

OUTFRONT/

WE GET YOU **SAN DIEGO**

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.**

SAN DIEGO
619.283.7074
SOURCE: GEOPATH

OUTFRONT/



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 agencies for best-in-class creative services, campaign development, and dynamic digital additions.

SCIENCE

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

AUTOMATION

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

SAN DIEGO
619.283.7074

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.

AWARENESS¹

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

CONSIDERATION¹

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

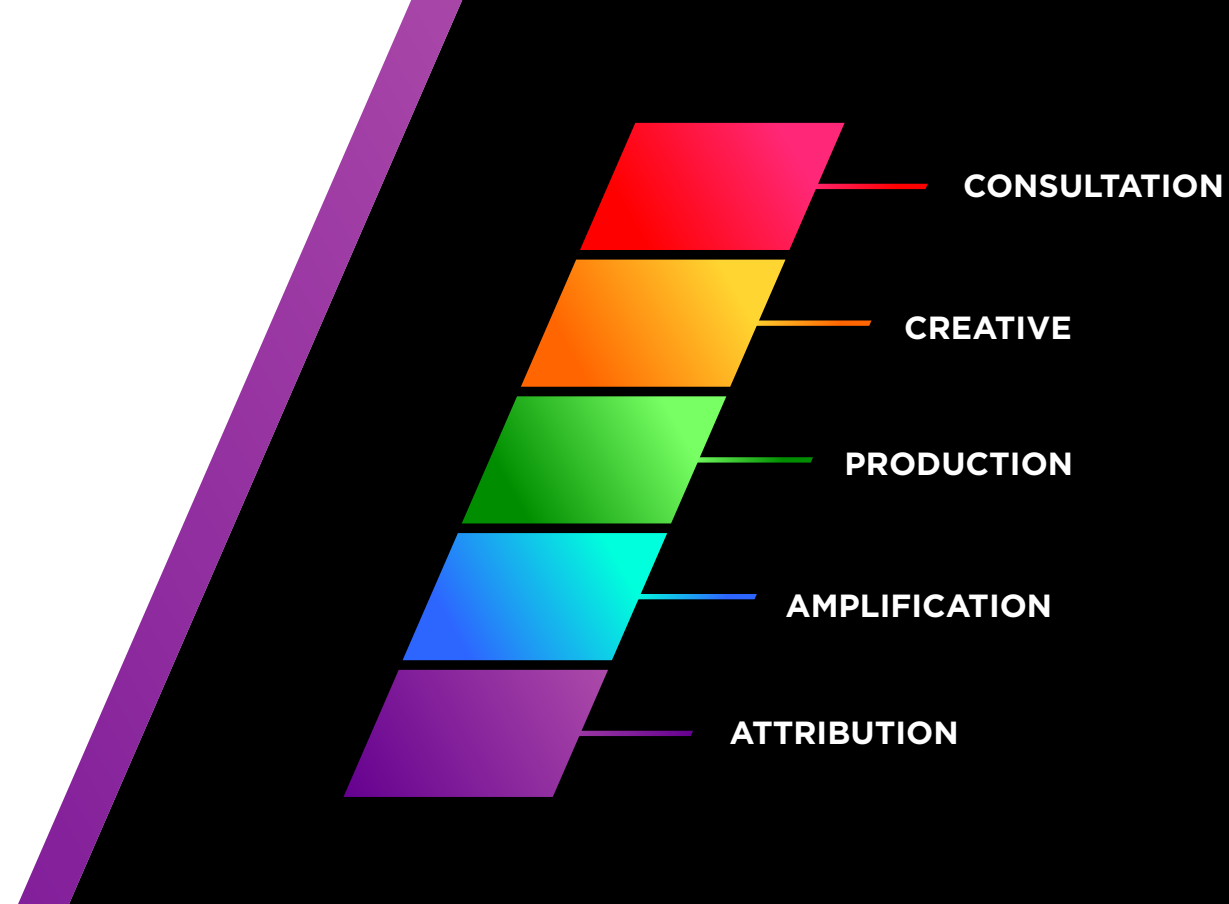
CONVERSION¹

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.

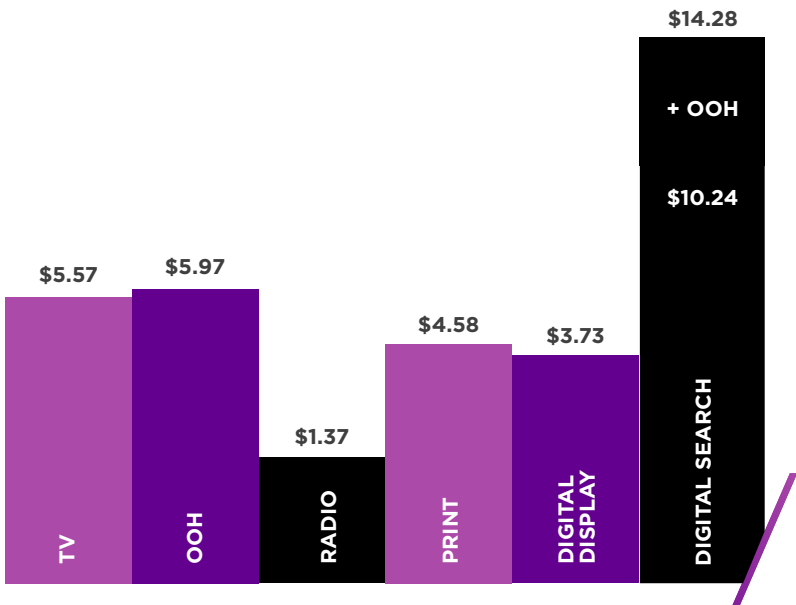
ATTRIBUTION

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.

AMPLIFICATION MATTERS/

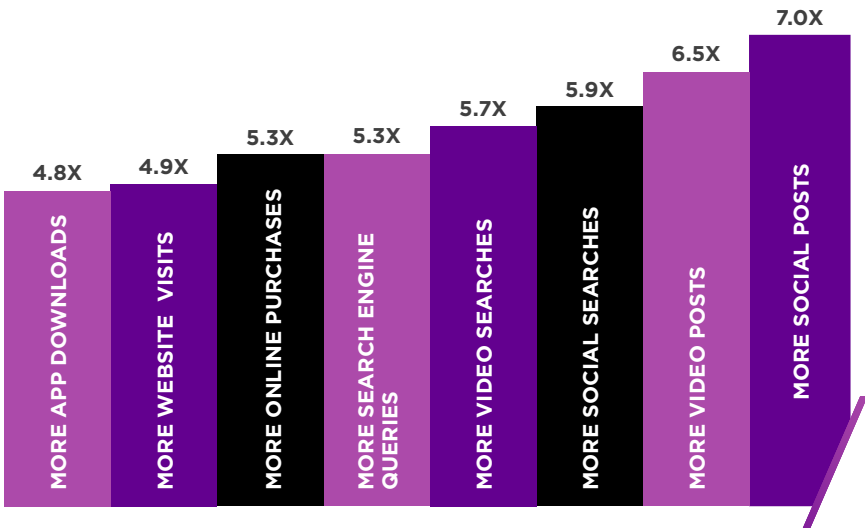
OUTFRONT is the best primer for digital engagement.



SEARCH

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

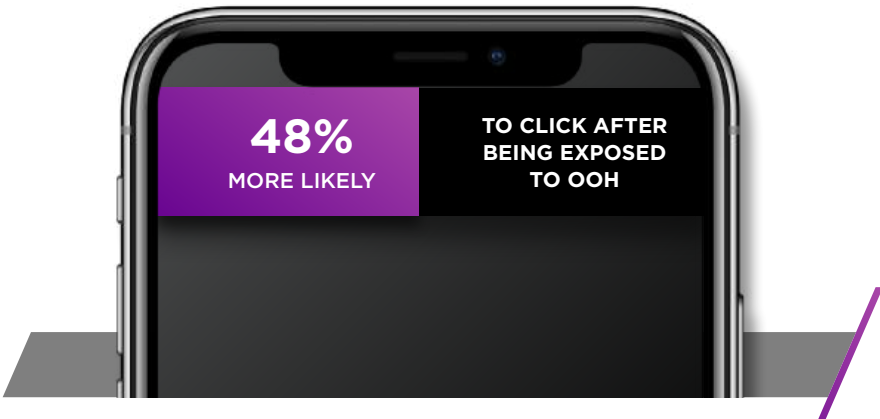
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



SOCIAL

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

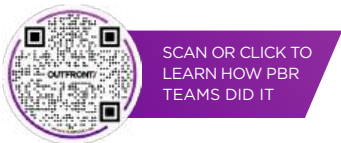
Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



MOBILE

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

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



ATTRIBUTION MATTERS

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



FOOTFALL

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

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



WEBSITE

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

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



APP DOWNLOAD

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

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



TUNE-IN

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

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



BRAND LIFT

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

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



READ THE
BURGER KING
CASE STUDY



READ THE
CELEBRITY CRUISES
CASE STUDY



READ THE
TINDER
CASE STUDY



READ THE
SPORTS LEAGUE
CASE STUDY



READ THE
FRESH DIRECT
CASE STUDY

SOURCE: OUTFRONT ATTRIBUTION STUDIES

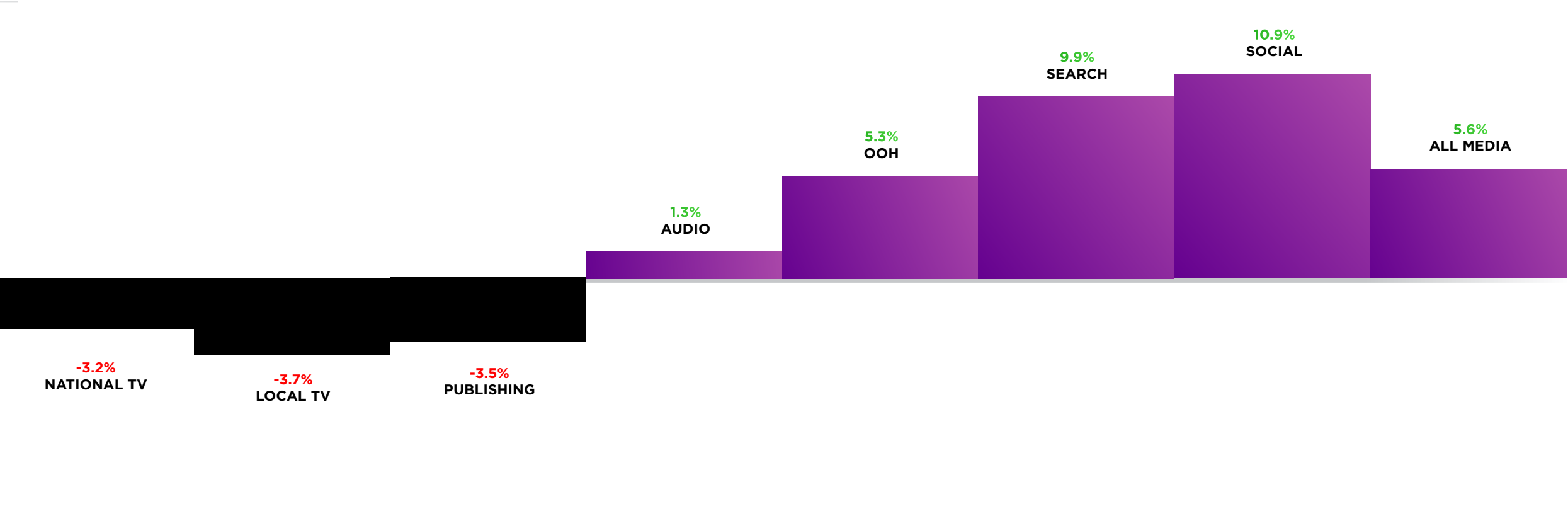
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

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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).

MEDIA ACROSS SAN DIEGO

JANE'S ADDICTION
NORTH AMERICAN TOUR
LOVE & ROCKETS
WITH THE CRAWLERS

SAN DIEGO, CA.
AUG 11 2024
GALLAGHER SQUARE AT PETCO PARK

GET TICKETS NOW

OUTFRONT

LUIGI'S
PIZZA
Pasta
Burgers
& Bar

Now Serving
Cocktails

Luigi's
Exclusive Matches • Craft Beer • Local Pan
Pizza • Pasta • Salads • Healthy Choices • Sandwiches • Luigi's

WE GET YOU SAN DIEGO

OUTFRONT

This metropolitan area is **one of the largest in the United States**. From the California/Mexico Border to Fallbrook, Pacific Beach to Alpine, we have you covered in this fast growing and diverse community with an abundance of sunshine. The city is home to the San Diego Padres and host of the massively popular “Comic Con” at the Downtown Convention Center. It is a top travel destination in the U.S. **with over 32 million visitors per year**. Whether you are keen on hitting the beach, strolling through Balboa Park, or dining at a tasty local restaurant, San Diego has something for everyone.

WHY SAN DIEGO?

- San Diego ranks as the **#1 most expensive city** to live in the United States with **49% holding a HHI of \$100K+**.
- San Diego is the **2nd largest city in California** and **8th largest city in the U.S.** by population.
- San Diego's GDP is nearly **\$262 Billion** and **ranked the 10th largest in the United States**.
- San Diego hosts over **32 million visitors** each year and is a top U.S. travel destination generating **\$1 Billion annually in state and local transient occupancy, sales, and property taxes**.
- **110K+** of residents are **in the armed forces**.
- The San Ysidro Border crossing lets in **14 million vehicles and 40 million people a year** and is considered the **world's busiest land border crossing**.

In San Diego, OUTFRONT reaches 88% of the DMA consumers weekly.

SAN DIEGO CA
619.283.707

SOURCE: GEOPATH 2024, SANDIEGO.ORG 2024, TIMESOFSANDIEGO.COM, SCARBOROUGH RESEARCH 2024 RELEASE 2 (AUG 2023-FEB 2024/JAN-AUG 2024), SANDIEGOUNIONTRIBUNE.COM, PALMILITARYRESOURCES.WEEBLY.COM, HIGHWAYS.DOT.GOV

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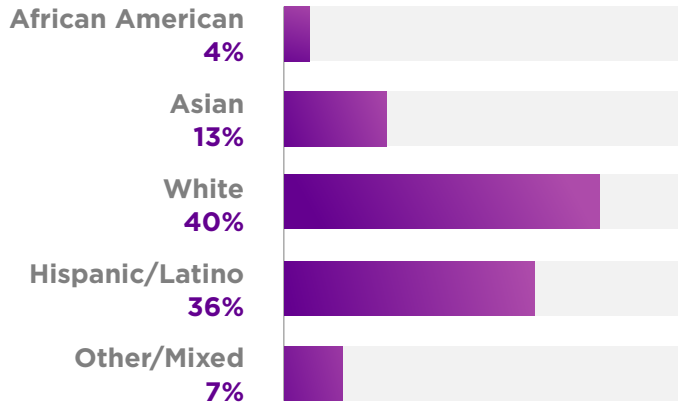
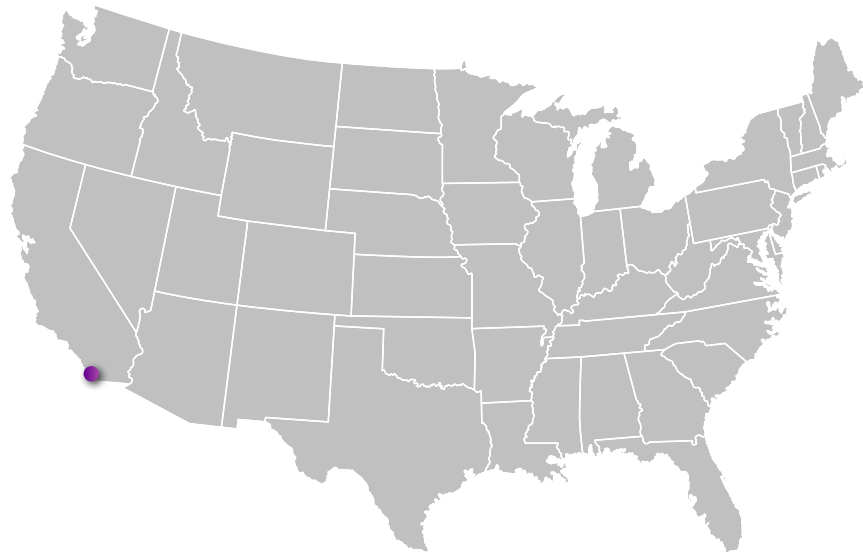
SCAN OR CLICK TO
LEARN MORE



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SAN DIEGO

Profile



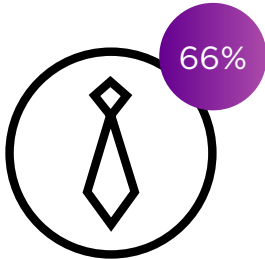
SAN DIEGO AREA 3.3 MILLION CBSA



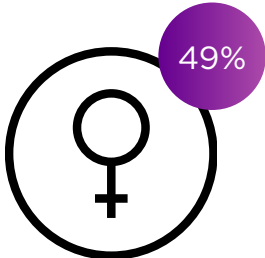
College Degree
or higher



Average miles traveled
in the past 7 days



White-collar
occupation



Female



Time spent traveling to
work each day



Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

MEDIA FORMATS

| | |
|------------------------------|-----------|
| BILLBOARDS | 15 |
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| IMPACT BULLETINS | 17 |
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BILLBOARDS



BULLETINS

OUTFRONT/

One of our largest advertising formats, bulletins offer **a powerful impact** on audiences across the market. Located on **key highways, intersections and integral choke points** throughout the San Diego area, bulletins provide your message with long-term presence and **tremendous visibility** to vehicular traffic.

PRODUCT INFORMATION

- 14'H x 48'W
- Odd sizes
- Extensions available

COVERAGE

- See map for complete coverage



SCAN OR CLICK
TO LEARN MORE



IMPACT BULLETINS

OUTFRONT

One of our largest advertising formats, bulletins offer **a powerful impact** on audiences across the market. Located on **key highways, intersections and integral choke points** throughout the San Diego area, bulletins provide your message with long-term presence and **tremendous visibility** to vehicular traffic.

PRODUCT INFORMATION

- 14'H x 24'W
- Odd sizes
- Extensions available

COVERAGE

- See map for complete coverage



SCAN OR CLICK
TO LEARN MORE



SPECTACULAR

A rare format in San Diego, these Spectaculars provide an advertiser with that extra space to stand out and **amplify your brand message**. Located along San Diego's busiest freeways, these boards will **command your audience's attention**.

PRODUCT INFORMATION

- 20'H x 60'W
- 20'H x 64'W

COVERAGE

- I-5 Freeway
- I-805 Freeway

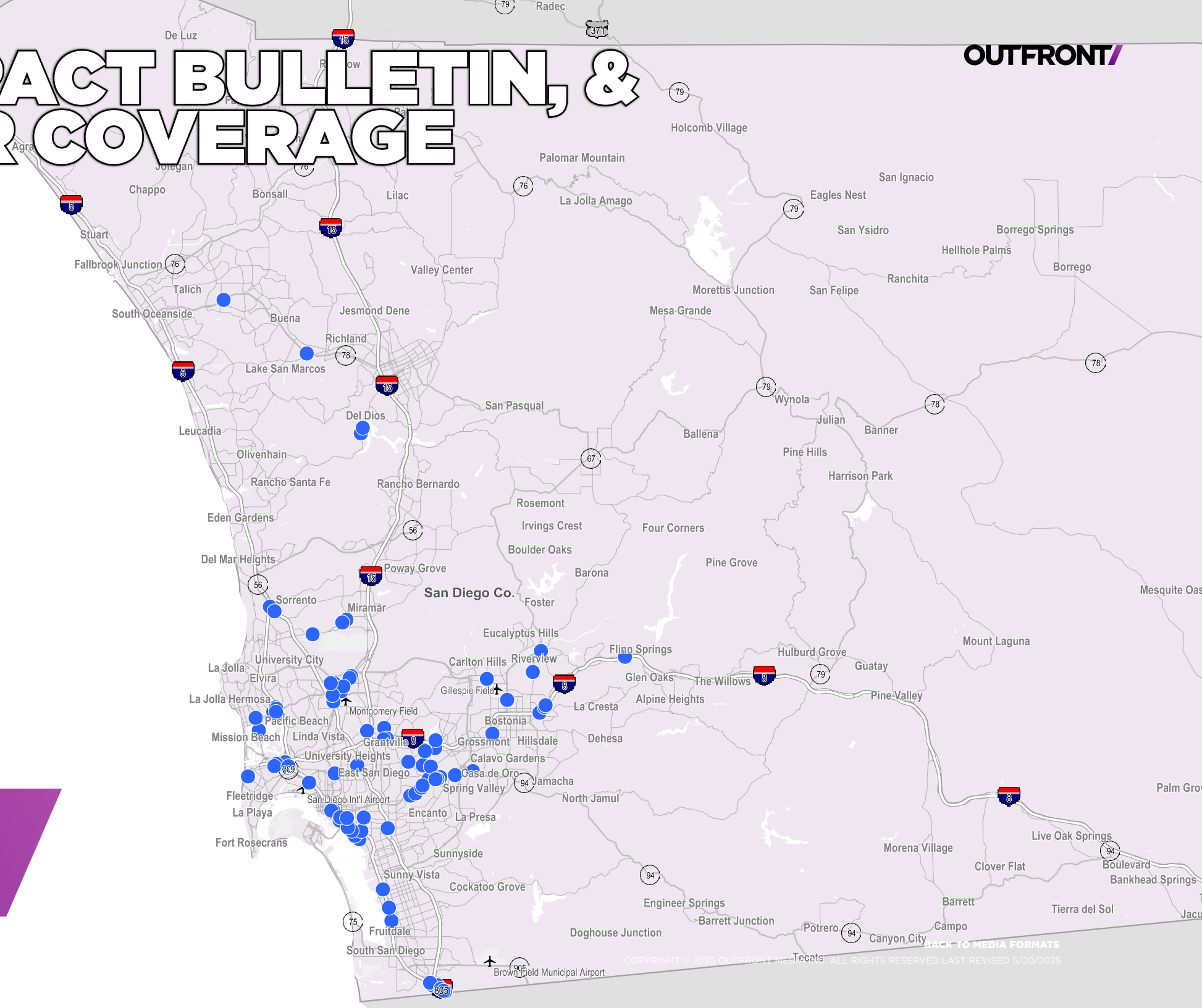
BULLETIN, IMPACT BULLETIN, & SPECTACULAR COVERAGE

OUTFRONT

ACROSS THE SAN DIEGO DMA

FULL MARKET COVERAGE WITH
THE MOST ICONIC LOCATIONS

SAN DIEGO CA
619.283.7074



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POSTERS

Located on both freeways and surface streets, Posters allow advertisers to **pinpoint a chosen audience** and saturate the market. Posters, positioned along roadways and in urban areas, **extend brand awareness on the local level**. These street visible canvases allow OOH to infiltrate in local neighborhoods.

PRODUCT INFORMATION

- 10'5"H x 22'8"W
- Odd sizes
- Extensions available

COVERAGE

- See map for complete coverage



SCAN OR CLICK TO
LEARN MORE

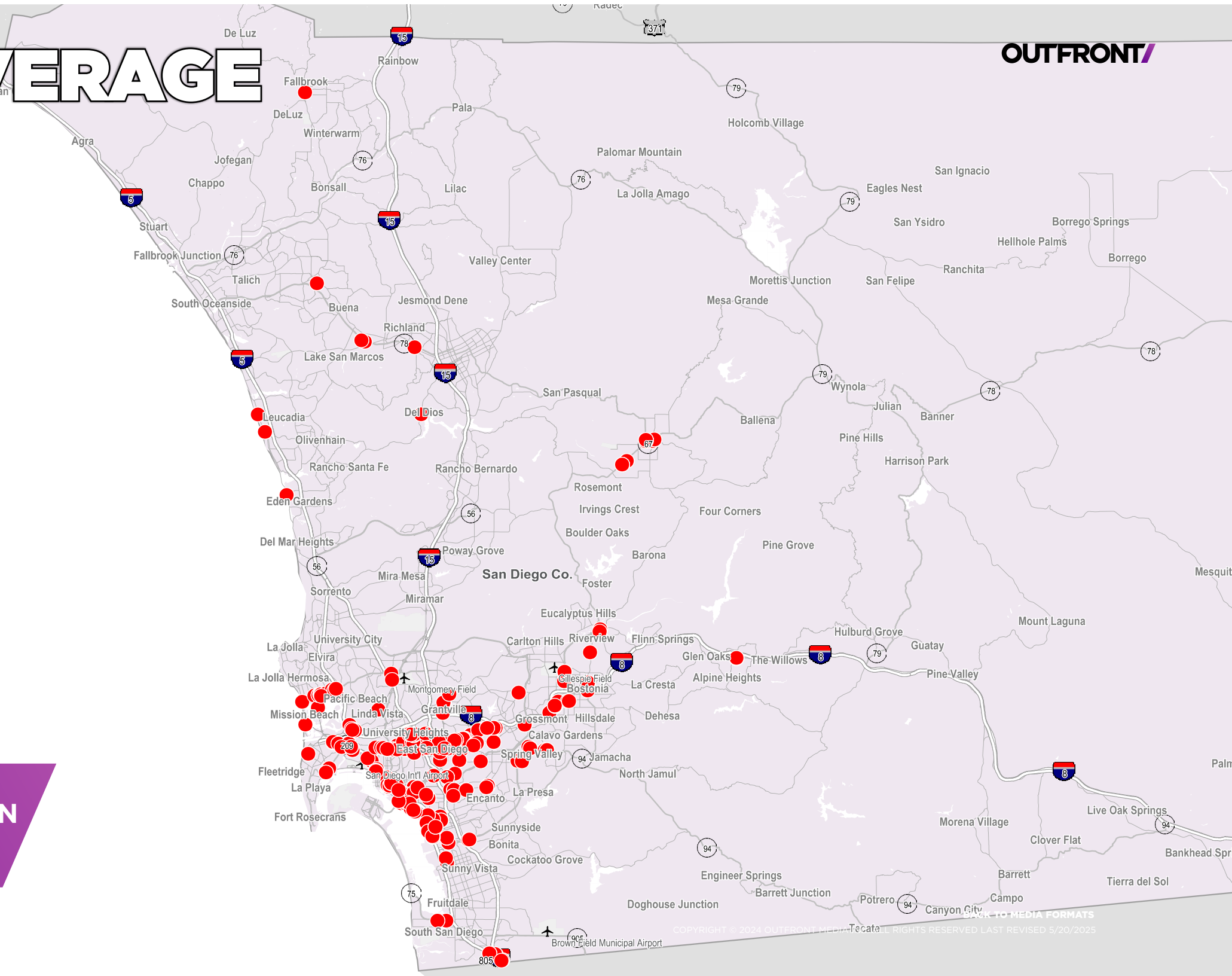
POSTER COVERAGE

ACROSS THE SAN DIEGO DMA



FULL MARKET COVERAGE WITH AN
EXTENSIVE POSTER FOOTPRINT

SAN DIEGO CA
619.283.7074



SPECIALTY

COMIC CON WALLS

OUTFRONT

Be the star of the show at Comic Con with one of the **biggest and best placed trio of walls** at the entire event! Centered between the main event at the Convention Center and the Interactive Zone at Petco Park, these Walls will undoubtedly **capture the attention of attendees and more** in a dominating, eye popping fashion!

PRODUCT INFORMATION

- Available during San Diego's Comic Con (June 30-July 31, 2025)
- Sold as a package
- Contact your sales representative for more information
- Sizes vary

COVERAGE

- San Diego Convention Center

CIRCULATION

- 135K Attendees in 2024

SAN DIEGO CA
619.283.7074

SOURCE: INSIDESANDIEGO.ORG



SCAN OR CLICK
FOR VIDEO



BACK TO MEDIA FORMATS

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LIFESTYLE CENTER

FASHION VALLEY MALL WALLSCAPES

Captivate and command the attention of audiences at the Fashion Valley Mall, an upscale, open-air shopping center. **Target luxury shoppers** at one of San Diego's most exclusive lifestyle centers which offers a collection of **192 high end stores**.

SAN DIEGO CA
619.283.7074
SOURCE: SUNSETPM.COM, WWW.SIMON.COM

PRODUCT INFORMATION

- 10 Wallscapes
- Sizes vary
- Illuminated

LUXURY STORES ON SITE

- | | | | |
|----------------------|-----------------------|------------------|--------------|
| — Boss | — CH Carolina Herrera | — Louis Vuitton | — Tom Ford |
| — Bottega Veneta | — David Yurman | — Montblanc | — Tudor |
| — Breitling | — Dior | — Omega Boutique | — Valentino |
| — Brunello Cucinelli | — Dolce & Gabbana | — Prada | — Versace |
| — Burberry | — Ferragamo | — Rolex | — Segna |
| — Cartier | — Gucci | — Saint Laurent | — Zimmermann |
| — Celine | — John Varvatos | — Tiffany & Co. | |

CIRCULATION

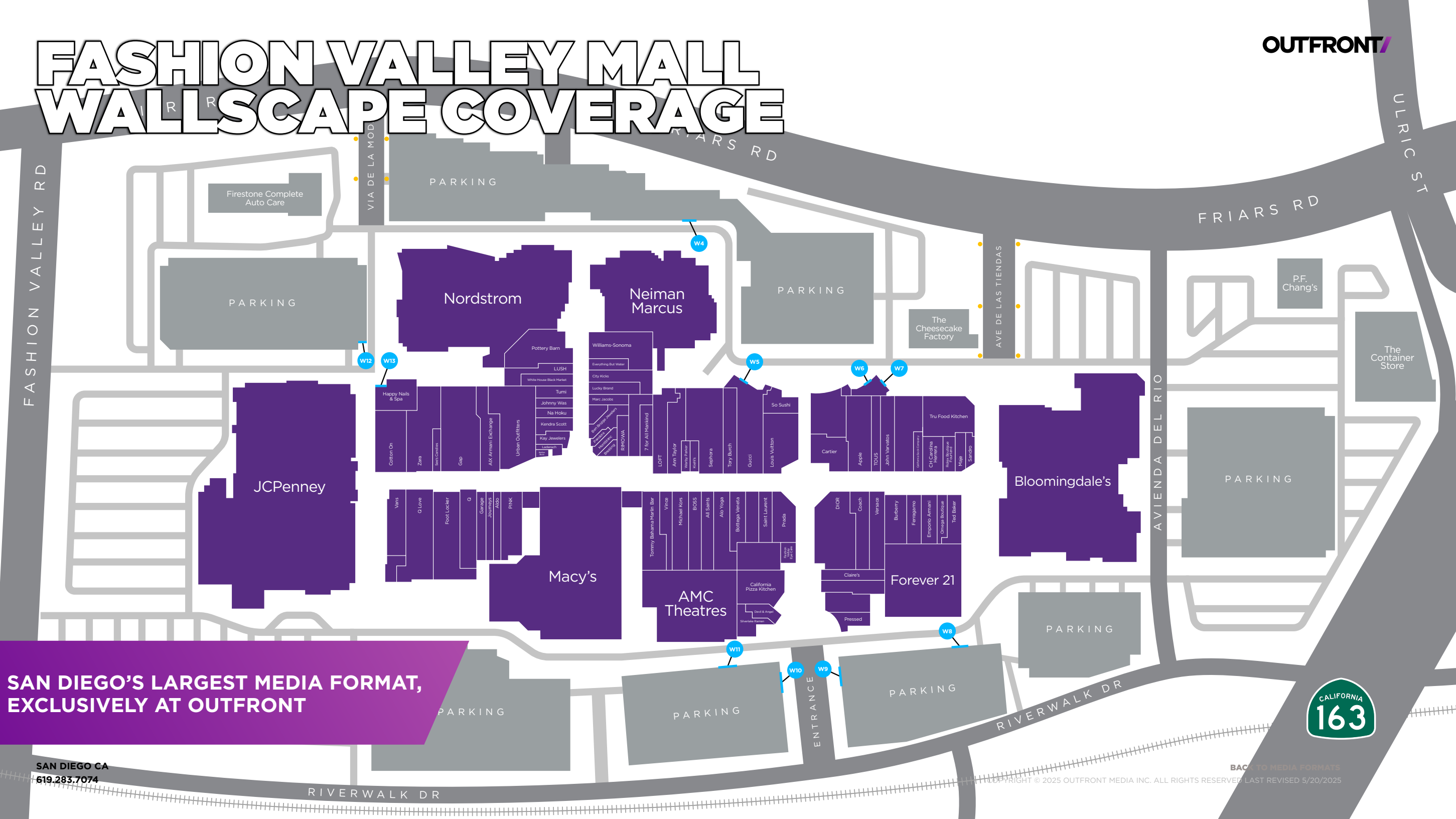
- 18M Annual Visitors

SCAN OR CLICK
TO LEARN MORE



FASHION VALLEY MALL WALLSCAPE COVERAGE

OUTFRONT



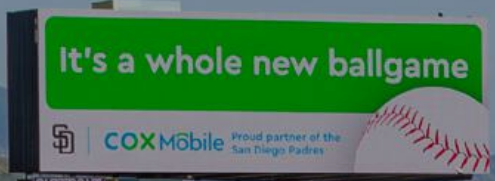
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DIGITALS





DIGITAL BULLETINS

Add an extra layer to your campaign through a digital execution in San Diego. With **strategic digital coverage on key roadways and intersections**, target audiences across the market and easily change creative to **trigger audiences based on time of day**. Copy is subject to approval by local ordinance.

PRODUCT INFORMATION

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

COVERAGE

- See map for complete coverage

OUTFRONT

SAN DIEGO CA
619.283.7074

SPECIALTY DIGITAL



LAS AMERICAS PREMIUM OUTLETS DIGITAL DISPLAYS

Captivate and demand the attention of audiences at Las Americas Premium Outlets, a shopping center featuring stores and restaurants. **Target shoppers** near the San Ysidro Border at this open-air property.

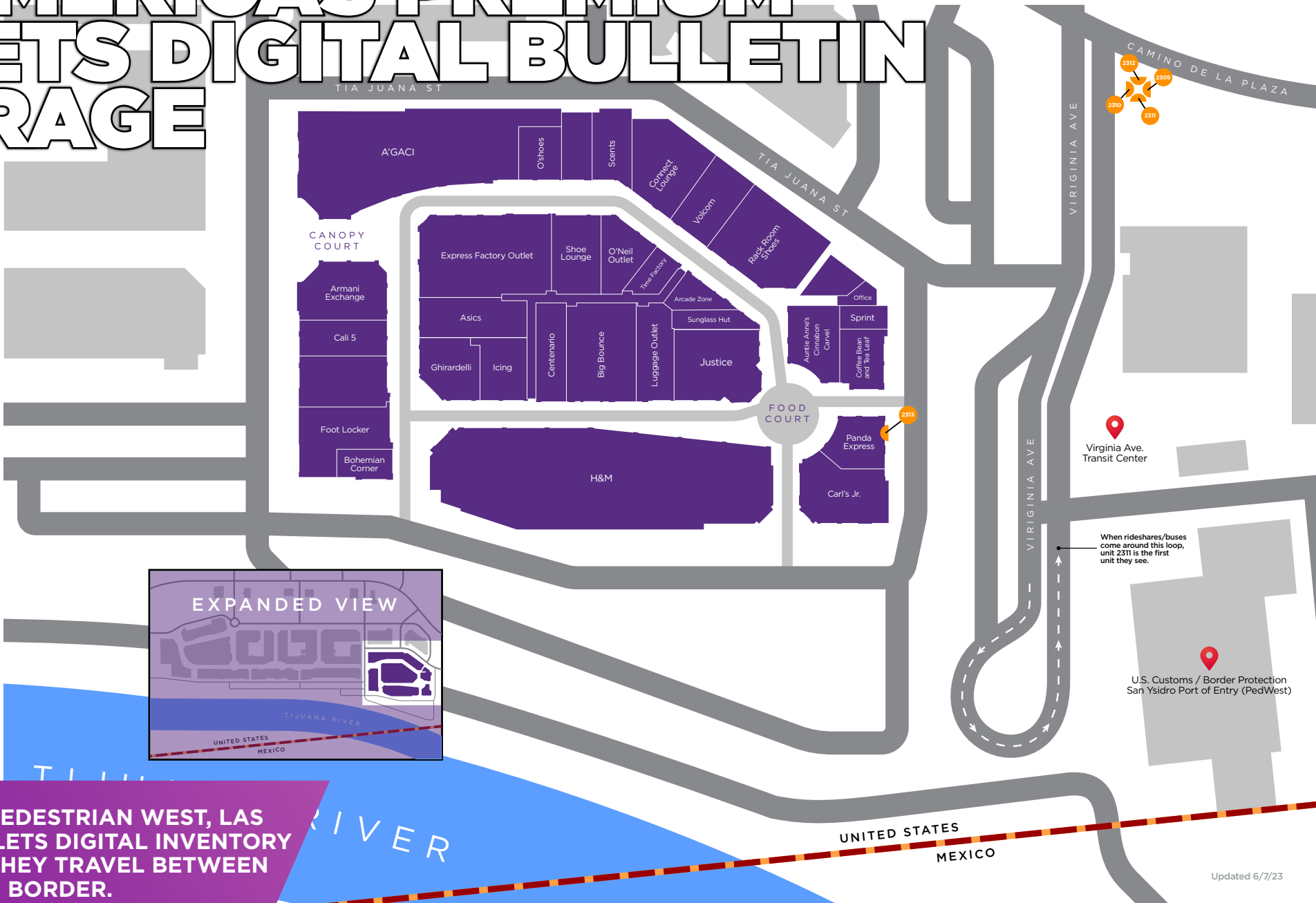
PRODUCT INFORMATION

- 5 Digital Displays
- Sizes vary
- 24 Hour Illumination
- Sold as a package deal

COVERAGE

- South San Diego
- San Ysidro Border

LAS AMERICAS PREMIUM OUTLETS DIGITAL BULLETIN COVERAGE



LOCATED ADJACENT TO PEDESTRIAN WEST, LAS AMERICAS PREMIUM OUTLETS DIGITAL INVENTORY ENGAGES SHOPPERS AS THEY TRAVEL BETWEEN THE CALIFORNIA/MEXICO BORDER.




DIGITAL BULLETIN & BACKLIT DISPLAY

Captivate shoppers in North County Mall with our eye-catching Backlit Displays! North County Mall is located off the Via Rancho Parkway Exit in Escondido, CA and is considered the **only mall within a 20-mile radius of the I-15 Freeway**. This retail destination is home to over 90 upscale stores such as Apple, Brighton, Kay Jewelers, Lululemon, Sunglass Hut and more! Research shows that the mall welcomes over **6 million visitors annually** to shop, dine, and partake in events. Pique customers' interests with this added value customized Backlit Display package and drive in-store purchases! Did you know that **77% of viewers made in store purchase decisions after seeing a digital billboard ad**? What better way to reach your audience than to get their attention on the street and as they walk throughout the mall!

BACKLIT DISPLAY SPECS:

- **Size:** Finished 47"x69", Viewable 45"x67"
- **Material:** Backlit Film

DID YOU KNOW?

-  86% of San Diegans have visited a mall in the past 3 months.
-  In the past 12 months, 55% of San Diegans have purchased skin care items, 51% have purchased athletic shoes, and 45% have purchased cosmetics/perfumes.
-  49% of San Diegans have a household income of \$100K+.



RETAIL MERCHANDIZING UNIT

Showcase your brand in a creative way with our RMU's sprinkled throughout North County Mall! Did you know that **53% of consumers love discovering brands showing up in unexpected places?** What better way to capture the attention of shoppers as they walk throughout the mall!

RMU SPECS:

- 94" across
- 54" width
- 3' height from floor to counter
- 90" height from floor to top



SECOND SCREEN MEDIA





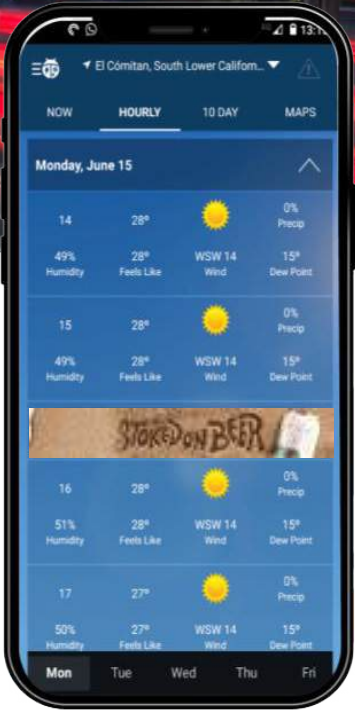
MOBILE NETWORK

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



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.

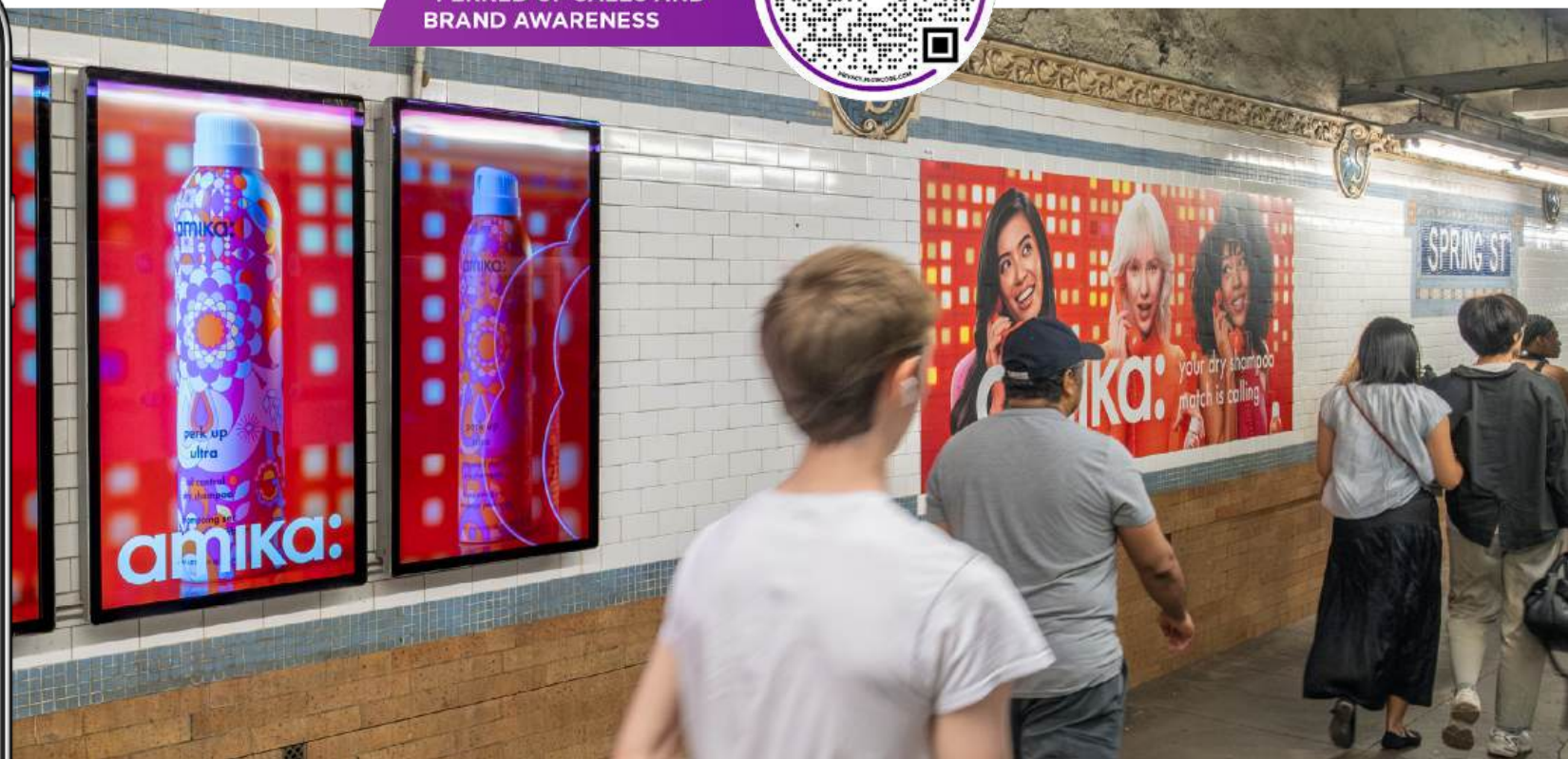
INFLUENCERS

Three in ten are more likely to purchase something with a similar 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.



SCAN OR CLICK TO READ ABOUT HOW AMIKA PERKED UP SALES AND BRAND AWARENESS





OUTFRONT

WE GET YOU AMERICA

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