WE GET YOU SAN FRANCISCO BAY AREA

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.

SAN FRANCISCO BAY AREA 510.527.3350



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.

AWARENESS

43% OOH

33% TV

32% Social Media

26% Online Video

CONSIDERATION

23% OOH

24% TV

24% Social Media

21% Online Video

CONVERSION

18% OOH

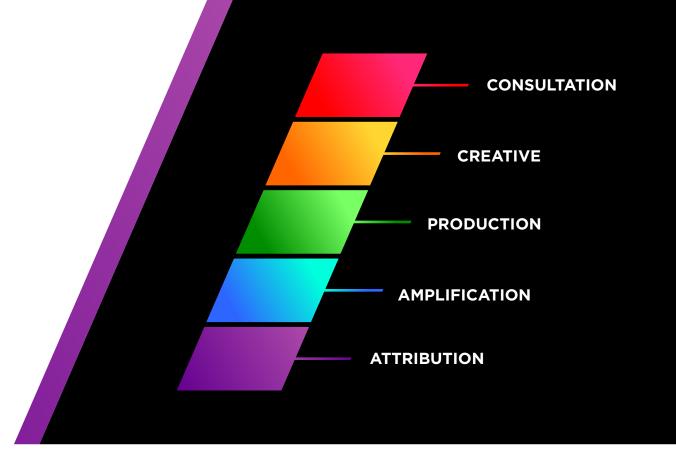
18% TV

20% Social Media

13% Online Video

LEVERAGE OUR EDGE/

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



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.

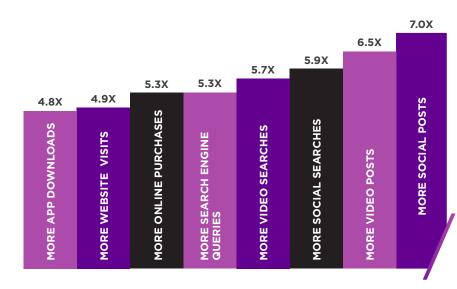


SEARCH

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. <u>Learn more</u>.





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**. <u>Learn more.</u>





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.



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.





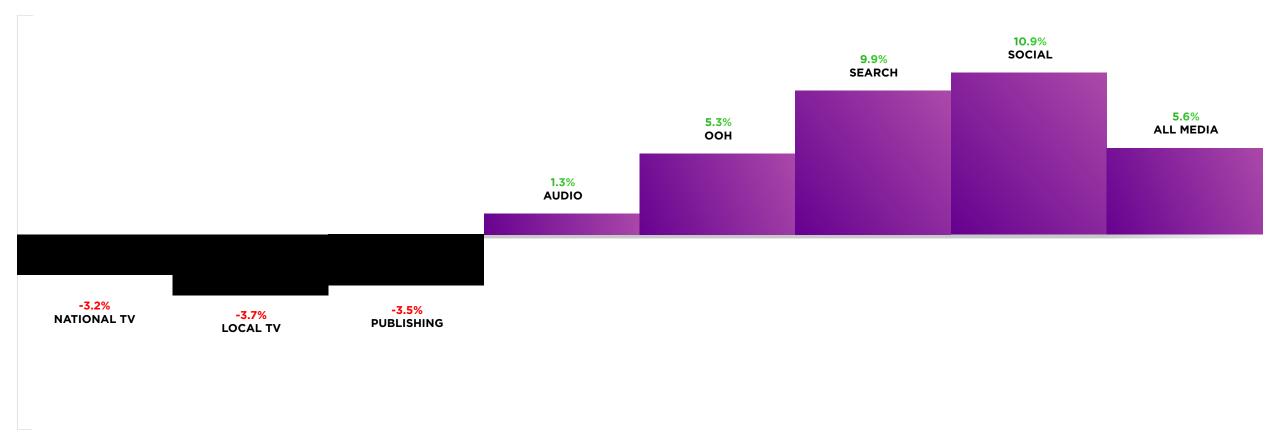
On site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media. <u>Learn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



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	BULLETINS	WALLSCAPES	POSTERS &	COMMUTER RAIL	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT	MOBILE + SOCIAL
		POPULATION			JUNIOR POSTERS	& SUBWAY				PRIME	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

TOP 50 MARKETS/

		CBSA			POSTERS &	COMMUTER RAIL				OUTFRONT	MOBILE + SOCIAL
	TOP 50 MARKETS	POPULATION	BULLETINS	WALLSCAPES	JUNIOR POSTERS	& SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	PRIME	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



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



















YOUR STORY & AUDIENCE. OUR CANVAS.



WE GET YOU SAN FRANCISCO BAY AREA

The San Francisco Bay Area is **Northern California's cultural, financial, commercial, and technology epicenter**. It is home to over 4 million people and spans nine counties. The Bay Area is known as a **leader in innovation and the world's tech capital** due to the high concentration of tech companies in this region. In addition to being an early adopter of tech, **the Bay Area has robust finance, health, and hospitality industries that power its economy.**

Home to iconic landmarks such as **the Golden Gate Bridge & Alcatraz Island and the renowned wine-producing regions of Sonoma & Napa**, The Bay Area has a lot to offer to locals and tourists!

WHY SAN FRANCISCO BAY AREA?

- The Bay Area has a thriving economy and over 30 Fortune 500 companies have a strong presence in the region including Alphabet, Apple, Chevron, Google, Meta, Netflix, Paypal, Wells Fargo, and Uber.
- Over 21 million travelers and tourists visit San Francisco annually, making the it one of the most visited regions in California.
- The Bay Area is a center of innovation and education with San Francisco, Oakland, Berkeley, San Jose, Sunnyvale, and Santa Clara ranked among the top 5 most educated metro areas in the United States.
- The Bay Area is home to 6 major league sports franchises including The Giants, 49ers, Oakland A's, Golden State Warriors, San Jose Sharks, & The San Jose Earthquakes.
- San Francisco, San Jose, Fremont, Sonoma County, and Santa Rosa are ranked among the best places to raise a family. The Bay Area is desirable region for families.

In the San Francisco Bay Area, OUTFRONT reaches **95% of DMA** consumers weekly.

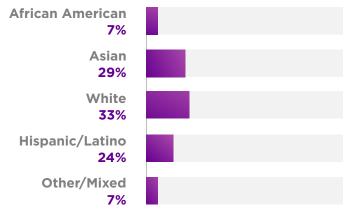


SAN FRANCISCO BAY AREA

OUTFRONT/

Profile

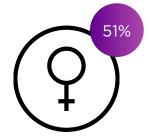




BAY AREA 4.5 MILLION CBSA



Bachelor's Degree or Higher



Female





Total miles traveled past week



Time spent traveling to and from work each day



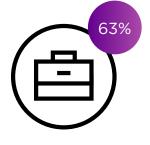
Drive alone or carpooled



White-collar occupation



Blue-collar occupation



Employed

MEDIA FORMATS

BILLBOARDS	17
BULLETINS	18
DIGITAL BULLETINS	20
WALLS	22
POSTERS	24
JUNIOR POSTERS	26
OAKLAND COLISEUM TOWERS	28
OAKLAND INT'L AIRPORT MEDIA	29
RAIL MEDIA	30
BART MEDIA	31
BART 2 SHEET POSTERS	33
BART DIORAMAS	34
BART KINGS	35
BART KINGS BART PIERS	35 36
BART PIERS	36
BART PIERS BART LIVEBOARD NETWORK	36 37

BART OPERATED MUNI MEDIA	41
MUNI STATION DOMINATIONS	43
MUNI 2 SHEET POSTERS	44
CAL TRAIN MEDIA	45
CAL TRAIN STATION DOMINATION	47
CAL TRAIN LIVEBOARD NETWORK	48
CAL TRAIN WRAPS	49
/TA LIGHT RAIL	50
/TA STATION DOMINATIONS	52
VTA RAIL WRAPS	53
/TA RAIL STATION POSTERS	54
/TA RAIL CENTER STAGES	55
/TA RAIL INTERIOR CARDS	56



MEDIA FORMATS

BUS MEDIA	57
VTA BUS MEDIA	58
VTA BUS KINGS	60
VTA BUS KONGS	61
VTA BUS ULTRA SUPER KINGS	62
VTA BUS TAILS	63
VTA BUS FULLBACKS	64
VTA BUS FULLWRAPS	65
VTA BUS QUEENS	66
VTA BUS INTERIOR CARDS	67
STREET FURNITURE	68
TRANSIT SHELTERS	69
FERRY TERMINAL SHELTERS	71
SECOND SCREEN MEDIA	72
MOBILE NETWORK	73
SOCIAL MEDIA INTEGRATION	74
PRIME	75





BULLETINS

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

PRODUCT INFORMATION

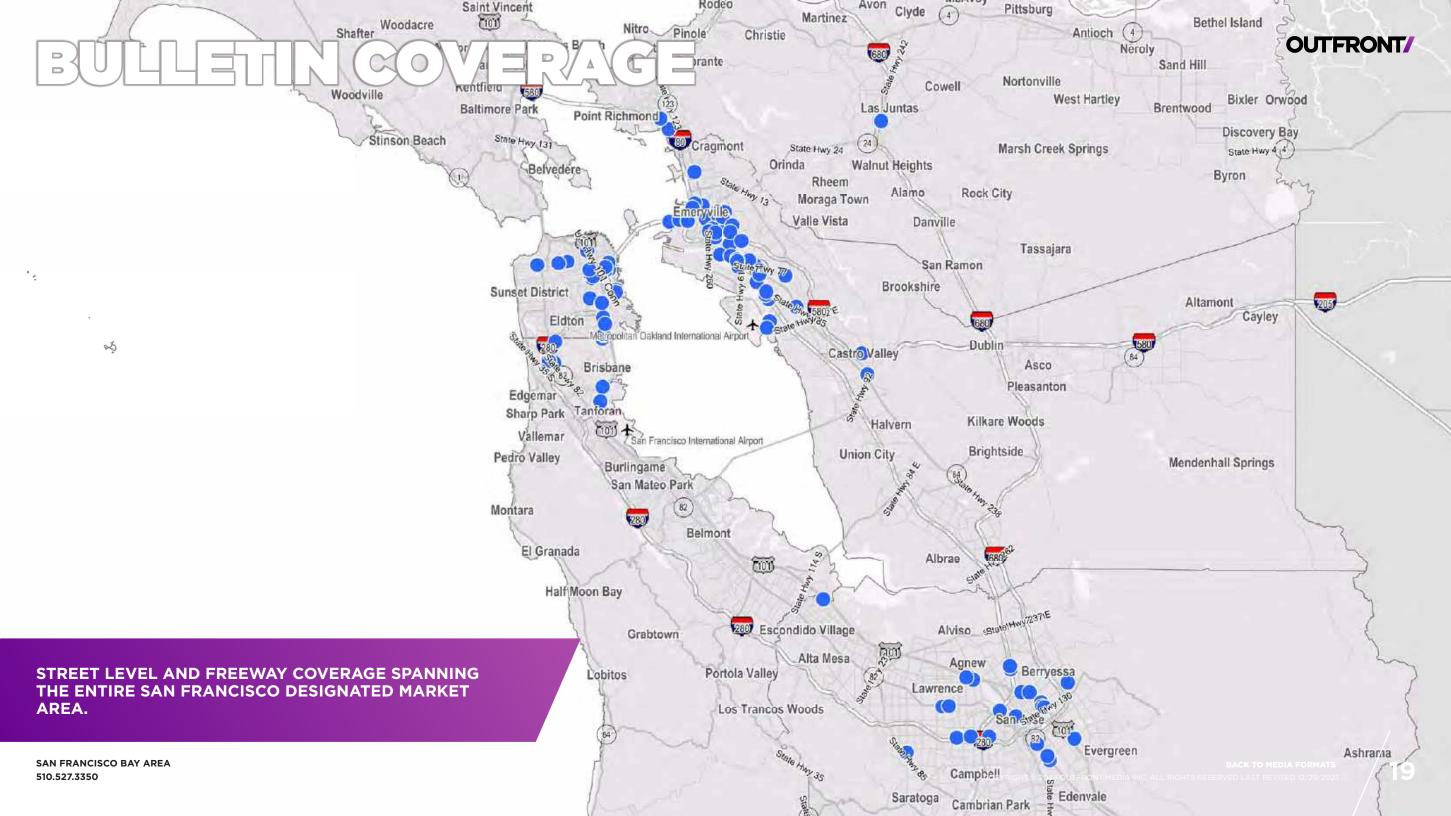
- 14'H x 48'W
- 20'H x 60'W
- Sizes vary by location
- Extensions available on some units

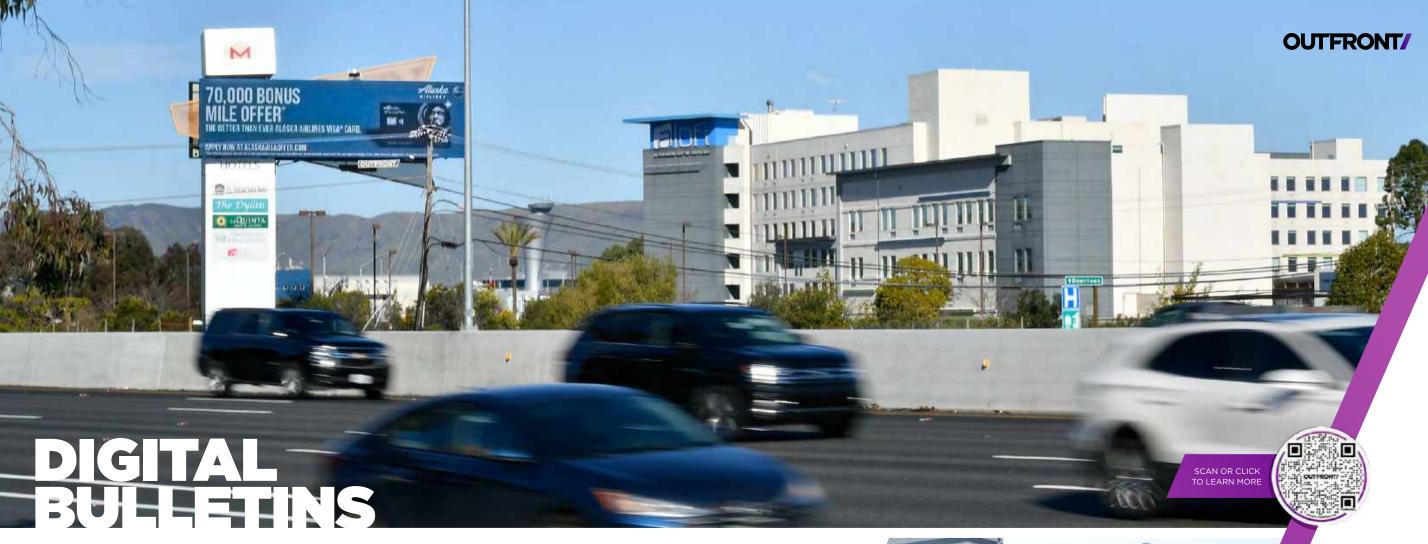
COVERAGE

Bay Area Wide









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.

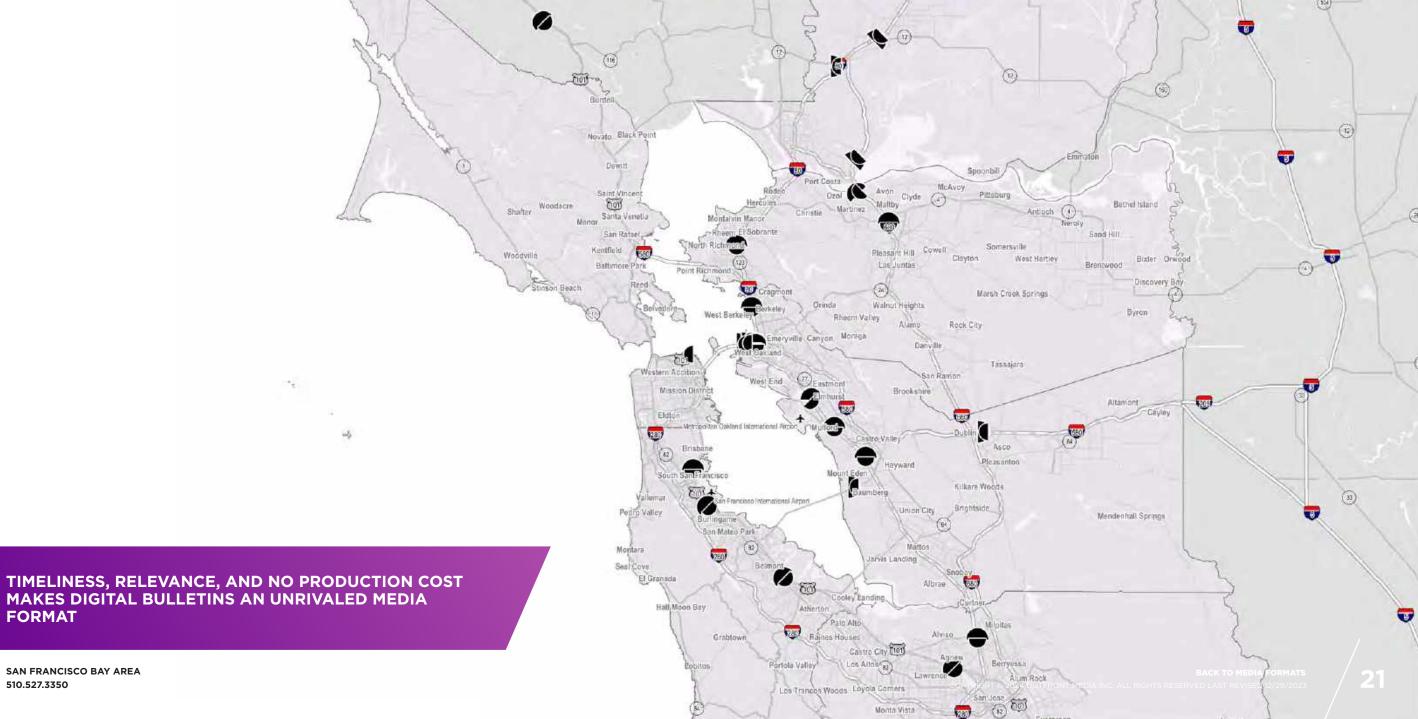
Digital provides unparalleled and relevant messaging.

PRODUCT INFORMATION

- Digital Bulletins & Posters
- Sizes Vary
- Type: Static

- Bay Bridge
- Fisherman's Wharf
- Major Highways
- Oakland Coliseum
- Oracle Arena
- Palo Alto
- San Francisco Int'l Airport
- Silicon Valley





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WALLSCAPES

Affixed to buildings in **heavily trafficked areas** and visible from a great distance, wallscapes provide **maximum impact for creative messages.** Great point-of-purchase exposure keeps your message top of mind.

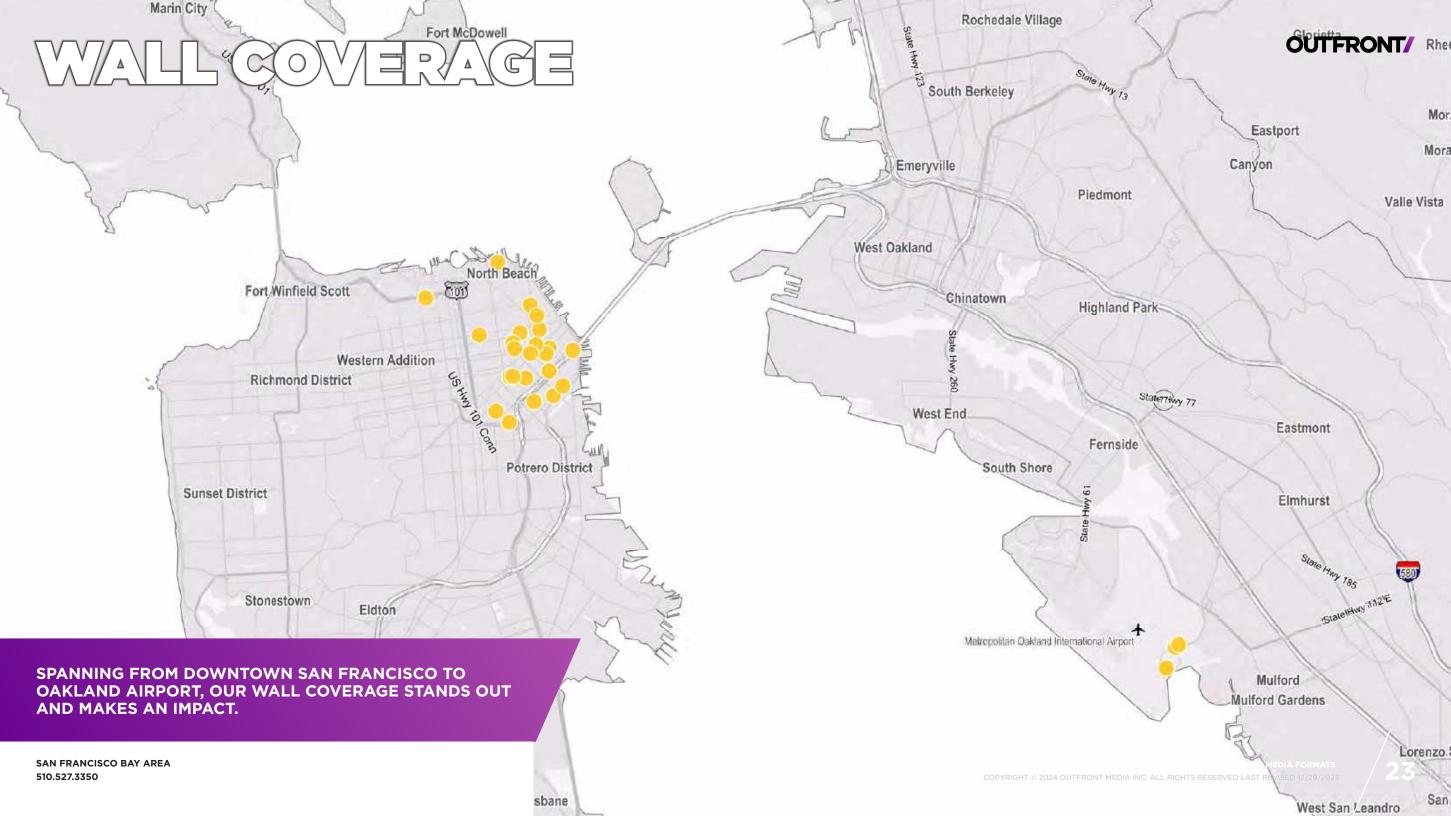
Wallscapes are perfect for penetrating denseley populated downtown areas and vary in size, providing **endless creative options.**

PRODUCT INFORMATION

Sizes vary by location

- Bay Street/Emeryville
- Chinatown
- Downtown
- Financial District
- Oakland Int'l Airport
- South of Market
- Union Square







Located on major arterials and surface streets, Posters allow advertisers to completely saturate their chosen markets in a cost efficient way. Positioned along secondary roadways in urban areas, Posters help to extend brand awareness on the local level. Their smaller canvas allows these signs to infiltrate in local neighborhoods.

PRODUCT INFORMATION

Standard Size: 10'5" H x 22'8" W

Premier Panel: 12'3" H x 24'6" W

COVERAGE

Belmont

Berkeley

- San Francisco

Milpitas

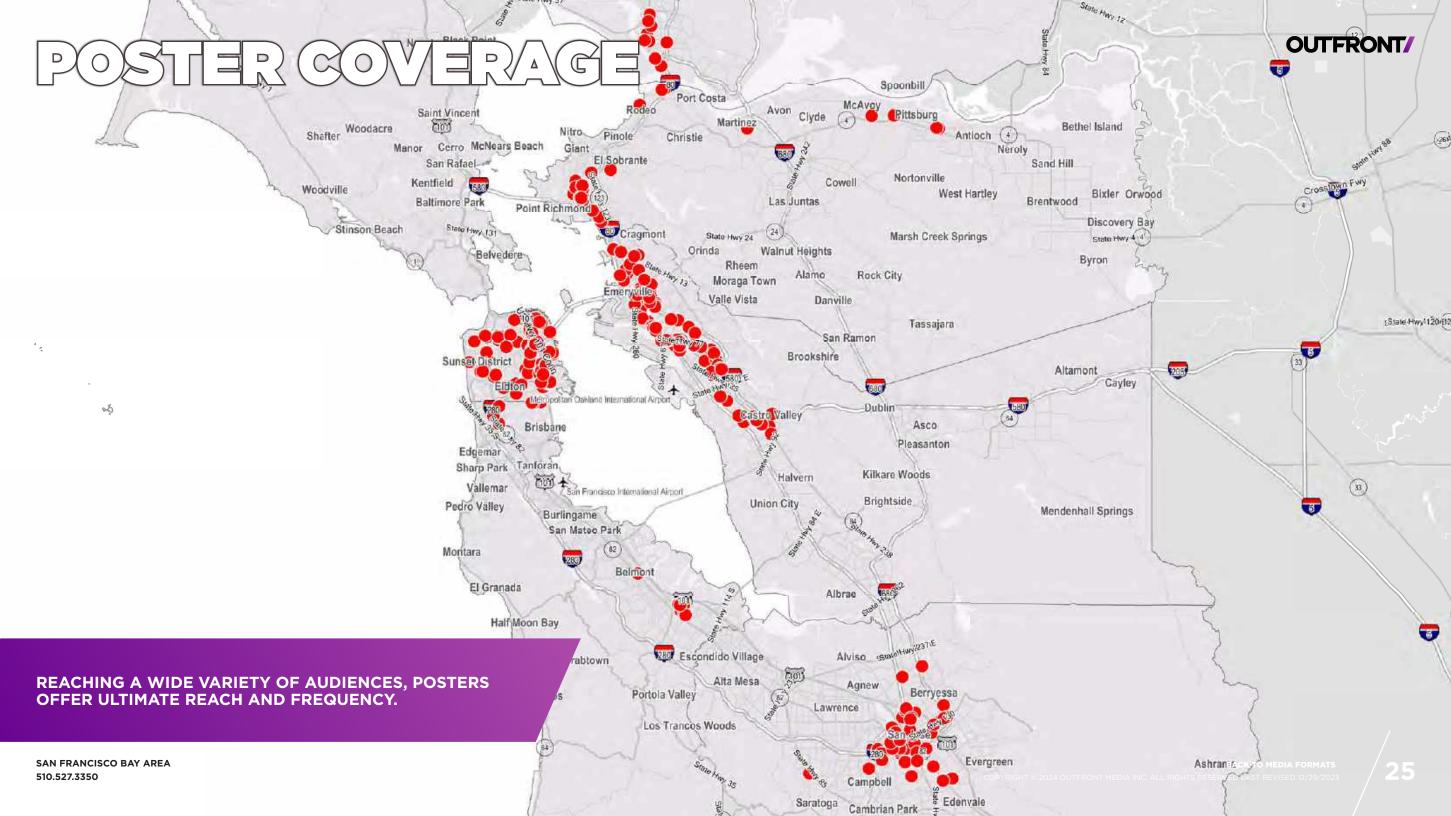
San Jose

- Oakland

Redwood City

Santa Clara

- Richmond





Located in densely populated neighborhoods where panels are within blocks of each other; **keeping your brand top of mind to vehicular and pedestrian traffic 24/7.**

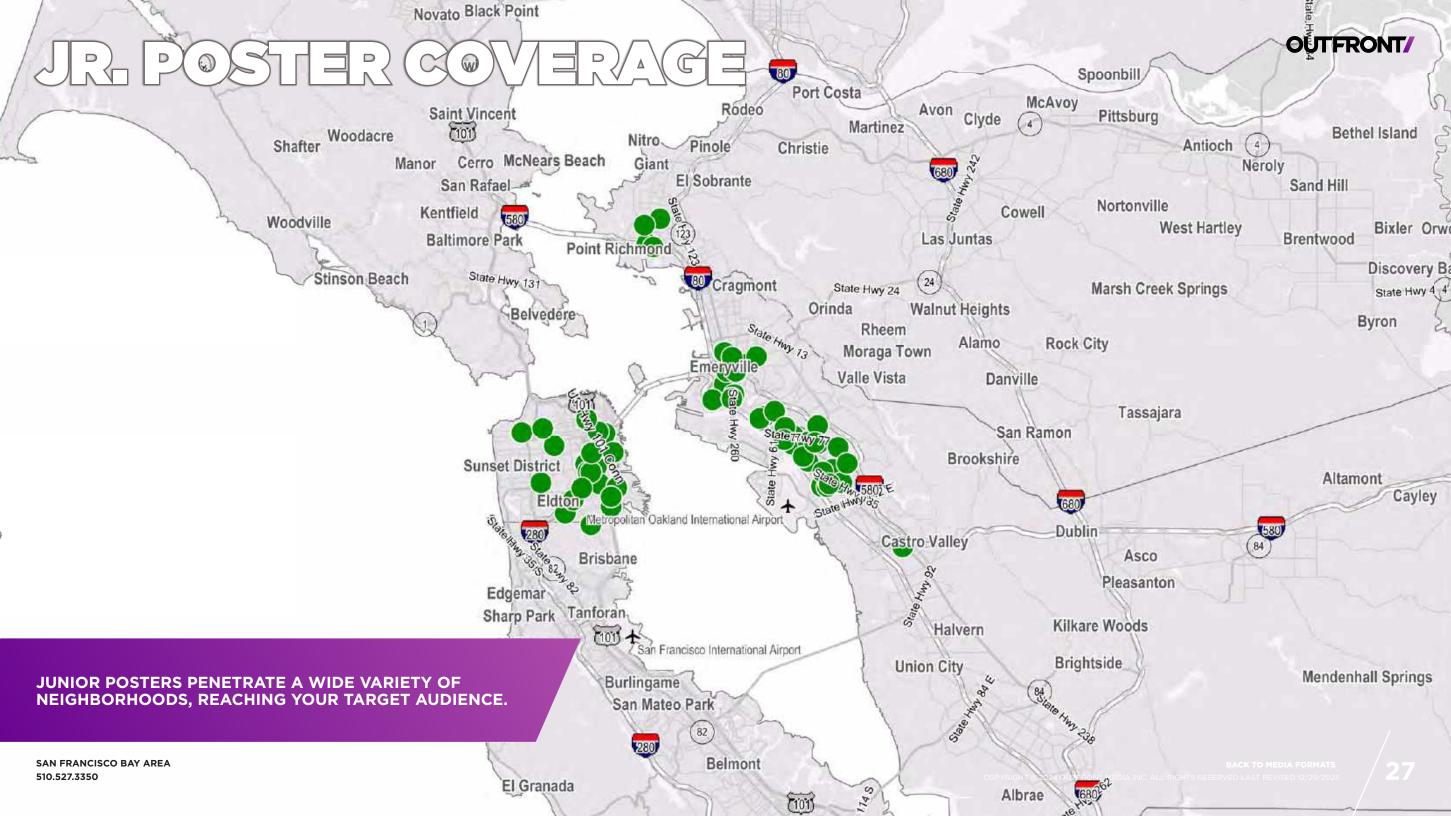
Eye-level to the most important people audiences, your messaging is available at the point of purchase, **directly connecting your brand with your desired audience.**

PRODUCT INFORMATION

- 6'H x 12'W

- Bay Area Wide
- Targeted audiences on request basis





OAKLAND COLISEUM TOWERS

Standing high above the interstate, the Towers create **ultimate brand awareness** amongst daily commuters, sports enthusiasts, and event goers. I-880 is one of The Bay Area's most congested roadways, running from Oakland to San Jose.

The Coliseum hosts over 130 sporting events, numerous concerts, and other events annually.

PRODUCT INFORMATION

- 48'H x 25'W

COVERAGE

- Oakland Coliseum
- Oracle Arena
- Interstate 880



OUTFRONT/

OAKLAND INT'L AIRPORT

Oakland International services over 11 million passengers annually. With easy access to downtown San Francisco and Oakland, this airport hosts travelers going to and from over 50 airline destinations, reaching a diverse, affluent, upscale and educated audience.

Placed at the entrance gates, exit ramp and throughout the airport, Bulletins and Walls reach consumers on the go; upon arrival and again during departure, travelers and vehicular traffic will **keep your brand top of mind** as they are jetsetting or picking up friends and family.

PRODUCT INFORMATION

WALLS

- 28'H x 96'W
- 48'H x 285'W
- 40'H x 50'W

BULLETINS

- 20'H x 60'W
- 14'H x 48'W
- 7'H x 24'W
- $10'H \times 34'W$





BART MEDIA



Influence a captive audience with tremendous impact and frequency at high-profile locations. Rail advertising on BART's 5 lines offer **unparalleled reach and frequency** to some of the most savvy, diverse, and affluent audiences in The Bay Area.

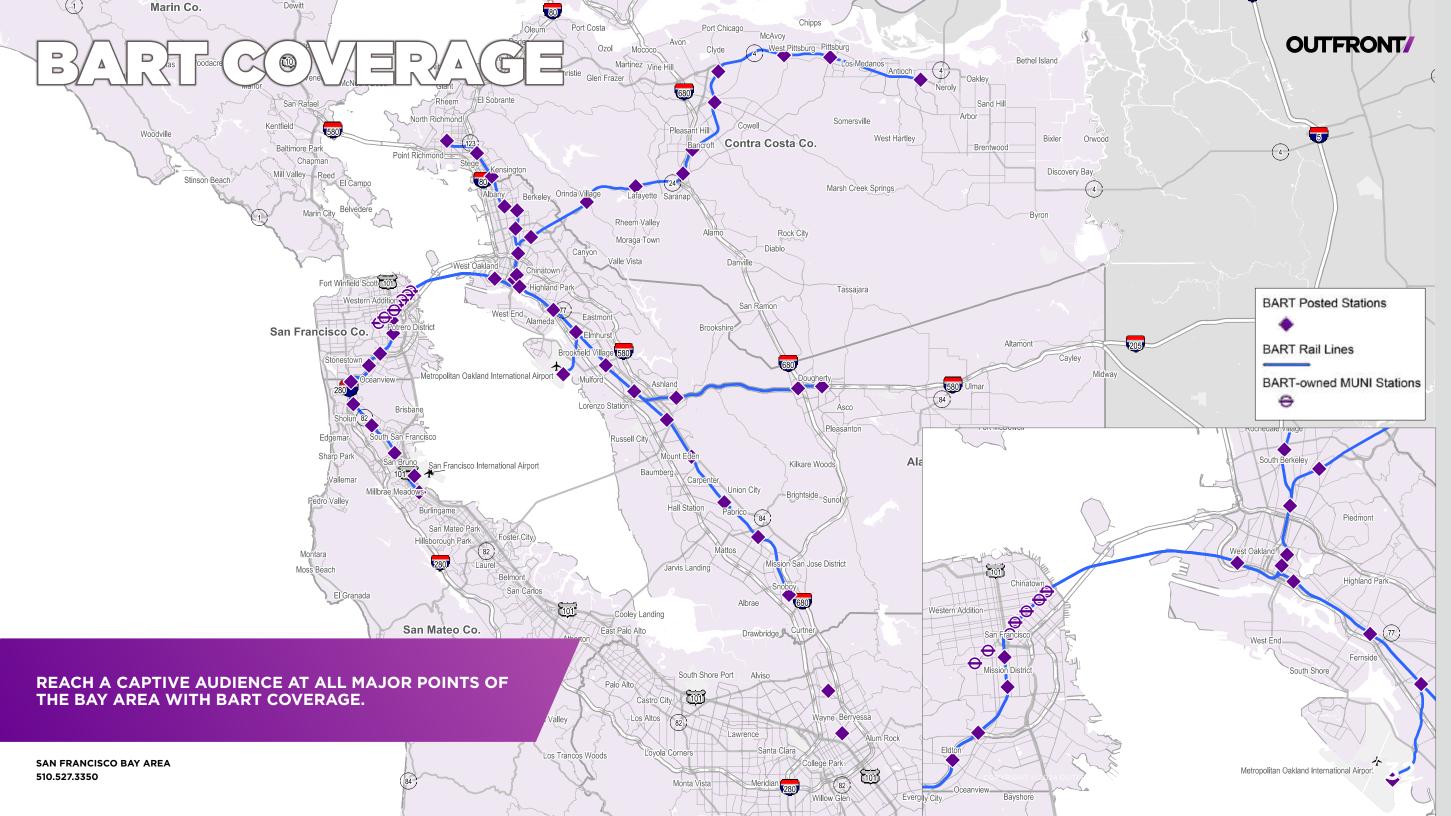
BART advertising provides exceptional value and is the perfect way to **command the attention of busy commuters** in an otherwise hectic environment.

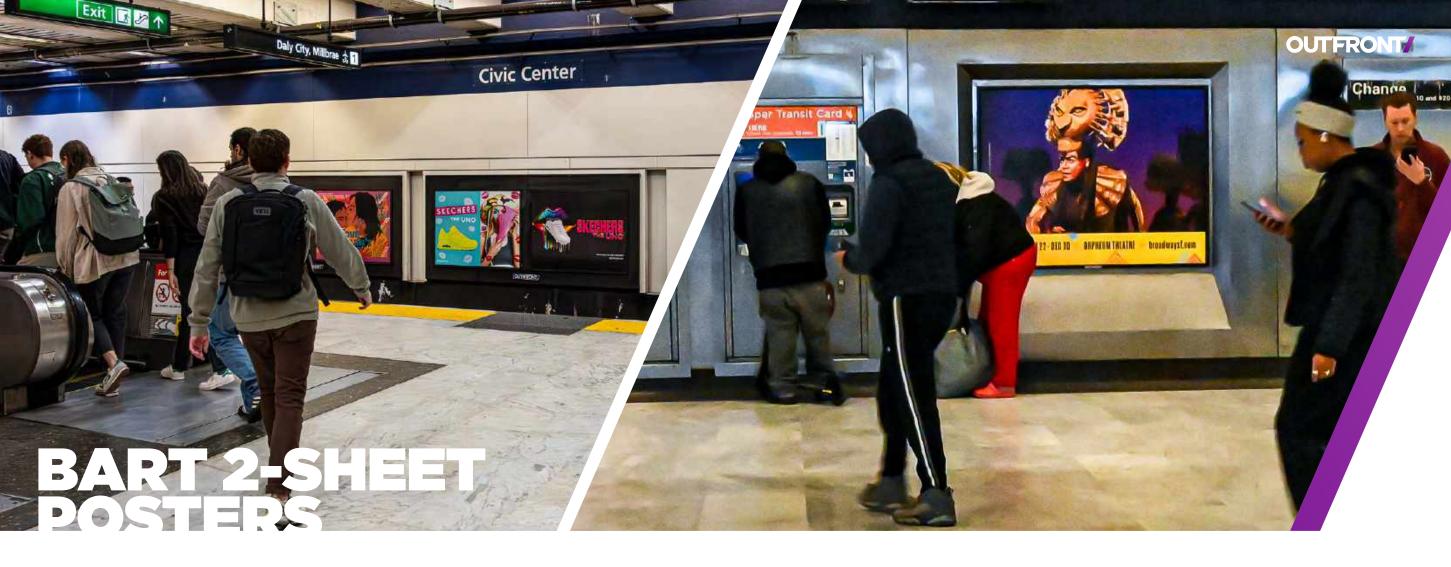
STATION MEDIA

- 2-Sheet Posters
- Illuminated Piers
- Liveboards
- Station Kings
- Shelter Dioramas
- Station Dominations
- Wrapped Tunnels

RAIL CAR MEDIA

- Interior Rail Car Cards
- Interior Rail Brand Trains





Forge new relationships with the Bay Area's daily riders through BART 2-Sheet Posters spread throughout the system. **Send multiple messages to commuters** at all their stopping points!

Situated on both, the concourse and platform station levelsthroughout the Bay Area, these vibrant and detailed **2-Sheet Posters target key audience profiles.**

PRODUCT INFORMATION

- 46"H x 60"W

- Systemwide
- Targeted audience on a request basis

BART DIORAMAS

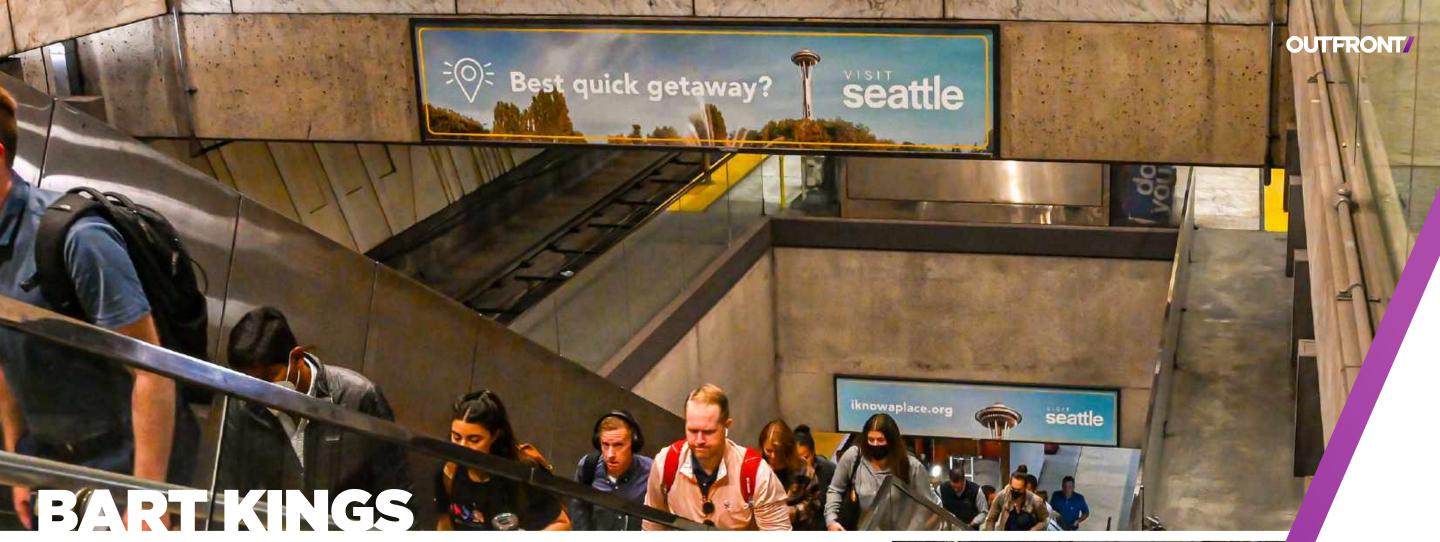
Brightly illuminated backlit Dioramas reach the commuting masses as they wait for the train or enter and exit the stations. These **eye-catching displays** are located across the system providing targeted exposure for your creative message.

PRODUCT INFORMATION

- Backlit
- 68.5"H x 47.5"W

- Select Stations
- Targeted audience on a request basis





Situated above escalators, stairwells, above ticket machines and at entrances & exits, Bart kings **cannot be missed** as passengers move throughtout the station. The combination of **dwell time and high impact** make it a fantastic stand alone product as well as an integral part of a station domination.

PRODUCT INFORMATION

- 30"H x 144"W

- Systemwide
- Targeted audience on a request basis



BART PIERS

Demand attention at BART's hectic stations with large, dominant and vibrant Illuminated Piers. Positioned along the concourse, creative messaging reaches the commuting masses as they enter and exit the station, allowing an **unrivaled connection to multiple audiences.**

PRODUCT INFORMATION

- Illuminated
- 87.25"H x 87.25"W

- Downtown Stations
- Embarcadero / Montgomery / Powell



BART LIVEBOARD NETWORK

Speak directly to Bay Area locals & commuters through our **growing liveboard network** in the Silicon Valley. Take advantage of a unique opportunity to intercept the Bay Area's **tech and millennial audience** segments plus some of the most educated and upscale commuters daily though full motion Liveboards.

PRODUCT INFORMATION

222 Liveboards

Size: 56.3"H x 31.7"W

Spots: 12

Spot Length: 15 seconds

Loop Length: 180 seconds

Static & Full Motion*

COVERAGE

12th Street Oakland City Center (18)

Berryessa Station (22)

Civic Center (29)

Embarcadero Station (46)

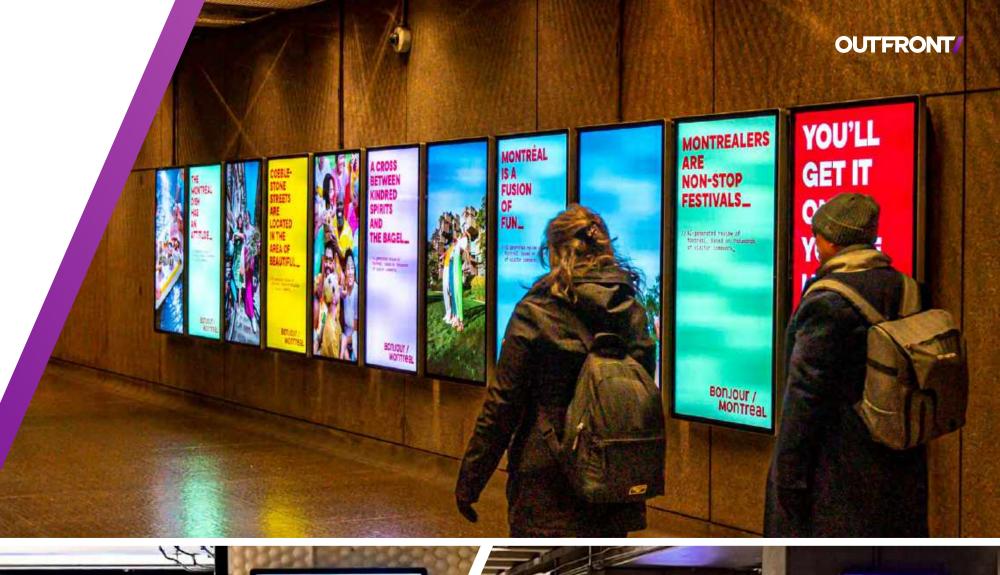
Milpitas Station (22)

Montgomery (37)

- Powell (48)

*6 screens in Milpitas Station cannot run Full Motion

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BART STATION DOMINATIONS

Dominate your desired audience at **key, high traffic commuter centers.** Station dominations transform commuters' daily ride into a total "brand experience," delivering **multiple campaign messages.**

PRODUCT INFORMATION

Media varies by station

- 12th St Oakland
- 16th St Mission
- 24th St Mission
- Civic Center/UN Plaza
- Dublin/Pleasanton
- Embarcadero
- Fremont
- Montgomery
- Oakland Coliseum/OAK Int'l Airport
- Powell
- San Francisco Int'l Airport
- Walnut Creek
- West Dublin/Pleasanton



BART INTERIOR CAR CARDS

Reach a captive audience. Interior car cards are bold media formats directly in sight of commuters throughout their entire trip. Long rides in and out of downtown SF means commuters can 'take in' your message and **identify with your brand.**

PRODUCT INFORMATION

- 22"H x 21"W

COVERAGE

Systemwide





Saturating a car with your ad ensures your message is in view regardless of where a rider sits. Tell your story, feature all of your products, or display multiple messages. With no other brands present in the train, you have the entire commute to captivate the audience without competition.

PRODUCT INFORMATION

- 6 Units
- 22"H x 21"W

COVERAGE

Systemwide

BART OPERATED MUNI MEDIA

Reaching daily commuters and San Francisco locals, **MUNI** is the city dwellers transit choice. With media located in key MUNI stations operated by BART, creative messaging is seen by commuters and locals daily.

Whether you're dominating an entire station, or adding a 2-Sheet frequency program, MUNI advertising provides exceptional value and is the perfect way to command the attention of busy commuters.

STATION MEDIA

- 2-Sheet Posters
- Station Dominations

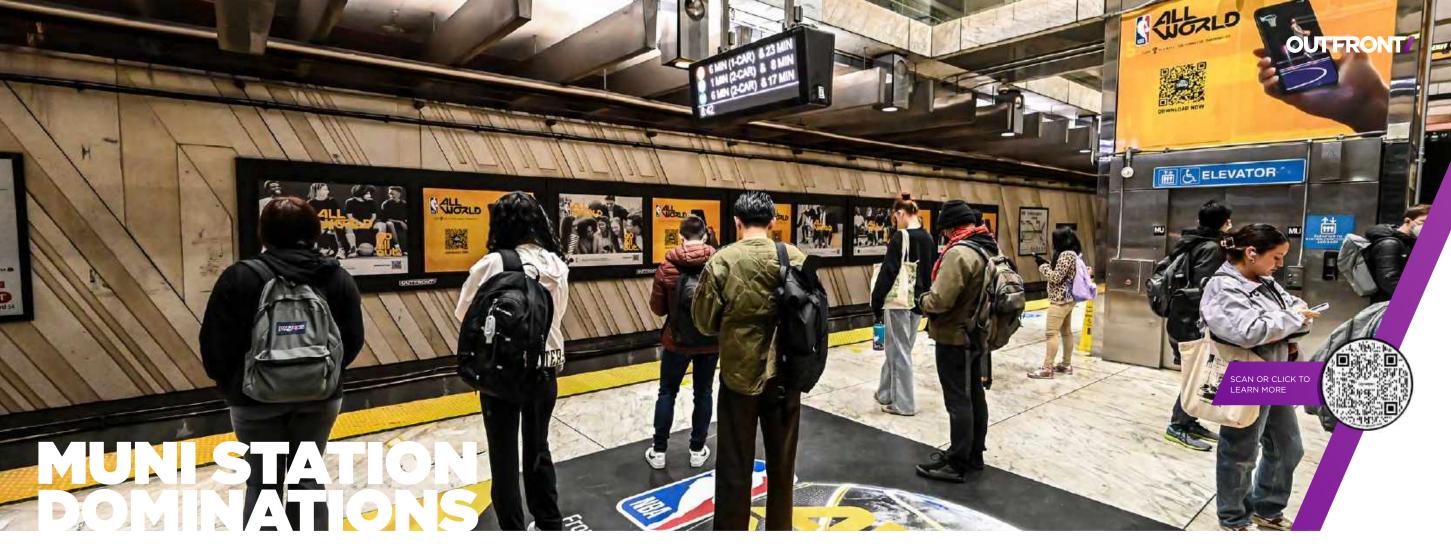


MUNI COVERAGE





AREA COVERAGE.



Dominate your desired audience at key, high traffic commuter centers. Station dominations transform commuters' daily ride into a **total** "brand experience," delivering multiple campaign messages.

PRODUCT INFORMATION

Sizes Vary

- Castro
- Church
- Civic Center/UN Plaza
- Embarcadero
- Montgomery
- Powell

MUNI 2 SHEET POSTERS

Command the attention of daily MUNI riders with 2-sheet posters spread throughout key station. Send multiple messages to commuters at all their stopping points!

Situated on platform station levels in the eight BART operated MUNI Stations, these eye-catching 2-sheet posters target desirable transit audiences.

PRODUCT INFORMATION

- 46"H x 60"W

STATION COVERAGE

- Castro
- Church
- Civic Center
- Embarcadero
- Montgomery
- Powell
- Van Ness
- West Portal



CAL TRAIN MEDIA



Influence a captive audience of riders, with tremendous impact and frequency at high-profile locations. Light Rail advertising traveling throughout Silicon Valley offers unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in Santa Clara County.

Light Rail advertising provides **exceptional value and is the perfect way to command the attention** of busy commuters in a captive setting.

STATION MEDIA

- Posters
- Dominations

RAIL CAR MEDIA

Exterior Wraps

- San Francisco
- San Mateo County
- Santa Clara County





Marsh Creek Springs

Walnut Heights

West Berkeley

CAL TRAIN REACHES THE MOST AFFLUENT RIDERS SPANNING FROM THE CITY, ALL THE WAY THROUGH THE SILICON VALLEY

CAL TRAIN STATION DOMINATION

Dominate the media landscape in San Francisco's only above ground rail station at the 4th & King Station.

Station Dominations transform commuters' daily ride into a **total brand experience**, delivering multiple campaign messages.

EXTERIOR MEDIA

- Column Wraps
- Double Sided Pennants
- Plaza Window Wall
- Station Barriers
- Ticket Window Wall

INTERIOR MEDIA

- Column Wraps
- Hanging Banners
- Liveboards
- Ticket Window Wall







Reaching thousands of the Bay Area's most educated, upscale and affluent transit audience daily,

liveboards demand attention in an otherwise hectic commuter environment. Keep commuters actively engaged and informed as they enter and exit the station or seek train schedule information.

PRODUCT INFORMATION

— 17 Liveboards (14 Singles & 1 Triptych)

- Size: 56.3"H x 31.7"W

- Spots: 12*

- Spot Length: 15 seconds (also available are :10, :05)

Loop Length: 180 seconds

Static and Full Motion

COVERAGE

San Francsico's 4th & King Station

^{*2} spots are reserved for station domination



Thousands of commuters travel daily into San Francisco and through Silicon Valley from upscale Bay Area suburbs via Cal Train.

This **100% above ground** rolling canvas targets daily commuters, weekend riders, and locals as they travel from Downtown San Francisco to the congested san Jose Business Corridor.

PRODUCT INFORMATION

- 18'H x 85'W
- Locomotive: 1 Train
- Full Five: 5 Trains

- 32 Stations
- 43 Vehicle Street Crossings
- 24 Over & Underpass Crossings



VTA LIGHT RAIL MEDIA



Influence a captive audience of riders, with tremendous impact and frequency at high-profile locations. Light Rail advertising traveling throughout Silicon Valley offers unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in Santa Clara County.

Light Rail advertising provides **exceptional value and is the perfect way to command the attention** of busy commuters in a captive setting.

STATION MEDIA

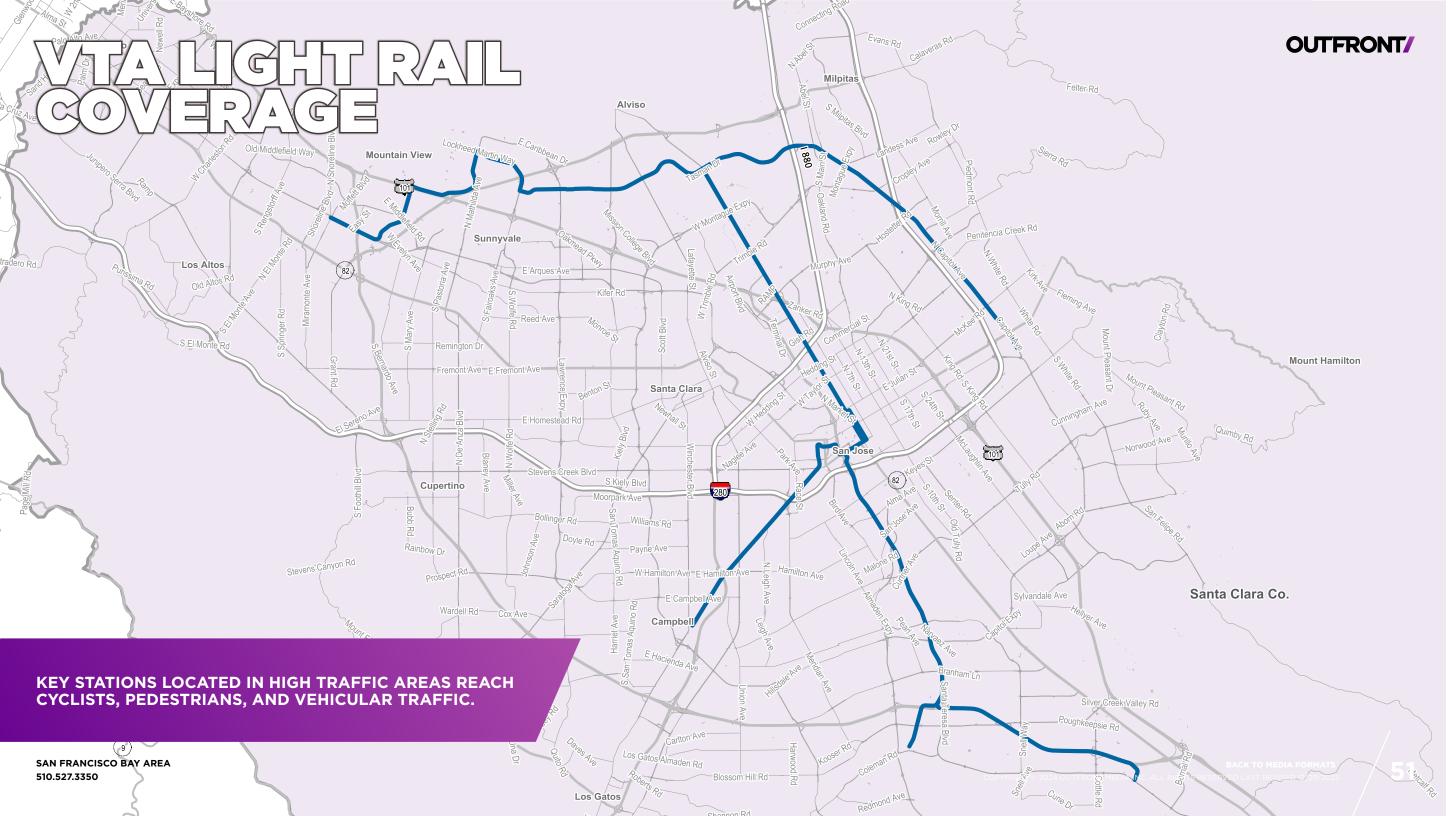
- Posters
- Dominations

RAIL CAR MEDIA

- Interior Car Cards
- Center Stages
- Wraps

COVERAGE

Santa Clara County



STATION DOMINATIONS

Dominate the Rail landscape at key, high traffic commuter centers. Station dominations **transform commuters' daily ride into a total "brand experience,"** delivering multiple campaign messages.

PRODUCT INFORMATION

Media varies by station

- San Jose Convention Center
- Mountain View
- Diridon
- Great America





WRAPS

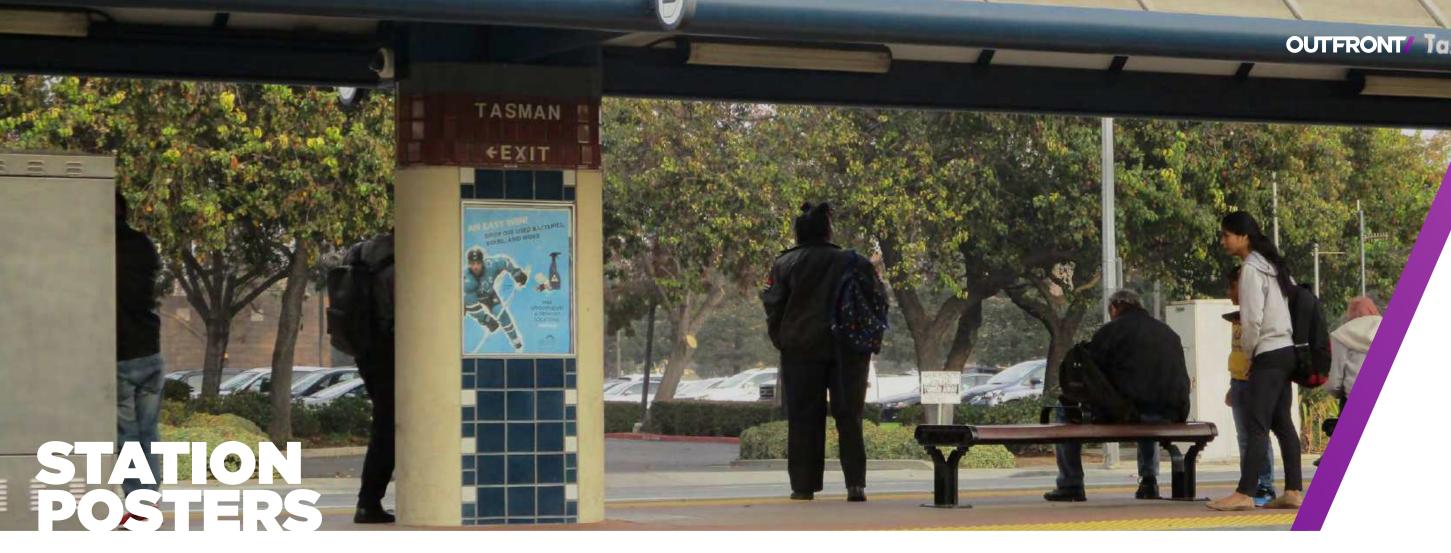
This dominating media form cannot be missed as it moves through Santa Clara County's densely populated areas - The ultimate mass reach media. Rolling through the "Tech Capital" of the world, wrapped trains pass by many of the heavy-hitters in the tech community, reaching Silicon Valley's elite. These rolling canvases make a lasting impression on the daily commuter, pedestrian and vehicular traffic passerby.

PRODUCT INFORMATION

- 11'H x 80'W

- Santa Clara County
- San Jose
- Silicon Valley





Forge new relationships with Silicon Valley VTA riders through Light Rail Platform Posters spread throughout the system.

Send multiple messages to Light Rail commuters at all their stopping points!

Situated on the platforms and walkways throughout Silicon Valley, vibrant and detailed Platform Posters **target key demographics** — both multicultural and upscale audiences.

PRODUCT INFORMATION

- 28"H x 22"W
- 40"H x 22"W

- Systemwide
- Targeted audience on a request basis



Situated between two rail cars, the Center Stage draws the eye straight to your creative messaging, keeping your brand top of mind. Center Stages reach Silicon Valley's affluent consumers where they live, work and play to ensure the attention of daily riders and vehicular traffic. This medium allows for unlimited artistic possibilities with the ability to spark interest and garner buzz around campaigns.

PRODUCT INFORMATION

- 132"H x 120"W

- Santa Clara County
- Silicon Valley
- Downtown San Jose

RAIL INTERIOR CAR CARDS

Reach a **captive audience.** Interior car cards are bold media formats directly in sight of commuters throughout their entire trip. Long rides in and out of Silicon Valley commuters can 'take in' your message and identify with your brand.

PRODUCT INFORMATION

- 11"H x 28"W

- Systemwide
- Santa Clara County
- San Jose
- Silicon Valley





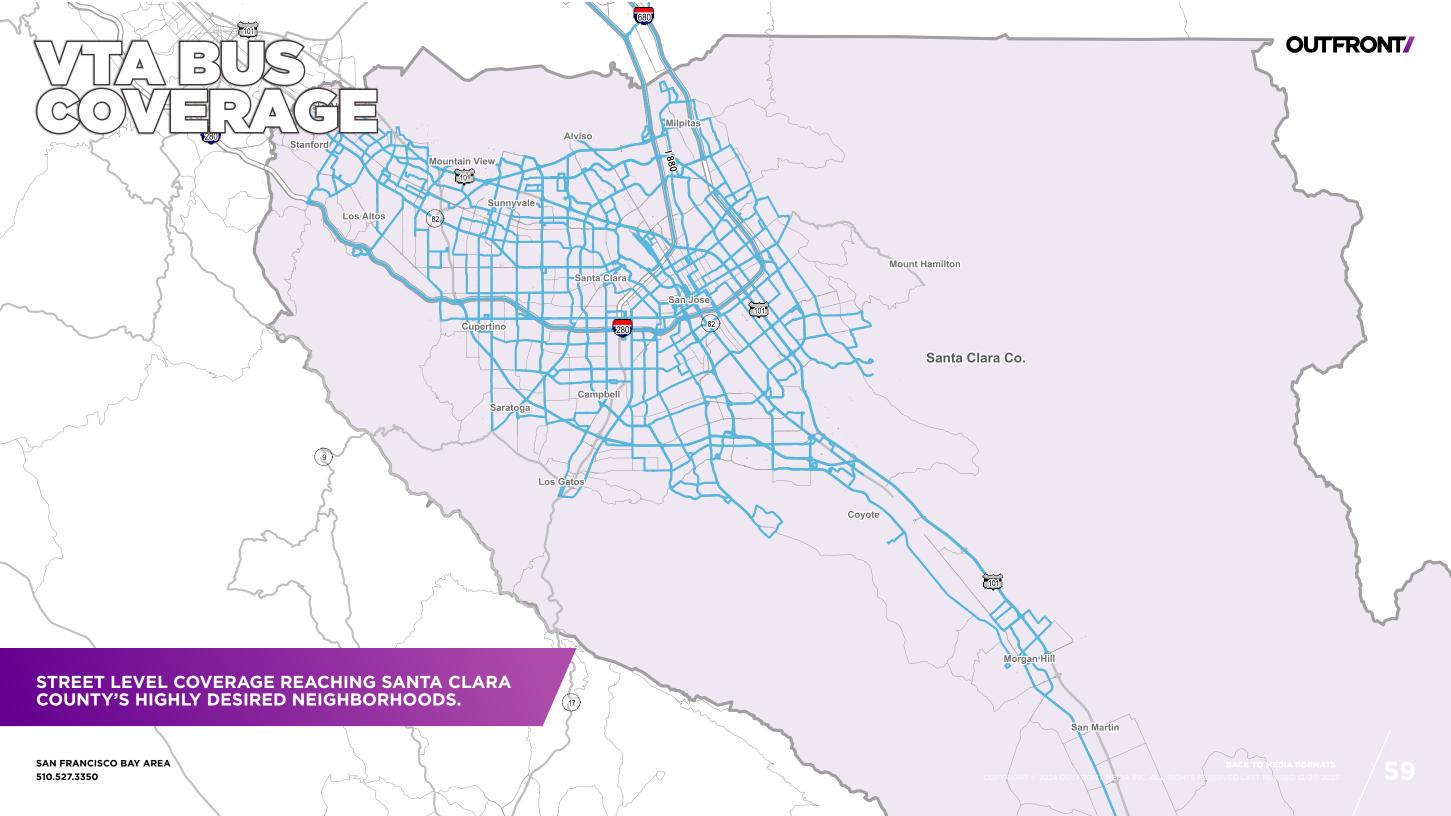
VTA BUS MEDIA

Reach a large audience with bus advertising, offering high visibility with consistent daily views. With over 70 buses in its fleet, **VTA saturates the Silicon Valley** reaching people and motorists on the go. This big, bold, in your face format becomes part of our everyday outdoor life and offers information in a unique and powerful way. When it comes to **visibility, reach and frequency**, no other media type matches this coverage.

AVAILABLE MEDIA

- Kings
- Kongs
- Headliners
- Extensions
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps
- Queens
- Interior Bus Cards





BUS KINGS

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

PRODUCT INFORMATION

- 30"H x 144"W
- Add a Headliner and/or extension for more impact!

- Systemwide
- Targeted audience on a request basis







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 **bustling Santa Clara County.**

PRODUCT INFORMATION

- 42"H x 228"W
- Add a Headliner and/or Extension
 Targeted audience on a request for more impact!

- Systemwide
- basis



Ultra Super Kings travel the lively streets of Santa Clara County and the surrounding neighborhoods providing advertisers with large format "rolling billboard" presence where traditional media is zoned out.

PRODUCT INFORMATION

- 108"H x 228"W

- Systemwide
- Targeted audience on a request basis



BUS TAILS

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

Dominate the city with Tails for **frequent exposure and high reach and frequency.** As commuters are in their cars or crossing the street, they cannot escape this ubiquitous media form.

PRODUCT INFORMATION

- 21"H x 72"W

PRODUCT INFORMATION

- Systemwide
- Targeted audience on a request basis





BUS FULLBACKS

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression!

PRODUCT INFORMATION

- 108"H x 84"W

PRODUCT INFORMATION

Systemwide

Targeted audience on a request basis





Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that demands the attention of audiences and **make it impossible to ignore.**

PRODUCT INFORMATION

Sizes vary based on bus type

- Systemwide
- Targeted audience on a request basis

BUS QUEENS

Strategic placement of your ad on VTA buses gives your message unique mobility. Bus Queens let your message resonate as they reach diverse demographic clusters all over the county.

PRODUCT INFORMATION

- 30"H x 88"W

COVERAGE

Systemwide

Targeted audience on a request basis



OUTFRONT BUS INTERIOR CARDS * Pay

Maximize on **long dwell time and engage a captive audience** with Bus Interior Cards.

Increase your campaign's **reach and frequency** by including Interior Cards with any media mix.

PRODUCT INFORMATION

- 11"H x 28"W

- Systemwide
- Targeted audience on a request basis



TRANSIT SHELTERS

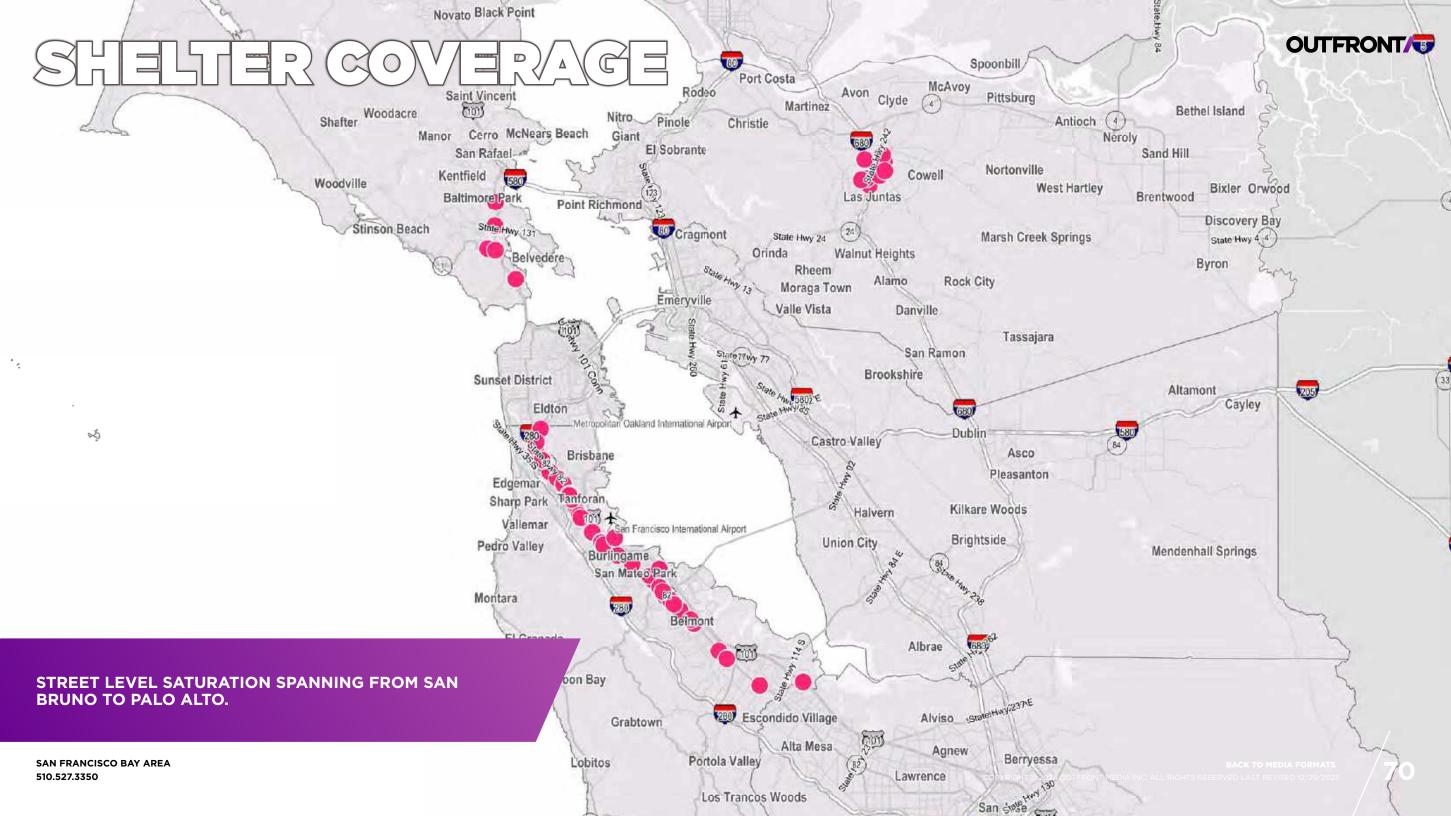
Transit shelters are located at **key consumer convergence points** throughout the market, following bus routes in urban areas, and all the way into residential neighborhoods. **24/7 illumination provides round-the-clock visibility** to both pedestrian & vehicular traffic.

PRODUCT INFORMATION

- Size: 67"H x 48"W
- Illuminated
- Wrapped Shelters Available

- Belmont
- Burlingame
- Millbrae
- Palo Alto
- Redwood City
- San Bruno
- San Carlos
- San Mateo





FERRY TERMINAL SHELTERS

Reaching daily commuters two times a day, Ferry Terminal Shelters **uniquely target business commuters, tourists, and leisure passengers** as they travel between San Francisco, Marin, and Oakland.

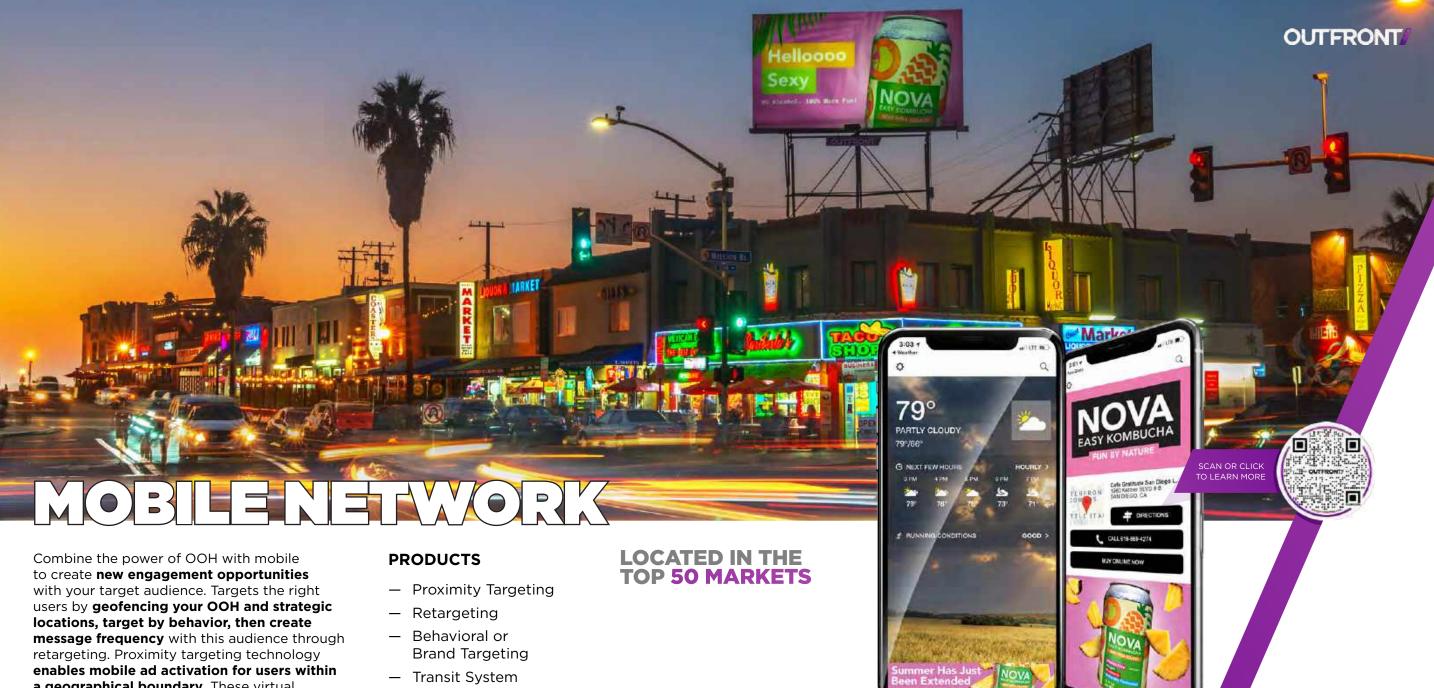
PRODUCT INFORMATION

- 68"H x 47.25"W

- San Francisco
- Larkspur

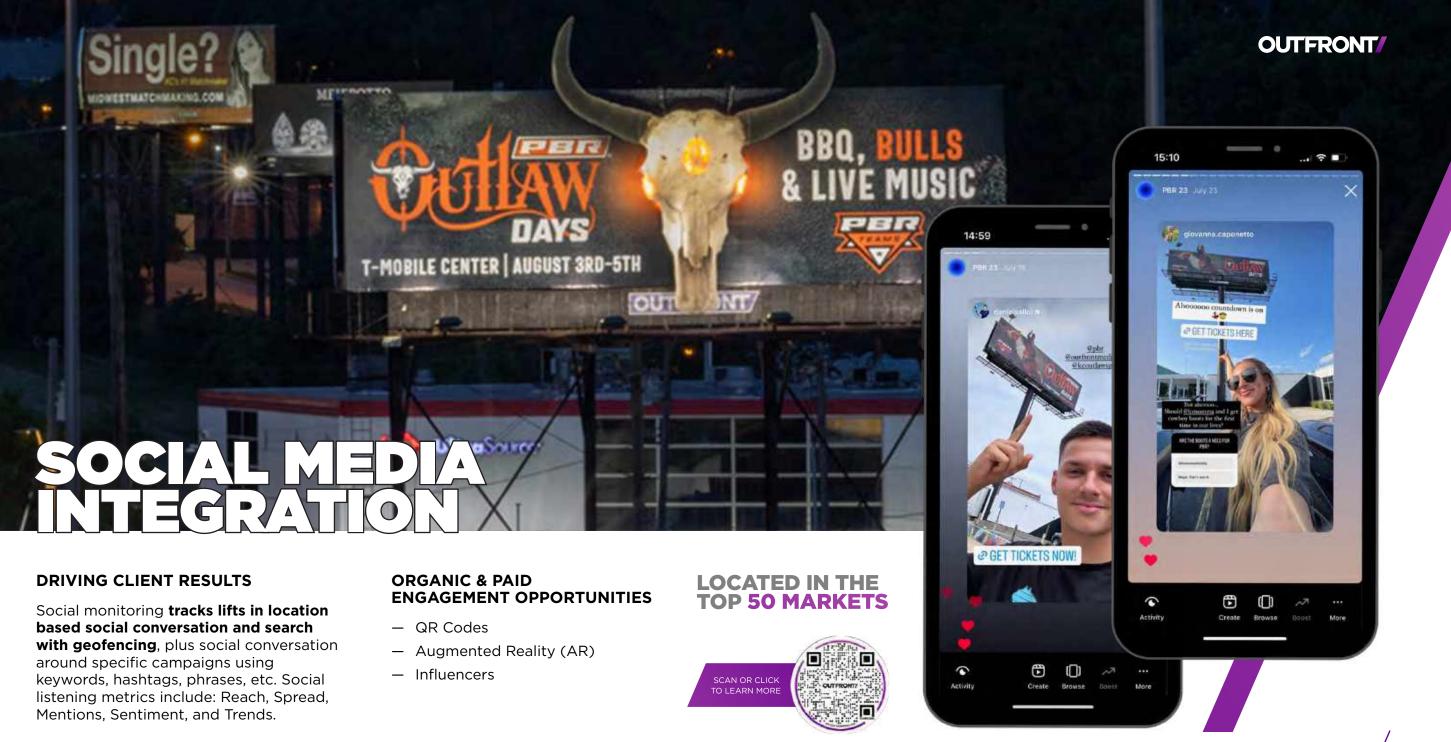






a geographical boundary. These virtual perimeters are created around real-world locations defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

Audience Targeting



Watch PBR's #sOOH Success Story

OUTFRONT PRIME: SOCIAL OOH

OUTFRONT PRIME leverages a portfolio of 250-plus coveted, high-impact locations that build on a trend that has organically grown in recent years: brands driving social amplification utilizing their out of home campaigns as core content. In fact, according to Comscore research, OOH campaigns generate 7X more social posts, per ad dollar spent, than any other measured medium, plus 5X more website visits, 6X more social searches and 5.3X more online purchases. Additionally, campaigns that combine social and OOH drive up to 10X the reach.

OUTFRONT PRIME marks the evolution of the social out of home (#sOOH) strategy, taking the powerful results noted above, and bringing it to the company's largest, most iconic inventory. These include premium billboard and wall sites that attract millions of eyeballs in high consumer traffic areas of major U.S. cities.

Prime your social with OUTFRONT PRIME.

These premium displays cover the most desirable locations and audience delivery so that brands can dominate and make a statement.

PRODUCT INFORMATION

- Digital Displays
- Bulletins
- Walls
- Sizes vary by media type

COVERAGE

San Francisco, Oakland, and Berkeley

SAN FRANCISCO BAY AREA 510.527.3350

