

# OUTFRONT/

# WE GET YOU **SAN FRANCISCO** **BAY AREA**





# 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 FRANCISCO BAY AREA

510.527.3350

SOURCE: GEOPATH

OUTFRONT/



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

OUTFRONT/



## ART

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Tap into our award-winning creative 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 FRANCISCO BAY AREA  
510.527.3350

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.

### AWARENESS<sup>1</sup>

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

### CONSIDERATION<sup>1</sup>

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

### CONVERSION<sup>1</sup>

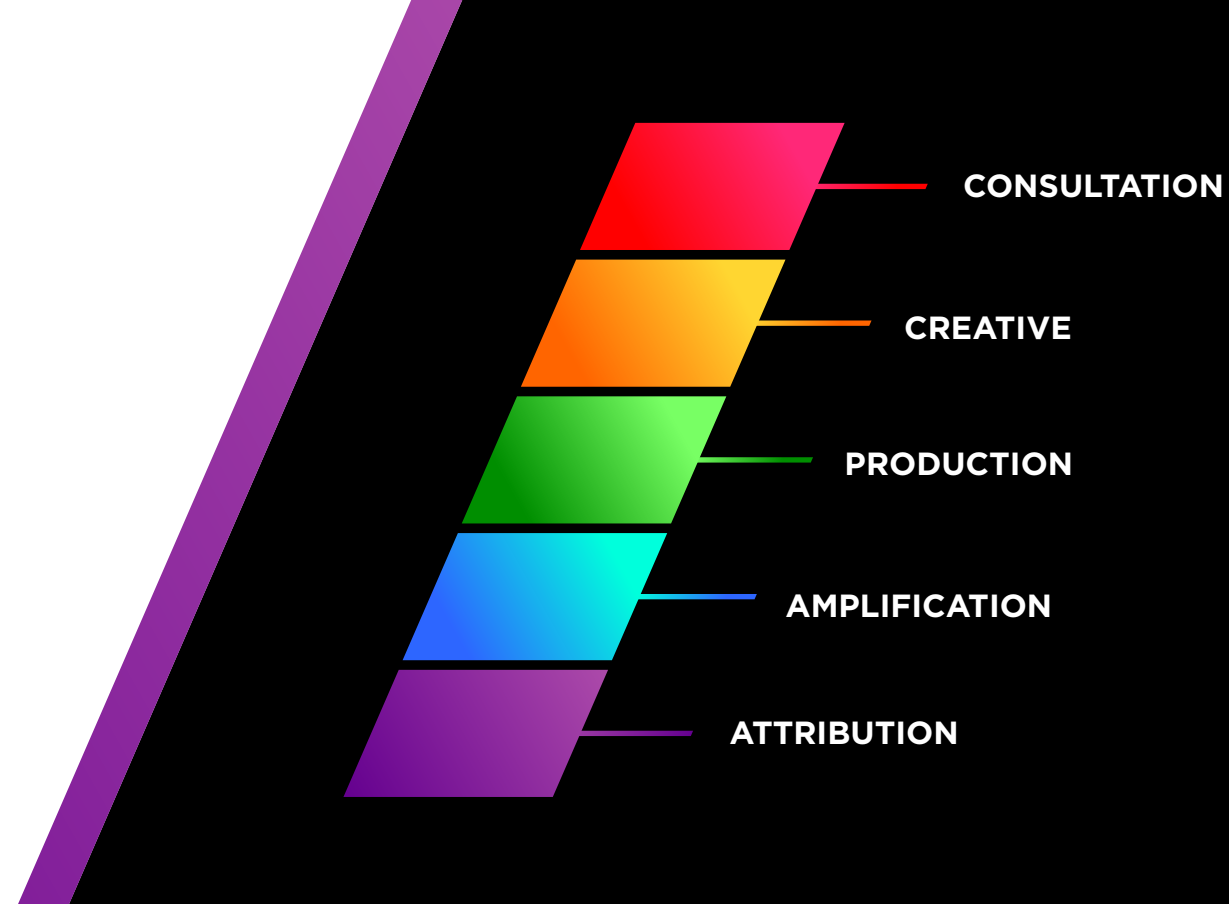
**18% OOH**  
**18% TV**  
**20% Social Media**  
**13% Online Video**



# 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.

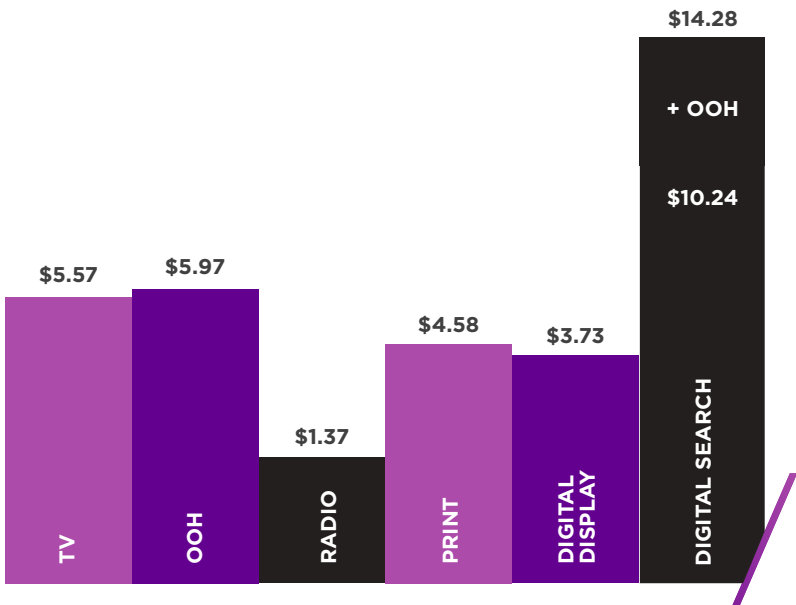
## ATTRIBUTION

### 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/

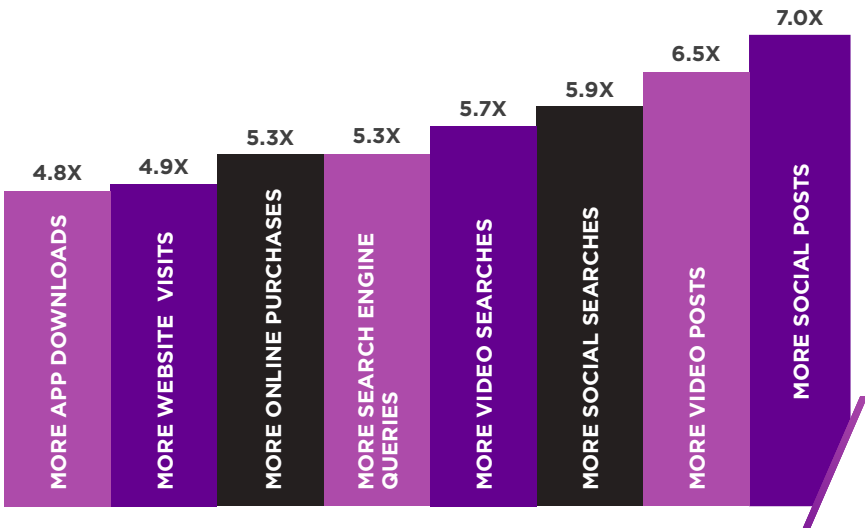
OUTFRONT is the best primer for digital engagement.



## 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.

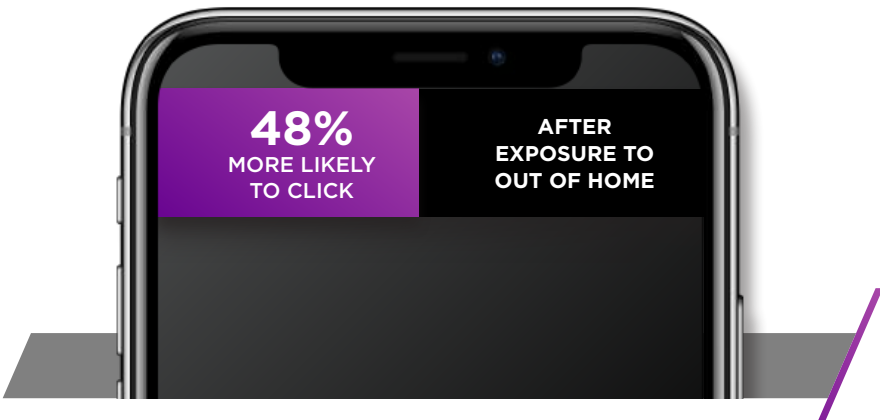
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



## 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.

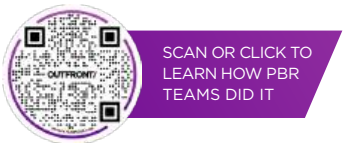
Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



## 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/

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



OUTFRONT

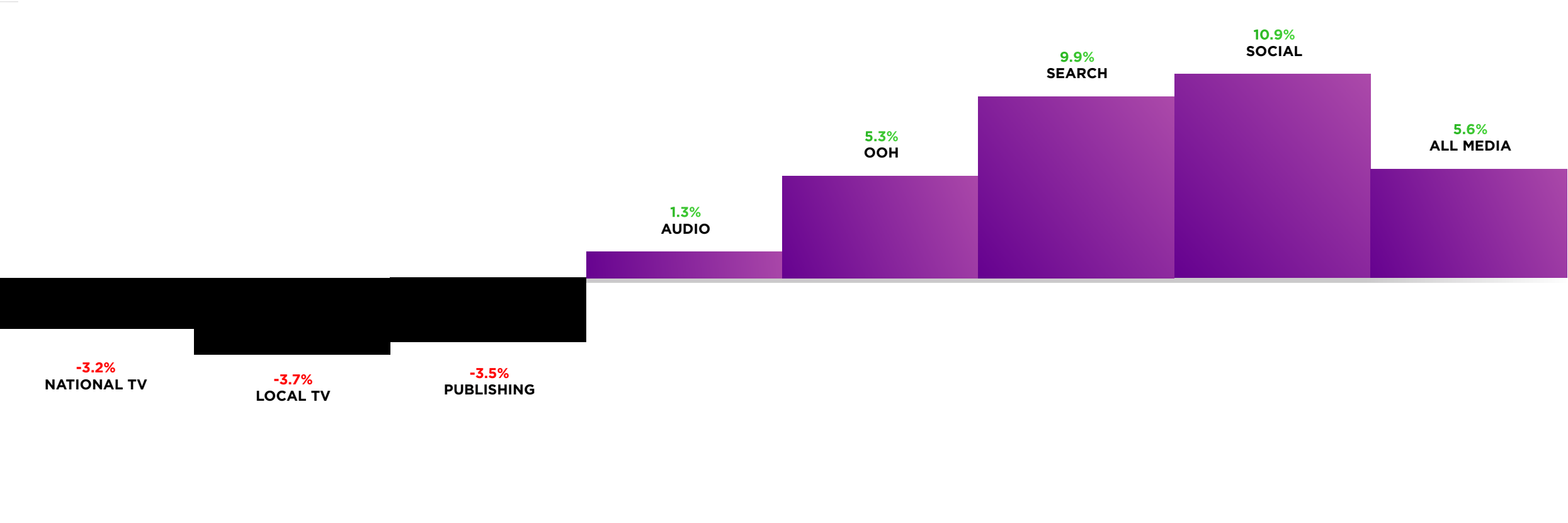
SOURCE: OUTFRONT ATTRIBUTION STUDIES

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.

# OOH IS MEDIA'S FAVORITE MEDIUM /

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

2024 U.S. MEDIA FORECAST



SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.  
CHART EXCLUDES CYCLICAL EVENTS. AUDIO REFERS TO RADIO + PODCASTS



# TOP 50 MARKETS /



	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,357,766	● ●	●	● ●	● ● ●	●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,773,059	● ●	●	● ●		● ●	● ● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,220,195	● ●	●	● ●	● ● ●			● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,365,633	● ●	●				●	●	●
5	Houston-The Woodlands et al, TX	7,699,970	● ●	●				● ●		●
6	Atlanta-Sandy Springs et al, GA	6,421,346	● ●		● ●			● ●		●
7	Washington et al, DC-VA-MD-WV	6,353,913	●	●		● ● ●	● ●	●		●
8	Miami-Fort Lauderdale et al, FL	6,299,604	● ●	● ●		● ● ●	● ●	● ● ●		●
9	Philadelphia et al, PA-NJ-DE-MD	6,258,409	● ●	●	●					●
10	Phoenix-Mesa-Scottsdale, AZ	5,168,926	● ●		● ●	●	●	●	●	●
11	Boston-Cambridge-Newton, MA-NH	4,936,229	● ●	●	●	● ● ●	● ●	● ●	●	●
12	Riverside et al, CA	4,659,582	● ●		●				●	●
13	San Francisco-Oakland et al, CA	4,572,708	● ●	●	●	● ● ●	● ●	● ●		●
14	Detroit-Warren-Dearborn, MI	4,333,171	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	4,098,018	●		●					●
16	Minneapolis et al, MN-WI	3,730,656	● ●	●	●				● ●	●
17	Tampa-St. Petersburg et al, FL	3,419,498	● ●	●	●			●	● ●	●
18	San Diego-Carlsbad, CA	3,279,593	● ●	●	●				● ●	●
19	Denver-Aurora-Lakewood, CO	3,033,651	● ●	●	●					●
20	Orlando-Kissimmee-Sanford, FL	2,909,696	● ●		●	●				●
21	Baltimore-Columbia-Towson, MD	2,835,809	●							●
22	St. Louis, MO-IL	2,793,090	● ●	●	● ●					●
23	San Antonio-New Braunfels, TX	2,761,788	● ●							●
24	Portland-Vancouver et al, OR-WA	2,504,222	● ●	●	● ●					●
25	Sacramento-Roseville et al, CA	2,413,840	● ●		● ●					●

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

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2024 UPDATE).

# TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
26	Pittsburgh, PA	2,410,277	● ●							●
27	Las Vegas-Henderson-Paradise, NV	2,369,486	● ●				● ●	● ● ●	● ●	●
28	Cincinnati, OH-KY-IN	2,290,416	●							●
29	Kansas City, MO-KS	2,240,831	● ●	●	●					●
30	Columbus, OH	2,208,373	● ●	●	●			●		●
31	Indianapolis-Carmel-Anderson, IN	2,166,851	● ●	●	●				● ●	●
32	Cleveland-Elyria, OH	2,155,276	● ●	●						●
33	Nashville-Davidson et al, TN	2,153,421	● ●							●
34	San Jose-Sunnyvale et al, CA	1,952,656	● ●		●	● ● ●	● ●	● ●		●
35	Virginia Beach et al, VA-NC	1,795,437	●					● ●		●
36	Jacksonville, FL	1,779,779	● ●							●
37	Providence-Warwick, RI-MA	1,683,645	● ●							●
38	Raleigh, NC	1,555,961	●							●
39	Richmond, VA	1,372,170	●							●
40	Louisville et al, KY-IN	1,371,917	● ●		●			● ●	● ●	●
41	Memphis, TN-MS-AR	1,333,544	● ●							●
42	Fresno, CA	1,179,207	● ●		● ●					●
43	Grand Rapids-Wyoming, MI	1,172,184	● ●		● ●					●
44	Hartford-West Hartford et al, CT	1,157,215	● ●		● ●	●				●
45	Buffalo-Cheektowaga et al, NY	1,152,213	●							●
46	Rochester, NY	1,048,543	●							●
47	Bridgeport-Stamford-Norwalk, CT	955,414	●			●				●
48	New Orleans-Metairie, LA	943,633	● ●	● ●	● ●					●
49	Albany-Schenectady-Troy, NY	907,810	●							●
50	Worcester, MA-CT	872,485	●							●

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

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT  
SOURCE: CENSUS DATA (2024 UPDATE).



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

YOUR STORY & AUDIENCE. OUR CANVAS.





Find Your Max

<⚡> SuperAGI  
AGI Leap Summit  
29.02.24

Etsy has gifts  
Personalized clutch  
handy price

OUTFRONT

# MEDIA ACROSS SAN FRANCISCO BAY AREA

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510.527.3350

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# WE GET YOU SAN FRANCISCO BAY AREA

OUTFRONT/

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 Silicon Valley. 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 38 Fortune 500 companies have a strong presence in the region** including Alphabet, Apple, Chevron, Google, Netflix, Nvidia, Cisco, Intel, HP, Broadcom, Visa, Salesforce, Paypal, Wells Fargo, Gilead Sciences, PG&E, Adobe, Intuit, Western Digital, Uber, GAP, Ebay, Airbnb, ServiceNow, Electronic Arts, and much more.
- **Over 23.9 million travelers and tourists are projected to visit San Francisco in 2025**, making it one of the most visited regions in California. In addition, visitor spend in 2025 is projected to be at \$10 billion.
- 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. UC San Francisco (3), Stanford (10), and UC Berkeley (26), all rank within the top institutions nationwide in terms of expenditure on science and technology R&D.
- The Bay Area is **home to 6 major league sports franchises** including The Giants, 49ers, Athletics, Golden State Warriors, San Jose Sharks, & The San Jose Earthquakes. In 2025, major events such as the **NBA All-Star weekend in February, NCAA March Madness games in March**, and the **Laver Cup in September** will put San Francisco in the national spotlight, garnering more attention to the Bay Area.

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

**SAN FRANCISCO BAY AREA**  
**510.527.3350**

SOURCE: GEOPATH 2024, SMARTSCOUT 2024, BAY AREA COUNCIL ECONOMIC INSTITUTE, TRAVEL-WEEKLY.COM



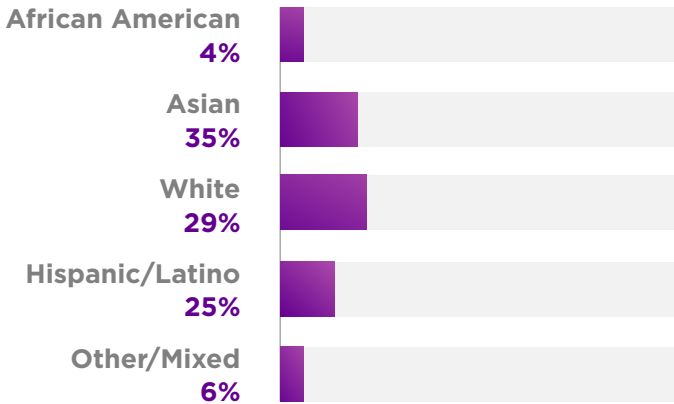
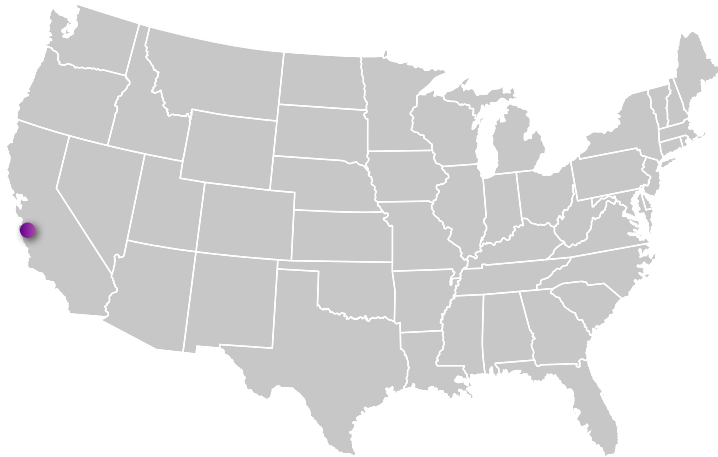
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# SAN FRANCISCO BAY AREA

## Profile



BAY AREA 6.5 MILLION CBSA\*

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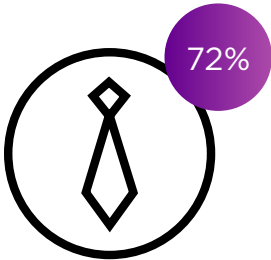
SOURCE: CENSUS DATA (2025 UPDATE), SCARBOROUGH RESEARCH 2024, SAN FRANCISCO, CA RELEASE 2 (AUG 2023 - FEB 2024)  
\*SAN FRANCISCO-OAKLAND CBSA AND SAN JOSE-SUNNYVALE CBSA COMBINED



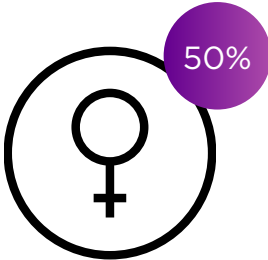
Bachelor's Degree or Higher



Total miles traveled past week



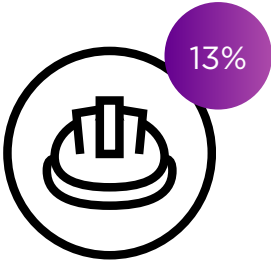
White-collar occupation



Female



Time spent traveling to and from work each day



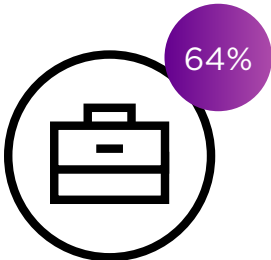
Blue-collar occupation



Male



Drive alone or carpooled



Employed



# MEDIA FORMATS

<b>BILLBOARDS</b>	<b>17</b>	BART OPERATED MUNI MEDIA	<b>41</b>
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WALLS	<b>22</b>	CAL TRAIN MEDIA	<b>45</b>
POSTERS	<b>24</b>	CAL TRAIN STATION DOMINATION	<b>47</b>
JUNIOR POSTERS	<b>26</b>	CAL TRAIN LIVEBOARD NETWORK	<b>48</b>
OAKLAND COLISEUM TOWERS	<b>28</b>	VRTA LIGHT RAIL	<b>49</b>
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BART MEDIA	<b>31</b>	VRTA RAIL STATION POSTERS	<b>53</b>
BART 2 SHEET POSTERS	<b>33</b>	VRTA RAIL CENTER STAGES	<b>54</b>
BART DIORAMAS	<b>34</b>	VRTA RAIL INTERIOR CARDS	<b>55</b>
BART KINGS	<b>35</b>		
BART PIERS	<b>36</b>		
BART LIVEBOARD NETWORK	<b>37</b>		
BART STATION DOMINATIONS	<b>38</b>		
BART INTERIOR CARDS	<b>39</b>		
BART INTERIOR BRAND CARDS	<b>40</b>		





# MEDIA FORMATS

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# BILLBOARDS





# BULLETINS

Bulletins offer the **most powerful impact** of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the 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

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

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# BULLETIN COVERAGE

STREET LEVEL AND FREEWAY COVERAGE SPANNING THE ENTIRE SAN FRANCISCO DESIGNATED MARKET AREA.



# 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 **unparalleled and relevant messaging.**

## PRODUCT INFORMATION

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

## COVERAGE

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



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# DIGITAL BULLETIN COVERAGE

OUTFRONT

**TIMELINESS, RELEVANCE, AND NO PRODUCTION COST  
MAKES DIGITAL BULLETINS AN UNRIVALED MEDIA  
FORMAT**

BACK-TO-MEDIA FORMATS

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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

## COVERAGE

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

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BACK TO MEDIA FORMATS

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Sorenson



# POSTERS

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      | — Oakland       |
| — Berkeley     | — San Francisco |
| — Milpitas     | — San Jose      |
| — Redwood City | — Santa Clara   |
| — Richmond     |                 |





# POSTER COVERAGE

REACHING A WIDE VARIETY OF AUDIENCES, POSTERS  
OFFER ULTIMATE REACH AND FREQUENCY.



# JUNIOR POSTERS

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

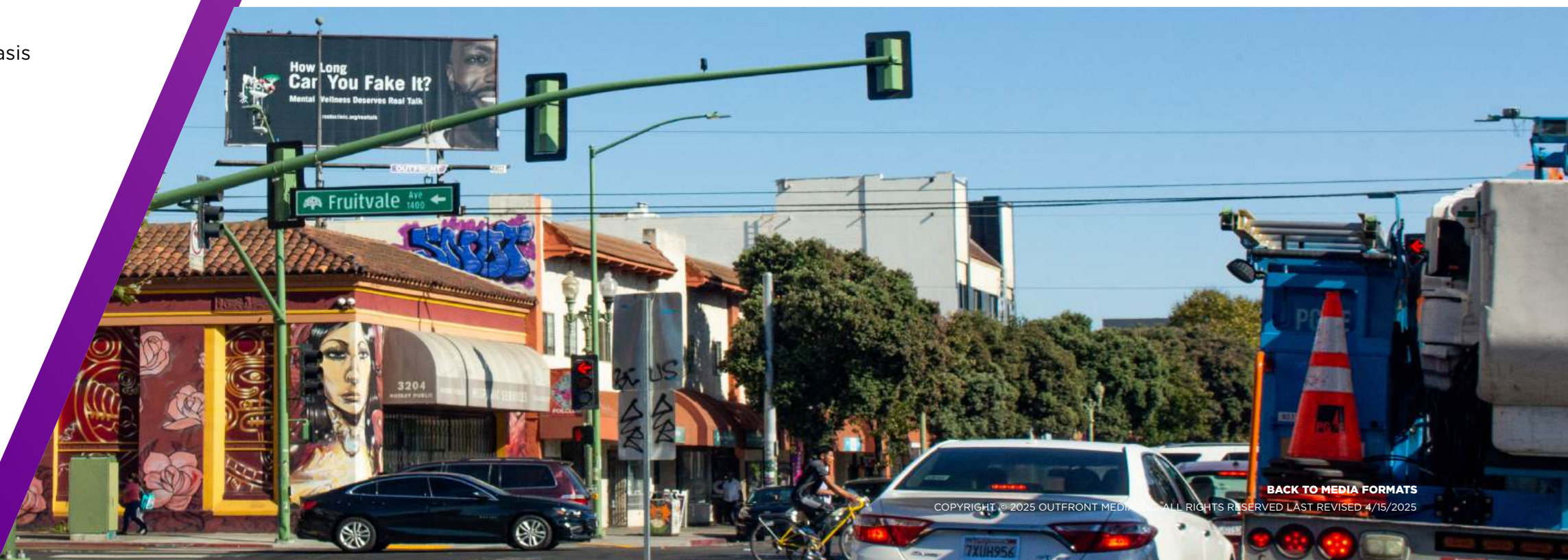
— 6'H x 12'W

## COVERAGE

- Bay Area Wide
- Targeted audiences on request basis

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**OUTFRONT/**

**Ashrama**  
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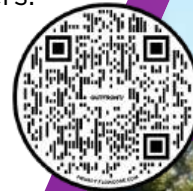


# OAKLAND COLISEUM TOWERS

OUTFRONT/

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

The Coliseum hosts numerous concerts, and other events annually.



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## PRODUCT INFORMATION

— 48'H x 25'W

## COVERAGE

- Oakland Coliseum
- Oracle Arena
- Interstate 880

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# 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.



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## 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 x 34'W

### WINDWALLS

- 95.5'H x 250.25'W

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# RAIL MEDIA



# BART MEDIA

OUTFRONT

**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

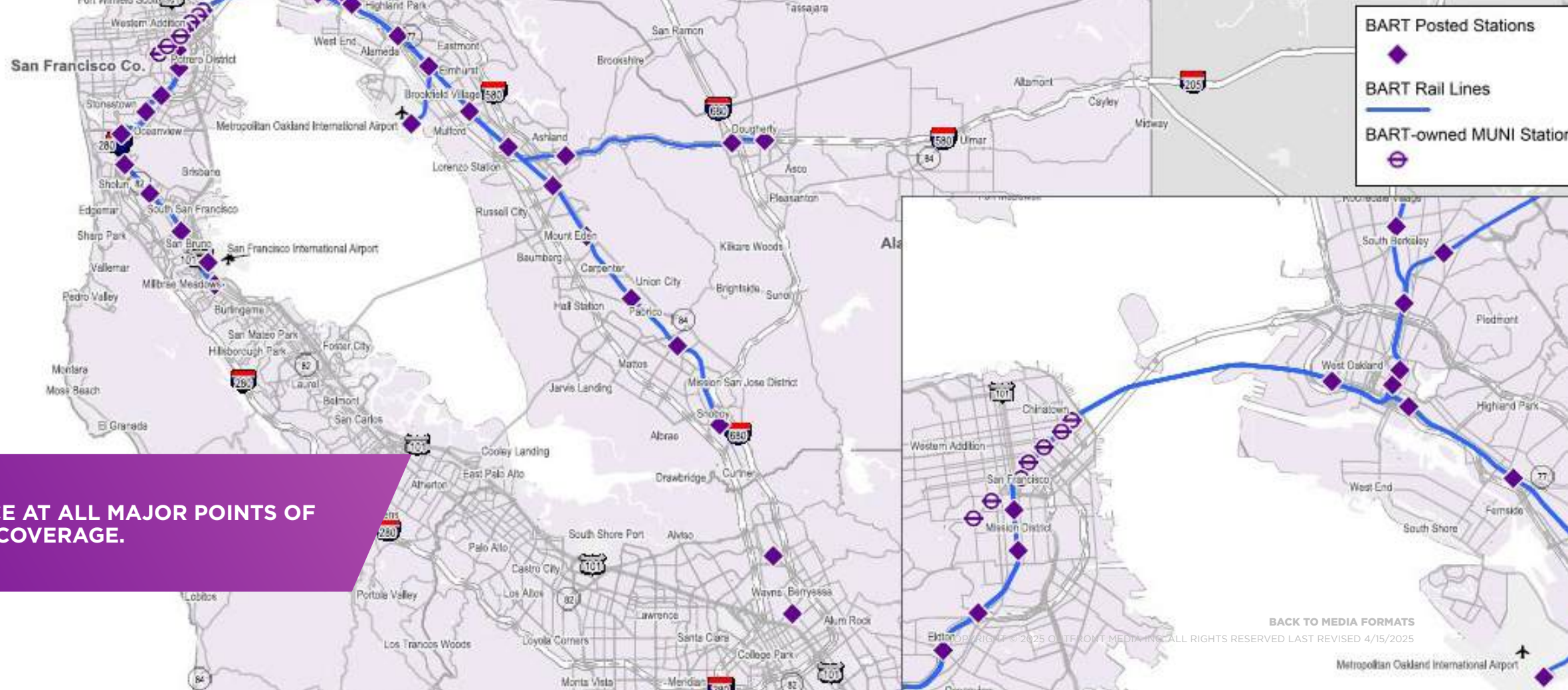
- Interior Rail Car Cards
- Interior Rail Brand Trains



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# BART COVERAGE

**OUTFRONT/**

**REACH A CAPTIVE AUDIENCE AT ALL MAJOR POINTS OF THE BAY AREA WITH BART COVERAGE.**

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Metropolitan Oakland International Airport



# BART 2-SHEET POSTERS

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 level throughout the Bay Area, these vibrant and detailed **2-Sheet Posters** target key audience profiles.

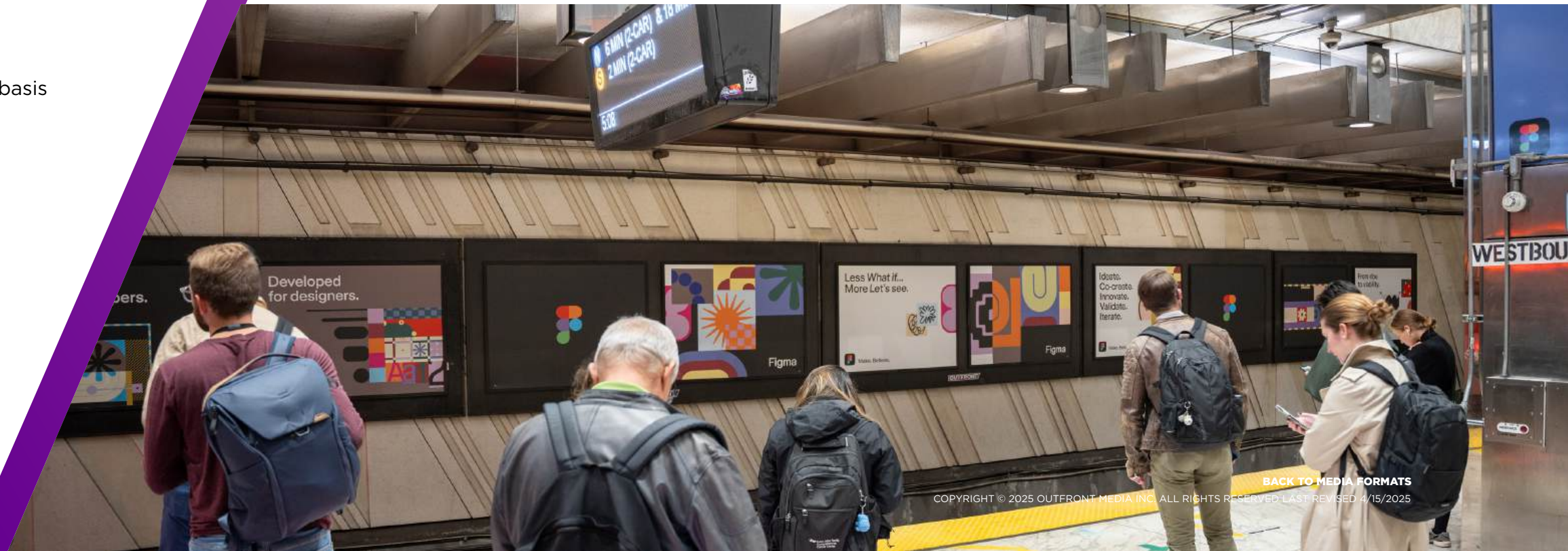
## PRODUCT INFORMATION

— 46"H x 60"W

## COVERAGE

- Systemwide
- Targeted audience on a request basis

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# BART DIORAMA

OUTFRONT

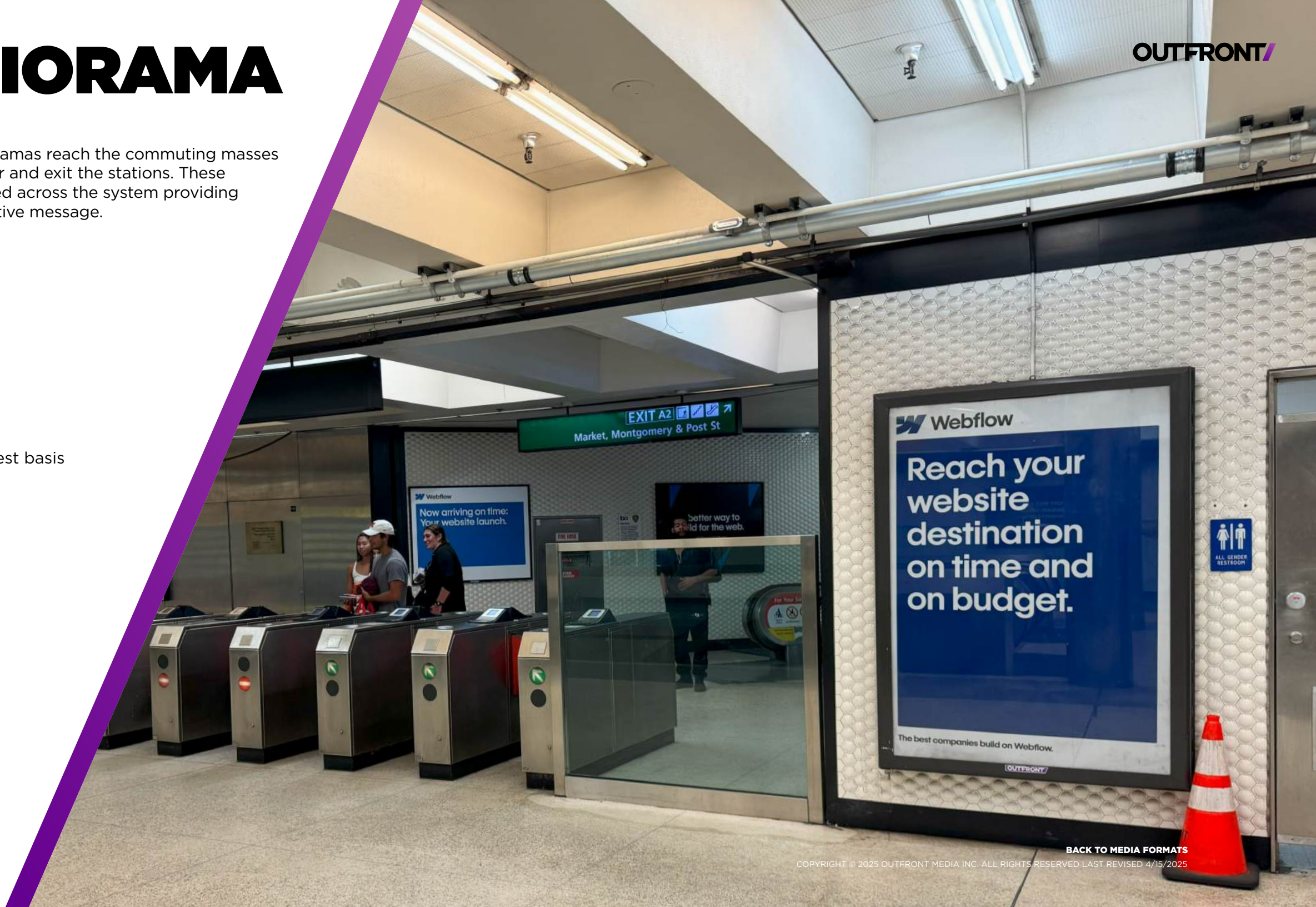
**Brightly illuminated** backlit Dioramas reach the commuting masses as they wait for the train or enter and exit the stations. These **eye-catching displays** are located across the system providing targeted exposure for your creative message.

## PRODUCT INFORMATION

- Backlit
- 68.5”H x 47.5”W

## COVERAGE

- Select Stations
- Targeted audience on a request basis





# BART KINGS

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

## PRODUCT INFORMATION

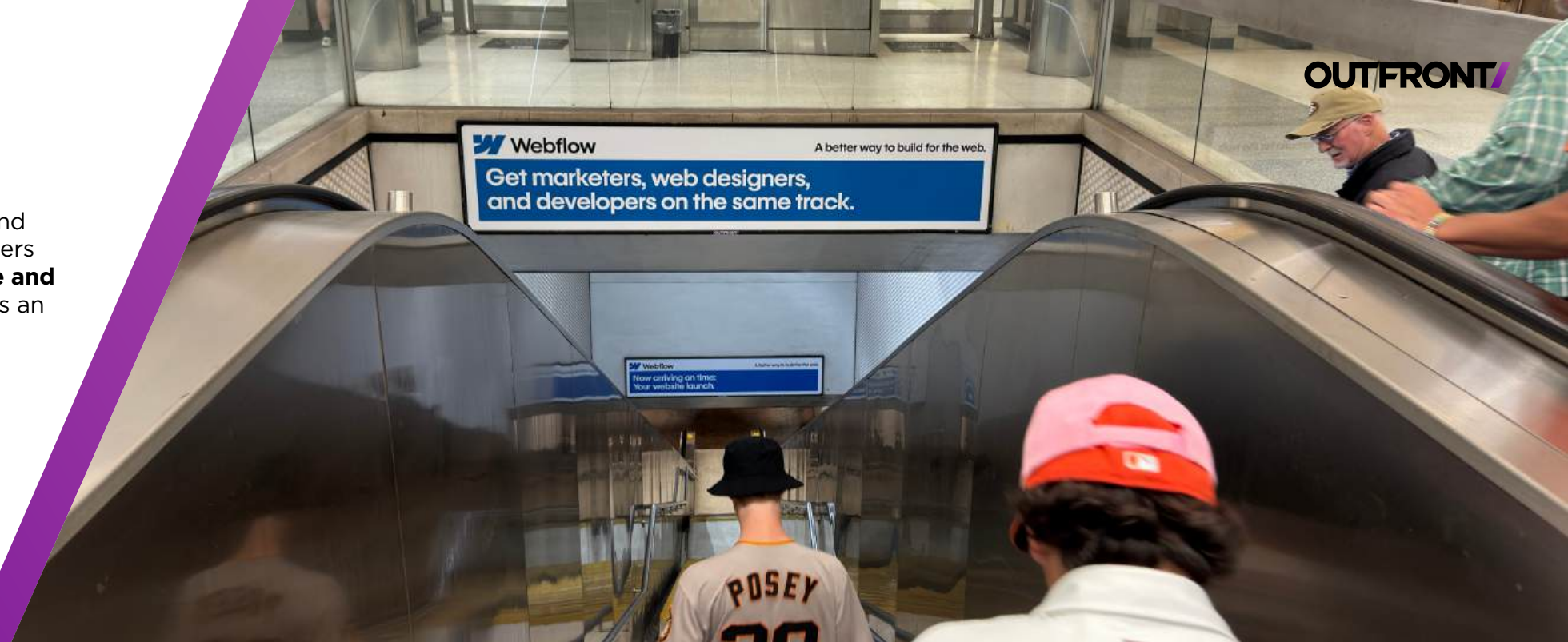
— 30”H x 144”W

## COVERAGE

- Systemwide
- Targeted audience on a request basis

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# BART PIERS

OUTFRONT

**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 **unrivalled connection to multiple audiences**.

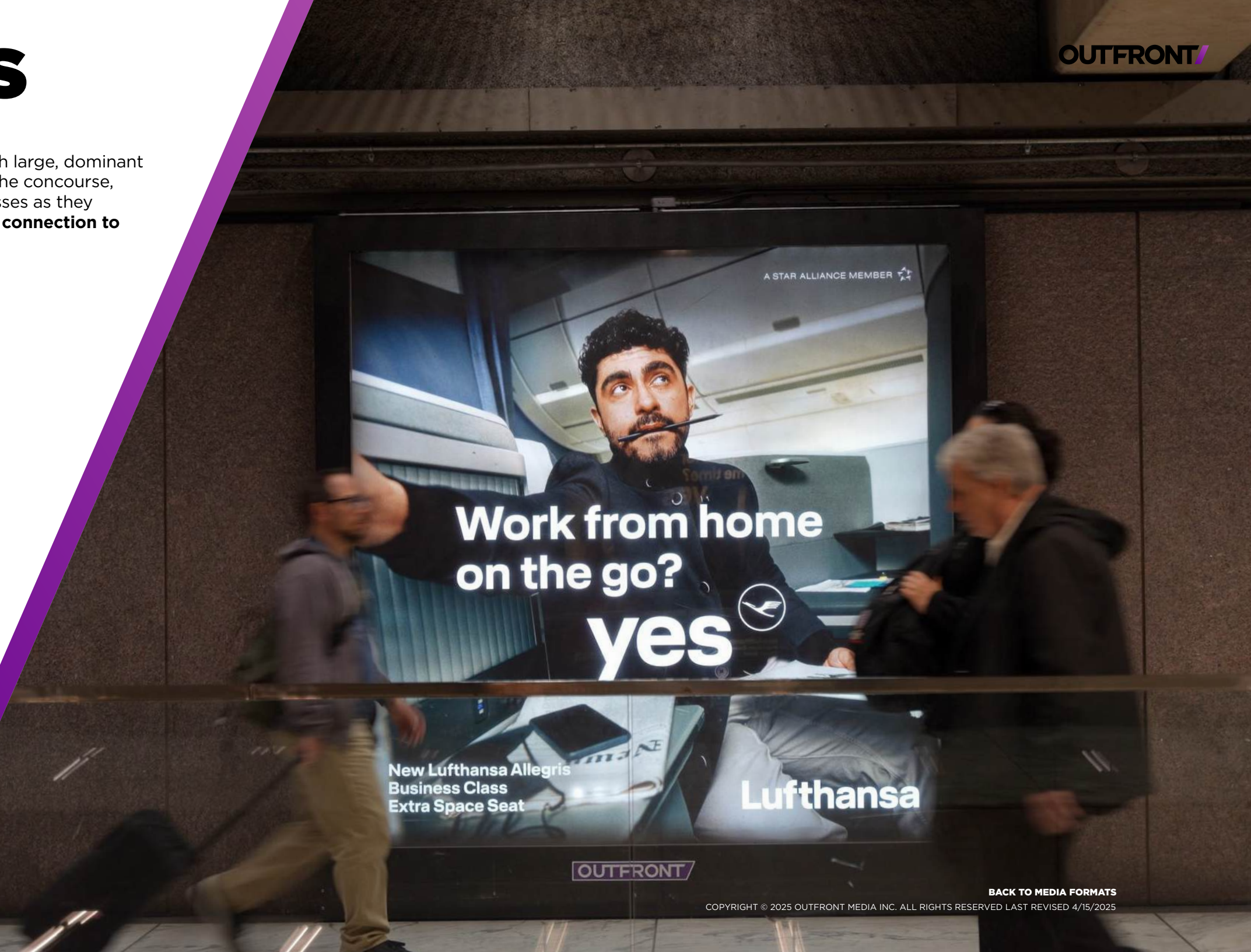
## PRODUCT INFORMATION

- Illuminated
- 87.25"H x 87.25"W

## COVERAGE

- Downtown Stations
- Embarcadero / Montgomery / Powell

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# 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. family.

## PRODUCT INFORMATION

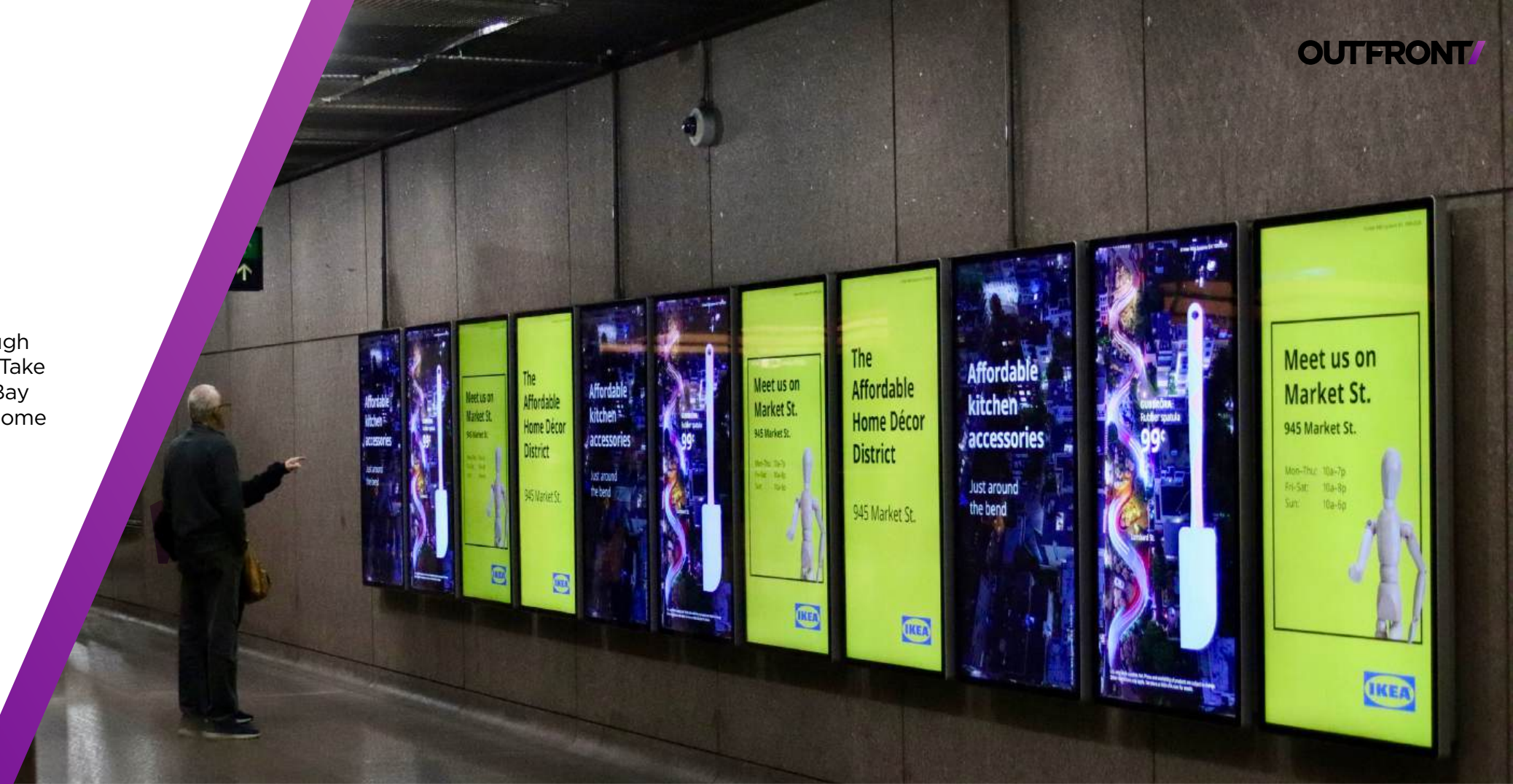
- 222 Liveboards
- Size: 56.3"H x 31.7"W
- Spots: 12
- Spot Length: 15 seconds
- Loop Length: 180 seconds
- Static & Full Motion\*

## COVERAGE

- 12<sup>th</sup> Street Oakland City Center (18)
- Berryessa Station (22)
- Civic Center (29)
- Embarcadero Station (46)
- Milpitas Station (22)

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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

## COVERAGE

- 12<sup>th</sup> St Oakland
- 16<sup>th</sup> St Mission
- 24<sup>th</sup> St Mission
- Civic Center/UN Plaza
- Dublin/Pleasanton
- Embarcadero
- Fremont

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# 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

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# BART INTERIOR BRAND CAR

OUTFRONT

**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

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# 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.**

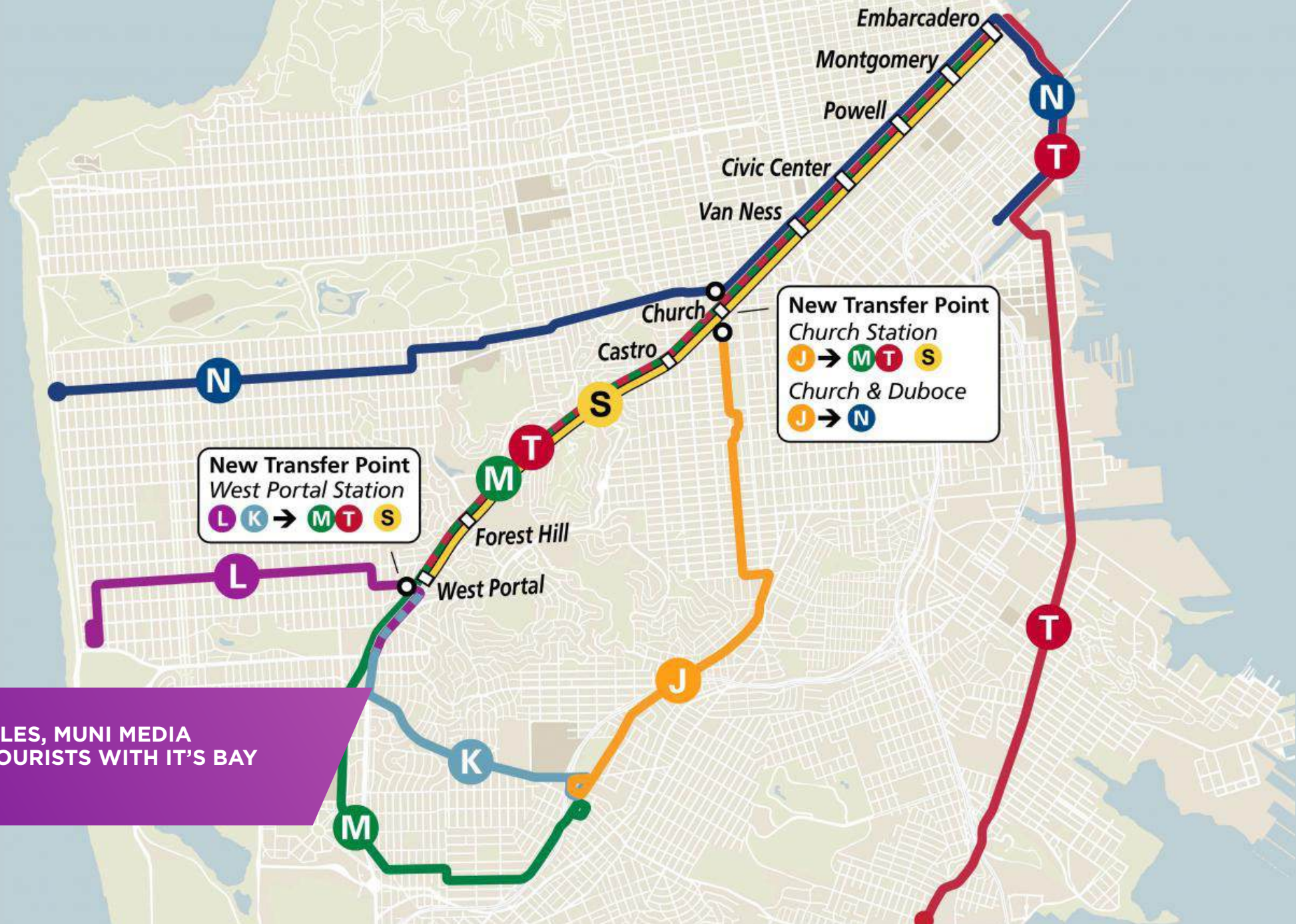
Whether you're dominating an entire station, or adding a 2-Sheet frequency program, MUNI advertising **provides exceptional value and is the perfect way to command the attention of busy commuters.**

## STATION MEDIA

- 2-Sheet Posters
- Station Dominations



# MUNI COVERAGE



SPANNING OVER 47 SQUARE MILES, MUNI MEDIA REACHES BOTH LOCALS AND TOURISTS WITH IT'S BAY AREA COVERAGE.



# MUNI 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

— Sizes Vary

## COVERAGE

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

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# 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





# CALTRAIN 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
- Liveboards
- Dominations

## COVERAGE

- San Francisco
- San Mateo County
- Santa Clara County





# CALTRAIN COVERAGE



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



# CALTRAIN STATION DOMINATIONS

**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

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# CALTRAIN LIVEBOARD NETWORK

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

*\*2 spots are reserved for station domination*

## COVERAGE

- San Francisco's 4th & King Station

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# VTA LIGHTRAIL MEDIA

OUTFRONT/

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 settingg.

## STATION MEDIA

- Posters
- Dominations

## RAIL CAR MEDIA

- Interior Car Cards
- Center Stages
- Wraps

## COVERAGE

- Santa Clara County

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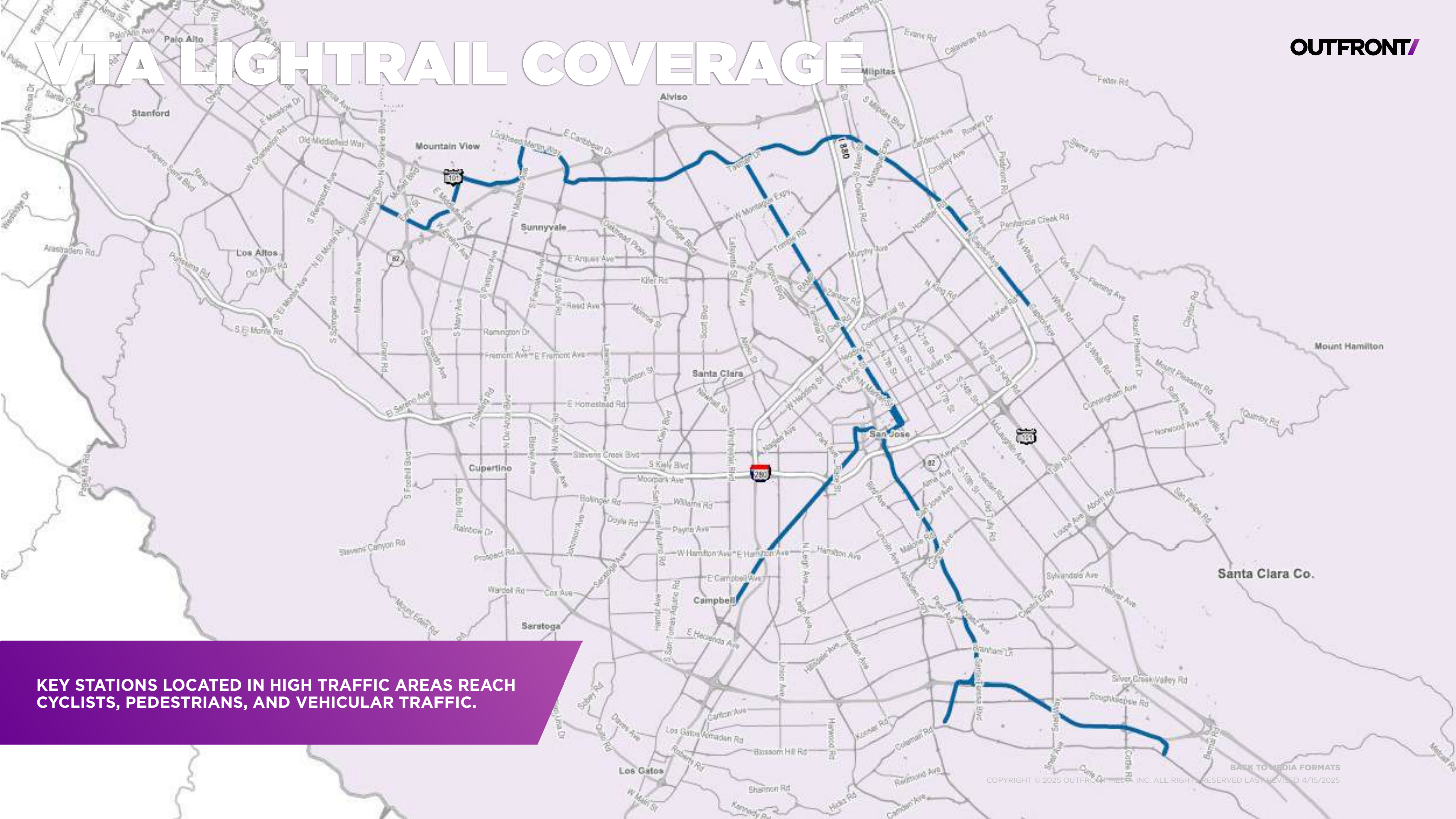
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# VTA LIGHTRAIL COVERAGE

OUTFRONT



KEY STATIONS LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.



# 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

## COVERAGE

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

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# LIGHTRAIL WRAPS

OUTFRONT/

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.

## PRODUCTION INFORMATION

— 11'H x 80'W

## COVERAGE

- Santa Clara County
- San Jose
- Silicon Valley





# STATION POSTERS

OUTFRONT

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.

## PRODUCTION INFORMATION

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

## COVERAGE

- Systemwide
- Targeted audience on a request basis

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# CENTER STAGES

OUTFRONT

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.

## PRODUCTION INFORMATION

— 132"H x 120"W

## COVERAGE

- Santa Clara County
- Silicon Valley
- Downtown San Jose

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# RAIL INTERIOR 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.

## PRODUCTION INFORMATION

— 11”H x 28”W

## COVERAGE

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



# BUS MEDIA





# VTA BUS MEDIA

OUTFRONT/

**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



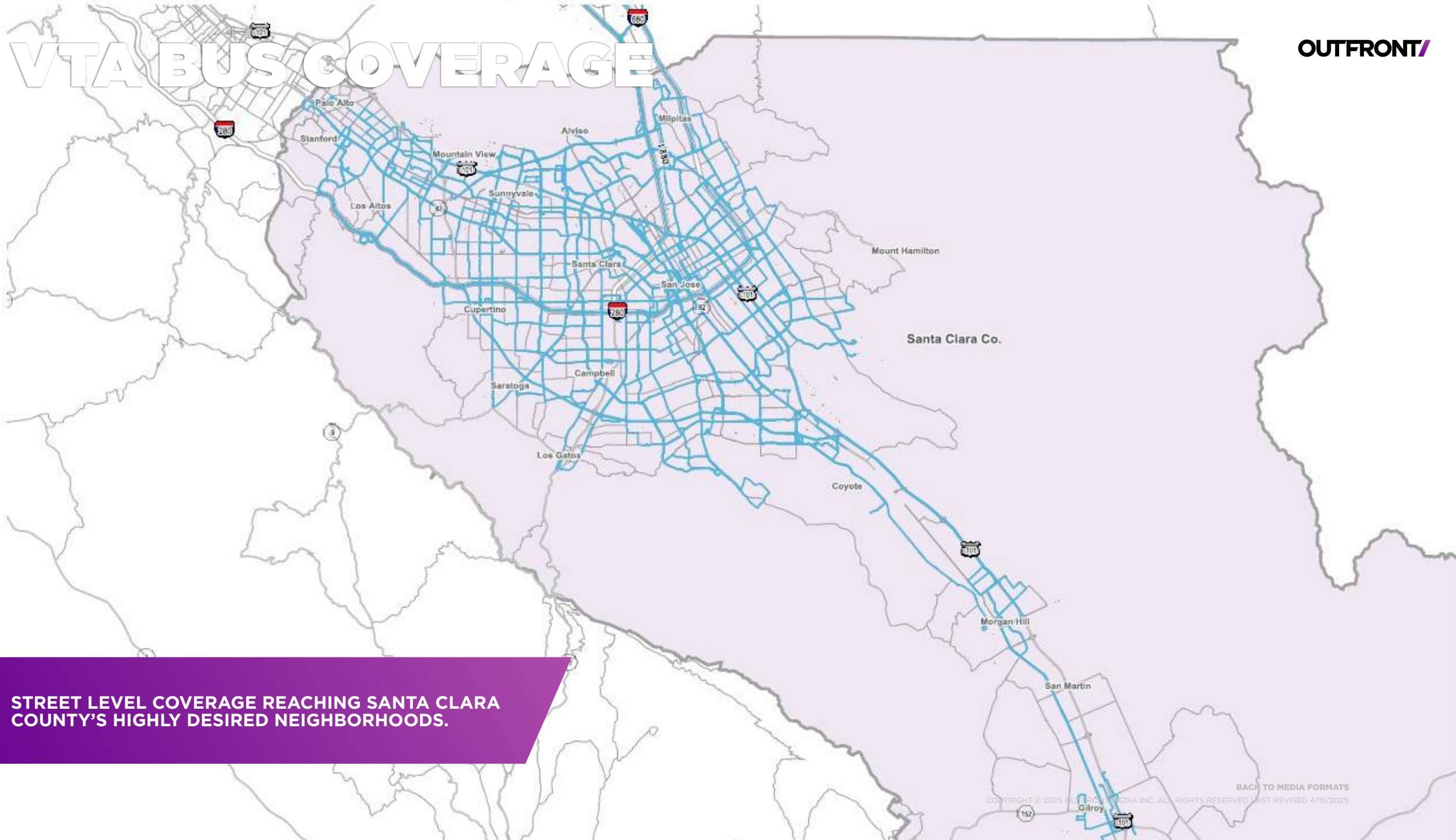
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# VTA BUS COVERAGE

OUTFRONT



**STREET LEVEL COVERAGE REACHING SANTA CLARA COUNTY'S HIGHLY DESIRED NEIGHBORHOODS.**

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# BUS KINGS

OUTFRONT

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!

## COVERAGE

- Systemwide
- Targeted audience on a request basis



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# 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 bustling Santa Clara County.**

## PRODUCT INFORMATION

- 42”H x 228”W
- Add a Headliner and/or Extension for more impact!

## COVERAGE

- Systemwide
- Targeted audience on a request basis





# BUS ULTRA SUPER KINGS

OUTFRONT/

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

## COVERAGE

- Systemwide
- Targeted audience on a request basis

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# 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

## COVERAGE

- Systemwide
- Targeted audience on a request basis

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# BUS FULL BACKS

OUTFRONT

**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

## COVERAGE

- Systemwide
- Targeted audience on a request basis





# BUS WRAPS

OUTFRONT/

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

## COVERAGE

- Systemwide
- Targeted audience on a request basis





# BUS QUEEN

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





# BUS INTERIOR CARDS

OUTFRONT

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

## COVERAGE

- Systemwide
- Targeted audience on a request basis

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# STREET FURNITURE



# TRANSIT SHELTERS

OUTFRONT

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

## COVERAGE

- Corte Madera
- Concord
- Mill Valley
- Novato
- Pacheco
- Petaluma
- Santa Rosa

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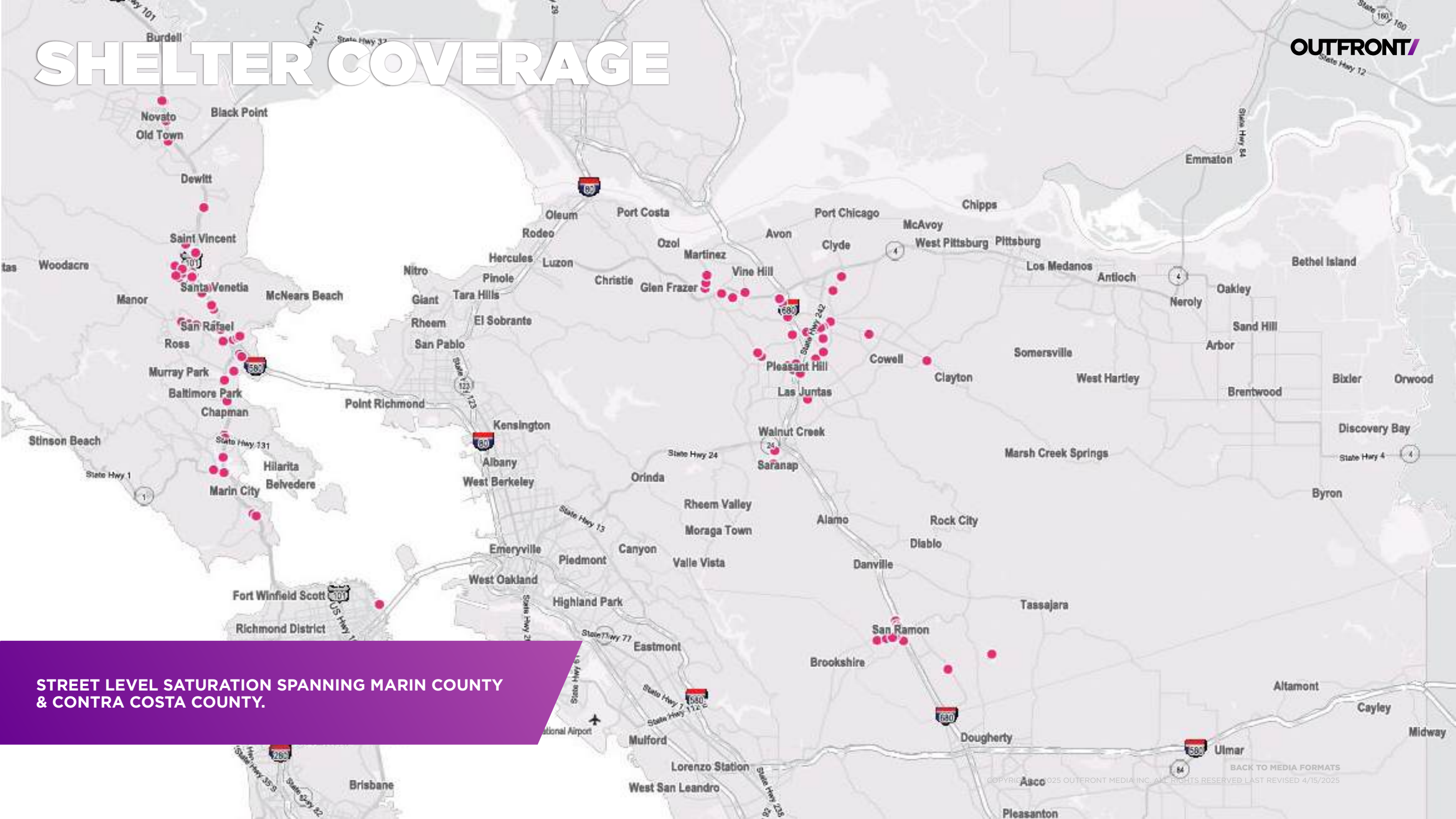
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# SHELTER COVERAGE

OUTFRONT



STREET LEVEL SATURATION SPANNING MARIN COUNTY & CONTRA COSTA COUNTY.



# 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

## COVERAGE

- San Francisco
- Larkspur

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# SECOND SCREEN MEDIA



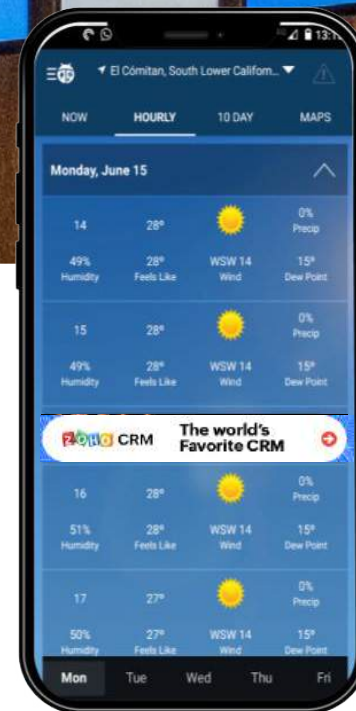
# MOBILE NETWORK

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

## PRODUCTS

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

**LOCATED IN THE TOP 50 MARKETS**



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# LEVERAGING #sOOH FOR YOUR BRAND

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

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

## PRIME FOR A TIME

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

## STUDIOS & XLABS

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

## INFLUENCERS

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

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

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



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# OUTFRONT

WE GET YOU AMERICA

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