

OUTFRONT/

WE GET YOU SAN JOSE AND SILICON VALLEY

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.**

SILICON VALLEY
510.527.3350



OUTFRONT/

IMPACT WHERE IT MATTERS/

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



TECHNOLOGY

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

LOCATION

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

CREATIVITY

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

TIME TO MIX IT UP/

NEW CONSUMER BEHAVIORAL CHANGES HIGHLIGHT AND INCREASE OUTFRONT'S PROXIMITY MARKETING POWER. AS YOUR AUDIENCE MIXES UP THEIR ROUTINE, SO DO WE. OUR ABILITY TO INTEGRATE INTO COMMUNITIES, DRIVE CONTEXTUAL AND SITUATIONAL RELEVANCE, AND AMPLIFY DIGITAL MEDIA'S EFFECTIVENESS UNIQUELY POSITIONS OUTFRONT (AND YOUR MESSAGING) TO IMPACT CONSUMERS.



ALL EYES ON OUTDOOR

The demand for outdoor and real life experiences remains high. Whether on the roads or in transit systems, OOH's impact is higher than ever before. In fact, 62% of city-dwelling adults reported noticing OOH ads more now than pre-pandemic. It doesn't stop there. People take action after OOH exposure, with top actions including search, website visitation, talking about the brand, and in-store purchases. Brands are taking note, with 77% increasing their knowledge of the sector in the past 18 months.

MOST TRUSTED MEDIUM

Trust is key for brands today. OOH remains the most trusted medium, seeing the largest increase in consumer trust in the past three years. We believe this is due to its tangible in real life nature. This is especially true among the younger generations, with OOH being the #1 preferred media format for Millennials and Gen Z. And it continues to drive action, with 92% of Millennials and 77% of Gen Z responding that they were extremely likely to purchase a product after seeing an OOH ad.

DIGITAL BURNOUT

People are experiencing digital fatigue, with 75% reporting skipping ads and 52% already spending less time with their various screens. Advertisers see OOH as a viable solution, due to its real life impact and creativity that amplifies digital connections. That's why 87% of advertisers are recommending digital OOH in the next 12 months. Leverage the core strengths of OOH with the connectivity of mobile to provide more touchpoints of engagement and inspire people to search, shop, or share.

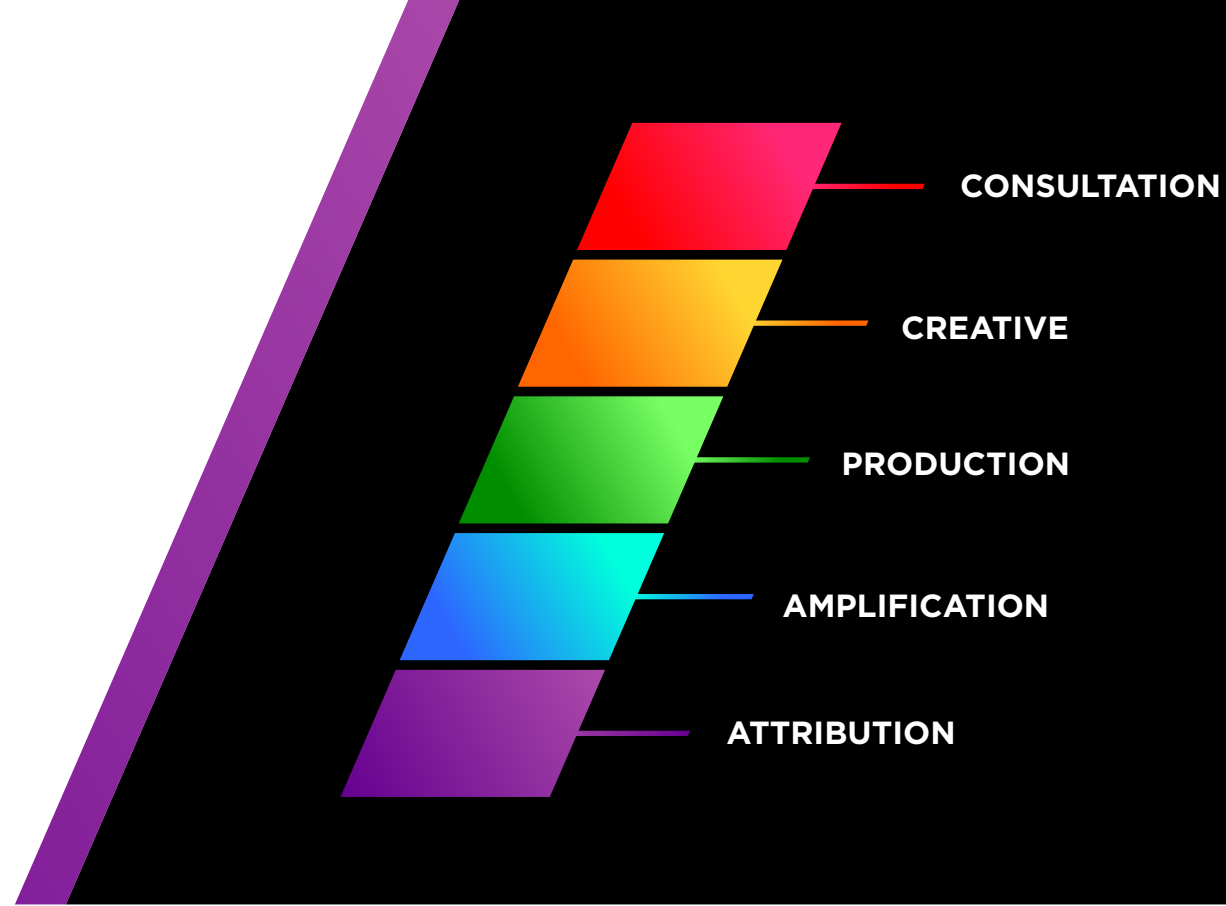
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510.527.3350

SOURCE: THE HARRIS POLL, 2022. XASIS ANNUAL MEDIA DECISION MAKER STUDY, 2021. YOUNGOV AMERICA, 2021. ONESCREEN.AI, 2022.

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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.

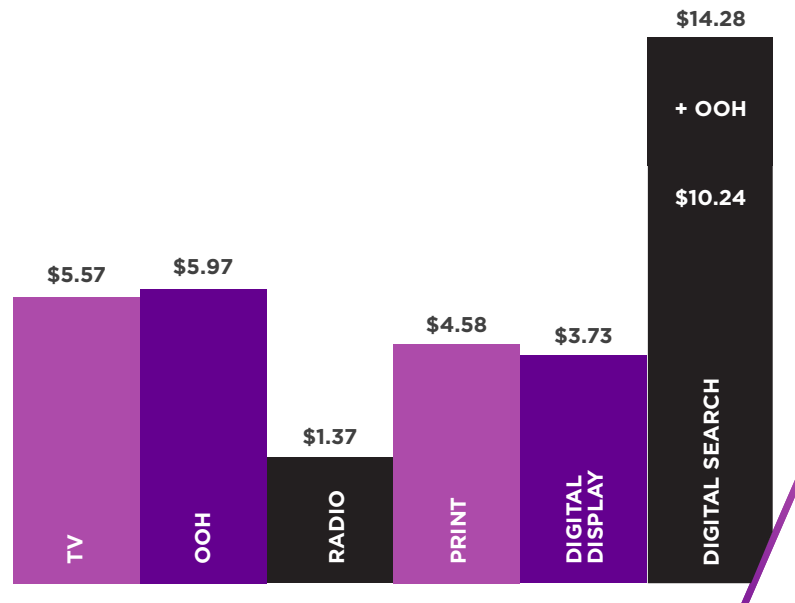
ATTRIBUTION

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

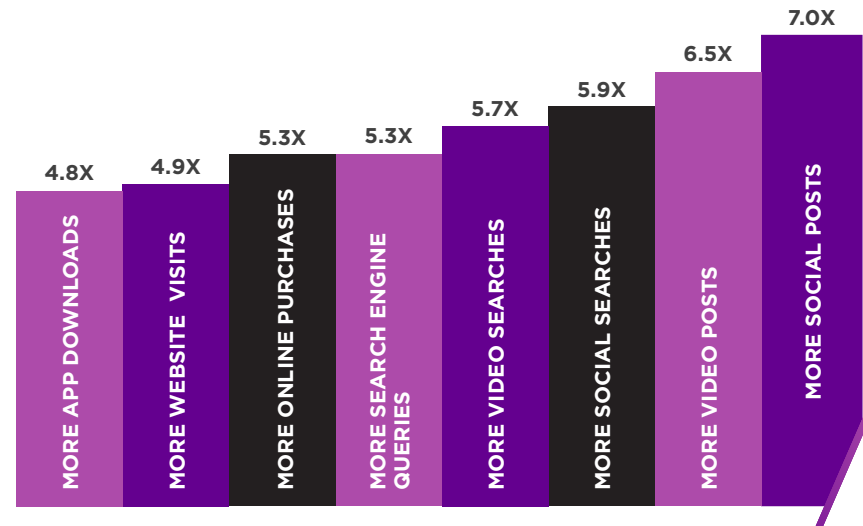
When out of home is added to the media mix, it **increases search's return on ad spend by 40%**. That's because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that's **5.3x the performance** of other media.

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



SCAN OR CLICK FOR THE AFREZZA STUDY

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



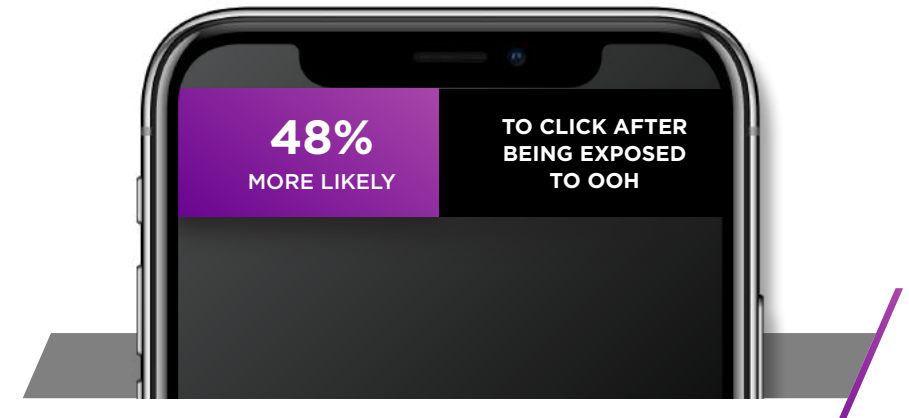
SOCIAL

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

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



SCAN OR CLICK FOR THE LOUIS VUITTON STUDY



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.](#)



SCAN OR CLICK FOR BOUNCE CURL CASE STUDY

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ATTRIBUTION MATTERS/

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

FOOTFALL



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

ONLINE



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

TUNE-IN



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

LOCATION SURVEYING



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



SCAN OR CLICK FOR THE FOOTFALL CASE STUDY



SCAN OR CLICK FOR THE ONLINE CASE STUDY



SCAN OR CLICK FOR THE TUNE-IN CASE STUDY



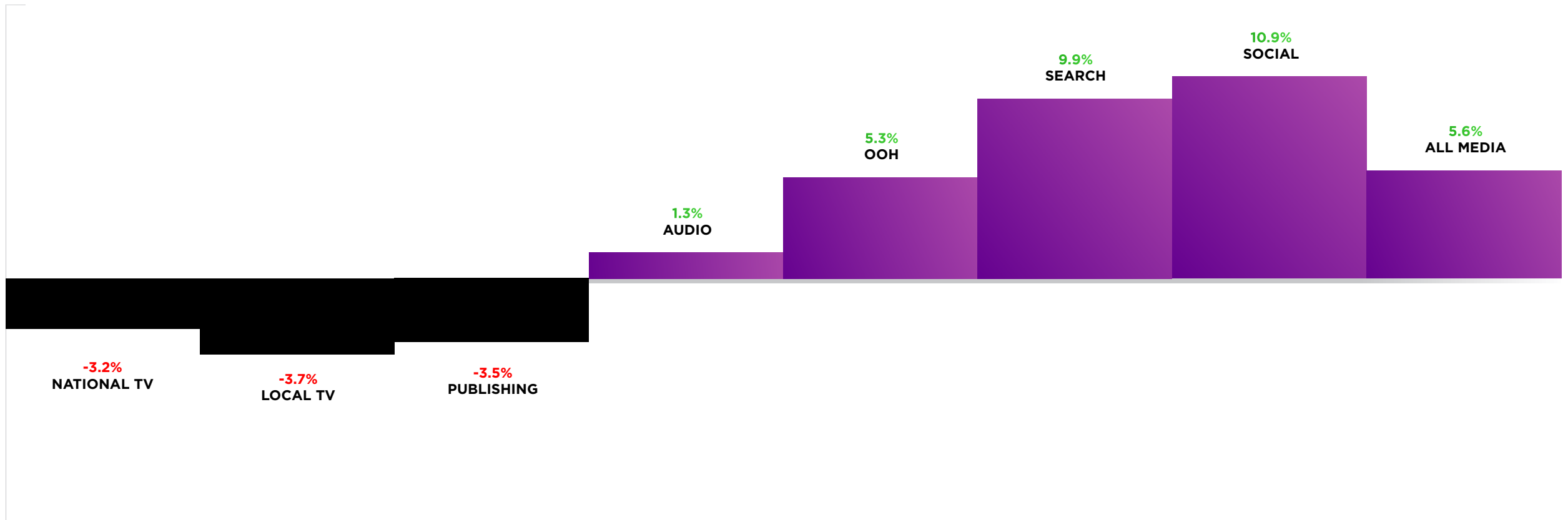
SCAN OR CLICK FOR SALES LIFT CASE STUDY



OOH IS MEDIA'S FAVORITE MEDIUM /

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

2024 U.S. MEDIA FORECAST



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

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



YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

TOP 50 MARKETS/

TOP 50 MARKETS		CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,639,046	●●	●	●●	●●●	●	●●	●●	●●	●
2	Los Angeles-Long Beach et al, CA	12,869,011	●●	●	●●		●●	●●●	●●	●●	●
3	Chicago et al, IL-IN-WI	9,415,897	●●	●	●●	●●●			●●	●●	●
4	Dallas-Fort Worth-Arlington, TX	8,126,208	●●	●				●	●	●●	●
5	Houston-The Woodlands et al, TX	7,518,993	●●	●				●●		●●	●
6	Washington et al, DC-VA-MD-WV	6,441,102	●	●		●●●	●●	●		●	●
7	Philadelphia et al, PA-NJ-DE-MD	6,264,628	●●	●	●					●●	●
6	Miami-Fort Lauderdale et al, FL	6,234,664	●●	●●		●●●	●●	●●●		●●	●
9	Atlanta-Sandy Springs et al, GA	6,339,620	●●		●●			●●		●●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,119,961	●●		●●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,934,233	●●	●	●	●●●	●●	●●	●	●●	●
12	San Francisco-Oakland et al, CA	4,591,500	●●	●	●	●●●	●●	●●		●●	●
13	Riverside et al, CA	4,710,115	●●		●						●
14	Detroit-Warren-Dearborn, MI	4,344,518	●●	●	●		●●				●
15	Seattle-Tacoma-Bellevue, WA	4,107,105	●		●						●
16	Minneapolis et al, MN-WI	3,738,359	●●	●	●				●●		●
17	Tampa-St. Petersburg et al, FL	3,358,778	●●	●	●				●●		●
18	San Diego-Carlsbad, CA	3,297,720	●●	●	●				●●		●
19	Denver-Aurora-Lakewood, CO	3,031,111	●●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2,855,642	●●		●	●●					●
21	Baltimore-Columbia-Towson, MD	2,869,076	●								●
22	St. Louis, MO-IL	2,799,169	●●	●	●●						●
23	San Antonio-New Braunfels, TX	2,639,100	●●								●
24	Portland-Vancouver et al, OR-WA	2,557,385	●●	●	●●						●
25	Sacramento-Roseville et al, CA	2,439,765	●●		●●						●

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

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

TOP 50 MARKETS

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

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

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

Together,
we have a healthy future.

Santa Clara Family Health Plan

For Medi-Cal made easy, visit scfhp.com/easy

OUTFRONT

1127

White Rd

MEDIA ACROSS SILICON VALLEY



WE GET YOU SILICON VALLEY

South of San Francisco, **Silicon Valley is California's renowned region of innovation, technology, and academic achievement.** Many consider Silicon Valley to be the world's tech capital because it is **home to numerous tech giants such as Apple, Cisco, Adobe, Google, HP, Intel, Oracle,** and many more. In addition to its thriving economy and notable company headquarters, Silicon Valley residents are highly affluent. **Silicon Valley residents have a lot of spending power, with an average income of over \$210,000** and an average home cost of over \$1 million.

Silicon Valley is a **hub for tech enthusiasts and a paradise for locals and tourists** seeking diverse attractions and activities. Whether it's indulging in shopping or dining at Santana Row, experiencing the thrill of a San Jose Sharks Hockey game in Downtown San Jose, cheering for the 49ers at Levi's Stadium in Santa Clara, or exploring the region's 25 parks and hiking trails, Silicon Valley has something to offer everyone!

WHY SILICON VALLEY AND SAN JOSE?

- Silicon Valley is **home to 39 companies that are listed on Fortune's 1000** list.
- Silicon Valley is **home to 2,000 tech companies**, which is the densest concentration in the world.
- Top universities such as **Stanford, Santa Clara, UC Santa Cruz, and San Jose State** all call Silicon Valley home.
- Silicon Valley is **home to over 75,000 millionaires**, which makes it **one of the wealthiest regions** in the United States.
- Silicon Valley **consistently ranks in the top 10 best places to live** in California.

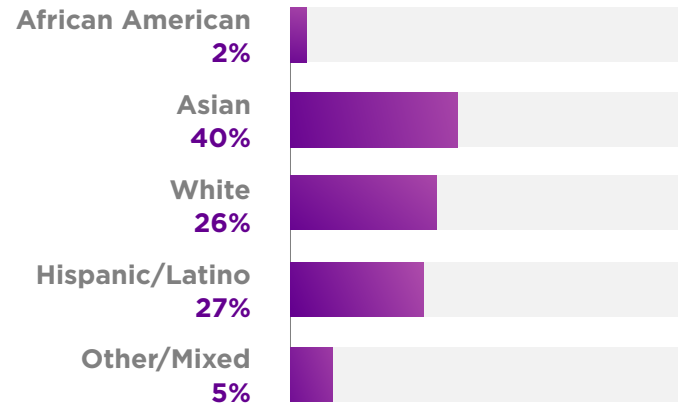
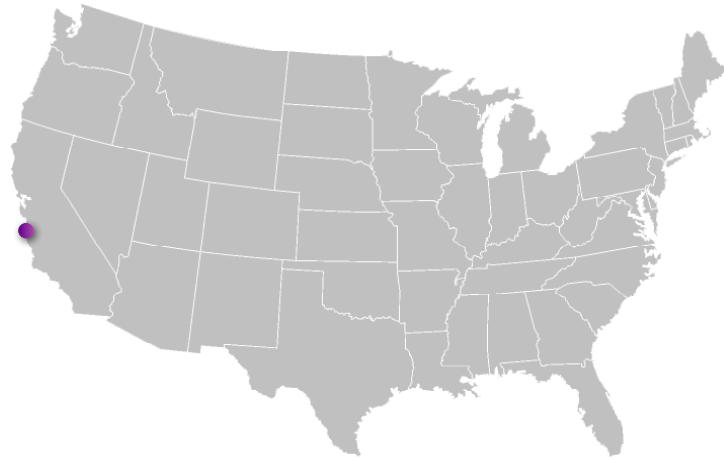
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SOURCE: CENSUS DATA (2023 UPDATE), FORTUNE.COM, CENSUS.GOV, FORBES.COM, U.S. NEWS, CALIFORNIA.COM, DIATRIBE.ORG



SILICON VALLEY

Profile



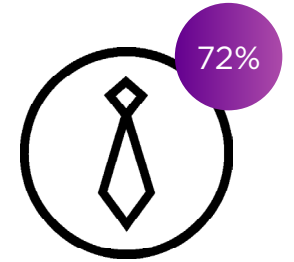
SILICON VALLEY 2 MILLION CBSA



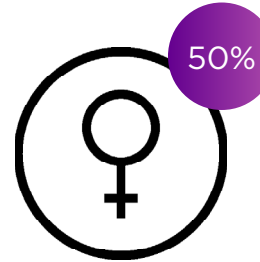
Bachelor's Degree or Higher



Average HHI



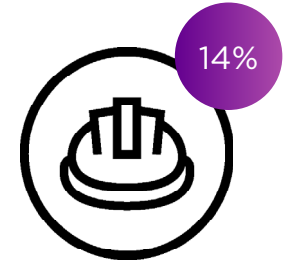
White-collar occupation



Female



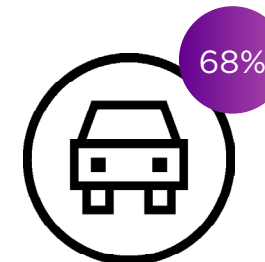
Time spent traveling to and from work each day



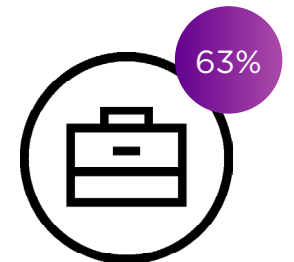
Blue-collar occupation



Male



Drive alone or carpooled



Employed

MEDIA FORMATS

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Bascom Av

I CAN
GET COLLEGE CREDIT
WHILE IN HIGH SCHOOL.

California
Community
Colleges

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ICanGoToCollege.com

BILLBOARDS

BULLETINS

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

- Silicon Valley



SCAN OR CLICK TO
LEARN MORE



BULLETIN COVERAGE

Montara
Silicon Valley Coverage
Moss Beach

El Granada

Half Moon Bay

Grabtown

Lobitos

San Carlos

Atherton

Escondido Village

Portola Valley

Los Trancos Woods

Jarvis Landing

Mattos

Albrae

Snoboy

South Shore Port Alviso

Castro City

Los Altos

Agnew

Lawrence

Santa Clara

San Jose

Berryessa

Burbank

Campbell

Lick

Evergreen

Saratoga

Cambrian Park

Edenvale

Shannon

Coyote

South Coyote

Perry

New Almaden

STREET LEVEL AND FREEWAY COVERAGE SPANNING THE SILICON VALLEY FROM REDWOOD CITY TO SAN JOSE.



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.

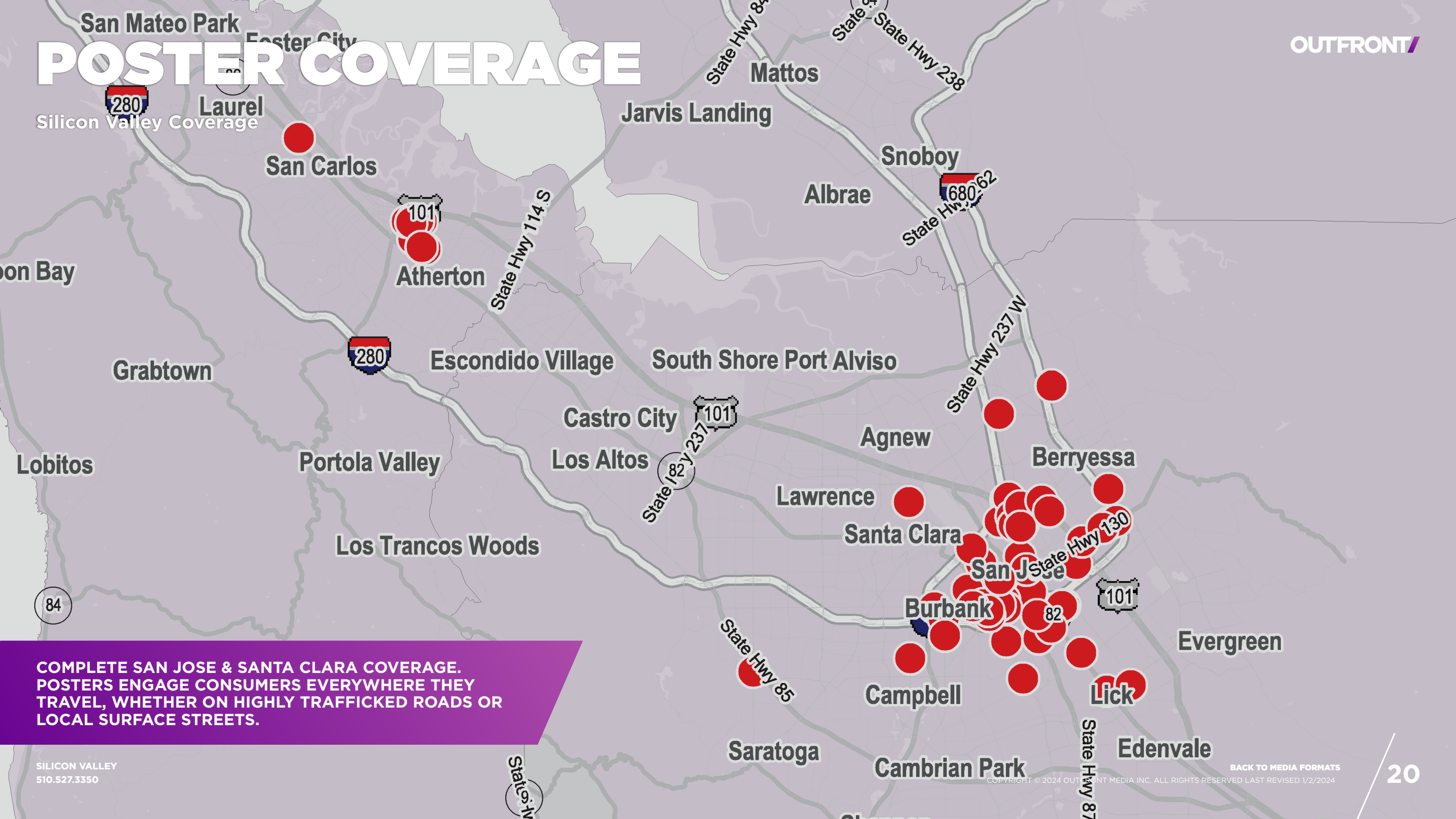
PRODUCT INFORMATION

- Standard Size: 10'5" H x 22'8" W
- Premier Panel: 12'3" H x 24'6" W

COVERAGE

- Silicon Valley

POSTER COVERAGE



COMPLETE SAN JOSE & SANTA CLARA COVERAGE. POSTERS ENGAGE CONSUMERS EVERYWHERE THEY TRAVEL, WHETHER ON HIGHLY TRAFFICKED ROADS OR LOCAL SURFACE STREETS.



DIGITAL BULLETINS

SCAN OR CLICK TO LEARN MORE



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

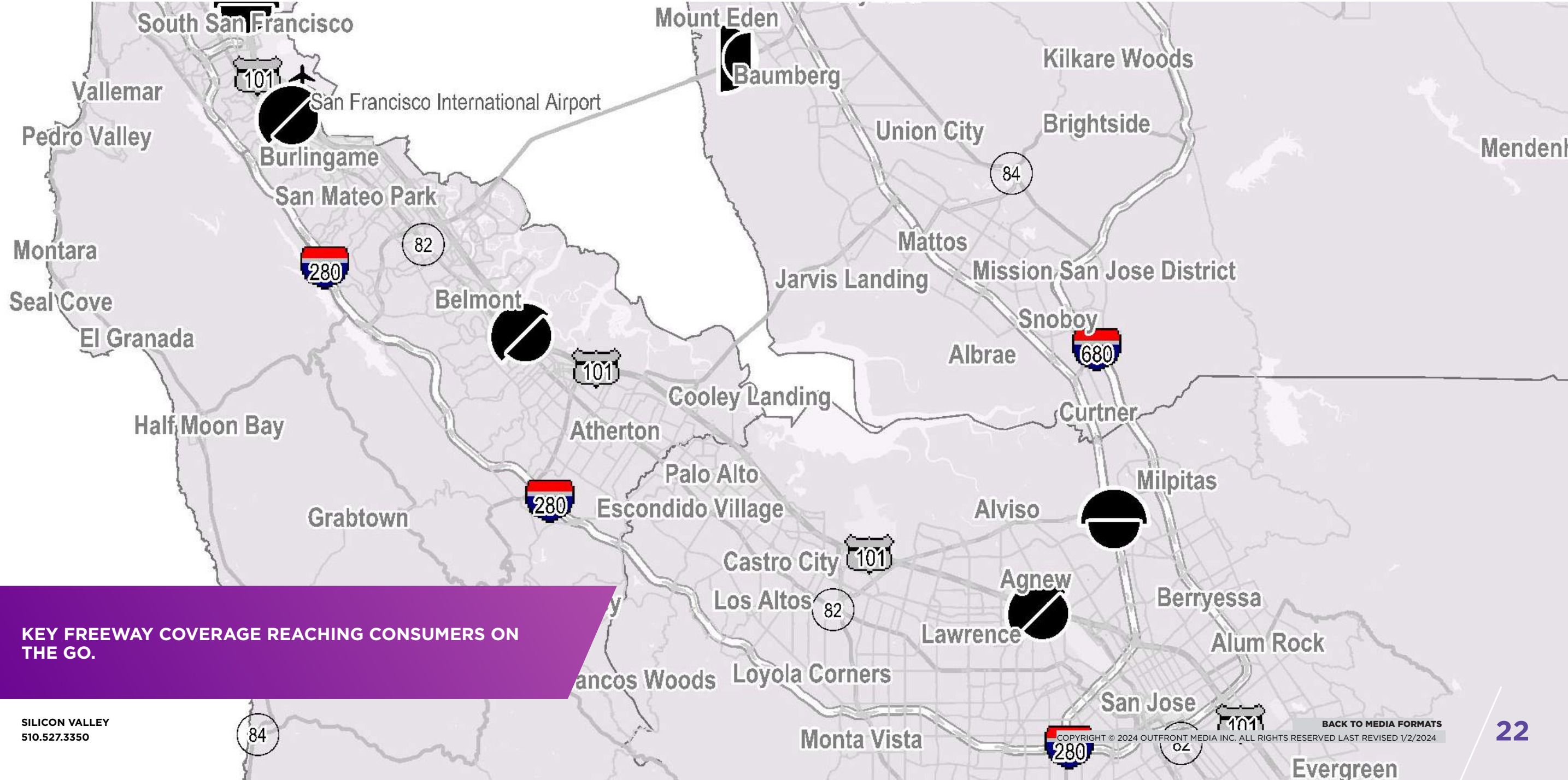
- Digital Bulletins
- Sizes Vary
- Type: Static

COVERAGE

- Major Highways
- Silicon Valley

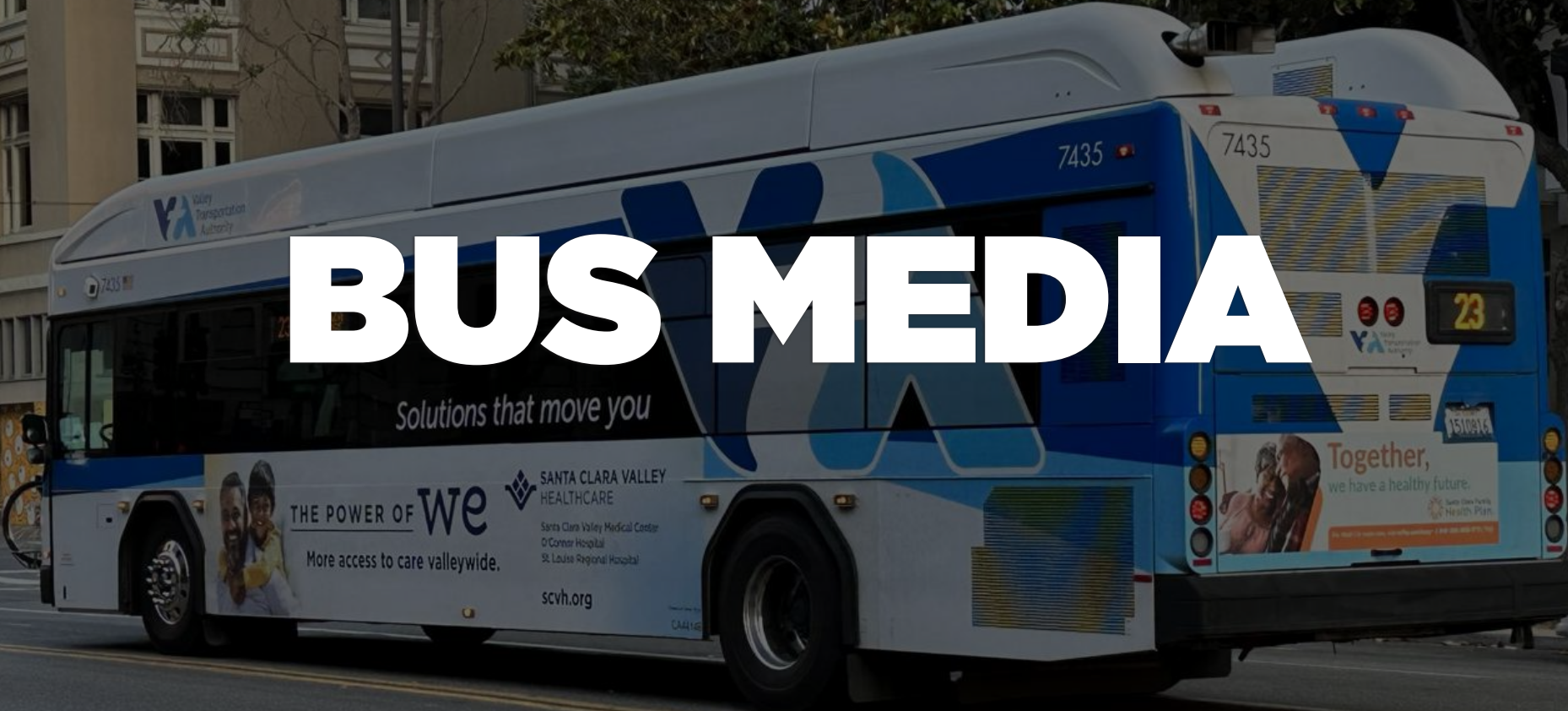


DIGITAL BULLETIN COVERAGE



KEY FREEWAY COVERAGE REACHING CONSUMERS ON THE GO.

BUS MEDIA



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

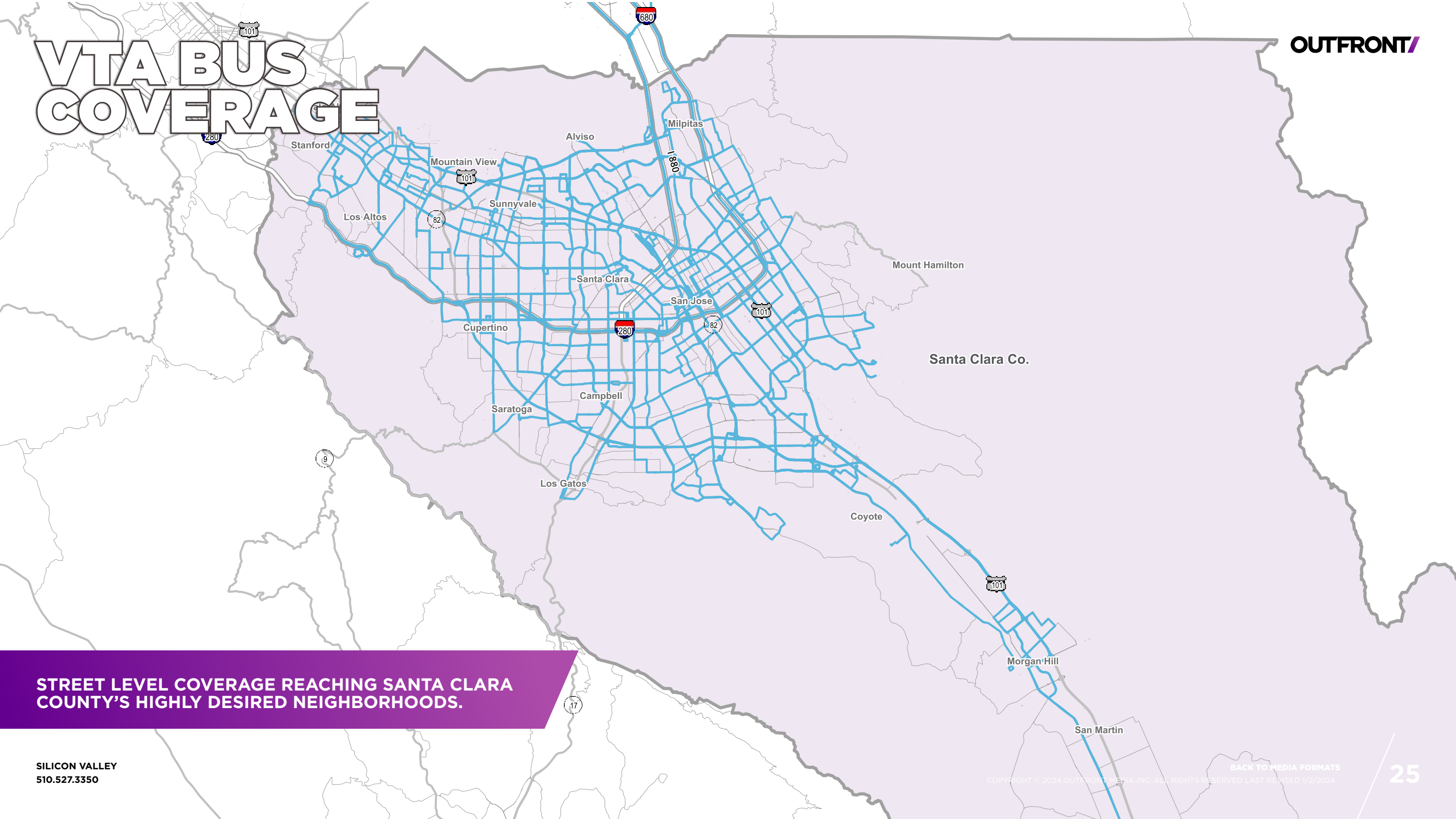
- Kings
- Kongs
- Headliners
- Extensions
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps
- Queens
- Interior Bus Cards



SCAN OR CLICK TO
LEARN MORE



VTA BUS COVERAGE



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

SILICON VALLEY
510.527.3350

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!

COVERAGE

- Systemwide
- Targeted audience on a request basis





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

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



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

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 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



BUS INTERIOR CARDS



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

9:12 a.m.
Limited

6

10:12 a.m.
Limited

ramp.com

ramp.com

ramp.com

We each have
a role to play
in ending
homelessness.
www.walkby.com

We each have
a role to play
in ending
homelessness.
www.walkby.com

We each have
a role to play
in ending
homelessness.
www.walkby.com

tickets

CLIPPER CARD MACHINE
MÁQUINA DE TARJETAS CLIPPER

RAIL MEDIA

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

COVERAGE

- San Francisco
- San Mateo County
- Santa Clara County

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.

SILICON VALLEY
510.527.3350

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



CAL TRAIN WRAPS

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

COVERAGE

- 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.

SILICON VALLEY
510.527.3350

STATION MEDIA

- Posters
- Dominations

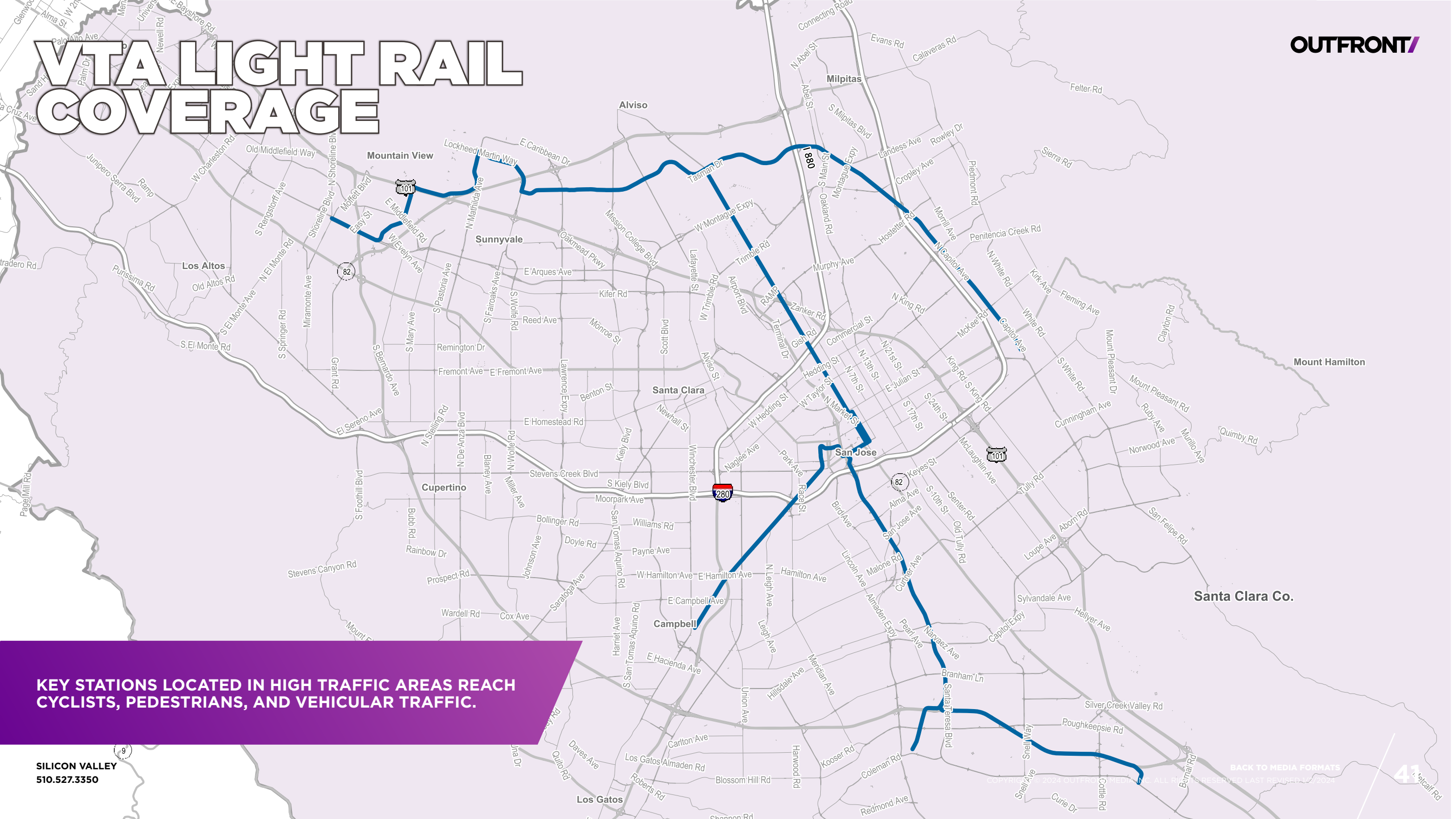
RAIL CAR MEDIA

- Interior Car Cards
- Center Stages
- Wraps

COVERAGE

- Santa Clara County

VTA LIGHT RAIL COVERAGE



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

STATION DOMINATIONS

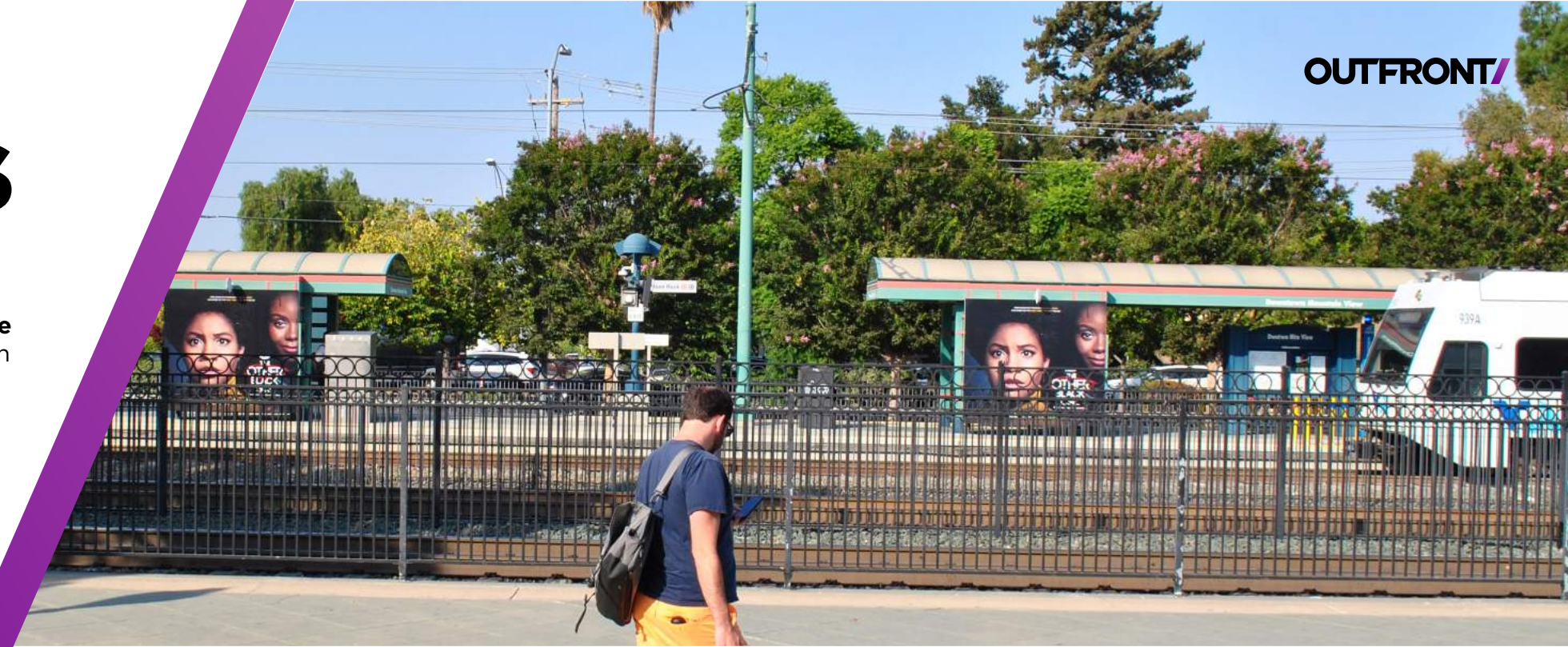
Dominate the Rail landscape at key, high traffic commuter centers. Station dominations **transform commuters' daily ride into a total "brand experience,"** delivering multiple campaign messages.

PRODUCT INFORMATION

- Media varies by station

COVERAGE

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



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

COVERAGE

- Santa Clara County
- San Jose
- Silicon Valley





STATION POSTERS

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

COVERAGE

- Systemwide
- Targeted audience on a request basis



CENTER STAGES

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

COVERAGE

- 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

COVERAGE

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





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.

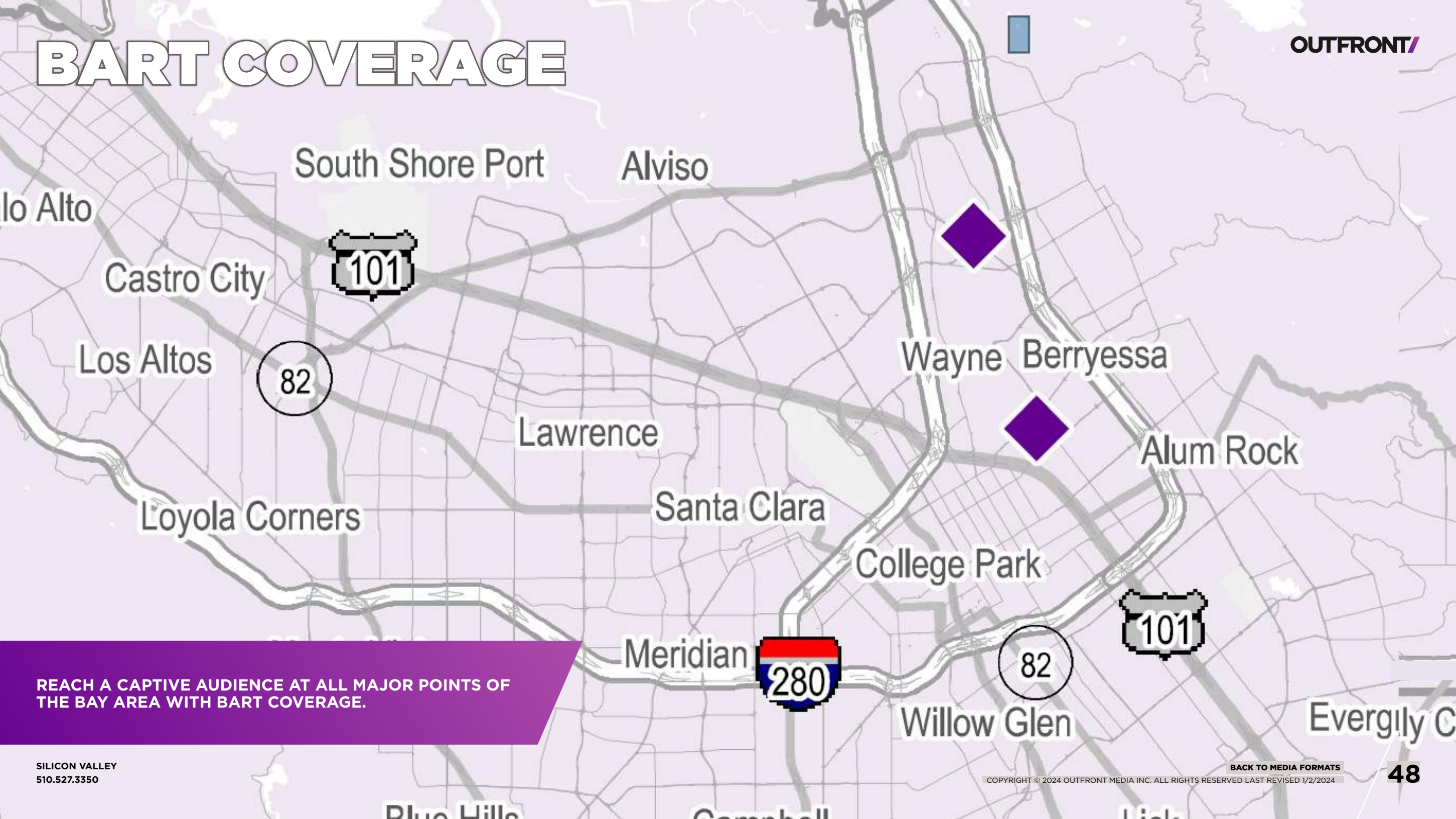
STATION MEDIA

- Liveboards

RAIL CAR MEDIA

- Interior Rail Car Cards
- Interior Rail Brand Trains

BART COVERAGE



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

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 through full motion Liveboards.

PRODUCT INFORMATION

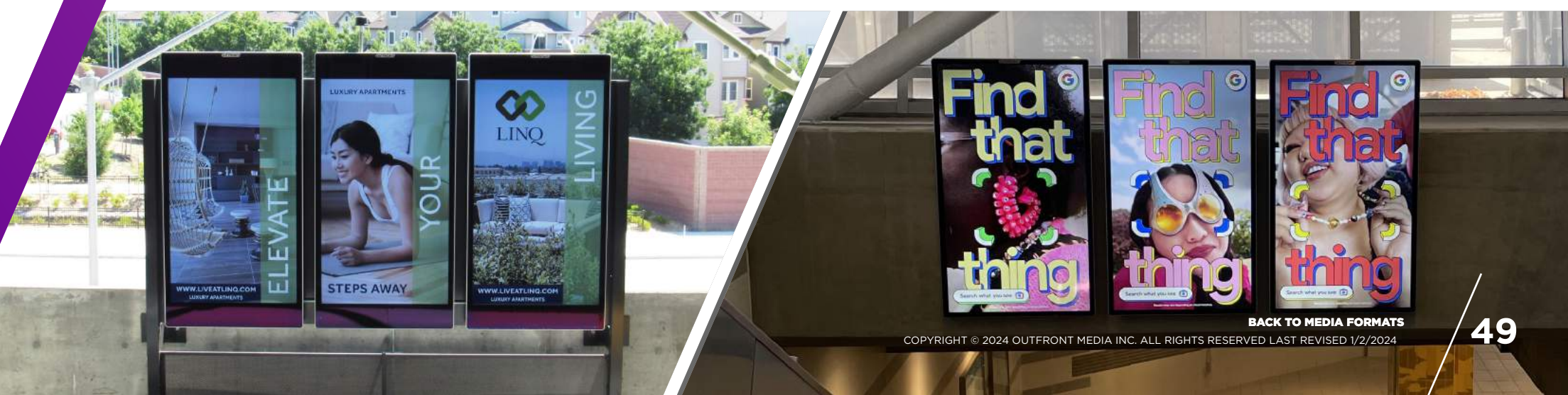
- 44 Liveboards
- Size: 56.3”H x 31.7”W
- Spots: 12
- Spot Length: 15 seconds
- Loop Length: 180 seconds
- Static & Full Motion*

COVERAGE

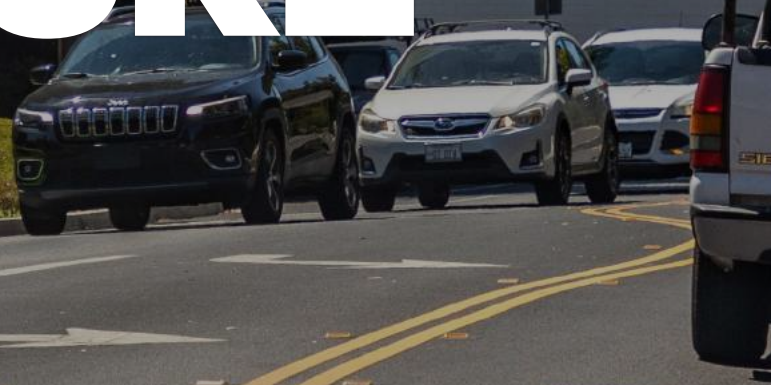
- Berryessa Station (22)
- Milpitas Station (22)

**6 screens in Milpitas Station cannot run Full Motion*

SILICON VALLEY
510.527.3350
SOURCE / LEGAL



STREET FURNITURE



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

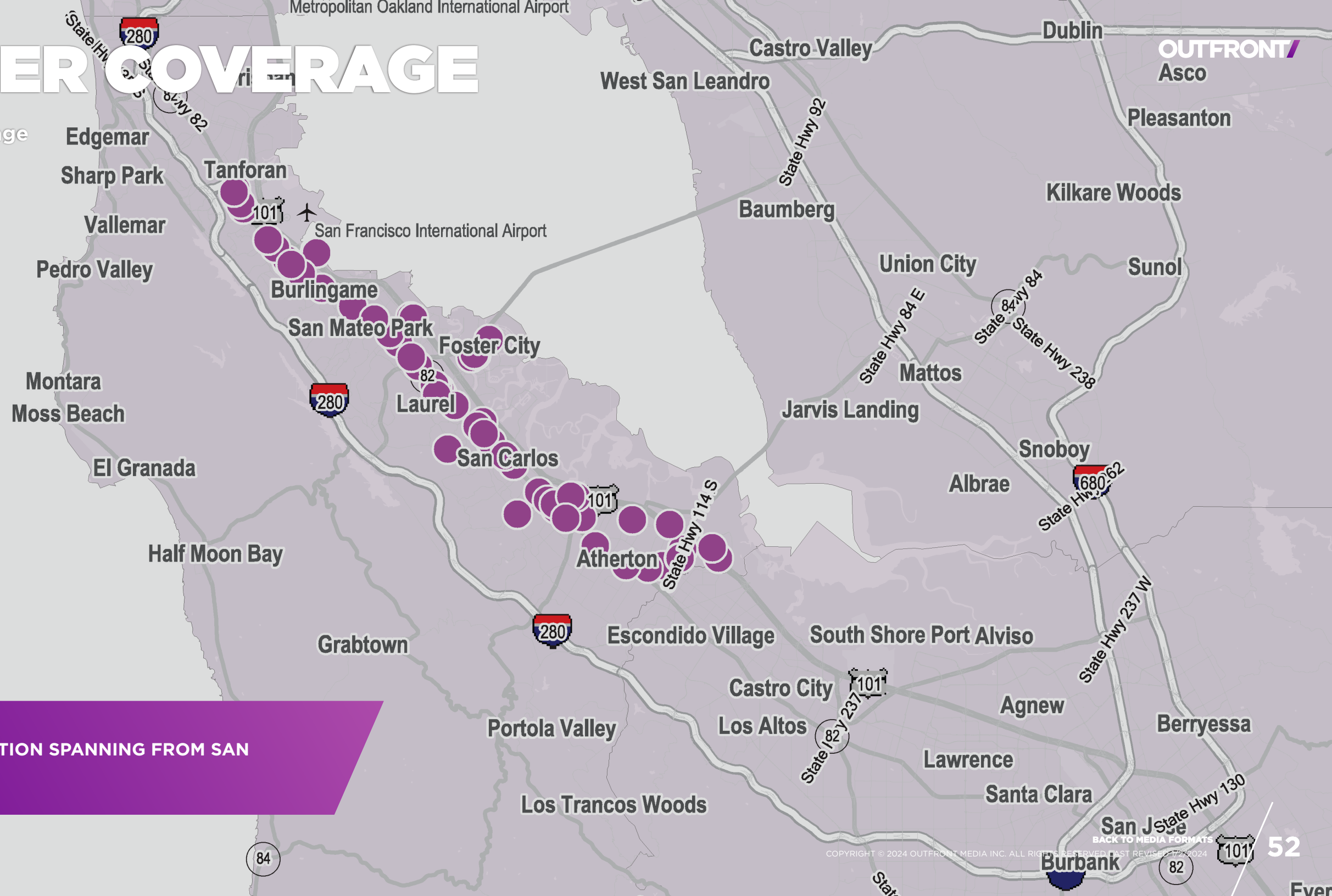
COVERAGE

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



SHELTER COVERAGE

Silicon Valley Coverage



STREET LEVEL SATURATION SPANNING FROM SAN BRUNO TO PALO ALTO.

SECOND SCREEN MEDIA



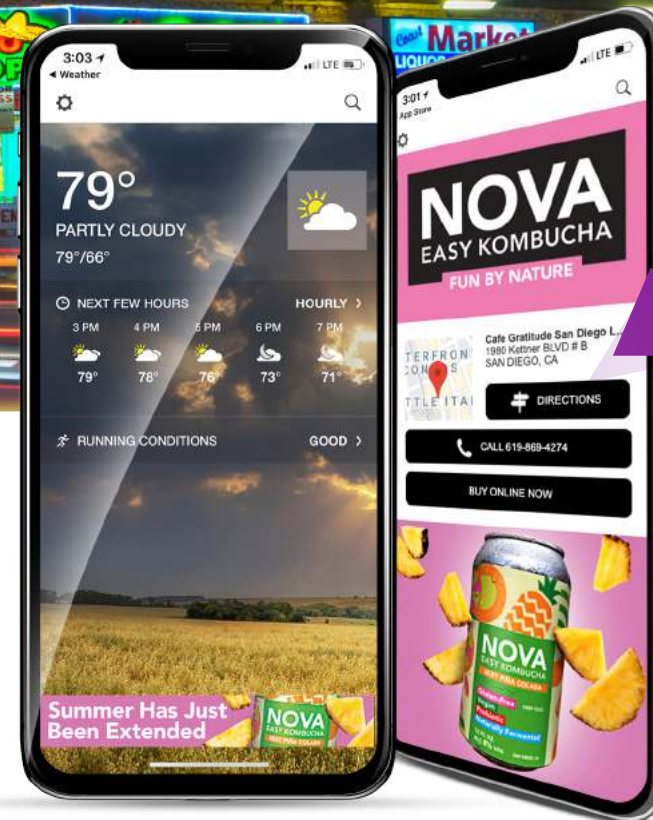
MOBILE NETWORK

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

PRODUCTS

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

LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK TO LEARN MORE





SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS

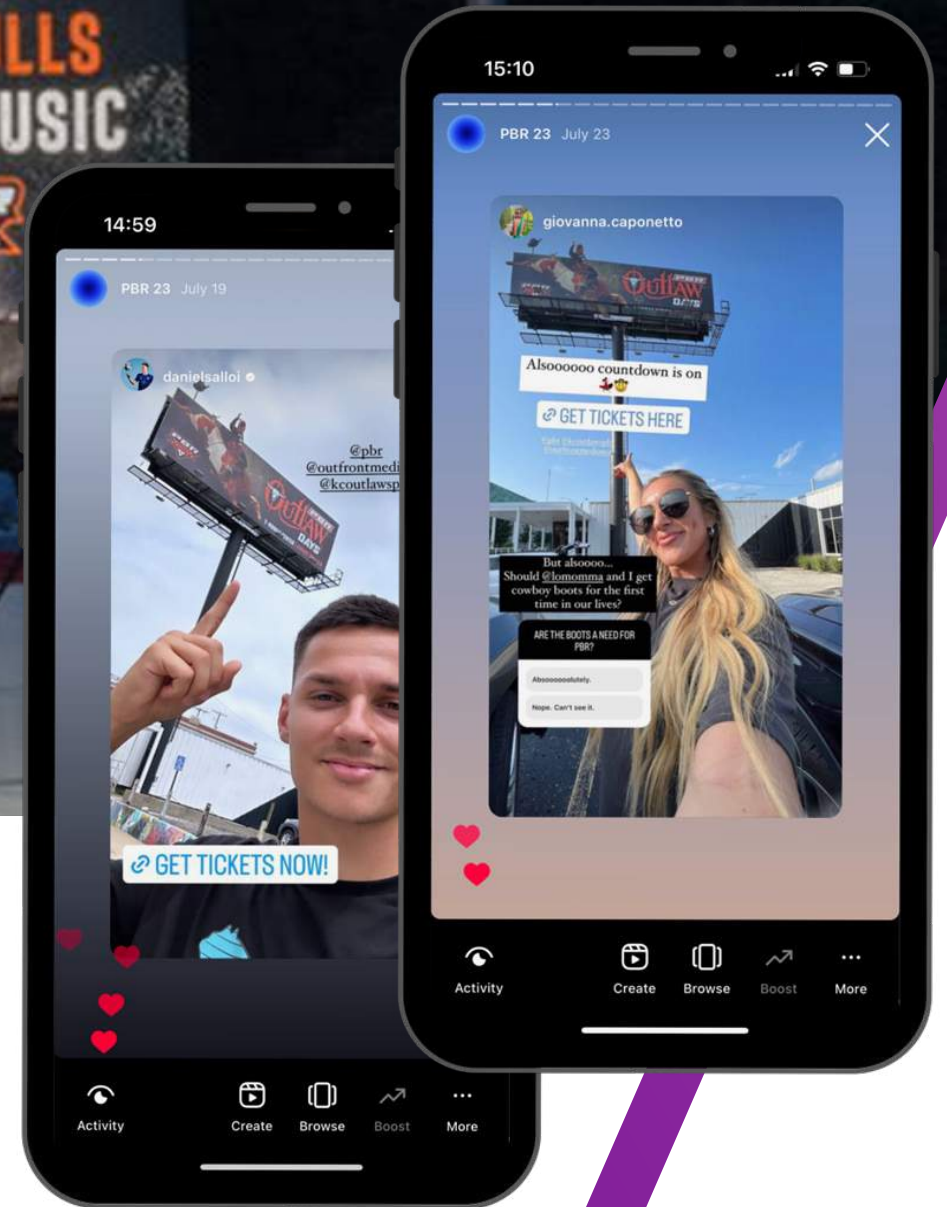
Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE



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



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