surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. Awareness, ad recall, interest, and intent to buy attributes are measured, providing valuable insight around ROI and the true impact of the OOH buy.

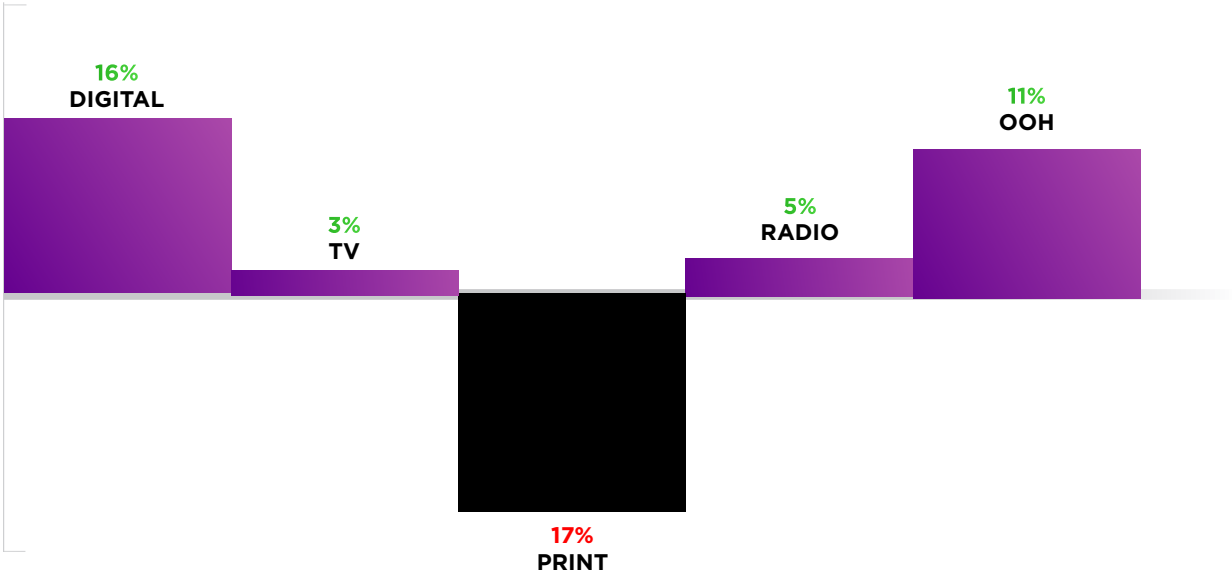
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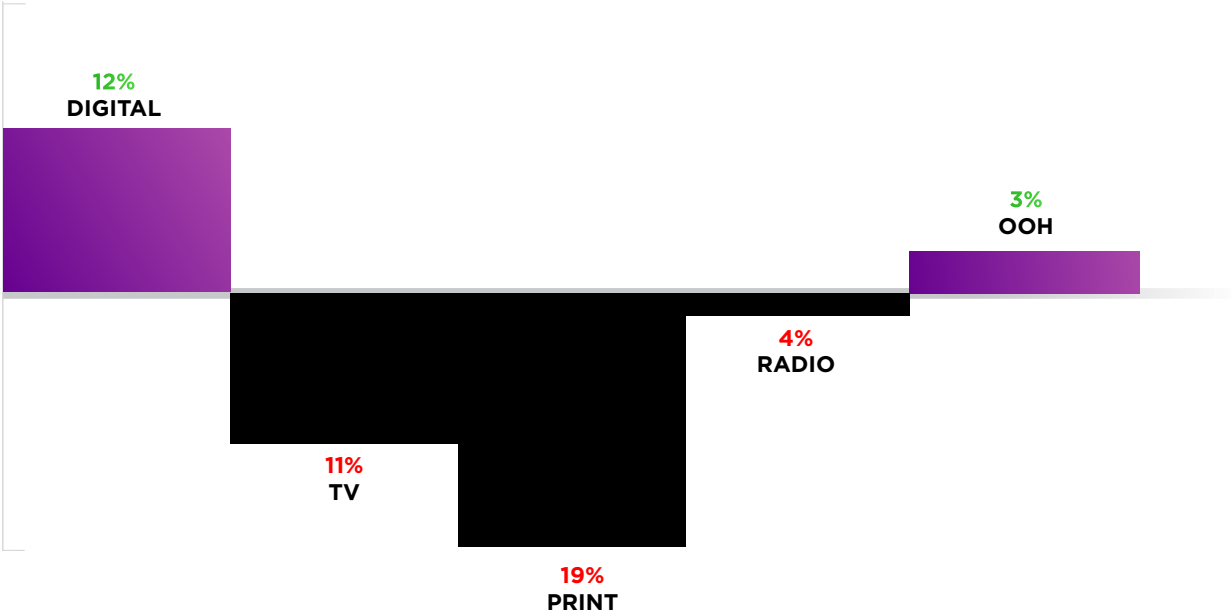
OOH IS SET FOR CONTINUED GROWTH/

US Media Forecast

2022 FORECAST



2023 FORECAST



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

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.



Open to reconnecting
Philadelphia Museum of Art

TOP 50 MARKETS/

TOP 50 MARKETS		CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	15,756,268	● ●	●	● ●	● ● ●	●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	10,403,667	● ●	●	● ●		● ●	● ● ●	● ●	●
3	Chicago et al, IL-IN-WI	7,428,442	● ●	●	● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	5,865,419	● ●	●				● ●	●	●
5	Houston-The Woodlands et al, TX	5,389,712	● ●	●				● ●		●
6	Washington et al, DC-VA-MD-WV	4,983,627	●	●		● ● ●	● ●	●		●
7	Miami-Fort Lauderdale et al, FL	4,975,502	● ●	● ●		● ● ●	● ●	● ● ●		●
8	Philadelphia et al, PA-NJ-DE-MD	4,932,029	● ●	●	●			● ● ●		●
9	Atlanta-Sandy Springs et al, GA	4,752,714	● ●		● ●	● ● ●	● ●	● ● ●		●
10	Boston-Cambridge-Newton, MA-NH	4,032,782	● ●	●	●	● ● ●	● ●	● ●	●	●
11	San Francisco-Oakland et al, CA	3,827,557	● ●	●	●	● ● ●	● ●	● ●		●
12	Phoenix-Mesa-Scottsdale, AZ	3,790,320	● ●	●	●	● ● ●	● ●	● ●	●	●
13	Riverside et al, CA	3,542,301	● ●		●					●
14	Detroit-Warren-Dearborn, MI	3,412,676	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	3,235,687	●		●					●
16	Minneapolis-St. Paul, MN	2,872,781	● ●	●	●				● ●	●
17	San Diego-Carlsbad, CA	2,642,192	● ●	●	●				● ●	●
18	Tampa St. Petersburg, FL	2,638,887	● ●		●					●
19	Denver-Aurora-Lakewood, CO	2,379,094	● ●	●	●					●
20	Baltimore-Columbia-Towson, MD	2,249,834	●							●
21	St. Louis, MO-IL	2,207,607	● ●	●	● ●					●
22	Orlando-Kissimmee-Sanford, FL	2,119,083	● ●		●					●
23	Portland-Vancouver et al, OR-WA	2,028,866	● ●							●
24	San Antonio-New Braunfels, TX	1,990,817	● ●							●
25	Pittsburgh, PA	1,904,900	●							●

● 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 (2021 UPDATE).

TOP 50 MARKETS/

	TOP 50 MARKETS	CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
26	Sacramento--Roseville et al, CA	1,868,176	● ●		● ●					●
27	Las Vegas-Henderson-Paradise, NV	1,816,899	● ●						● ●	●
28	Cincinnati, OH-KY-IN	1,747,915	●							●
29	Kansas City, MO-KS	1,685,604	● ●	●	●					●
30	Columbus, OH	1,680,497	● ●	●	●					●
31	Cleveland-Elyria, OH	1,633,258	● ●							●
32	Indianapolis-Carmel-Anderson, IN	1,618,427	● ●	●						●
33	San Jose-Sunnyvale et al, CA	1,570,775	● ●		●	● ●	●	● ●		●
34	Nashville-Davidson et al, TN	1,558,528	● ●							●
35	Virginia Beach et al, VA-NC	1,406,361	●					● ●		●
36	Providence-Warwick, RI-MA	1,354,161	● ●					● ●		●
37	Jacksonville, FL	1,256,747	● ●							●
38	Raleigh, NC	1,097,311	●							●
39	Richmond, VA	1,040,950	●							●
40	Memphis, TN-MS-AR	1,026,675	● ●							●
41	Louisville et al, KY-IN	1,001,624	● ●		●			●	● ●	●
42	New Orleans-Metairie, LA	1,000,128	● ●	●	●					●
43	Hartford-West Hartford et al, CT	978,154	● ●		● ●	●				●
44	Buffalo-Cheektowaga et al, NY	943,573	●						●	●
45	Rochester, NY	891,865	●							●
46	Grand Rapids-Wyoming, MI	845,634	● ●		● ●					●
47	Worcester, MA-CT	772,237	●							●
48	Bridgeport-Stamford-Norwalk, CT	749,957	●			●				●
49	Albany-Schenectady-Troy, NY	744,134	●							●
50	Fresno, CA	735,818	● ●		● ●					●

● 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 (2021 UPDATE).

MEDIA ACROSS PHILADELPHIA

WE GET YOU PHILADELPHIA.

OUTFRONT

The City of Brotherly Love. With over **6.2 million people, Philadelphia is the economic and cultural center of the Delaware Valley.** Known for its historical landmarks and cultural events Philadelphia is **one of the top destinations for international and domestic tourism alike.** With over 450,000 college students in the area and numerous biomedical and pharmaceutical companies, Philadelphia is one of the **largest cities in the U.S. to target “eds and meds”.** The corporate home to over 10 FORTUNE 500 companies, Philadelphia is one of the most diverse economies on the east coast.

WHY PHILADELPHIA?

- 2nd largest city on the East Coast
- Named in TIME’s 100 Greatest Places 2021
- One of National Geographic’s Top 25 “Best Trips” in the world 2020.
- 3rd most populous downtown in the country.
- Home to the 2nd largest university population in the U.S.
- 6th largest workforce in the U.S. of just over 3 million.
- Ranked 8th largest life science hub in the U.S.
- Named a Top 20 Emerging Startup Hub by Technet.
- 18 Fortune 500 companies within an hour’s drive of Philadelphia
- Home to the James Beard Foundation award for best restaurant in America (2019) and many other culinary award-winners.

In Philadelphia, OUTFRONT reaches 99% of the CBSA

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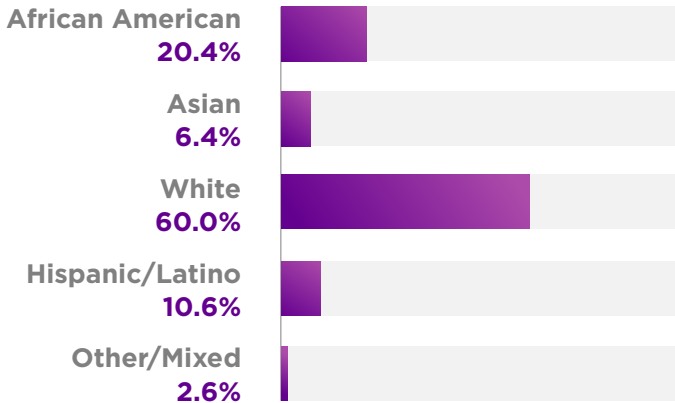
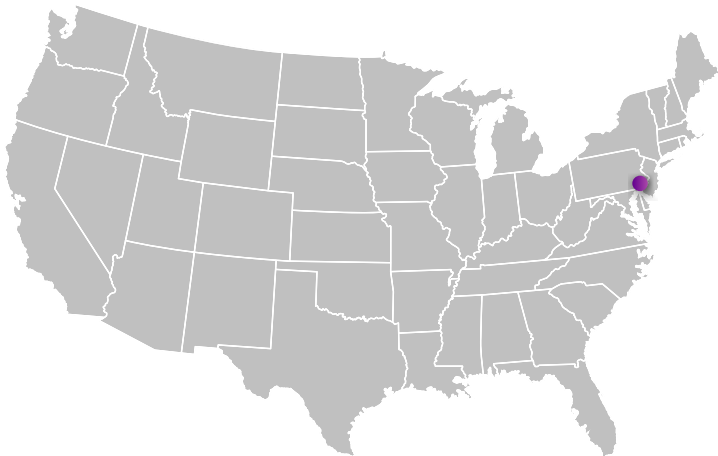
SOURCE: US CENSUS (2021 UPDATE), DISCOVER PHL FACTS & FIGURES, GEOPATH (DEC 2021)

SCAN OR CLICK
TO LEARN MORE

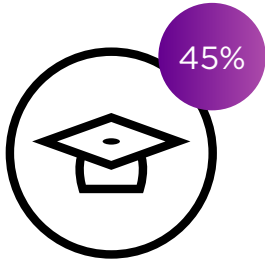


PHILADELPHIA

Profile



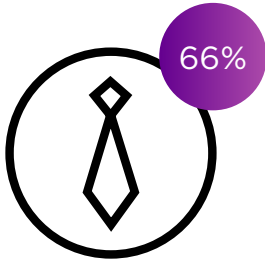
PHI AREA 6.11 MILLION CBSA



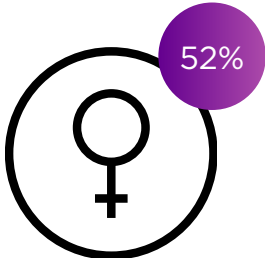
College Degree
or higher



Total miles traveled
past week



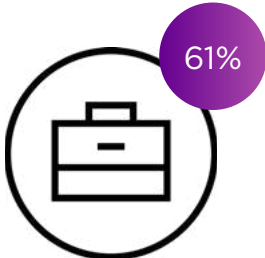
White-collar
occupation



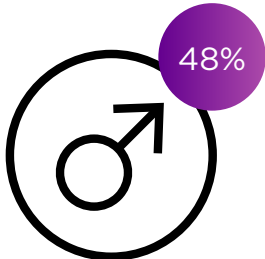
Female



Time spent traveling to
and from work each day



Employed



Male



Drive alone or
carpooled



Median HHI

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 Philadelphia Metro area, bulletins provide your message with long-term presence and tremendous visibility to vehicular traffic.

PRODUCT INFORMATION

- Sizes vary by location

COVERAGE

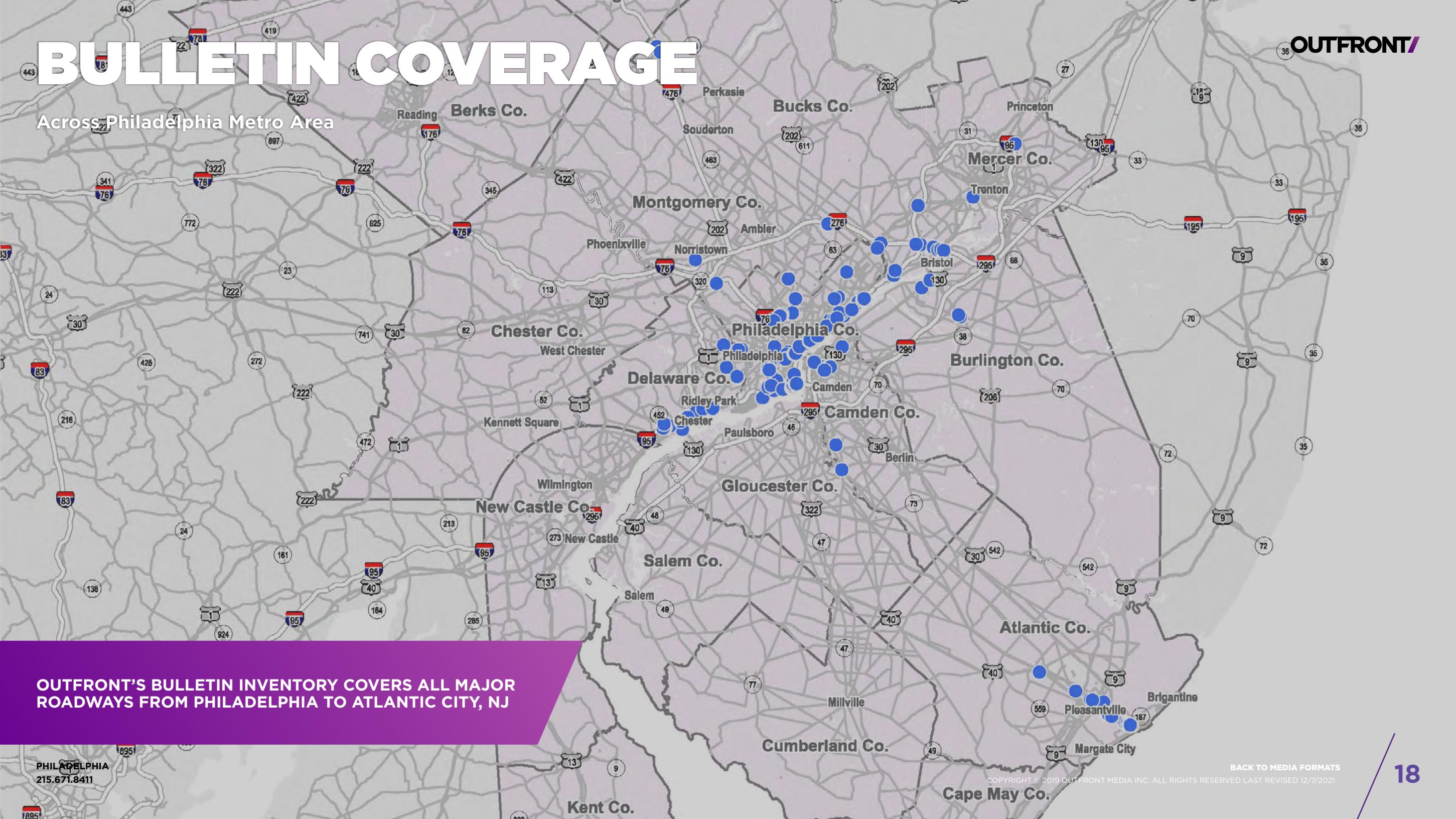
- I-95
- Atlantic City Expressway
- Schuylkill Expressway
- Stadium Area
- Airport Coverage



BULLETIN COVERAGE

OUTFRONT

Across Philadelphia Metro Area



OUTFRONT'S BULLETIN INVENTORY COVERS ALL MAJOR ROADWAYS FROM PHILADELPHIA TO ATLANTIC CITY, NJ

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DIGITAL BILLBOARDS

SCAN OR CLICK
TO LEARN MORE



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.

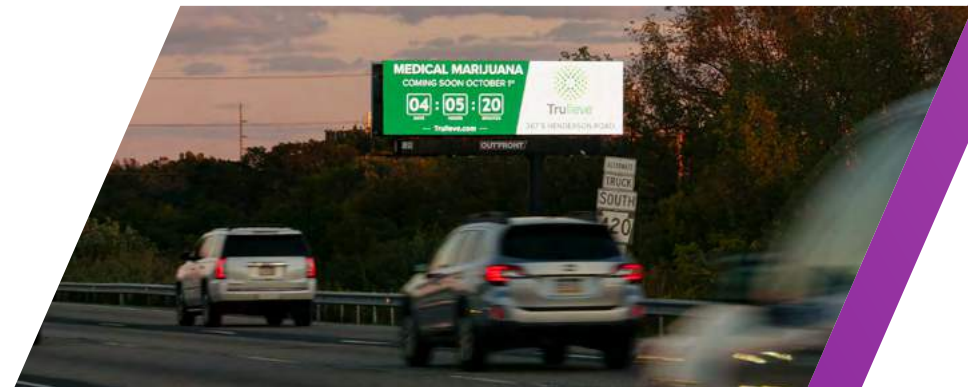
PRIME Monuments, sprinkled throughout the DMA, provide **elegant** and **unique community-minded** executions.

PRODUCT INFORMATION

- 20'H x 60'W
- 14'H x 48'W
- 16'H x 60'W
- 10'H x 30'W
- Other

COVERAGE

- Walt Whitman Bridge
- I-95
- I-76
- PA Suburbs
- PA Turnpike
- Atlantic City



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19 OUTFRONT MEDIA INC.
be May Co.

/ 20



JR POSTERS

Junior posters **extend brand awareness and offers point-of-purchase opportunities on the local level** to vehicular traffic and pedestrians. Their smaller canvas allows these signs to infiltrate in local neighborhoods, where bulletins and posters are zoned out.

PRODUCT INFORMATION

- 5'H x 11'W

COVERAGE

- NJ Waterfront Entertainment District
- Trenton, NJ
- Wilmington, DE
- Atlantic City, NJ



OUTFRONT

OUTFRONT'S POSTER INVENTORY COVERS SECONDARY ROADWAYS IN BUSY URBAN AREAS

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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

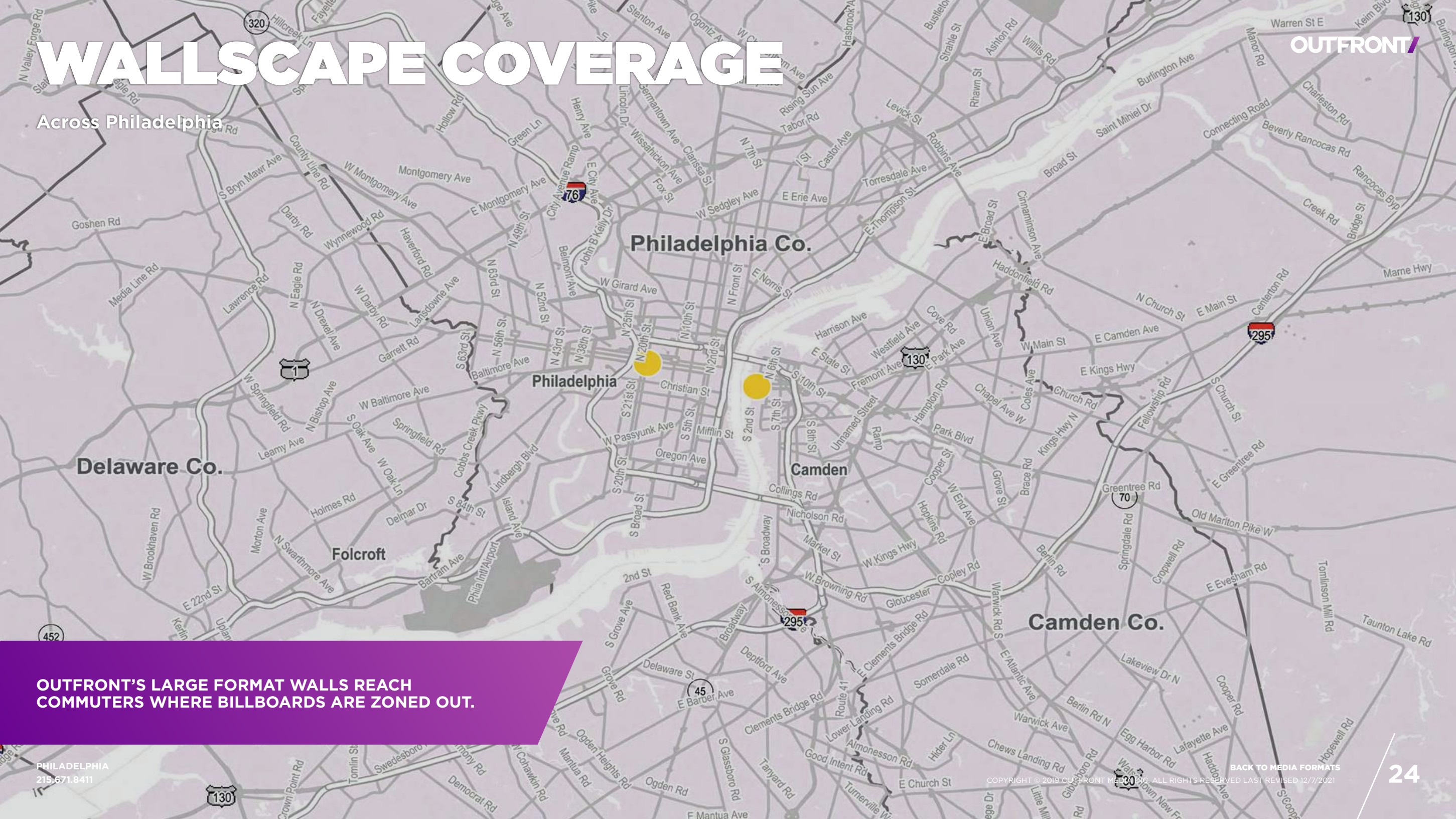
- Center City
- NJ Entertainment District



WALLSCAPE COVERAGE

Across Philadelphia

OUTFRONT



OUTFRONT'S LARGE FORMAT WALLS REACH
COMMUTERS WHERE BILLBOARDS ARE ZONED OUT.

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TRESTLES

Trestles draw local engagement with unique, large formats near ground level. Located above key intersections and integral choke points throughout the Philadelphia DMA, Bridge Trestles provide your message with tremendous visibility to both cars and residents.

Motorists must drive directly under these units with a head-on approach, nearly guaranteeing that your audience will see your message.

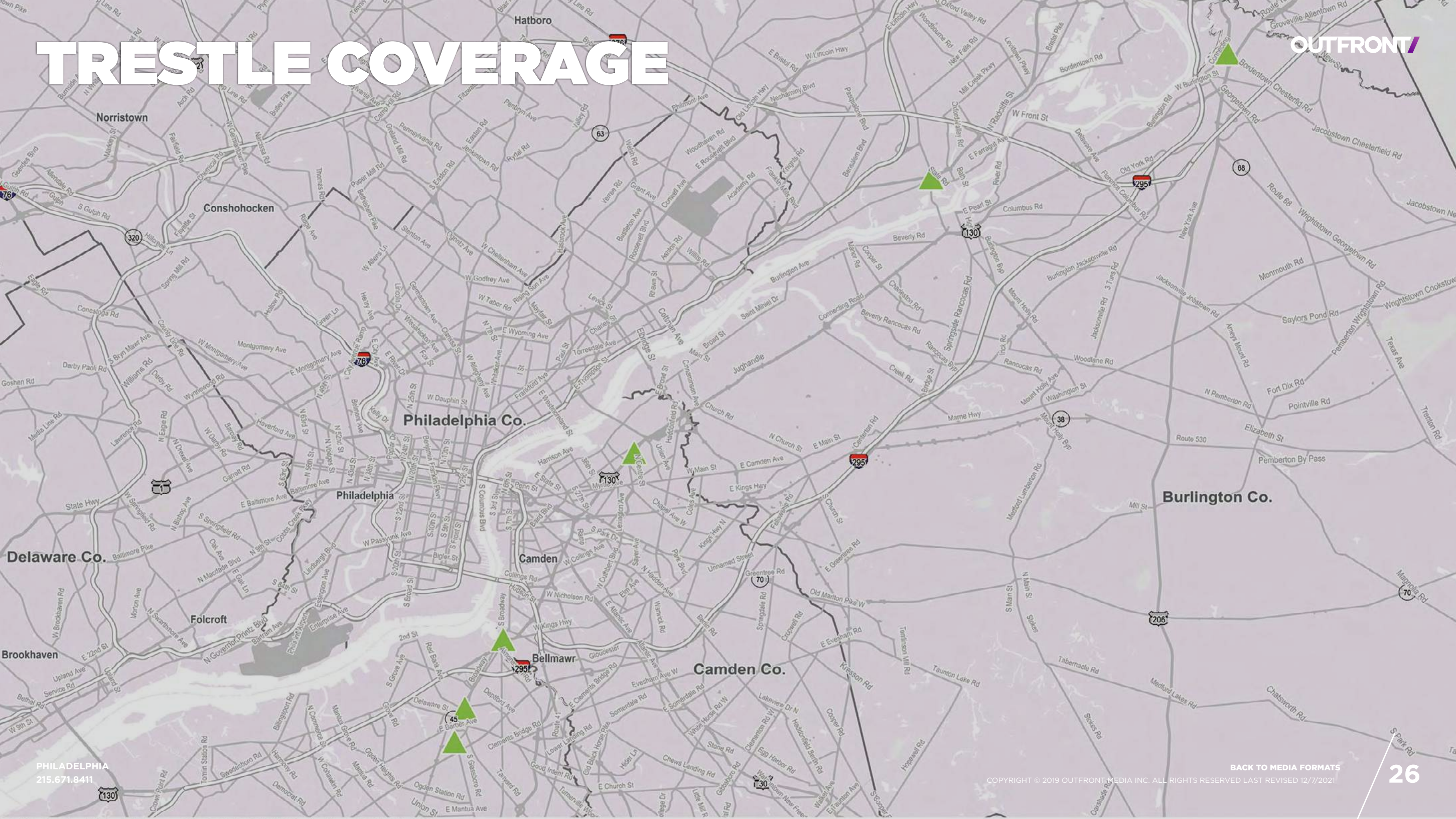
PRODUCT INFORMATION

- Sizes Vary

COVERAGE

- Bordentown, NJ
- Woodbury, NJ
- Pennsauken, NJ
- Bristol, PA

TRESTLE COVERAGE



STREET FURNITURE





BIKE SHARE

Increasingly, bike shares are becoming part of the urban landscape in Philadelphia. These units attract **working professional and young & trendy audiences alike.** Connect your brand message to the community **in an eco-friendly advertising environment** in some of the most desirable urban neighborhoods.

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PRODUCT INFORMATION

Static

- 52.5"H x 25"W

Digital

- 8 sec spots/8 advs
- 1980pxH X 1080pxW

Wraps

- 66"H x 32"W (side panels)
- 68"H x 11"W (back panel)

COVERAGE

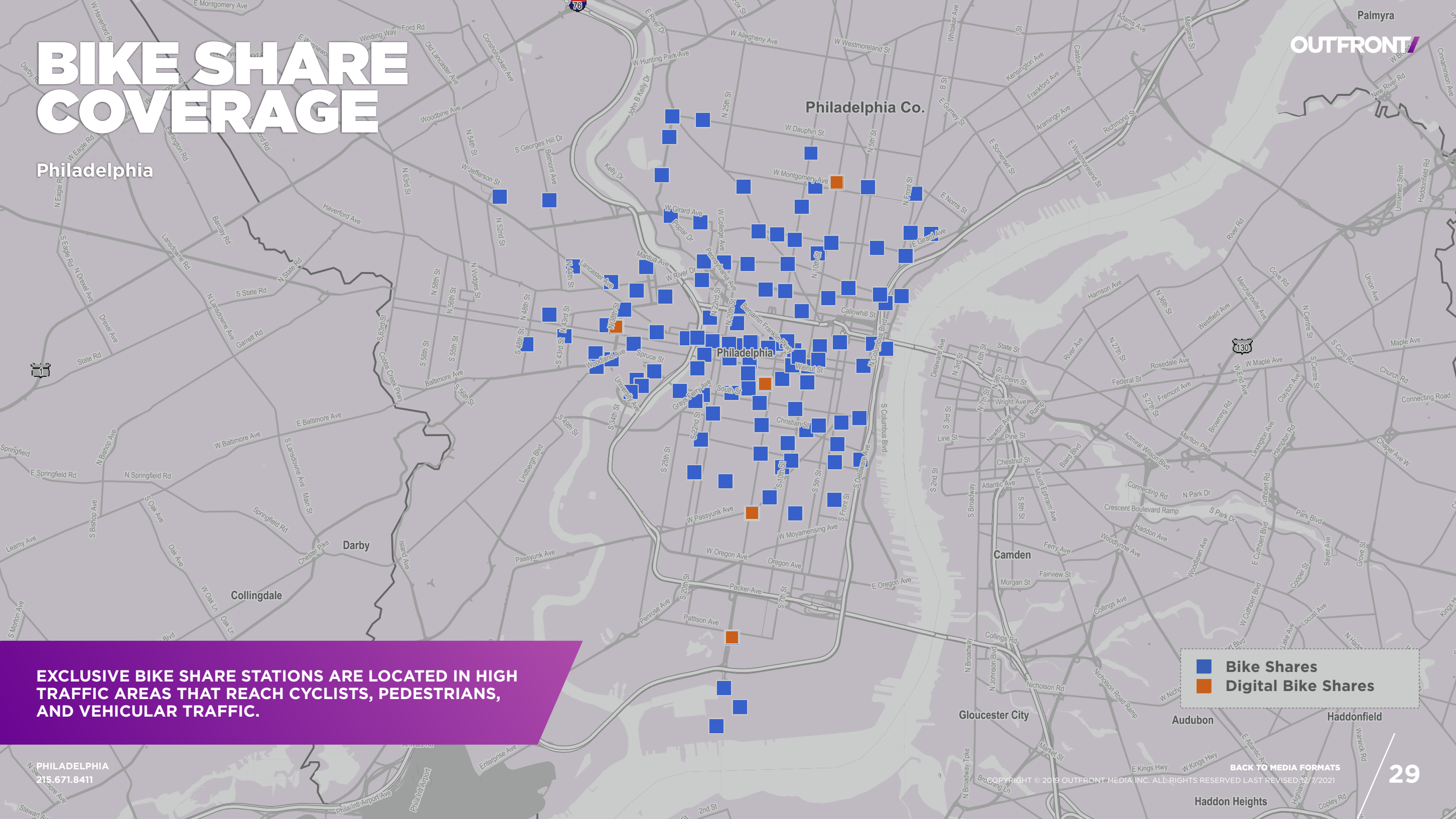
- Center City Business District
- Theatre District
- Chinatown
- University City
- South Philly
- Fishtown/Old City
- Navy Yard
- Stadium Area
- Delaware River Trail
- Temple University
- Rittenhouse

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BIKE SHARE COVERAGE

Philadelphia



EXCLUSIVE BIKE SHARE STATIONS ARE LOCATED IN HIGH TRAFFIC AREAS THAT REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.

Bike Shares

Digital Bike Shares



METRO LIGHTS

Metro lights are an undeniable part of the urban commute in Philadelphia. These units are ideal for connecting with **upscale retail shoppers, affluent commuters, arts and culture audiences and tourists** in the most desirable and highly sought after areas of center city.

PRODUCT INFORMATION

- 67"H x 46"W

COVERAGE

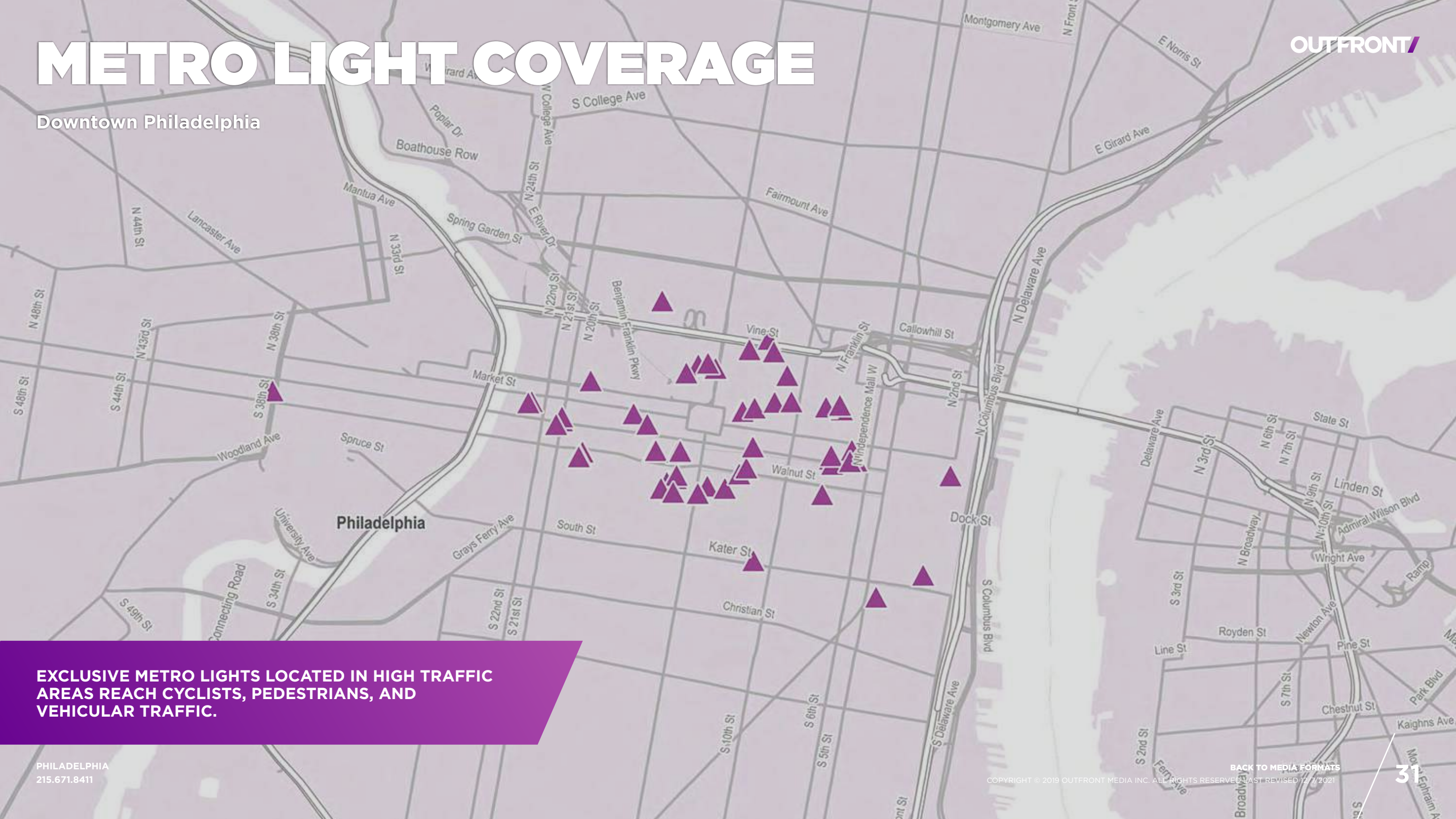
- Downtown Business District
- Theatre District
- Chinatown



METRO LIGHT COVERAGE

OUTFRONT

Downtown Philadelphia



EXCLUSIVE METRO LIGHTS LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.

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SECOND SCREEN MEDIA

MOBILE NETWORK

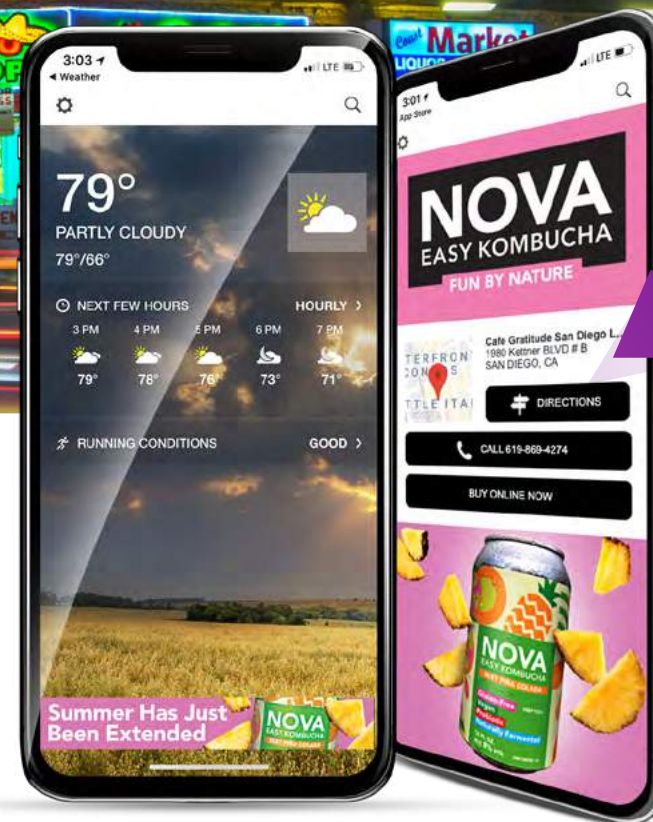
Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology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

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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.

PHILADELPHIA
215.671.8411

ENGAGEMENT OPPORTUNITIES

Organic

- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes

Paid

- AR
- Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE





OUTFRONT

WE GET YOU AMERICA

OUTFRONTMEDIA.COM

215.671.8411

4667 SOMERTON RD, SUITE F - TREVOSE, PA 19053

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