

OUTFRONT/

WE GET
YOU PHOENIX.

Media Across The Market



WE ARE OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impact people where and when it matters most: in the real world. Smart brands leverage out of home's power of TLC by combining technology, location, and creativity to drive meaningful connections with their target audiences.

We continue to add intelligence to OOH, making our media more accurate, agile, and accountable. Our insights suite and attribution solutions were designed to reach your desired audience and measure your campaign's impact on them.

We are OUTFRONT by name and nature. We are everywhere, empowering businesses to leverage our ubiquity (500K canvases and 14.1B weekly impressions), our national footprint (top 25 markets), and our local relevance and community connections. We are front and center in the places your consumers live, work, and play, from neighborhoods to urban centers, from transit hubs to busier-than-ever highways and roads.

OOH is today's most creative medium. All OUTFRONT clients have access to our Cannes Lions award-winning in-house creative agencies to develop the right messaging and campaigns to drive positive outcomes. Champion the power of America's biggest canvases to drive engagement, fame, and trust.

As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to helping people, places, and businesses grow stronger.

**Welcome to America's most visible
and versatile media network.**

**Welcome to OUTFRONT.
We get you America.**

PHOENIX
602.246.9569
SOURCE: GEOPATH

OUTFRONT/



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

OUTFRONT



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 studios 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.

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SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.

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OOH DRIVES SUCCESS /

OUTFRONT/

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

AWARENESS

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

CONSIDERATION

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

CONVERSION

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

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SOURCE: 1. DYNATA & INSIGHTS FOR MOVE 2022 2. EBAY

AWARENESS¹

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

CONSIDERATION¹

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

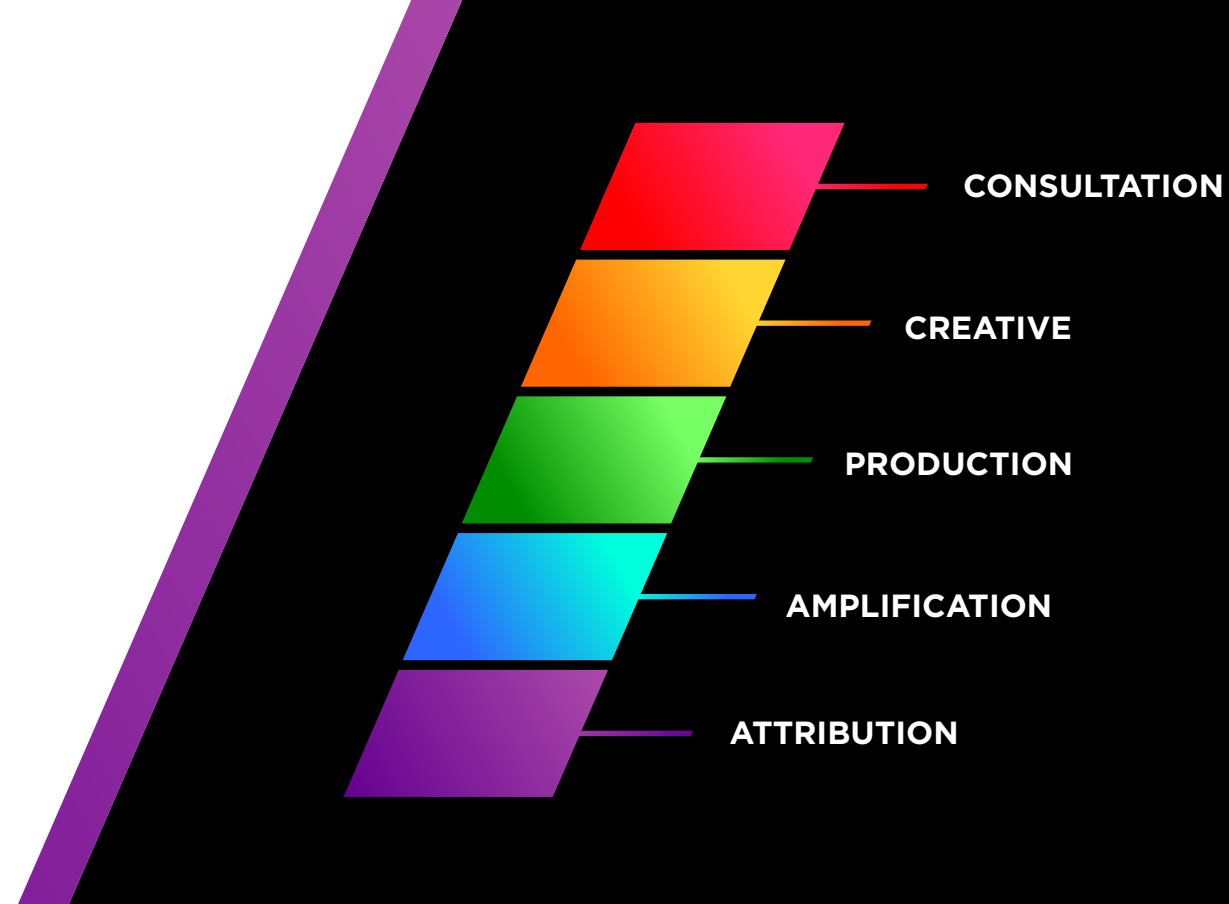
CONVERSION¹

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 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

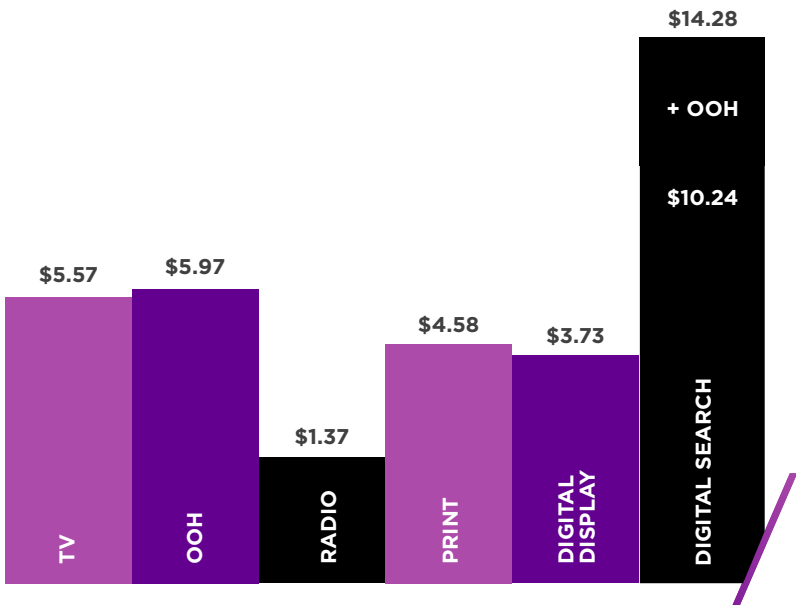
Our suite of attribution solutions can track your campaign's success based on KPIs like footfall, website visitation, app downloads, tune-in, and brand affinity.

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AMPLIFICATION MATTERS/

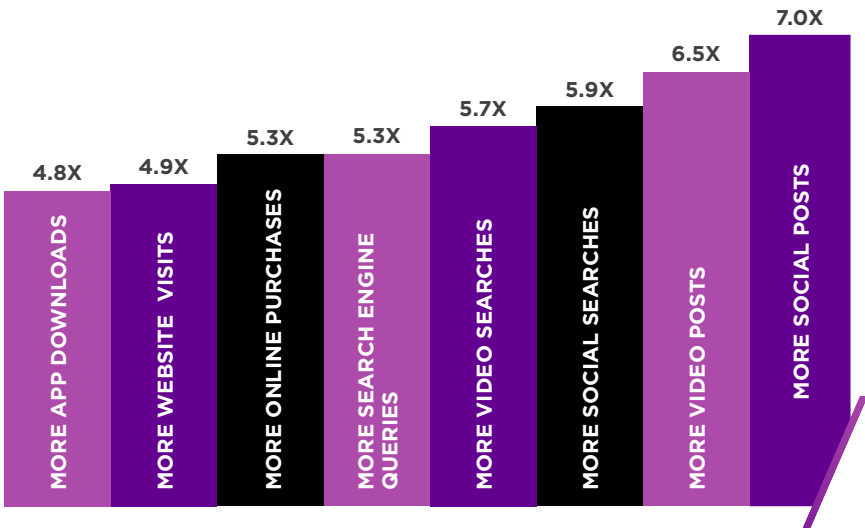
OUTFRONT is the best primer for digital engagement.



SEARCH

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

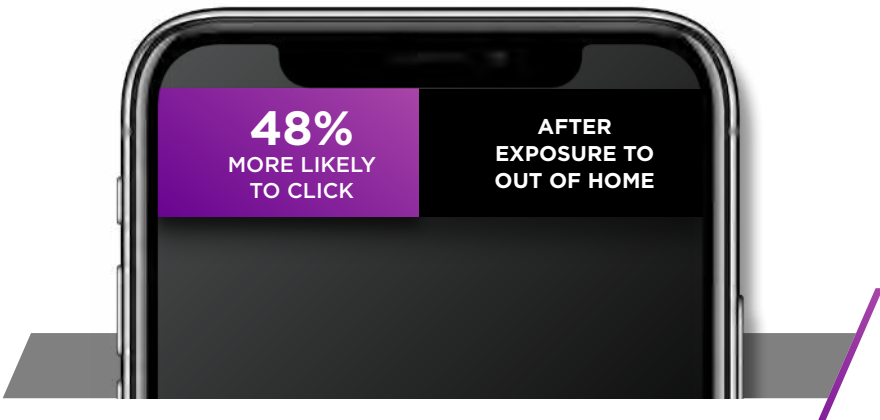
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



SOCIAL

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

Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



MOBILE

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

PBR Teams expanded to eight markets after its first OOH campaign captivated Kansas City, **boosting ticket sales**.



ATTRIBUTION MATTERS/

OUTFRONT/

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



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits and link them to out of home campaigns they have viewed. OUTFRONT has seen an average lift of 131% for those exposed to OOH.

[Learn how we drove a 164% lift in store traffic to 200 Burger King locations.](#)



WEBSITE

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

[Read how we drove website traffic for Celebrity Cruises.](#)



APP DOWNLOAD

We leverage a post-back to observe which mobile devices have downloaded and used the app after exposure to the OOH campaign.

[See how we increased likelihood to download the Tinder app.](#)



TUNE-IN

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

[See how we drove tune-in for a major sports league.](#)



BRAND LIFT

On-site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media.

[Learn how we increased unaided brand awareness for Fresh Direct.](#)



READ THE
BURGER KING
CASE STUDY



READ THE
CELEBRITY CRUISES
CASE STUDY



READ THE
TINDER
CASE STUDY



READ THE
SPORTS LEAGUE
CASE STUDY



READ THE
FRESH DIRECT
CASE STUDY



SOURCE: OUTFRONT ATTRIBUTION STUDIES

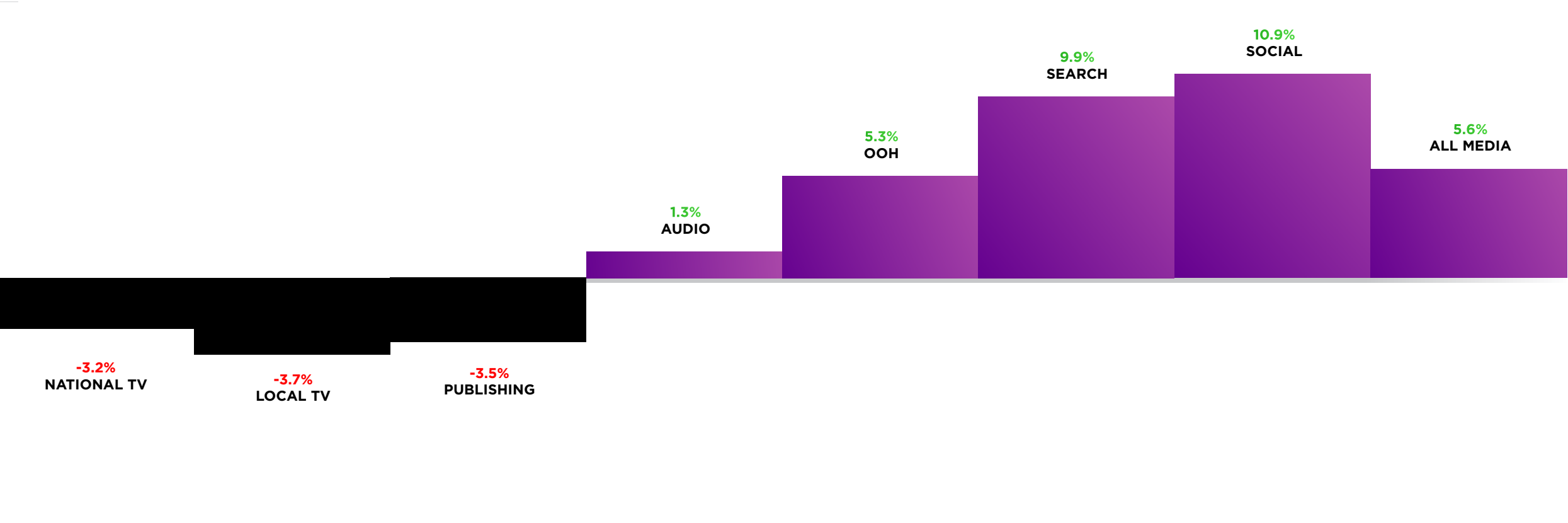
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

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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



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	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	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).



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

YOUR STORY & AUDIENCE. OUR CANVAS.

MEDIA ACROSS PHOENIX

RAFI!

ACCIDENT ATTORNEY • RAFILAWGROUP.COM

OUTFRONT

WE GET YOU PHOENIX.

OUTFRONT

The **Phoenix DMA is the 11th largest** in the U.S., with a population of **over 5.1 million people**, and Phoenix is **the 5th most populous city nationwide**. Its multicultural population currently constitutes almost half of the total, and the city recently moved up one spot to become the **8th largest Hispanic market**. The area is a thriving marketplace driven by **technology and world-leading companies**. The **growth of the technology** sector in Phoenix's local economy has been so significant that the city has earned the nickname **"The Silicon Desert."** Phoenix is home to companies such as Avnet, Insight, Amkor Technology, Axon, TSMC, and ON Semiconductor. Other major companies headquartered in Phoenix include PetSmart, Magellan Health, Banner Health, Carvana, and Republic Services.

WHY PHOENIX?

- 8th largest Hispanic DMA market in the U.S.
- Major Travel and Tourism Destination with more than 19.5 million annual visitors.
- Over 200 golf courses and home to the Waste Management Phoenix Open.
- Baseball spring training ballparks host 15 Major League teams each year in the Cactus League.
- The area boasts successful sports franchises: NFL Cardinals, NBA Suns, MLB Diamondbacks, WNBA Mercury, Arizona Rattlers and USL Phoenix Rising .

In Phoenix, OUTFRONT reaches 99% of the DMA consumers weekly.



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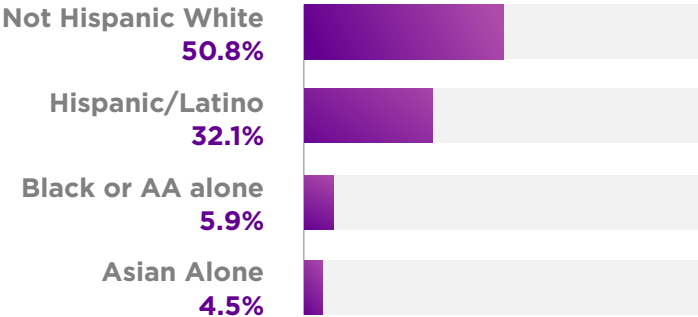
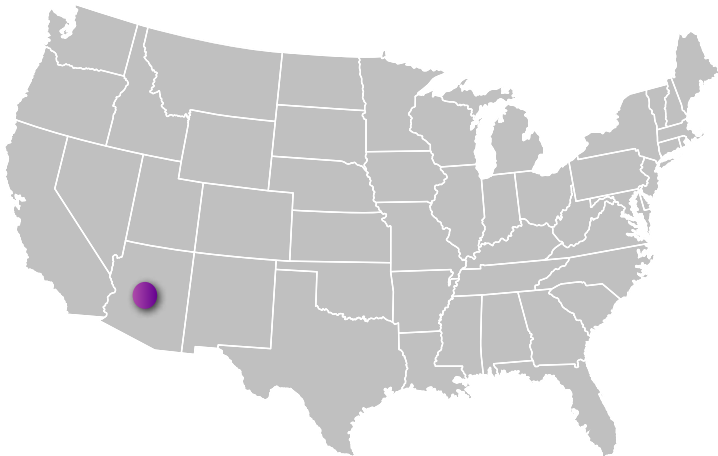
SOURCE: US CENSUS 2020 (2024 UPDATE), NIELSEN, ARIZONA TOURISM ECONOMICS

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PHOENIX

Profile



PHOENIX 5.2 MILLION CBSA

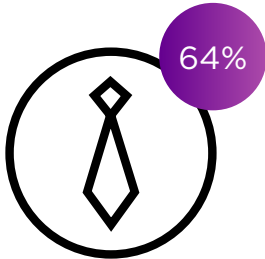
PHOENIX AZ
602.246.9569
SOURCE: CENSUS DATA (2024 UPDATE), SCARBOROUGH RESEARCH 2023, PHOENIX AZ RELEASE 2
(AUG 2023 - FEB 2024)



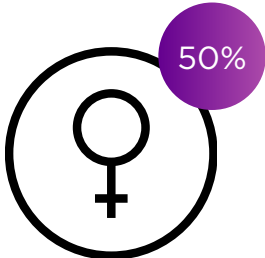
College Degree
or higher for A25+



Total miles traveled
past week



White-collar
occupation (Phoenix CBSA)



Female



Time spent traveling to
and from work each day



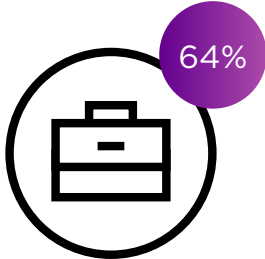
Blue-collar
occupation (Phoenix CBSA)



Male



Drive alone or
carpooled



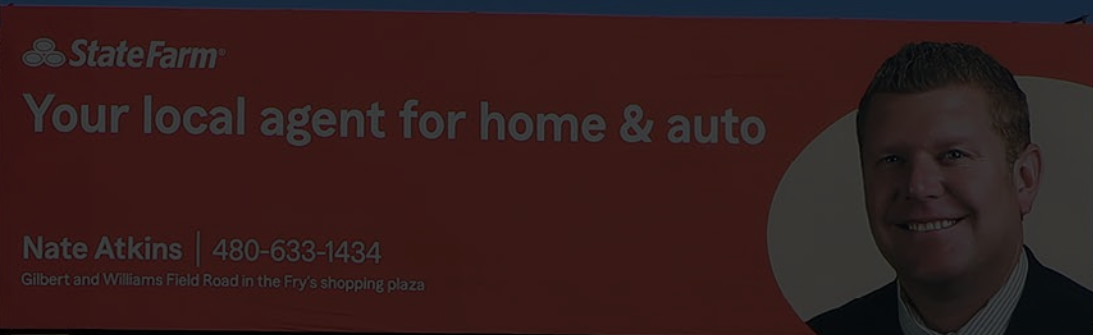
Employed

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BILLBOARDS



BULLETINS

Bulletins deliver the **most impactful presence** of all outdoor advertising formats. **Strategically positioned** on major highways, busy intersections, and high-traffic choke points across the Phoenix area, they ensure your message achieves **maximum visibility and long-term exposure to vehicular audiences**. Bulletins also offer **endless creative possibilities**, from striking special effects to bold designs, limited only by your imagination. These displays are the ultimate stage to showcase your brand and captivate your audience!

PRODUCT INFORMATION

- 14' H x 48' W is standard
- Sizes vary by location
- Extensions available
- Other special effects available such as:
3D, inflatables, lighting effects

COVERAGE

- See map for complete coverage
- Rotary programs also available

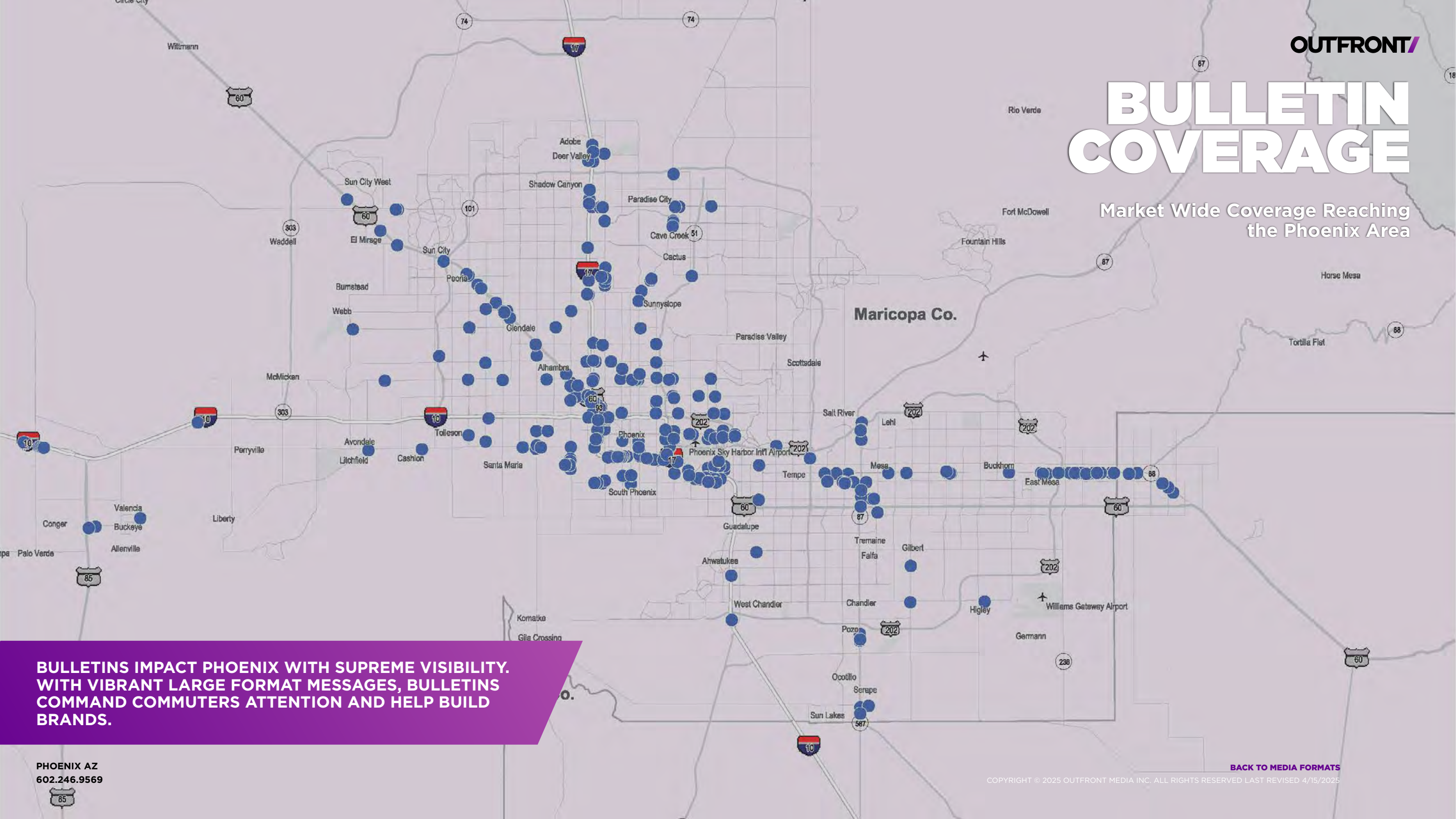


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BULLETIN COVERAGE

Market Wide Coverage Reaching
the Phoenix Area



BULLETINS IMPACT PHOENIX WITH SUPREME VISIBILITY. WITH VIBRANT LARGE FORMAT MESSAGES, BULLETINS COMMAND COMMUTERS ATTENTION AND HELP BUILD BRANDS.

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 ultimate messaging to **react to changing market conditions**.

PRODUCT INFORMATION

- 14'H x 48'W
- 12'H x 41'W
- 20'H x 60'W
- Spot Length: 8 seconds

COVERAGE

- See map for complete coverage



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DIGITAL BULLETIN COVERAGE

Market Wide Coverage Reaching the Phoenix Area

Maricopa Co.

LOCATED IN THE MOST DESIRABLE LOCATIONS IN
PHOENIX AND ABLE TO REACT TO MARKET CONDITIONS
IN A MOMENTS NOTICE.

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BACK TO MEDIA FORMATS

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DIGITAL POSTERS

OUTFRONT/

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

PRODUCT INFORMATION

- LED Display Size: 10'5" H x 22'8" W
- Spot Length: 8 seconds

COVERAGE

- See map for complete coverage



DIGITAL POSTER COVERAGE

Market Wide Coverage Reaching the Phoenix Area

Maricopa Co.

Pinal Co.

DIGITAL POSTERS OFFER THE DYNAMIC ABILITIES OF
DIGITAL COMBINED WITH KEY LOCAL PLACEMENTS AND
NEIGHBORHOOD PENETRATION.

ECO POSTERS

OUTFRONT/

Eco Posters are made of 100% recyclable polyethylene and are **highly visible to both pedestrian and vehicular traffic**. Achieve dramatic large-scale **impact and frequency** with multiple units strategically located to maximize your advertising potential.

PRODUCT INFORMATION

- 10'5" H x 22'8" W
- Made of 100% recyclable polyethylene

COVERAGE

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



SCAN OR CLICK TO
LEARN MORE

ECO POSTER COVERAGE

Market Wide Coverage Reaching the Phoenix Area

Maricopa Co.

LOCATED ON MAJOR ARTERIALS AND SURFACE
STREETS, POSTERS ALLOW ADVERTISERS TO
COMPLETELY SATURATE PHOENIX IN A COST EFFICIENT
WAY.

JUNIOR POSTERS

OUTFRONT

Located along primary and secondary roadways in urban Phoenix, junior posters are highly visible to vehicular traffic. **This media format offers advertisers deep neighborhood penetration** that will speak directly to your demographic in one of the most cost efficient ways. The smaller canvas allows these signs to be placed in local neighborhoods where bulletins and posters are zoned out.

PRODUCT INFORMATION

— 5' H x 11' W

COVERAGE

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



JUNIOR POSTER COVERAGE

Market Wide Coverage Reaching the Phoenix Area

Maricopa Co.

LOCATED IN DENSELY POPULATED PHOENIX
COMMERCIAL AND URBAN AREAS WITH PROXIMITY TO
RETAIL BUSINESSES.

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[BACK TO MEDIA FORMATS](#)

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FLEX WRAP 12' X 12'

OUTFRONT

Get your message exactly where it needs to be with flex wraps! This **unique square advertising message** is located close to the viewer on most high traffic arterials throughout Metro Phoenix. Flex wraps provide the perfect canvas for **creativity and drama** that is sure to make a lasting impression. Achieve ultimate exposure for your brand with rapid frequency and reach.

PRODUCT INFORMATION

— 12' H x 12' W



PREMIER PANELS

OUTFRONT

Make a big impact with premier panels! These wrapped posters are **able to maintain their shape and color** for a long duration to achieve maximum exposure. The bigger canvas provides a highly visible media format to the Phoenix market. Each premier panel displays a **clean and dramatic advertising** message to reach a large-scale audience.

PRODUCT INFORMATION

- 10'9" H x 23'0" W for a 2-inch brown trim
- 12'3" H x 24'6" W for a 10-inch white trim

COVERAGE

- See map for complete coverage
- Point of purchase potential



MOBILE BILLBOARDS

OUTFRONT

Mobile billboards have one advertising display on each side and two on the back. Each panel can be back-lit illuminated, making your advertisements **distinct and visually persuasive day and night.**

Mobile billboards can be left parked adjacent to special events, like trade shows, concerts, sporting events, mall promotions providing a **wealth of point of purchase opportunities!**

PRODUCT INFORMATION

- Sides 10'2" H x 22'8" W
- Back Wedge Top 2'5" H x 6'8" W
- Back Wedge Bottom 6'10" H x 6'4" W
- GPS tracking system per truck
- Panels can be back-lit

COVERAGE

- Targeted routes available on a request basis.



LIGHT RAIL MEDIA





SCAN OR CLICK TO
LEARN MORE



LIGHT RAIL MEDIA

Phoenix Light Rail travels through metro Phoenix, Tempe and Mesa in the middle of the most **congested traffic areas**. The 30-mile route has 48 stations that offer advertising. **YOY Ridership in 2024 increased by 8.4% to over 11 million Riders**

The wrapped trains and vibrant platform displays situated in each station are **highly visible** to both rail commuters and motorists in the heart of Metropolitan Phoenix and ensure high impact and branding penetration!

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Station Media: Kiosks, Pods, Powerboxes & Full Station Dominations

Exterior Rail Car: Full Wrap, USK & Center Section

Interior Rail Car: Ceilings and the potential for branded environments

[CLICK TO VIEW WNBA LIGHT RAIL VIDEO](#)



[BACK TO MEDIA FORMATS](#)

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LIGHT RAIL WRAPPED TRAINS

Make a **huge impact** with rail exterior media. **Influence riders, onlookers, vehicular traffic alike**, as they are waiting for the train to arrive, or alongside **major highways**. Wrapped trains offer a way to brand the entire city.

[VIEW A WRAPPED TRAIN VIDEO HERE](#)

PRODUCT INFORMATION

- 50 Trains
- 11' H x 76' W Ad Size
- Allows Alcohol Advertising
- Interior ceilings also available

COVERAGE

- 48 Train stations
- Now Includes Stations in Tempe near Arizona St. University
- 30-mile track through Phoenix, Tempe & Mesa



LIGHT RAIL USK WRAPPED TRAINS

This wrapped product offers the same outstanding visibility and reach as full train wraps at a reduced production cost. **Influence riders, onlookers, vehicular traffic alike**, as they are waiting for the train to arrive, or alongside **major highways**. Light Rail USKs offer a tremendous way to brand the entire city.

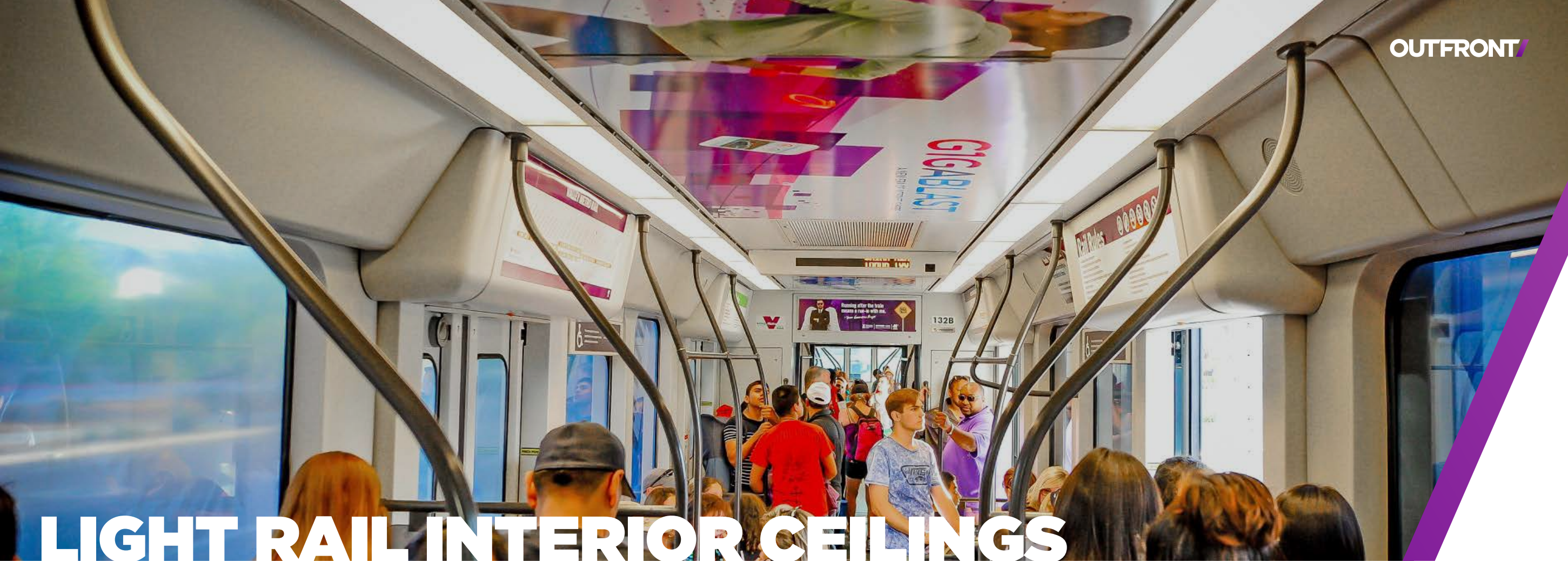
[VIEW A WRAPPED TRAIN VIDEO HERE](#)

PRODUCT INFORMATION

- 11' H x 36' W Ad Size
- Interior ceilings also available

COVERAGE

- 50 Trains
- 48 Train stations
- 30-mile track through Phoenix, Tempe & Mesa



LIGHT RAIL INTERIOR CEILINGS

Captivate a captive audience and **curate your distinct brand ambiance through Light Rail Interior Ceilings!** With an annual ridership exceeding 11 million, this advertising medium **ensures significant impact and frequency, capturing the attention of commuters during their train journeys.** Beyond the exterior, this innovative product provides advertisers with ample space to **not only reinforce but also elaborate on their brand message directly to the train riders.** Seize the opportunity to connect with your audience in a more immersive way and make a lasting impression as they travel.

PRODUCT INFORMATION

- 50 Trains available
- Large Ceiling: 45" H x 192" W
- Small Ceiling: 45" H x 132" W
- Note: This product is only available to advertisers who wrap the outside of the same train.

COVERAGE

- All trains
- 30-mile track through Phoenix, Tempe & Mesa



LIGHT RAIL CENTER SECTION

This stand out media format goes along for the ride throughout Phoenix to ensure you **capture the attention of the many daily riders and vehicular traffic**. Center sections allow advertisers to talk directly to commuters at stations as well as unlimited artistic possibilities with vehicular traffic. **Center Sections utilize the prime advertising center portion of each train.** Production is more cost effective than full train wraps.

PRODUCT INFORMATION

— 140" H x 121" W

COVERAGE

- 50 Trains
- 48 Train stations
- 30-mile track through Phoenix, Tempe & Mesa



STATION POD



STATION KIOSKS



POWERBOX

LIGHT RAIL PLATFORM DISPLAYS

Light Rail station displays are located at 48 Phoenix, Tempe and Mesa Light Rail stations. Highly visible to both rail commuters and passing motorists **in the heart of the affluent Metropolitan Phoenix area**. The Metro system delivers passengers to their workplace, sporting events, restaurants, nightlife and schools.

PRODUCT INFORMATION

- Station Pods 96" H x 110" W
- Station Kiosks 70" H x 48" W
- Powerboxes Approx. 84" H x 109" W (Sizes Vary)
- Horizontal & vertical beams available

COVERAGE

- 30-mile track through Phoenix, Tempe & Mesa
- 48 Stations (See map)

LIGHT RAIL STATION KIOSKS

These **highly visible kiosks** keep your message front & center in highly trafficked boarding & waiting areas. These displays **demand attention in an otherwise hectic commuter environment**. Your message resonates with commuter rail riders **2 times a day and over 20 times a month** with the use of **vibrant and eye-catching platform kiosks**.

PRODUCT INFORMATION

- Station Kiosks 70" H x 48" W

COVERAGE

- 30-Mile Track
- 48 Stations (See map)
- Metro Phoenix
- Tempe
- Mesa





SUPER POD



STATION POD

LIGHT RAIL STATION PODS

Light Rail station pods are located at all Light Rail stations. **Highly visible** to both rail commuters and passing motorists, Station Pods allow advertisers to **brand the entire station area**. Superpods expand the visual area around the outside of the Pod.

PRODUCT INFORMATION

- Station Pods don't include the surrounding beams.
- Super Pods include horizontal and vertical beams.
- Station Pods 96" H x 110" W
- Horizontal Beams 13.25" H x 108" W
- Vertical Beams 102.5" H x 8" W

COVERAGE

- 30-mile track through Phoenix, Tempe & Mesa
- 48 Stations (See map)



LIGHT RAIL STATION DOMINATION

Station dominations can impact traffic from a distance as well as interact with commuters up close. Incorporating all of the displays at a station creates a **visual environment that engages and interacts with the consumer.**

[CLICK HERE TO VIEW A STATION DOMINATION VIDEO](#)

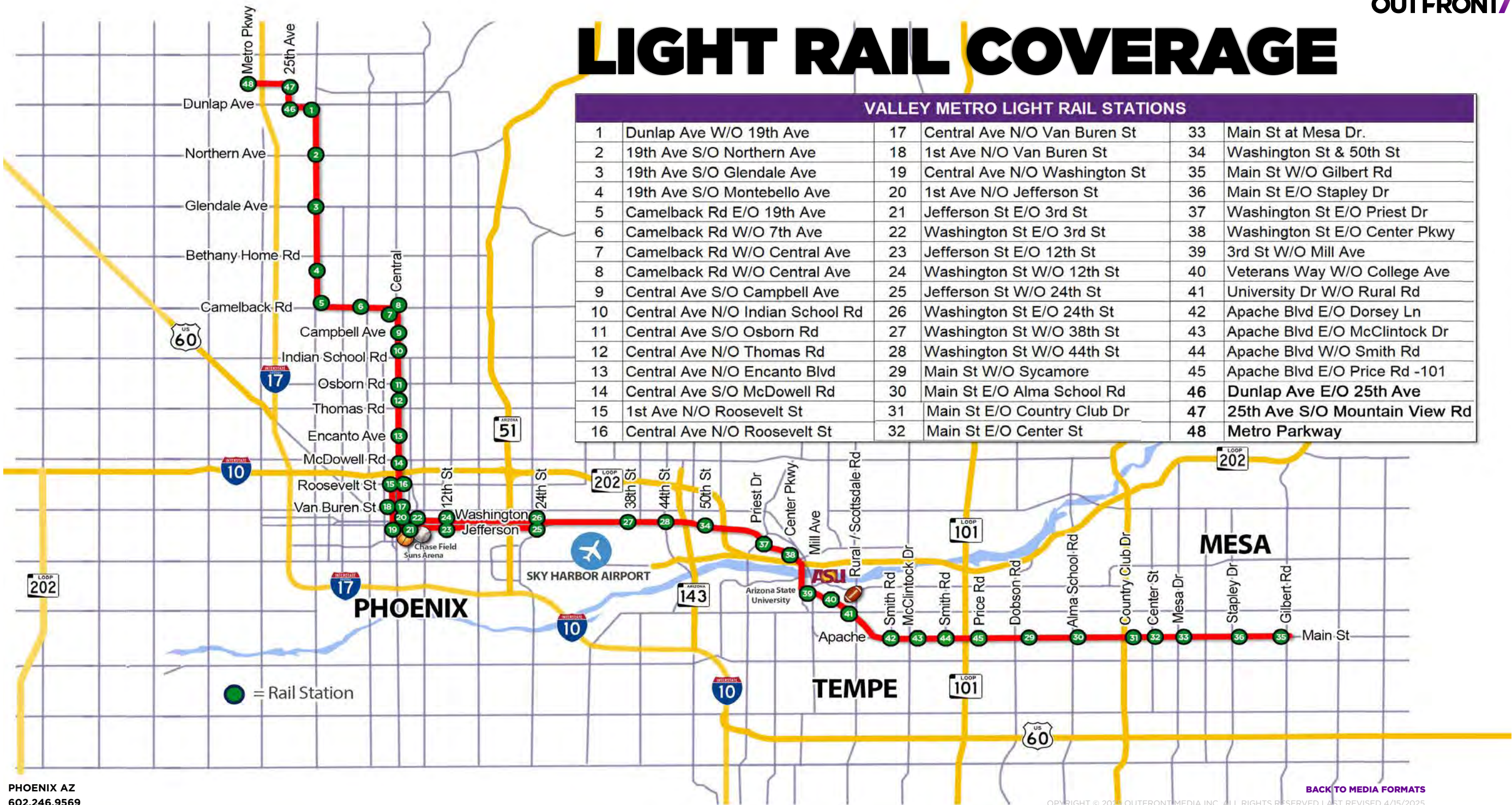
PRODUCT INFORMATION

- Station Pods 96" H x 110" W
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- Powerboxes Approx. 84" H x 109" W (Sizes Vary)
- Horizontal & vertical beams available

COVERAGE

- 30-mile track through Phoenix, Tempe & Mesa
- 48 Stations

LIGHT RAIL COVERAGE



STREET FURNITURE

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TRANSIT SHELTERS

Bus shelters provide your message with **great reach and frequency**.

With **curbside positioning** along main roadways, these transit shelters provide high circulation in the areas where traditional media forms are not available.

PRODUCT INFORMATION

— 70" H x 48" W

COVERAGE

— See shelter map for complete coverage



TRANSIT SHELTER WRAP

OUTFRONT

Shelter wraps ensure **maximum impact and exposure by incorporating all three of a shelter's display areas** into one unified message.

PRODUCT INFORMATION

- (2) Transit shelter posters 70" H x 48" W each
- (1) Back screen 64.75 H x 97.5" W
- Exact dimensions may vary based on shelter size

COVERAGE

- See shelter map for complete coverage



TRANSIT SHELTER COVERAGE

Market Wide Coverage Reaching the Phoenix Area

Maricopa Co.

**PENETRATING DENSELY POPULATED NEIGHBORHOODS
IN MESA, GLENDALE AND AVONDALE. TRANSIT SHELTER
ADVERTISING DELIVERS MASS EXPOSURES AND CAN BE
TARGETED TO REACH A SPECIFIC AUDIENCE.**

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BUS MEDIA



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** every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it's part of our everyday outdoor life and offers information in **a unique and powerful format**. When it comes to **visibility, reach and frequency, no other media type matches this southeast valley coverage**.

COVERAGE

- Southeast Valley
- Scottsdale
- Paradise Valley
- Tempe
- Mesa
- Gilbert
- Chandler
- West Phoenix (Express Buses only)

EXTERIOR BUS MEDIA

- Kings
- Queens
- Kongs
- Ultra Super Kings
- Ultra Super Queens
- Half Wraps
- Full Wraps
- Tails



SCAN OR CLICK TO
LEARN MORE



BUS KING

Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the Phoenix market. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

PRODUCT INFORMATION

- King Size: 30" H x 144" W
- Bus sizes vary
- Add a King Headliner for more impact!
- Bus Headliner size: 15" H x 208" W

COVERAGE

- Southeast Valley Metro bus routes

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BUS KING WITH HEADLINER

OUTFRONT



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BUS QUEEN

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

PRODUCT INFORMATION

- Queen Size: 30” H x 88” W
- Bus sizes vary
- Queens are normally placed on the passenger side of the bus.
- Add a Queen Headliner for more impact.
- Bus Headliner size: 15” H x 208” W

COVERAGE

- Southeast Valley Metro bus routes



BUS QUEEN WITH HEADLINER



BUS QUEEN WITH HEADLINER



BACK TO MEDIA FORMATS

BUS KONGS

OUTFRONT

An extension of the traditional Bus Kings, with over 19 feet of eye-catching canvas, Kongs offer tremendous visibility on the street. **Impact vehicular and pedestrian traffic throughout vibrant Southast Phoenix**

PRODUCT INFORMATION

- Kong Size: 36" H x 215" W
- Kongs are placed on street side of bus.
- Bus sizes vary
- Add a Headliner for more impact!
- Bus Headliner size: 15" H x 208" W

COVERAGE

- Southeast Valley Metro bus routes



BUS KONG WITH HEADLINER



BUS KONG WITH HEADLINER



BACK TO MEDIA FORMATS

BUS ULTRA SUPER KINGS

OUTFRONT

Ultra Super Kings travel the bustling streets of the Southeast Valley and the surrounding neighborhoods providing advertisers with large format “rolling billboard” **presence where traditional media is scarce or zoned out.** These are sometimes referred to as **USKs.**

PRODUCT INFORMATION

- 100” H x 208” W, Placement varies by bus type.
- Ultra Super Kings have tremendous visual impact and cover the bus from the bottom to the top including the windows.
- USKs are only available on the street side of buses

COVERAGE

- Southeast Valley Metro bus routes

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BUS ULTRA SUPER QUEENS

OUTFRONT

Ultra Super Queens travel the busy streets of the Southeast Valley and the surrounding neighborhoods. The eye-catching displays face the passenger side of the street and speak directly to passengers boarding the bus, as well as pedestrians and traffic on the business and residential side of the street. These are sometimes referred to as **USQs**.

PRODUCT INFORMATION

- 100" H x 104" W, Placement varies by bus type.
- Ultra Super Queens have tremendous visual impact and cover the bus from the top to the bottom including the windows.
- Located on the passenger side.

COVERAGE

- Southeast Valley Metro bus routes



BUS WRAPS

Amplify your brand's reach and impact with our fully wrapped bus displays! Seamlessly merging mobility and visibility, our eye-catching ads captivate audiences on the move. Maximize exposure and engagement with this dynamic advertising solution, ensuring your message is unmissable in the urban landscape.

HALF WRAP

- 100" H x 472" W,
- Half Wraps have tremendous visual impact and cover the bus from the bottom to the top and front to back including the windows.
- Half Wraps are available on the Drivers/Street side as well as the Passenger/Curb side of the bus.

FULL WRAP

- 100" H x 472" W, on both sides of the bus
- A Full wrap is a Half Wrap on both sides of the bus. This does not include the front or the tail of the bus.
- This is an outstanding opportunity to fully engage consumers on both sides of the bus!

COVERAGE

- Southeast Valley Metro bus routes



PHOENIX EXPRESS ROUTE BUS WRAPS

Amplify your brand's reach and impact with our fully wrapped Express Route bus displays! These **MEGA-SIZED** branded mobile canvases reach **highly desirable areas** including **DOWNTOWN PHOENIX** and major interstate and freeway commuter routes.

WEST PHOENIX EXPRESS ROUTES

- Includes I-17, I-10, LOOP 101 and US HWY 60
- Includes stops at these **POINTS OF INTEREST**:
 - Downtown Phoenix
 - State Farm Stadium
 - Arrowhead Mall

EAST PHOENIX EXPRESS ROUTES

- Includes: I-10, LOOP 101, LOOP 202 and US HWY 60
- Includes stops at these **POINTS OF INTEREST**:
 - Downtown Phoenix
 - Scottsdale Shea Medical Center
 - Scottsdale Community College

EXPRESS PRODUCTS AVAILABLE

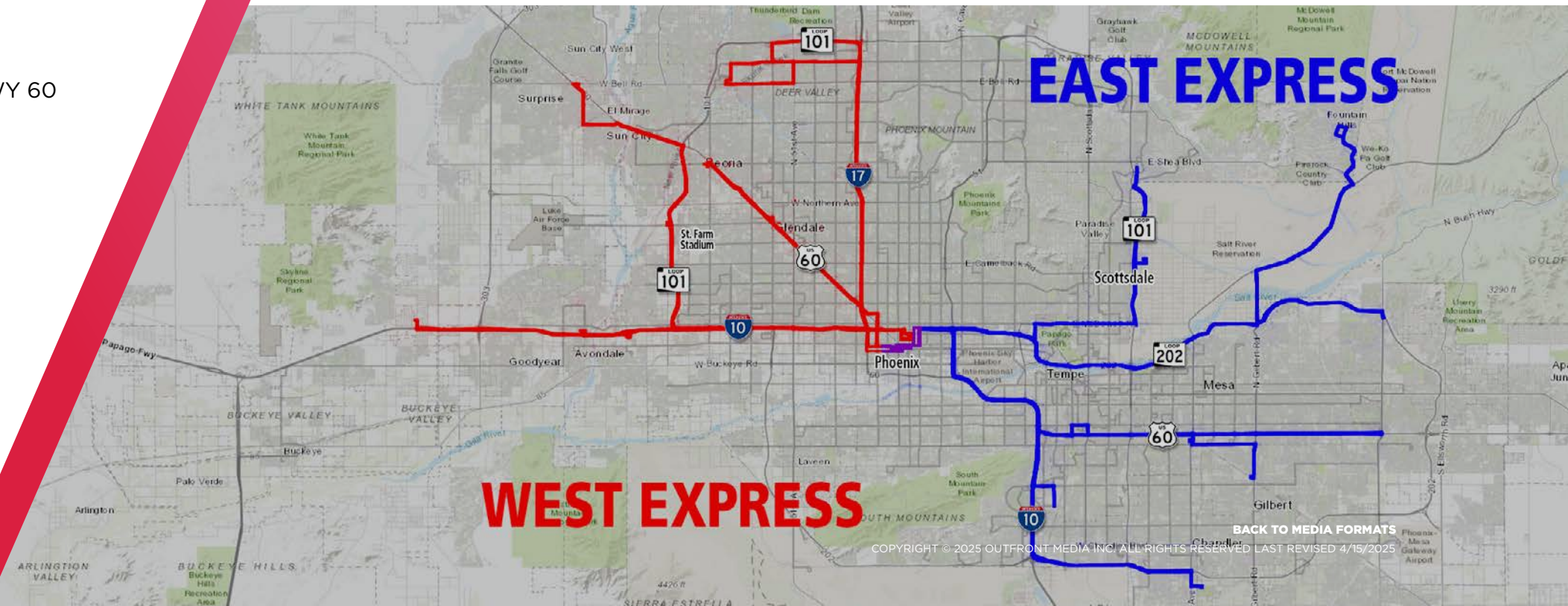
- Half wraps on both sides 125" H x 527" W
- USK's on both sides 125" H x 240" W

OPERATION

- The Express buses run during rush hour times of 4:30 am - 9 am and 3 pm - 8 pm

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OUTFRONT



WEST EXPRESS

EAST EXPRESS

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BUS TAILS

OUTFRONT

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

Reach the southwest valley with tails for **lasting recall**. As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form that allow for **an extended period of time to read the message**.

PRODUCT INFORMATION

— 14" H x 69.5" W

COVERAGE

— Southeast Valley Metro bus routes

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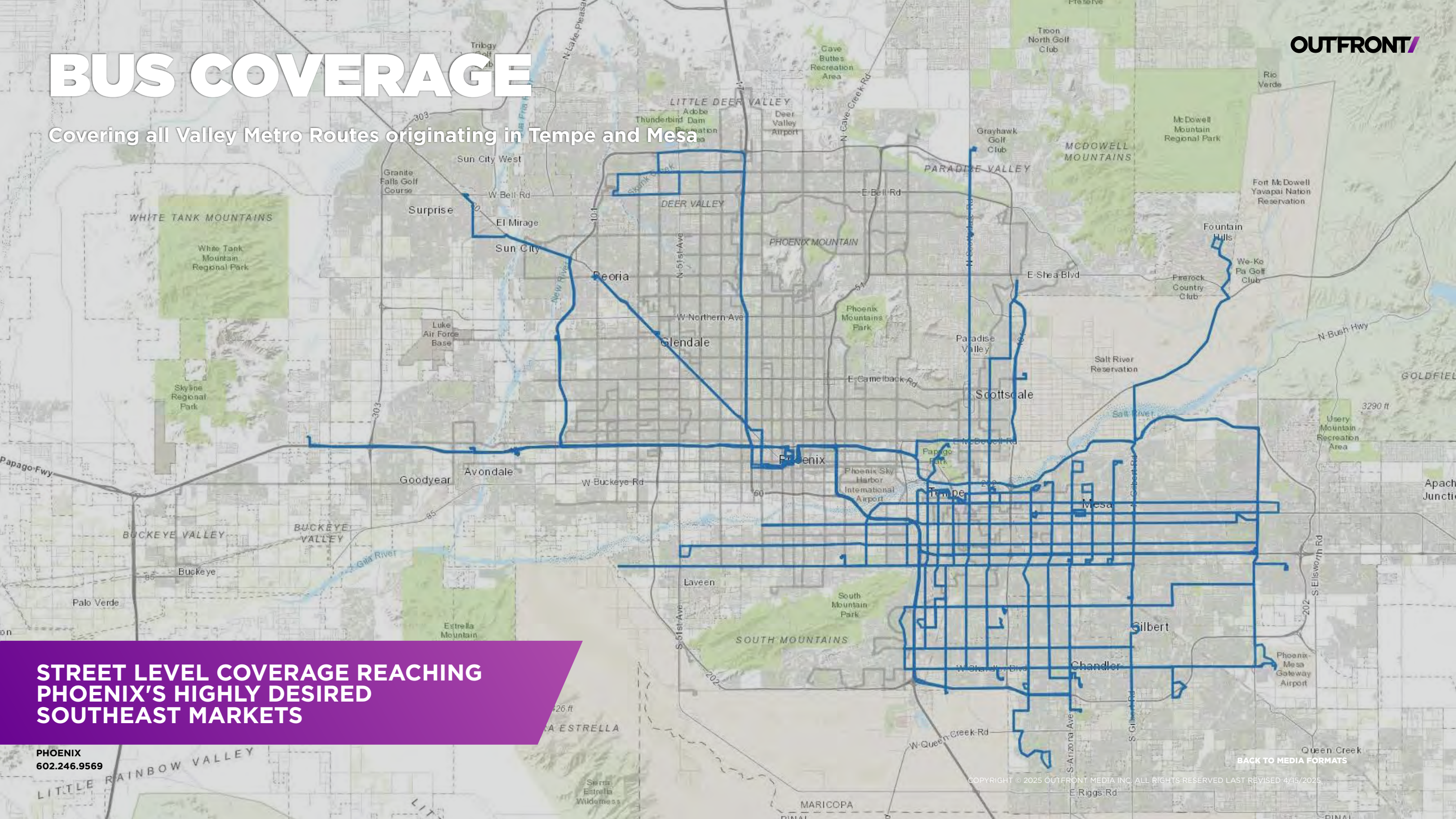


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BUS COVERAGE

Covering all Valley Metro Routes originating in Tempe and Mesa



STREET LEVEL COVERAGE REACHING
PHOENIX'S HIGHLY DESIRED
SOUTHEAST MARKETS

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PHOENIX BUS MEDIA

TAIL



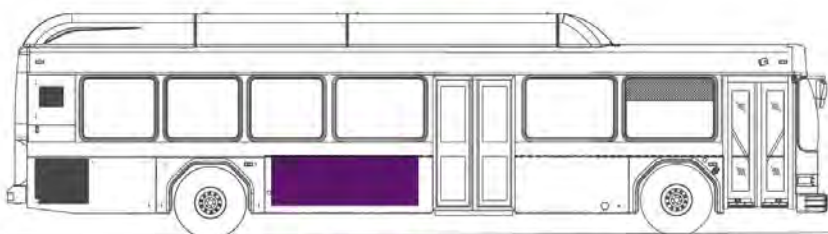
OUTFRONT



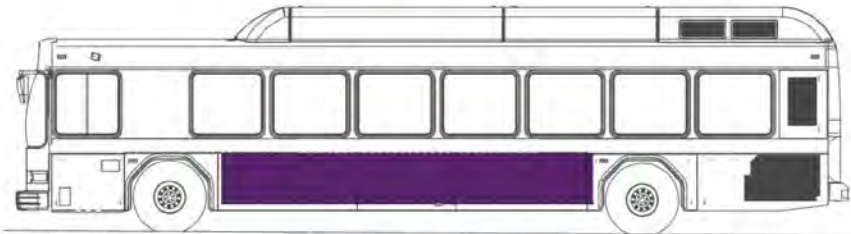
KING



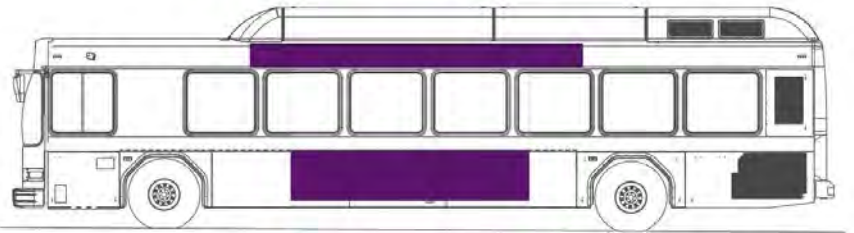
QUEEN



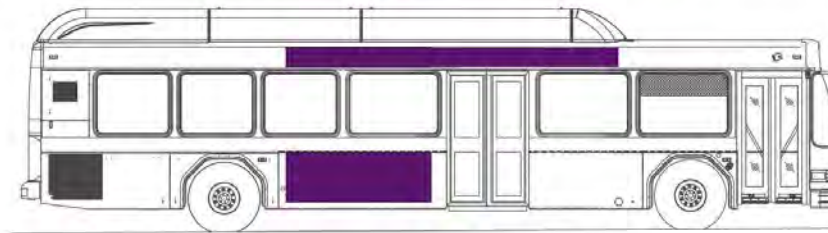
KONG



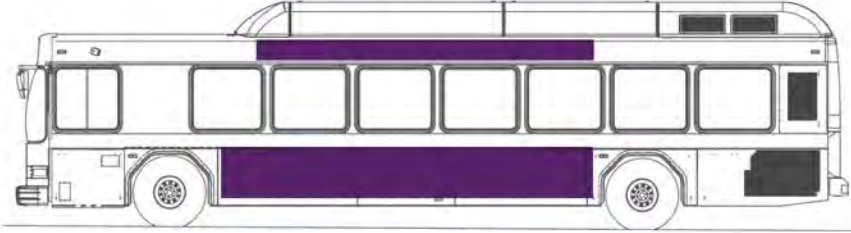
KING & HEADLINER



QUEEN & HEADLINER



KONG & HEADLINER



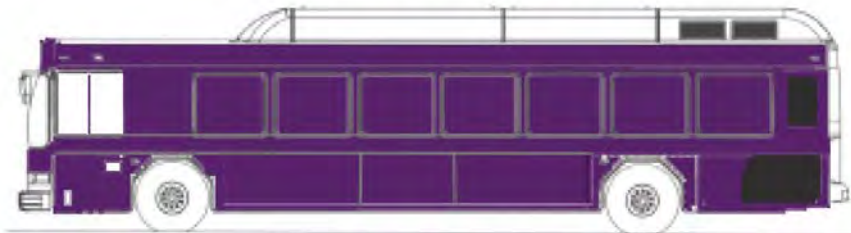
ULTRA SUPER KING



ULTRA SUPER QUEEN



FULL & HALF WRAP



ARIZONA NON-METRO BILLBOARDS

OUTFRONT

Capture the attention of tourists traveling on key interstate highways like I-10, I-17, I-40, or I-8, with impactful bulletins, **in close proximity to key tourist destinations**. Ensure that your brand's story is seen in an impactful way by tourists and daily commuters, **throughout Arizona**, with OUTFRONT Media.

WHY ARIZONA NON-METRO:

Arizona's non-metro market is a **fantastic way to broaden your company's exposure and increase coverage throughout the northern and western parts of the state**. Arizona is home to **Grand Canyon National Park**, one of the world's premier natural attractions, attracting about five million visitors per year. **Flagstaff, Prescott, and Payson** are also all major tourist destinations offering a wide range of unique environments that appeal to visitors from both the Phoenix area as well as outside of the state. **The western part of the state offers access to San Diego, Los Angeles and Las Vegas**. With coverage on every major artery (I- 10, I-17, I-8, I-40) and smaller markets throughout the state, you can target local residents, tourists, seasonal travelers and students.

MAJOR DESTINATIONS INCLUDE:

The Grand Canyon, Sedona, Monument Valley, Glen Canyon, Jerome, the White Mountains, Mollogon Rim, Northern Arizona University, Snowbowl, Meteor Crater, Historic Route 66, and the Petrified Forest.

PRODUCT INFORMATION

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

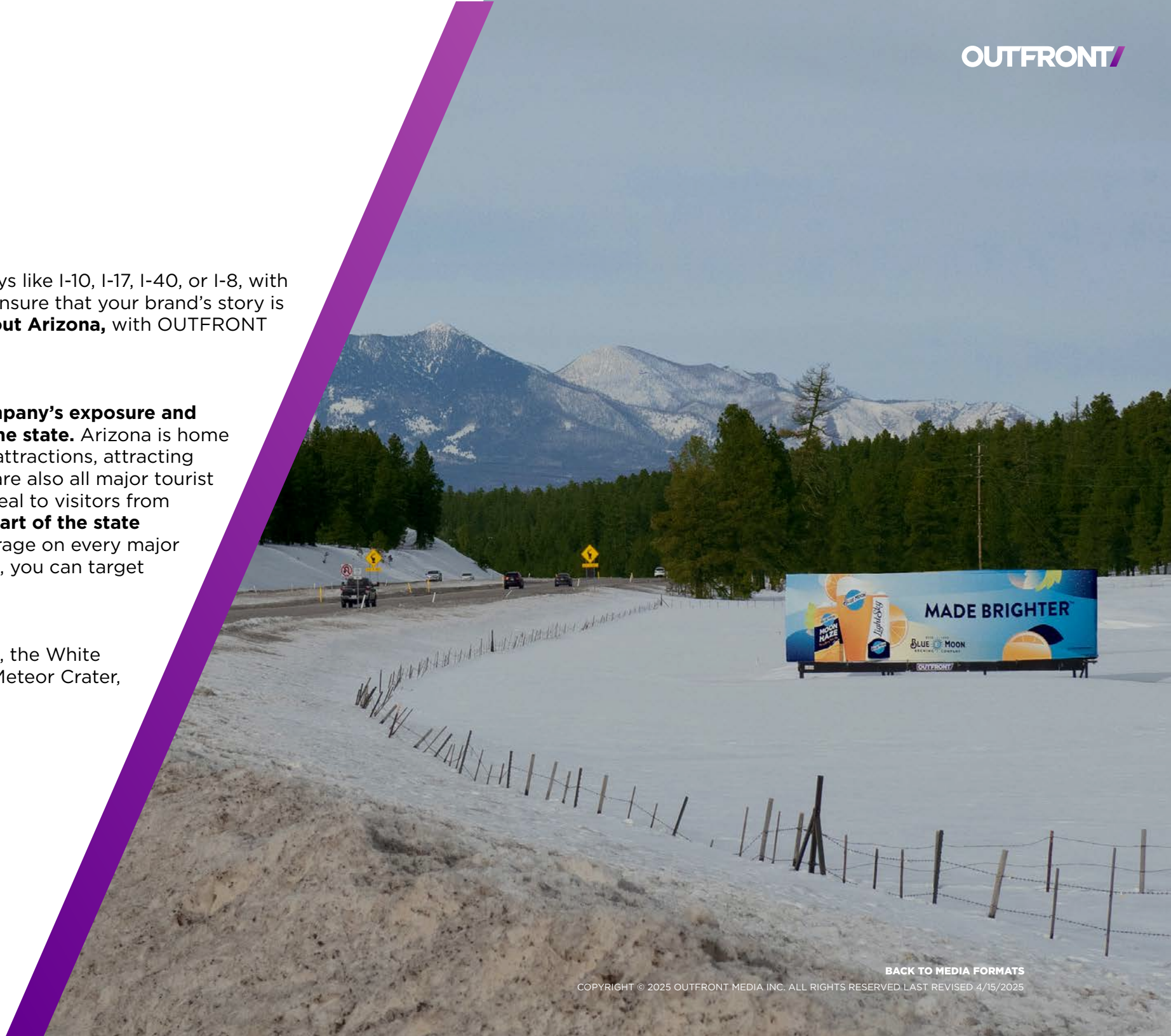
COVERAGE

- See map for complete coverage

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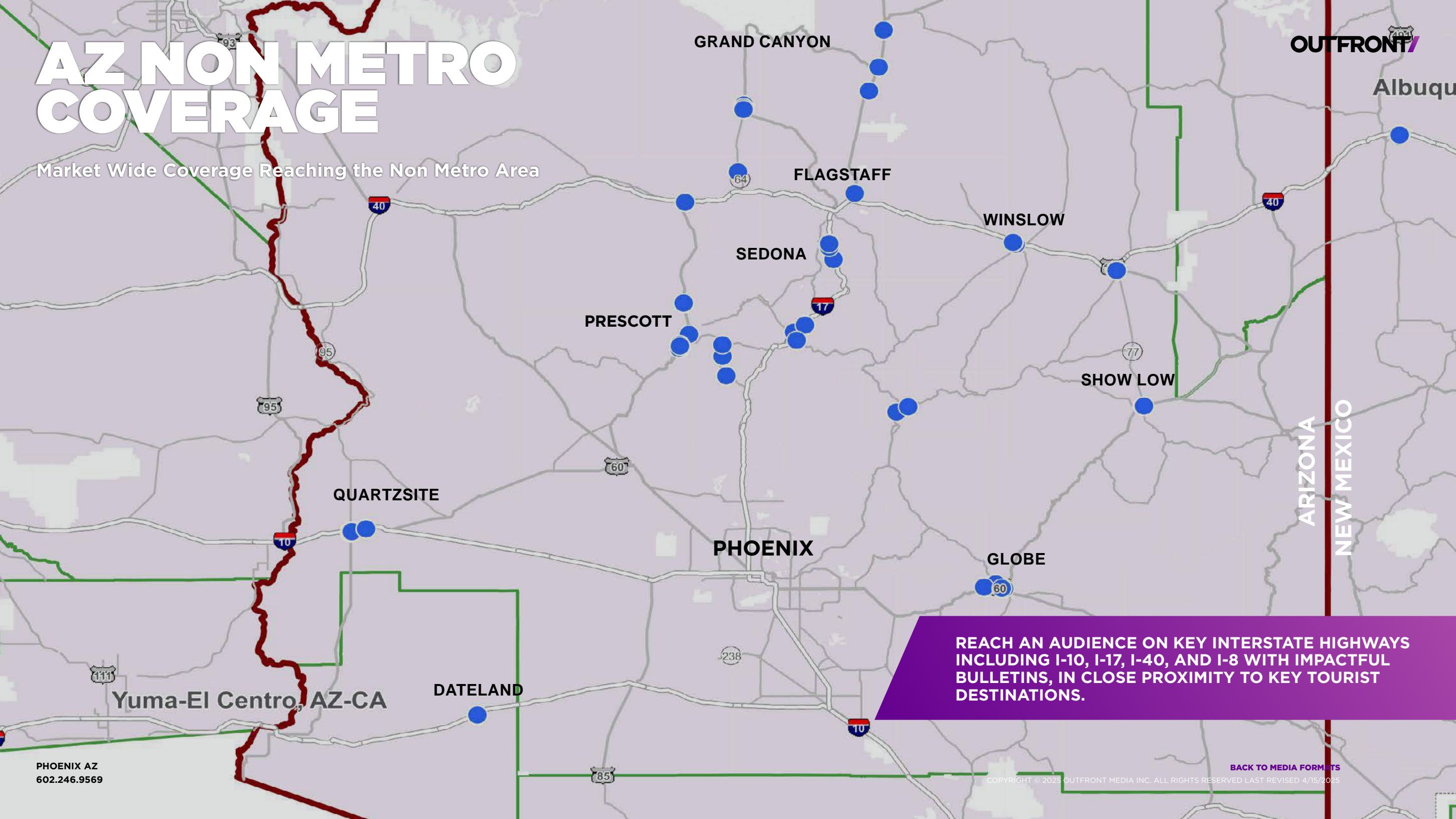
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AZ NON METRO COVERAGE

Market Wide Coverage Reaching the Non Metro Area



OUTFRONT

Albuquerque

FLAGSTAFF

WINSLOW

SEDONA

PRESCOTT

SHOW LOW

QUARTZSITE

PHOENIX

GLOBE

Yuma-El Centro, AZ-CA

DATE LAND

REACH AN AUDIENCE ON KEY INTERSTATE HIGHWAYS INCLUDING I-10, I-17, I-40, AND I-8 WITH IMPACTFUL BULLETINS, IN CLOSE PROXIMITY TO KEY TOURIST DESTINATIONS.

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SECOND SCREEN MEDIA

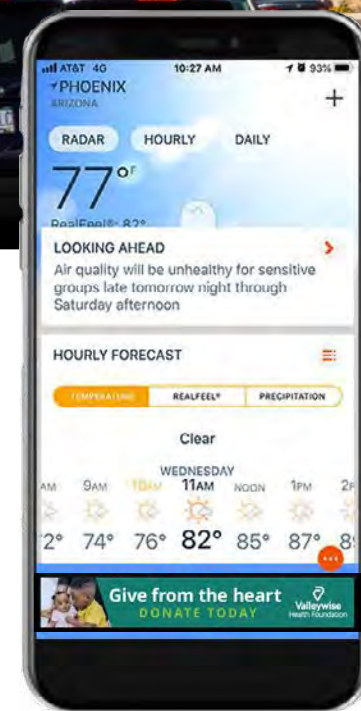
MOBILE NETWORK

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

PRODUCTS

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

**LOCATED IN THE
TOP 50 MARKETS**



SCAN OR CLICK
TO LEARN MORE



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LEVERAGING #sOOH FOR YOUR BRAND

There's a phenomenon of digital amplification and engagement that occurs when the right creative is placed in the right location. We call it social out of home (#sOOH).

At OUTFRONT, we're experts in setting brands and local businesses up for social success. Here's how we can help.

PRIME FOR A TIME

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

STUDIOS & XLABS

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

INFLUENCERS

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

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

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



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WE GET YOU AMERICA

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