

# OUTFRONT/

# WE GET YOU PHOENIX.

Media Across The Market



# MASTERING THE ART & SCIENCE OF OOH/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impacts people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to **helping people, places, and business grow stronger.**

We are masters of the Art & Science of OOH. We continue to add intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solutions designed to reach and measure impact against your desired audience. Plus, we understand the power of creative, so we offer access to our Cannes Lions award-winning in-house agencies.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

We are OUTFRONT by name and OUTFRONT by nature. We are front and center in the places where people live, work, and play. From neighborhoods and communities to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases & 14.1B weekly impressions), our national footprint (25 top markets), and our local community connections (and relevance).

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

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

PHOENIX  
602.246.9569

OUTFRONT/





# IMPACT WHERE IT MATTERS /

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



## TECHNOLOGY

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

## LOCATION

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

## CREATIVITY

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

# OOH DRIVES SUCCESS /

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

## AWARENESS

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

## CONSIDERATION

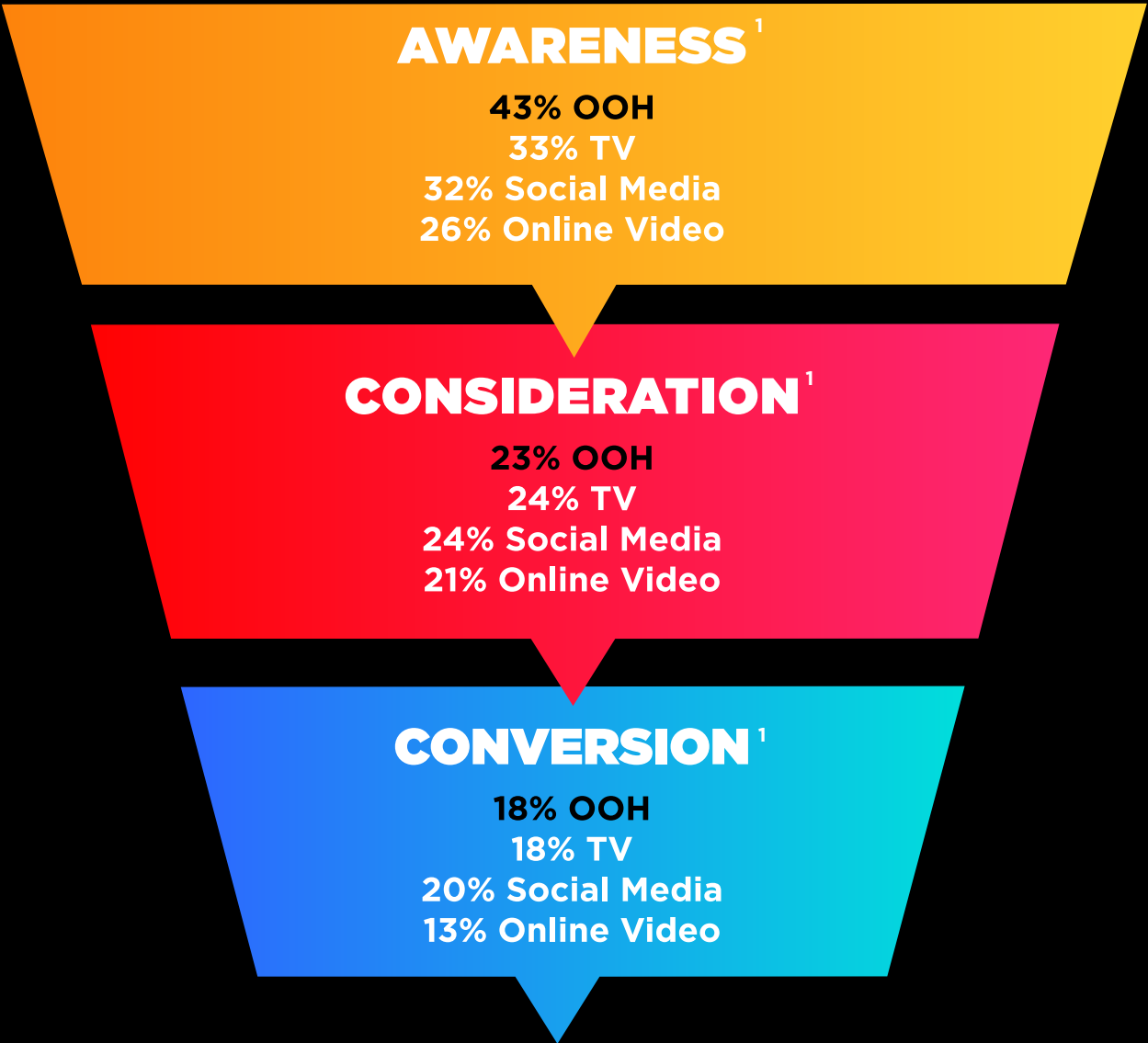
People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations.

## CONVERSION

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

PHOENIX  
602.246.9569

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

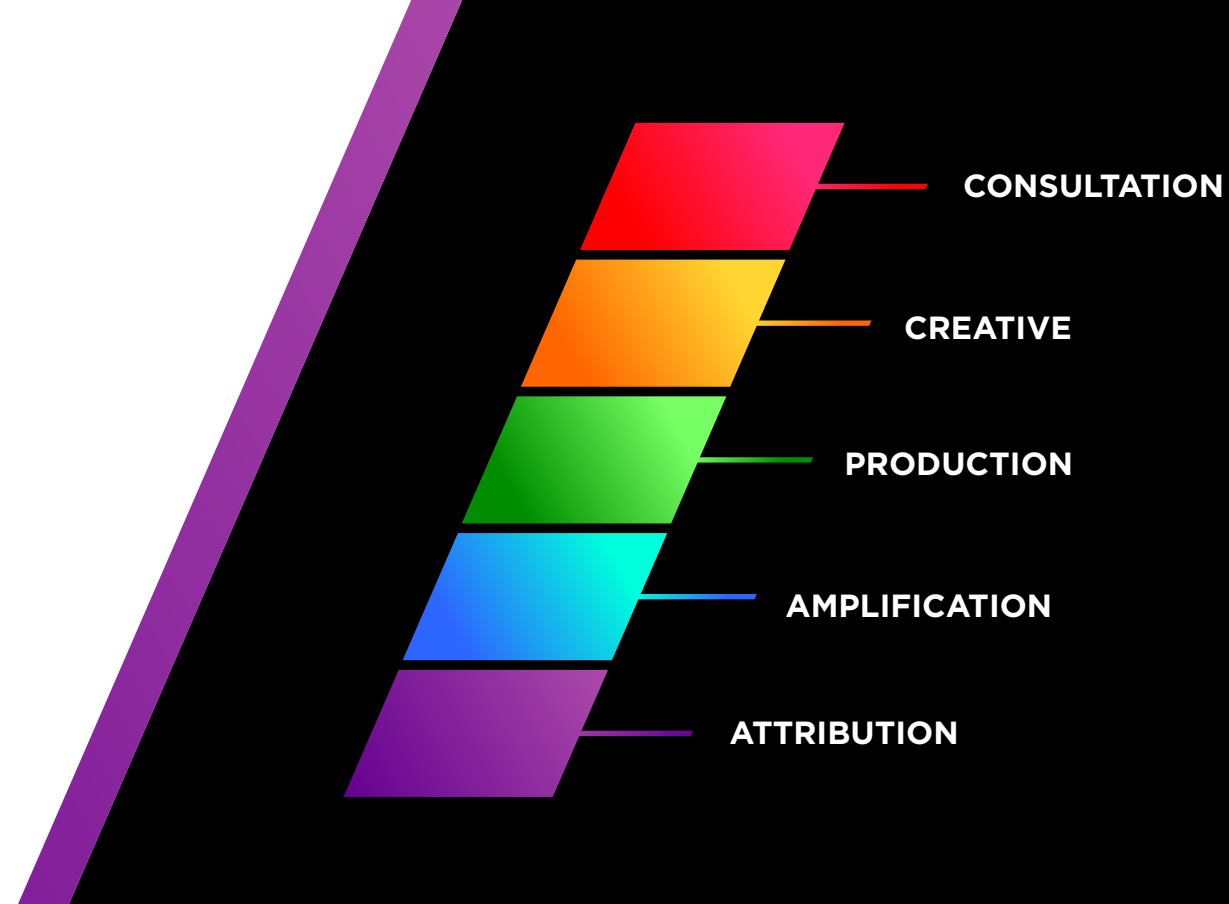




# LEVERAGE OUR EDGE /

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

OUTFRONT/



## CONSULTATION

### DEFINING YOUR CAMPAIGN

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

## CREATIVE

### THE MOST CREATIVE OF ALL MEDIUMS

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

## PRODUCTION

### LAUNCHING YOUR CAMPAIGN

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

## AMPLIFICATION

### TAKING YOUR MESSAGE FROM IRL TO URL

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

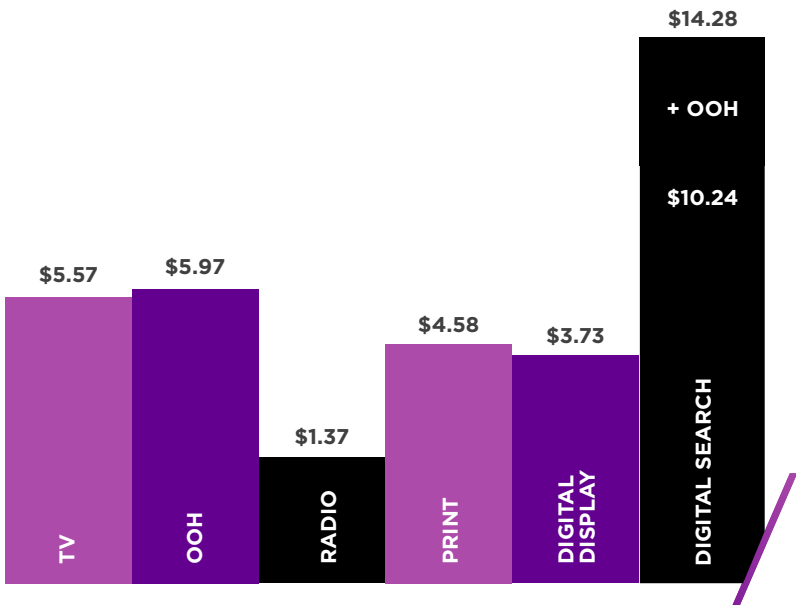
## ATTRIBUTION

### TRACKING SUCCESS

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

# AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.



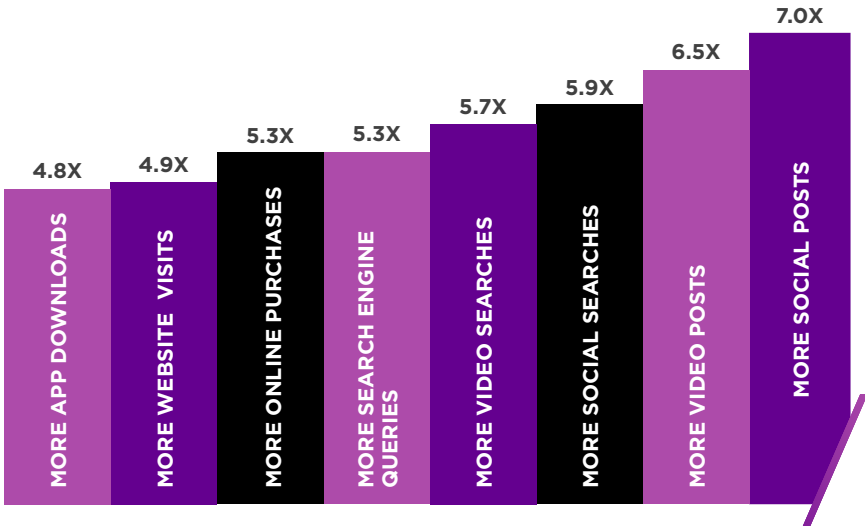
## SEARCH

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

Out of home drove a **300% increase** in search for an innovative healthcare company. [Learn more.](#)



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



## SOCIAL

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

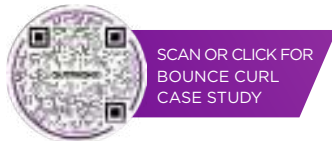
Louis Vuitton’s SoHo based OOH campaign reached an estimated **197 million people on social media**. [Learn more.](#)



## MOBILE

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

Bounce Curl combined OOH and mobile to **increase purchase intent by 18%**. [Learn more.](#)



COPYRIGHT © 2024 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 3/13/2024



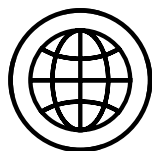
# ATTRIBUTION MATTERS/

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



## FOOTFALL

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



## ONLINE

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



## TUNE-IN

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



## LOCATION SURVEYING

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

PHOENIX  
602.246.9569



SCAN OR CLICK  
FOR THE FOOTFALL  
CASE STUDY



SCAN OR CLICK  
FOR THE ONLINE  
CASE STUDY



SCAN OR CLICK  
FOR THE TUNE-IN  
CASE STUDY



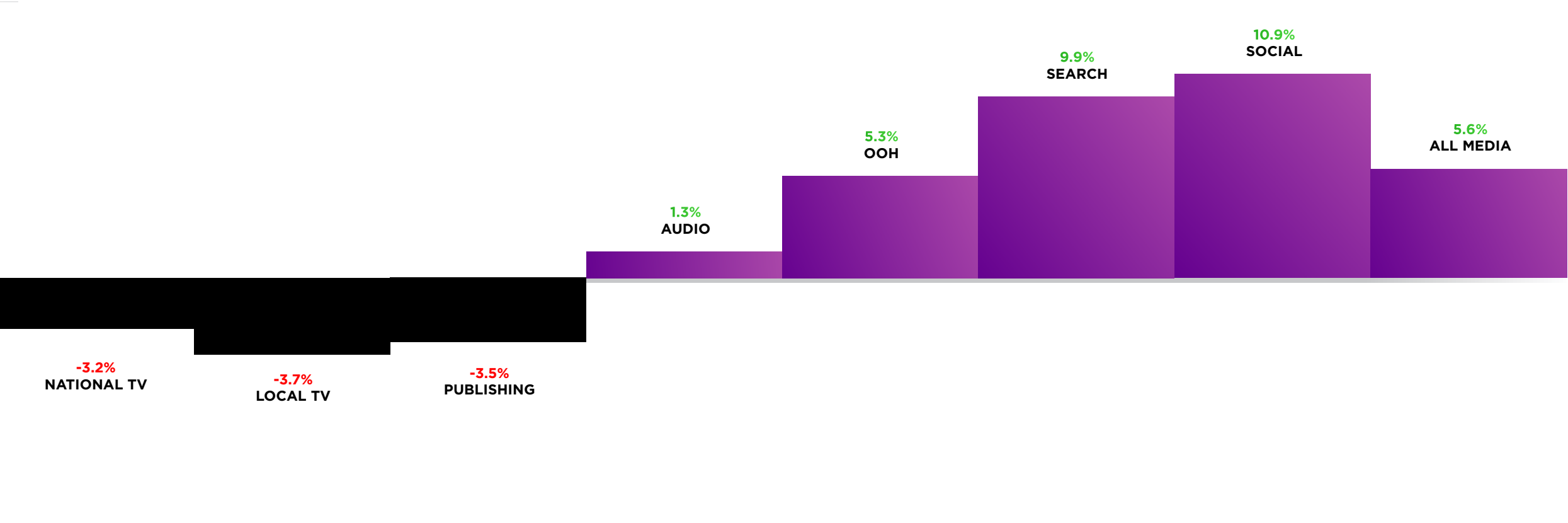
SCAN OR CLICK  
FOR SALES LIFT  
CASE STUDY



# OOH IS MEDIA'S FAVORITE MEDIUM /

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

2024 U.S. MEDIA FORECAST





# TOP 50 MARKETS /

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

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

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

# TOP 50 MARKETS /

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

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

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



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

YOUR STORY & AUDIENCE. OUR CANVAS.





# MEDIA ACROSS PHOENIX



# 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 makes up almost half of its total population, and have recently moved up one place to the **8th largest Hispanic market**. The area is a thriving marketplace **driven by technology** and world-leading companies. The ascendance of technology in Phoenix's local economy has been so dramatic that the city has earned the nickname **"The Silicon Desert."** Phoenix is home to Avnet, Insight, Amkor Technology, Axon, and ON Semiconductor. Other major companies with headquarters 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, NHL Coyotes.

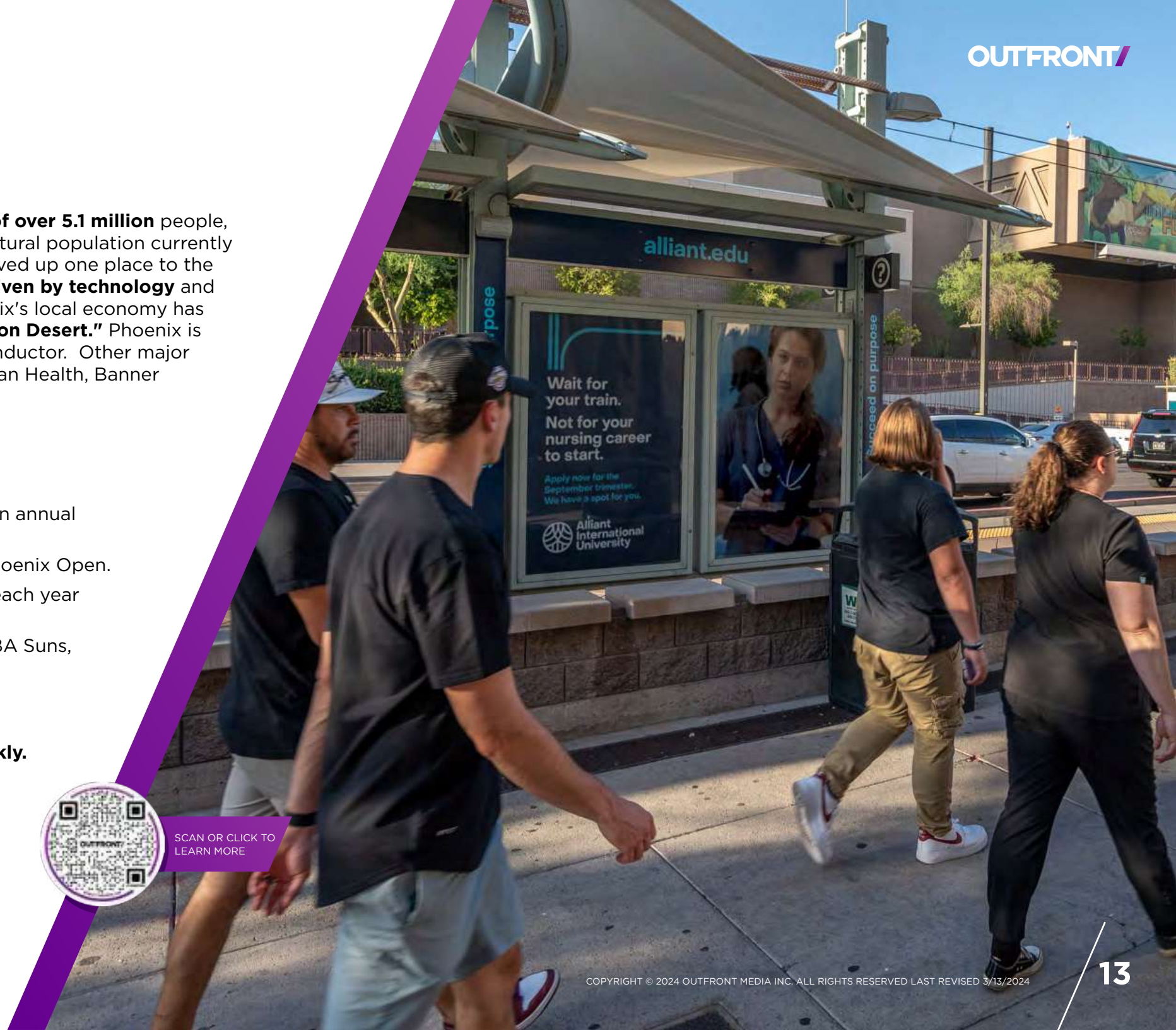
**In Phoenix, OUTFRONT reaches 99% of the DMA consumers weekly.**

PHOENIX AZ  
602.246.9569

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



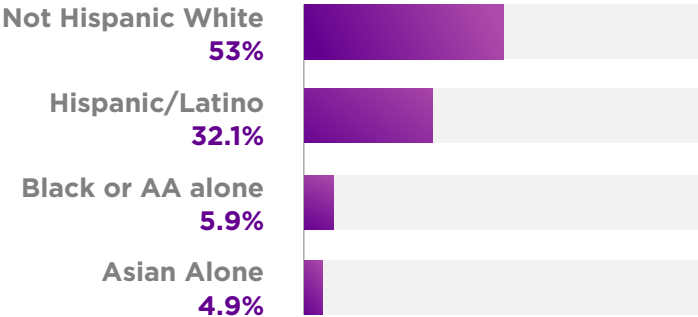
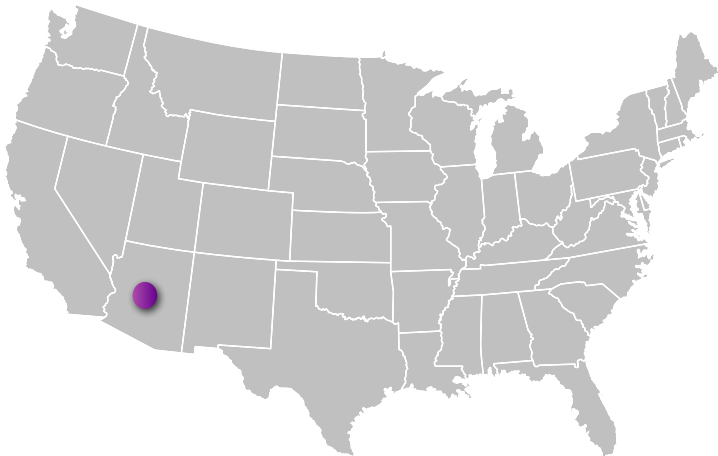
SCAN OR CLICK TO  
LEARN MORE



COPYRIGHT © 2024 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 3/13/2024

# PHOENIX

## Profile



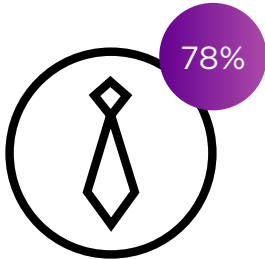
PHOENIX 5.1 MILLION CBSA



College Degree  
or higher for A25+



Total miles traveled  
past week



White-collar  
occupation (Phoenix CBSA)



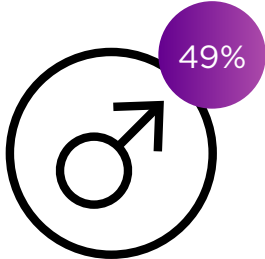
Female



Time spent traveling to  
and from work each day



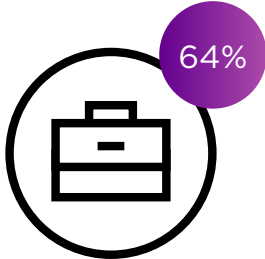
Blue-collar  
occupation (Phoenix CBSA)



Male



Drive alone or  
carpooled



Employed



# MEDIA FORMATS

<b>BILLBOARDS</b>	<b>16</b>	<b>STREET FURNITURE</b>	<b>41</b>
BULLETINS	17	TRANSIT SHELTERS	42
DIGITAL BULLETINS	19	SHELTER WRAPS	43
DIGITAL POSTERS	21	<b>BUS MEDIA</b>	<b>45</b>
ECO POSTERS	23	BUS KINGS	47
JUNIOR POSTERS	25	BUS QUEENS	48
FLEX WRAP 12' X 12'	27	BUS KONGS	49
PREMIER PANELS	28	BUS ULTRA SUPER KING (USK)	50
MOBILE BILLBOARD	29	BUS ULTRA SUPER QUEEN (USQ)	51
<b>LIGHT RAIL</b>	<b>30</b>	BUS WRAPS	52
LIGHT RAIL MEDIA	31	EXPRESS BUS WRAPS	53
LIGHT RAIL WRAPPED TRAIN	32	BUS TAILS	54
LIGHT RAIL WRAPPED USK	33	<b>ARIZONA NON METRO</b>	<b>57</b>
LIGHT RAIL INTERIOR CEILINGS	34	COVERAGE MAP	58
LIGHT RAIL CENTER SECTION	35	<b>SECOND SCREEN MEDIA</b>	<b>59</b>
LIGHT RAIL PLATFORM DISPLAYS	36	MOBILE NETWORK	60
LIGHT RAIL STATION KIOSKS	37	SOCIAL MEDIA INTEGRATION	61
LIGHT RAIL STATION PODS	38		
LIGHT RAIL STATION DOMINATION	39		
LIGHT RAIL MAP	40		





# BILLBOARDS





# BULLETINS

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

## 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



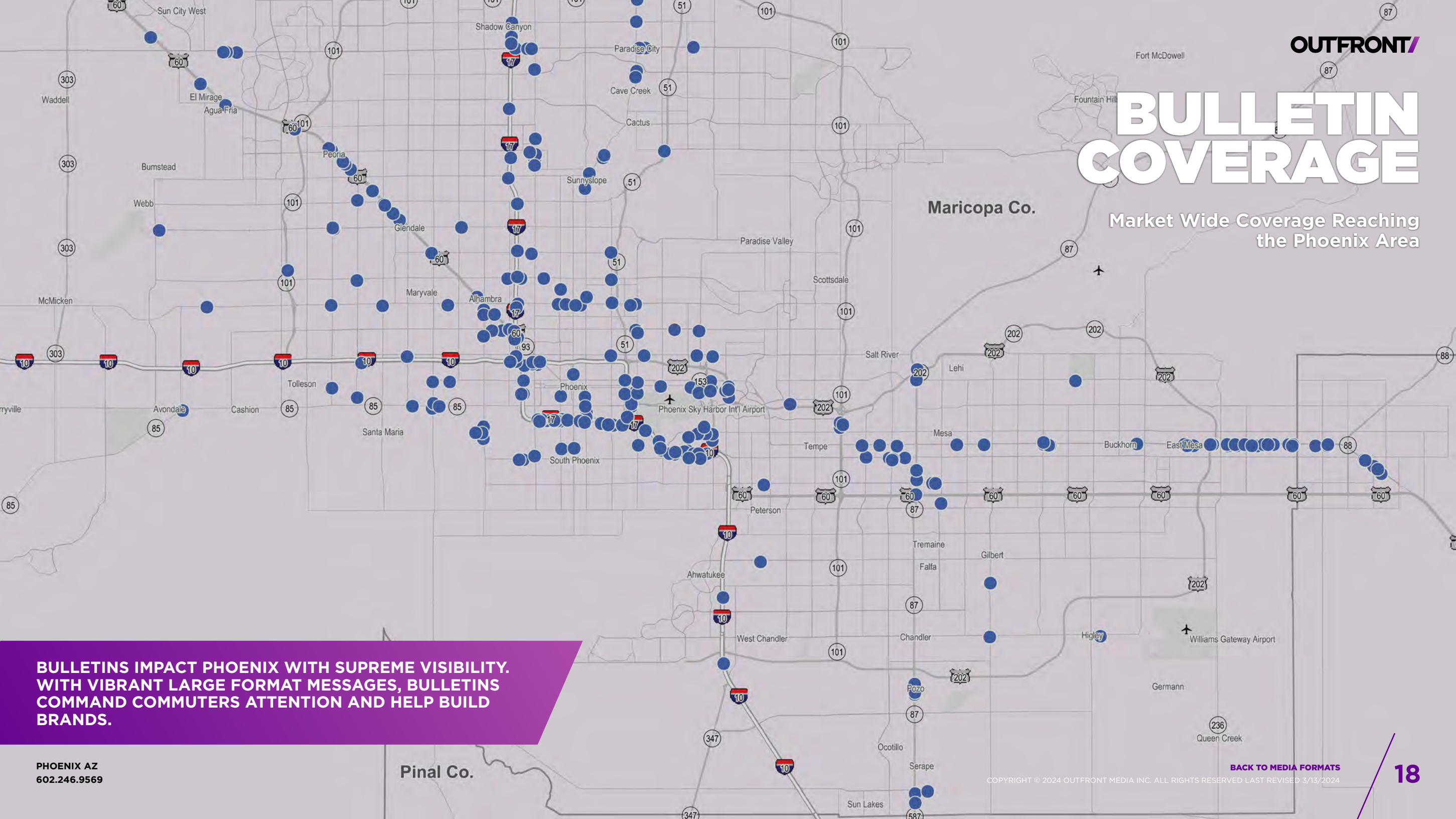
SCAN OR CLICK TO  
LEARN MORE





# 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

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

- 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



SCAN OR CLICK TO  
LEARN MORE

PHOENIX AZ  
602.246.9569

BACK TO MEDIA FORMATS

COPYRIGHT © 2024 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 3/13/2024





# 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.

PHOENIX AZ  
602.246.9569

Germmann  
BACK TO MEDIA FORMATS

COPYRIGHT © 2024 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 3/13/2024



# 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

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.



# FLEX WRAP 12' X 12'

OUTFRONT

Tower above the competition with flex wraps! This **unique vertical advertising message** is located 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 is back-lit illuminated, which makes 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
- GPS tracking system per truck

## COVERAGE

- See map for complete coverage
- Targeted routes available on a request basis





# LIGHT RAIL MEDIA





# LIGHT RAIL MEDIA

Phoenix Light Rail travels through metro Phoenix, Tempe and Mesa in the middle of the most **congested traffic areas**. The 28-mile route has 45 stations that offer advertising. **YOY Ridership in 2023 increased by 20% to over 10 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

**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







# 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.

## PRODUCT INFORMATION

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

## COVERAGE

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





# LIGHT RAIL USK WRAPPED TRAINS

This wrapped product is the perfect option when full train wraps are not available. It offers the same outstanding visibility and reach 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.

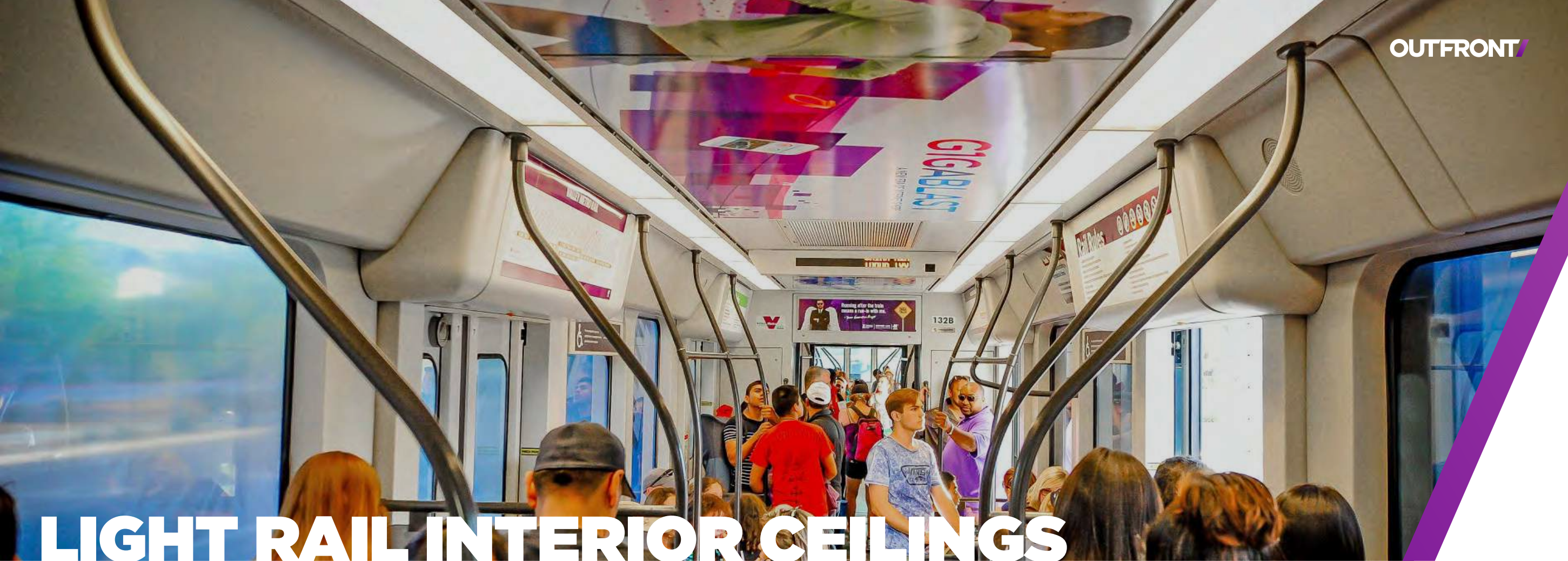
## PRODUCT INFORMATION

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

## COVERAGE

- 30 Trains
- 45 Train stations
- 28 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 10 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

- 30 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
- 28 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

- 30 Trains
- 45 Train stations
- 28 mile track through Phoenix, Tempe & Mesa



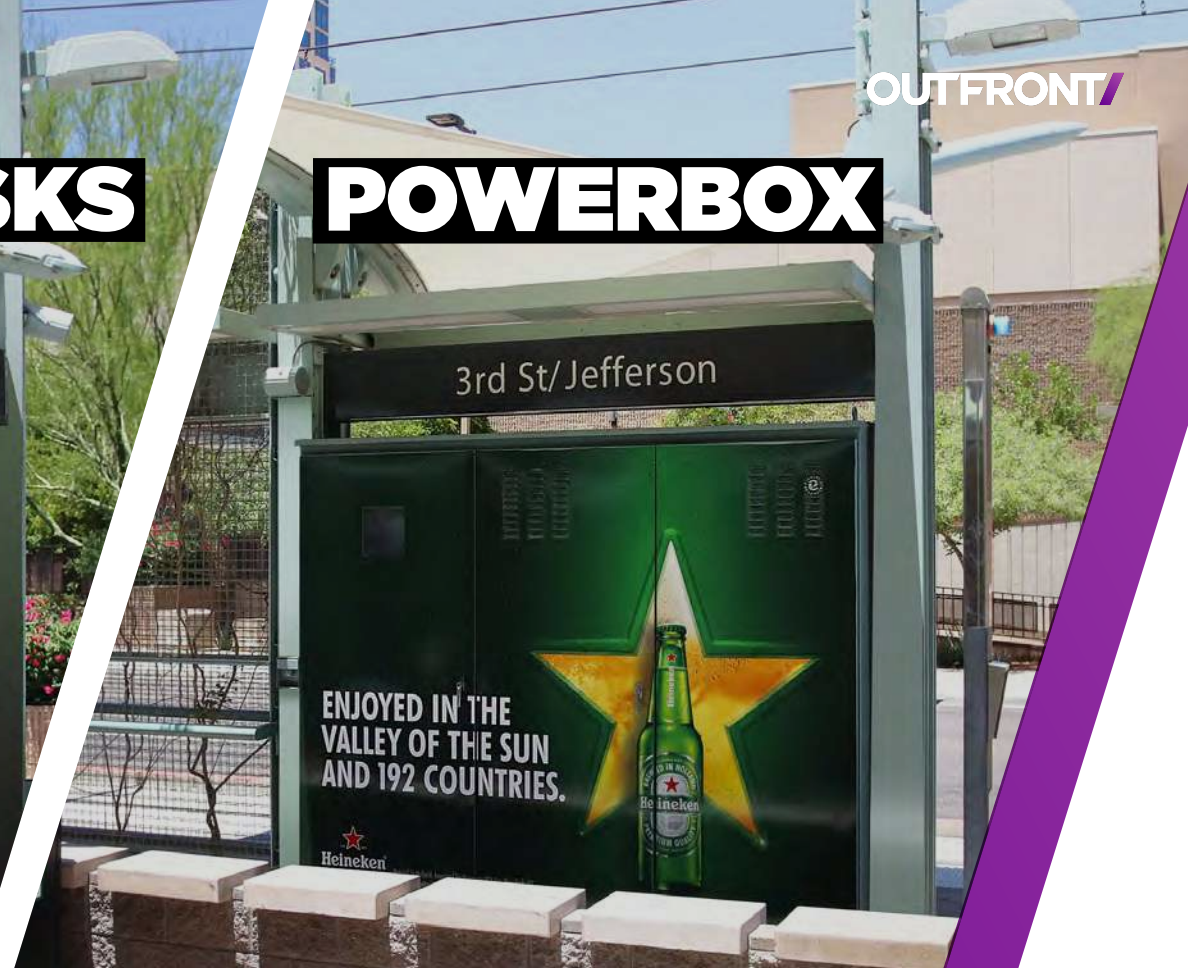
## STATION POD



## STATION KIOSKS



## POWERBOX



# LIGHT RAIL PLATFORM DISPLAYS

Light Rail station displays are located at 45 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

- 28 Mile track
- 45 Stations (See map)
- Metro Phoenix
- Mesa



# LIGHT RAIL STATION KIOSKS

OUTFRONT

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

- 28 Miles
- 45 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.

PHOENIX AZ  
602.246.9569

## 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

- 28 Miles
- 45 Stations (See map)
- Metro Phoenix
- Mesa

BACK TO MEDIA FORMATS

COPYRIGHT © 2024 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 3/13/2024





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.**

#### PRODUCT INFORMATION

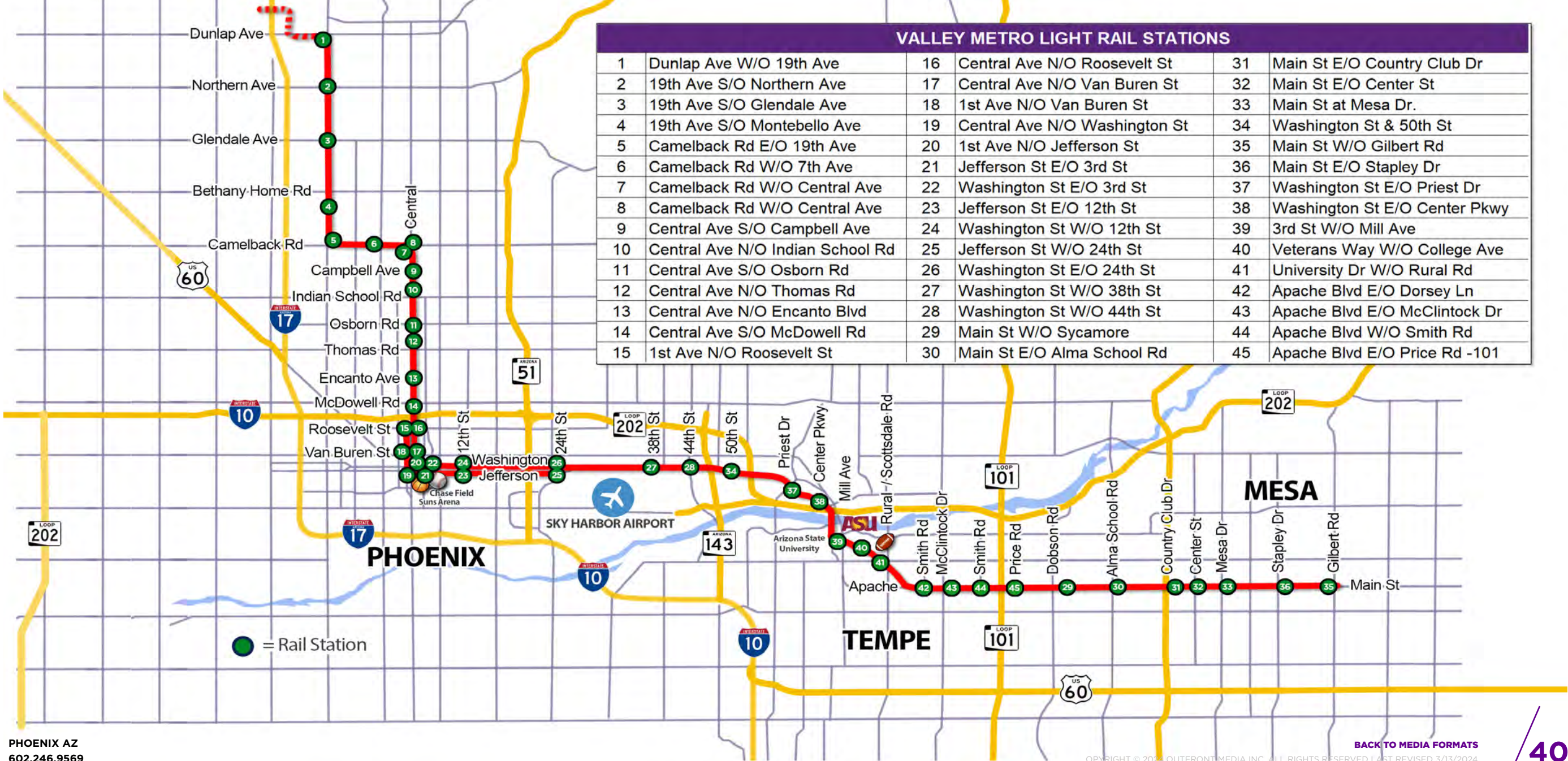
- Station Pods 96" H x 110" W
- Station Kiosks 70" H x 48" W
- Powerboxes Approx. 84" H x 109" W (Sizes Vary)
- Horizontal & vertical beams available

#### COVERAGE

- 28 Mile Track
- 45 Stations (See map)
- Metro Phoenix and Mesa



# LIGHT RAIL COVERAGE





# STREET FURNITURE



# 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



STOP# 15417





# TRANSIT SHELTER WRAP

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

## 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.**



# 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

## 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

PHOENIX  
602.246.9569

BUS KING WITH HEADLINER

OUTFRONT



COPYRIGHT © 2024 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED. LAST REVISED 3/13/2024

BACK TO MEDIA FORMATS



# 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 KONGS

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

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





# 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

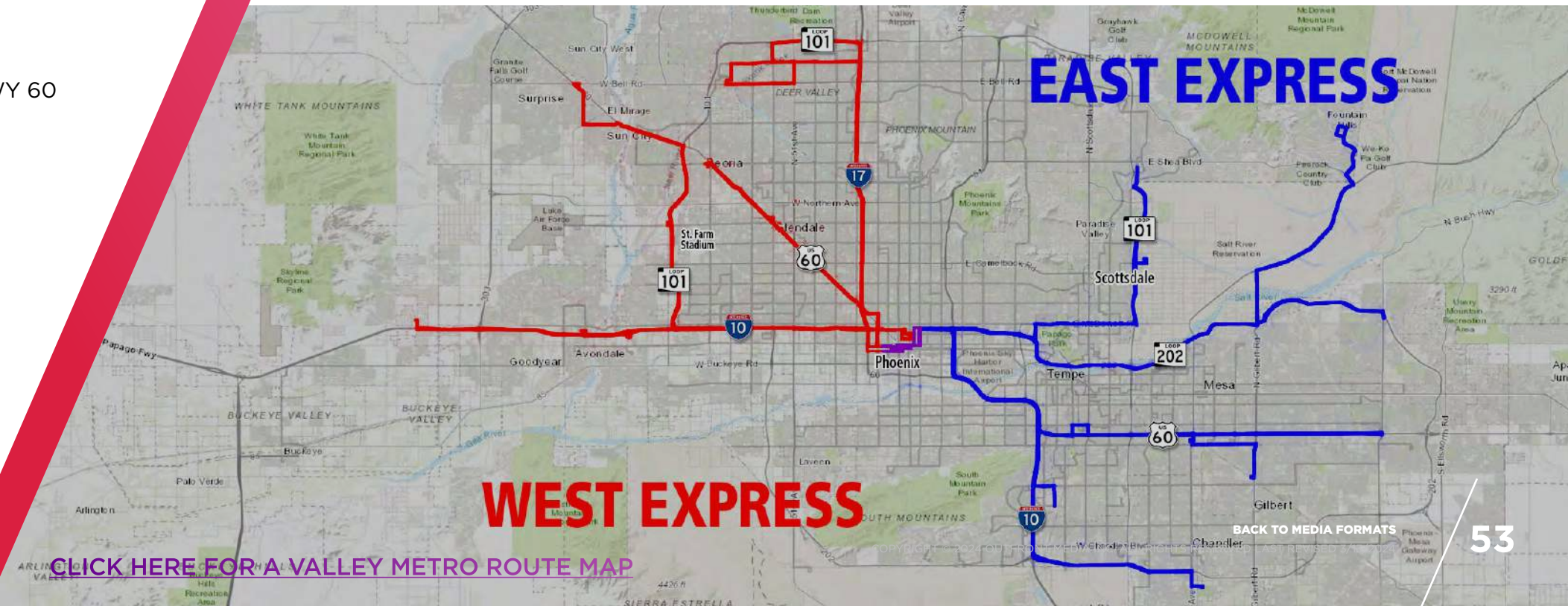
- Half wraps on both sides 125" H x 527" W
- USK's on both sides 125" H x 240" W

## OPERATION

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

PHOENIX  
602.246.9569

[CLICK HERE FOR A VALLEY METRO ROUTE MAP](#)



BACK TO MEDIA FORMATS



# 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

PHOENIX  
602.246.9569



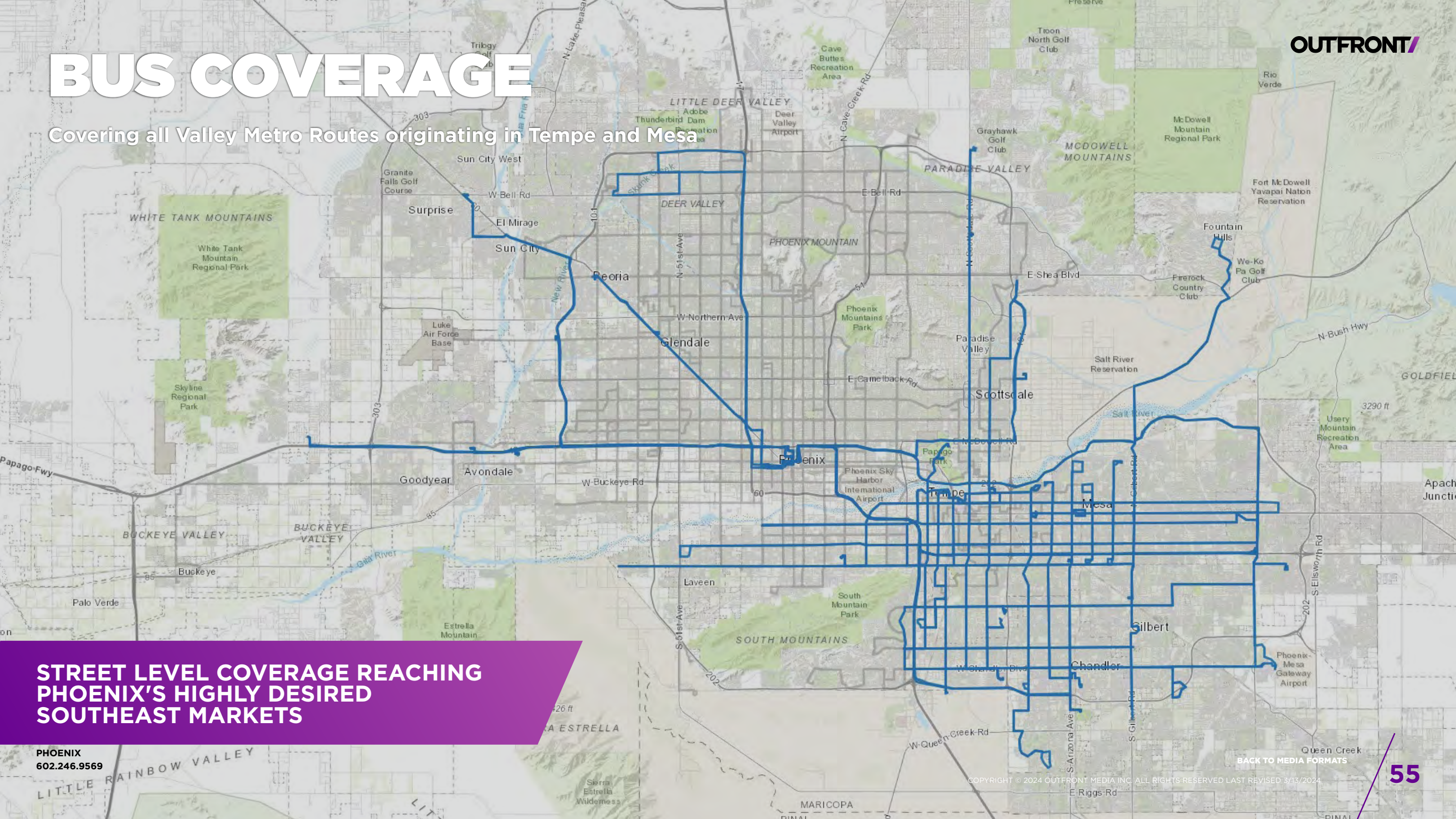
BACK TO MEDIA FORMATS

COPYRIGHT © 2024 OUTFRONT MEDIA, INC. ALL RIGHTS RESERVED. LAST REVISED 3/13/2024



# BUS COVERAGE

Covering all Valley Metro Routes originating in Tempe and Mesa



STREET LEVEL COVERAGE REACHING  
PHOENIX'S HIGHLY DESIRED  
SOUTHEAST MARKETS

PHOENIX  
602.246.9569



# PHOENIX BUS MEDIA

TAIL



OUTFRONT



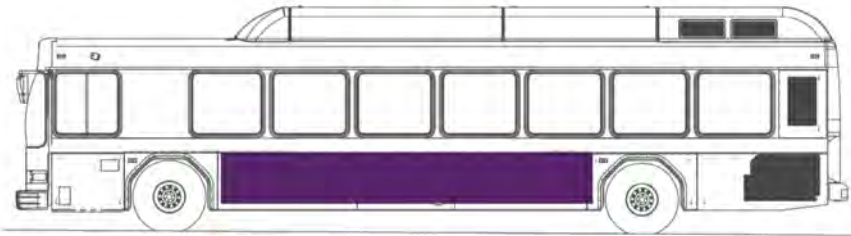
KING



QUEEN



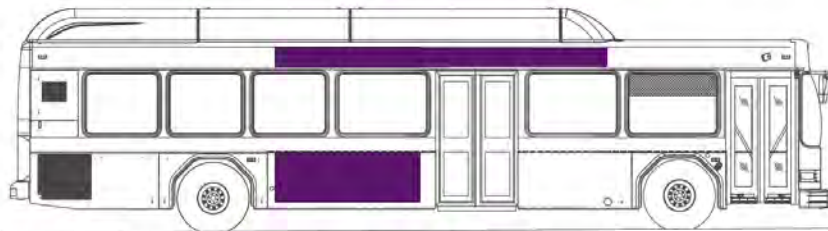
KONG



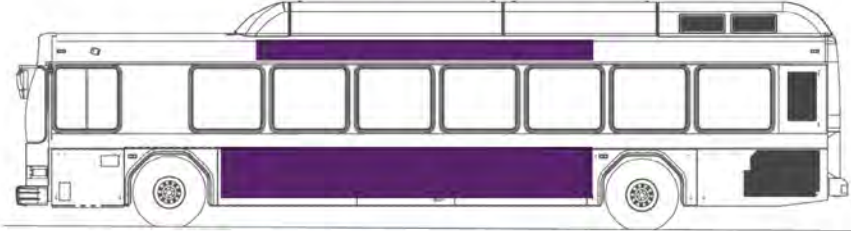
KING & HEADLINER



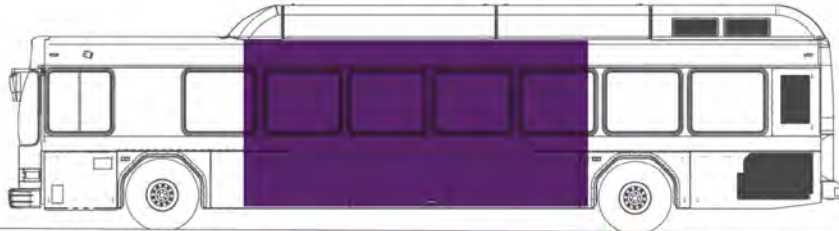
QUEEN & HEADLINER



KONG & HEADLINER



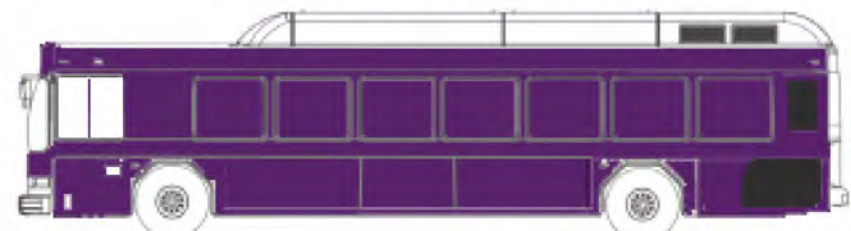
ULTRA SUPER KING



ULTRA SUPER QUEEN



FULL & HALF WRAP





# ARIZONA NON-METRO BILLBOARDS

**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:

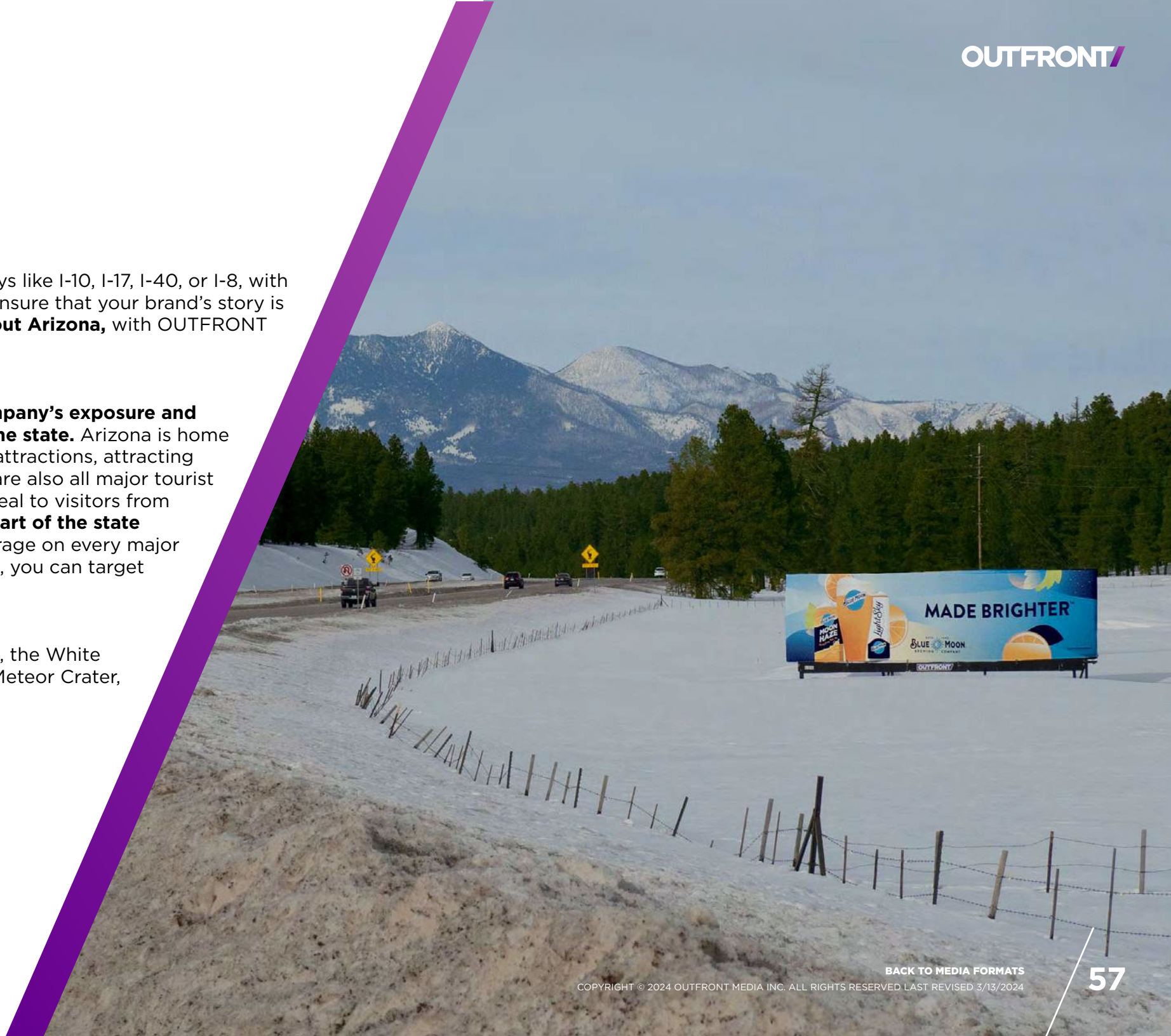
The Grand Canyon, Sedona, Monument Valley, Glen Canyon, Jerome, the White Mountains, Mollogon Rim, Northern Arizona University, Snowbowl, Meteor Crater, Historic Route 66, and the Petrified Forest.

## PRODUCT INFORMATION

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

## COVERAGE

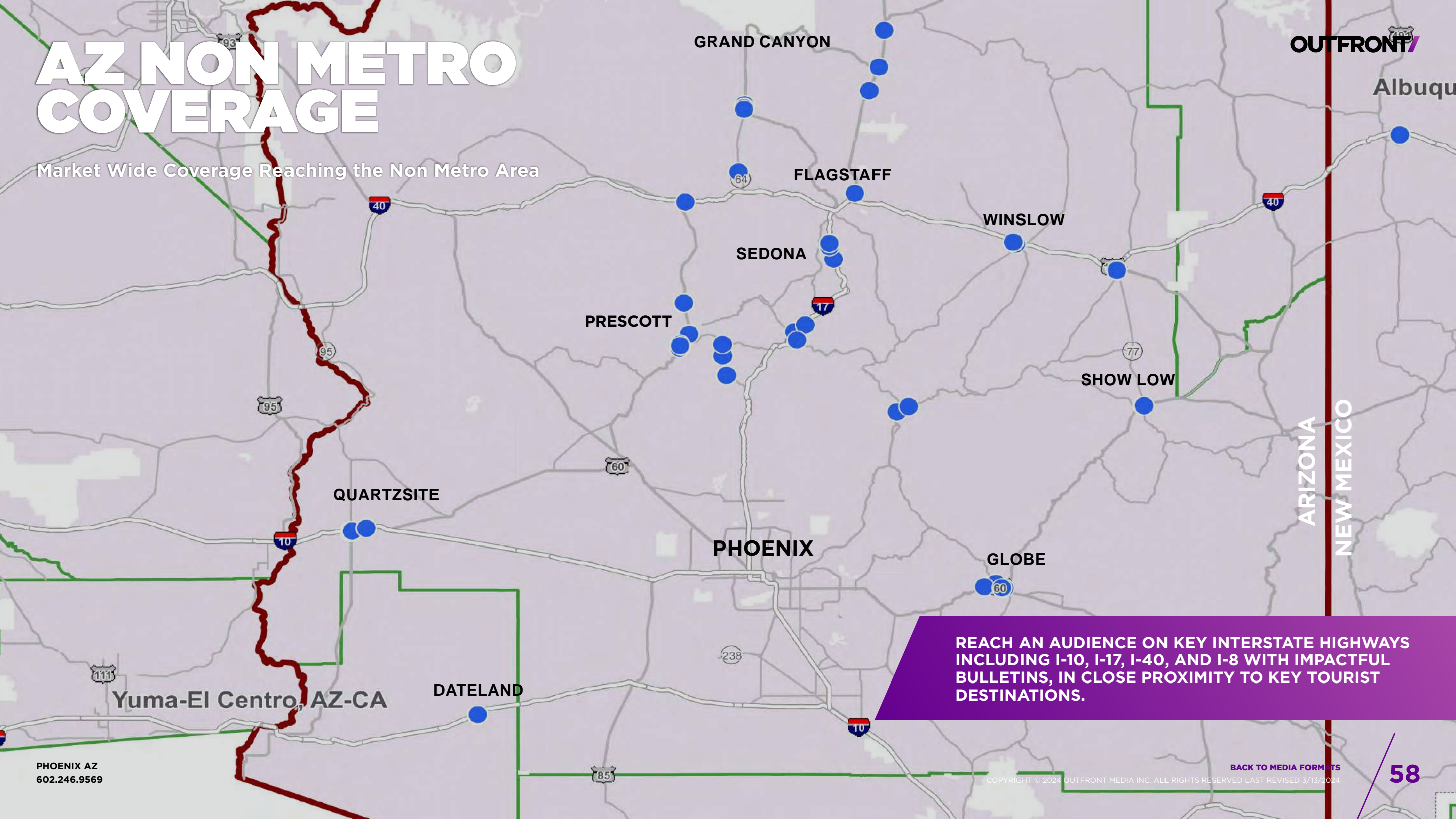
- See map for complete coverage





# AZ NON METRO COVERAGE

Market Wide Coverage Reaching the Non Metro Area



GRAND CANYON

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.



# SECOND SCREEN MEDIA





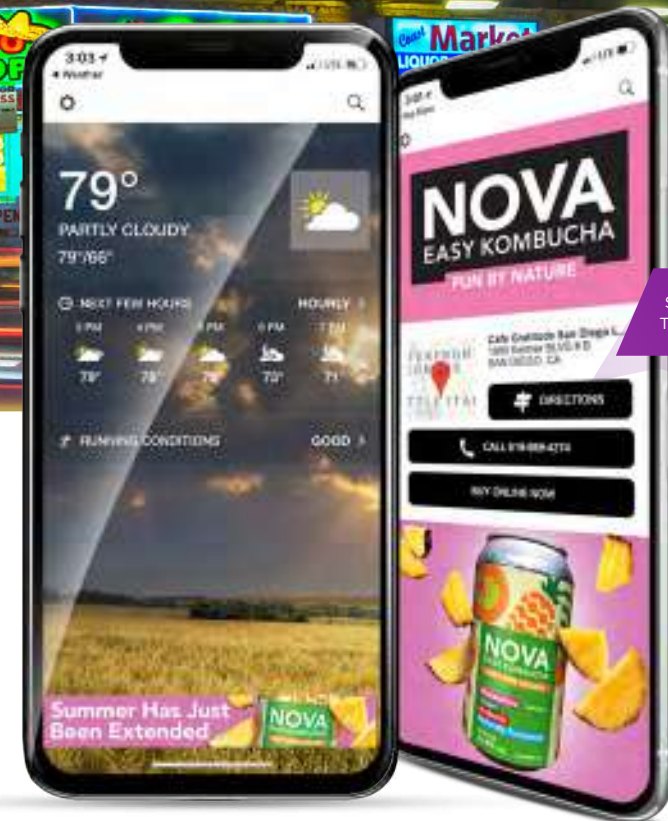
# MOBILE NETWORK

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

## PRODUCTS

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

## LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK  
TO LEARN MORE





# SOCIAL MEDIA INTEGRATION

## DRIVING CLIENT RESULTS

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

## ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

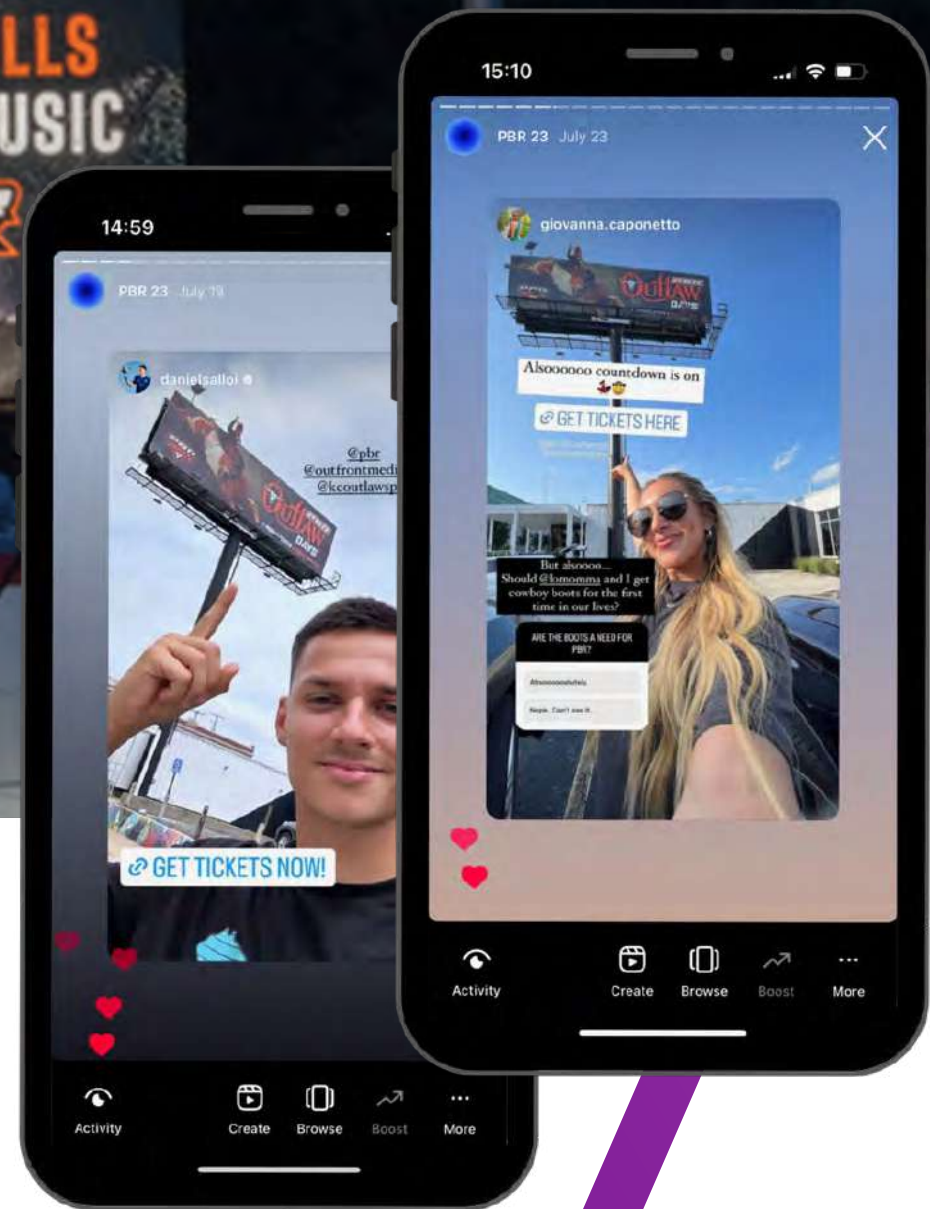
- QR Codes
- Augmented Reality (AR)
- Influencers

## LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



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







# OUTFRONT

WE GET YOU AMERICA

[WEGETYOU.COM](http://WEGETYOU.COM)

2390 E. CAMELBACK RD, SUITE 204, PHOENIX AZ 85016

INSTAGRAM | YOUTUBE | LINKEDIN | TWITTER | FACEBOOK