OUTFRONT/

WE GET
YOU SOUTH BEND.

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.**

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 [1]
43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION [1]
23% OOH
24% TV
24% Social Media
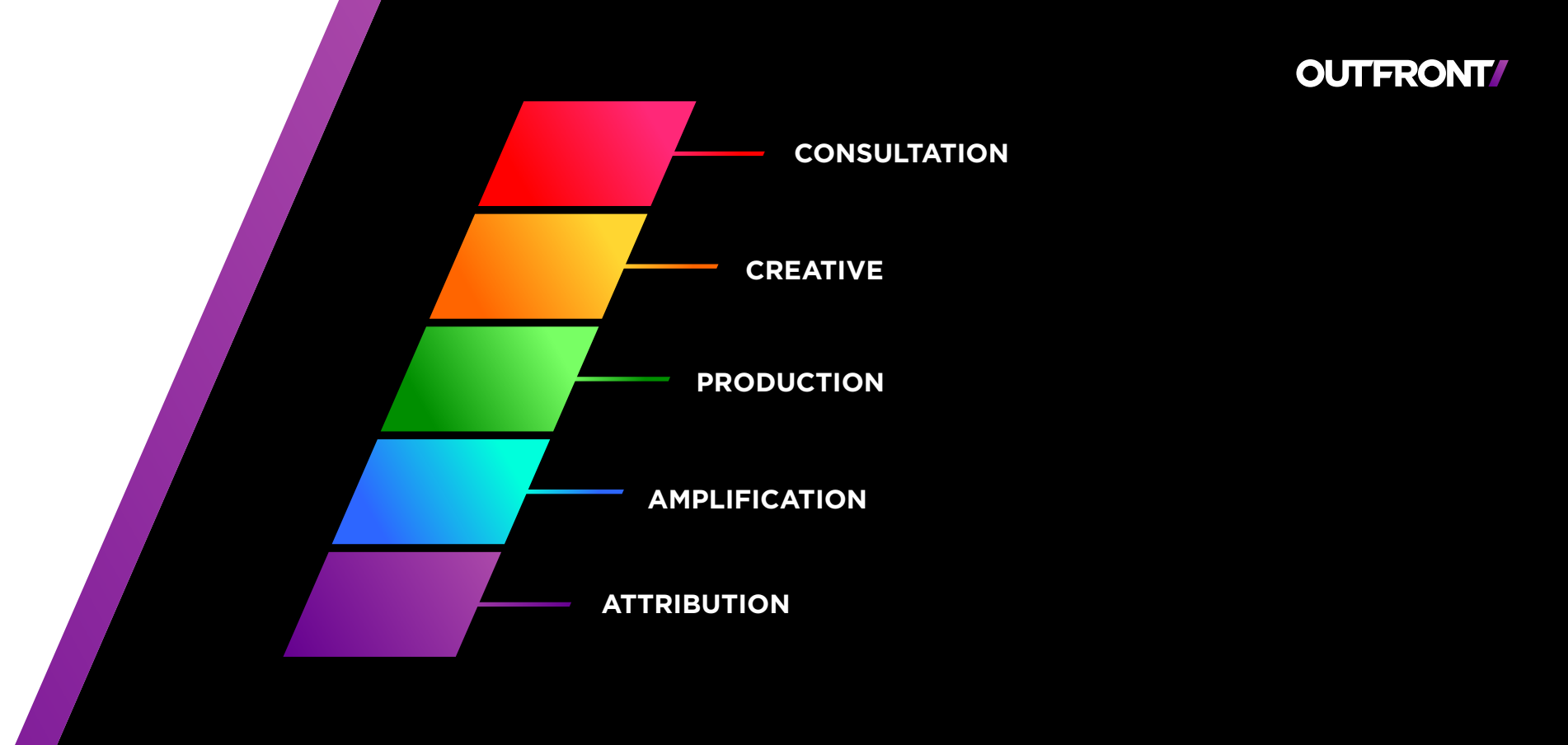**21% Online Video**

CONVERSION [1]
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

CREATIVE

PRODUCTION

AMPLIFICATION

ATTRIBUTION

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.
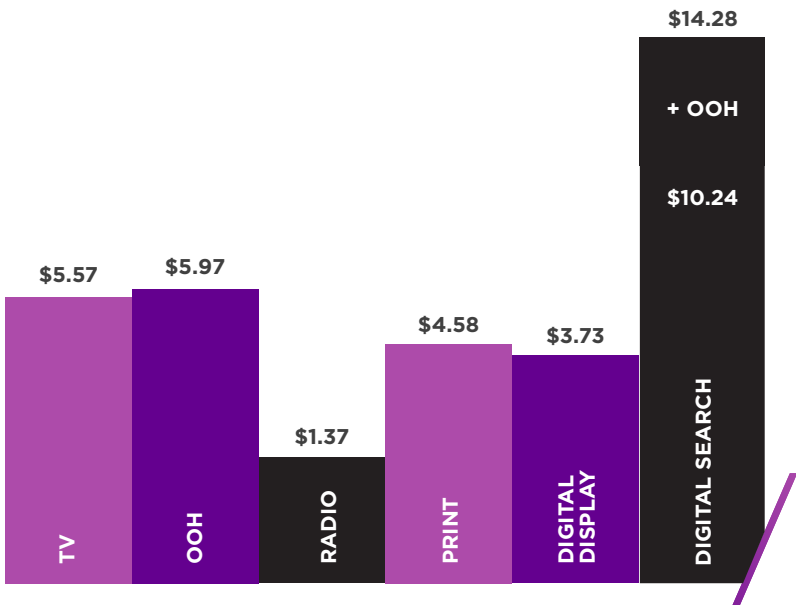
ATTRIBUTION

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.

5

AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.

SEARCH chart:
- TV — $5.57
- OOH — $5.97
- RADIO — $1.37
- PRINT — $4.58
- DIGITAL DISPLAY — $3.73
- DIGITAL SEARCH — $10.24 + OOH = $14.28

SOCIAL chart:
- MORE APP DOWNLOADS — 4.8X
- MORE WEBSITE VISITS — 4.9X
- MORE ONLINE PURCHASES — 5.3X
- MORE SEARCH ENGINE QUERIES — 5.3X
- MORE VIDEO SEARCHES — 5.7X
- MORE SOCIAL SEARCHES — 5.9X
- MORE VIDEO POSTS — 6.5X
- MORE SOCIAL POSTS — 7.0X

**MOBILE:** 48% MORE LIKELY TO CLICK AFTER BEING EXPOSED TO OOH

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
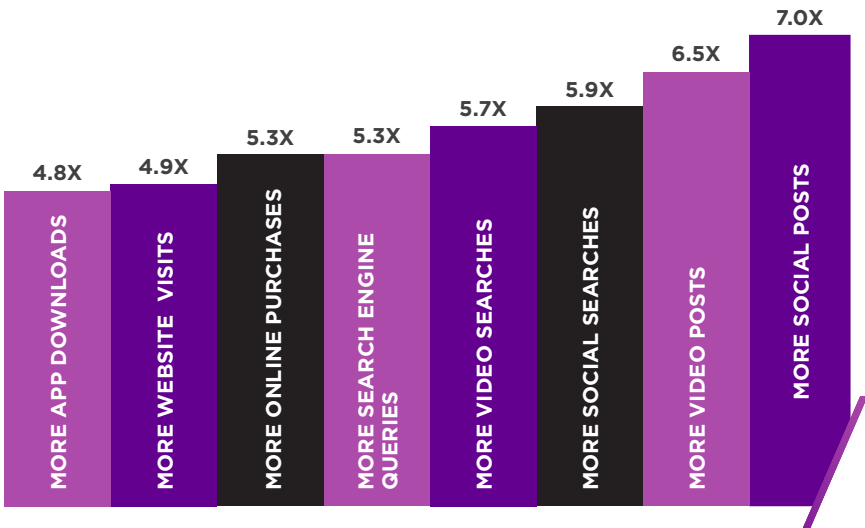
SOCIAL

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

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
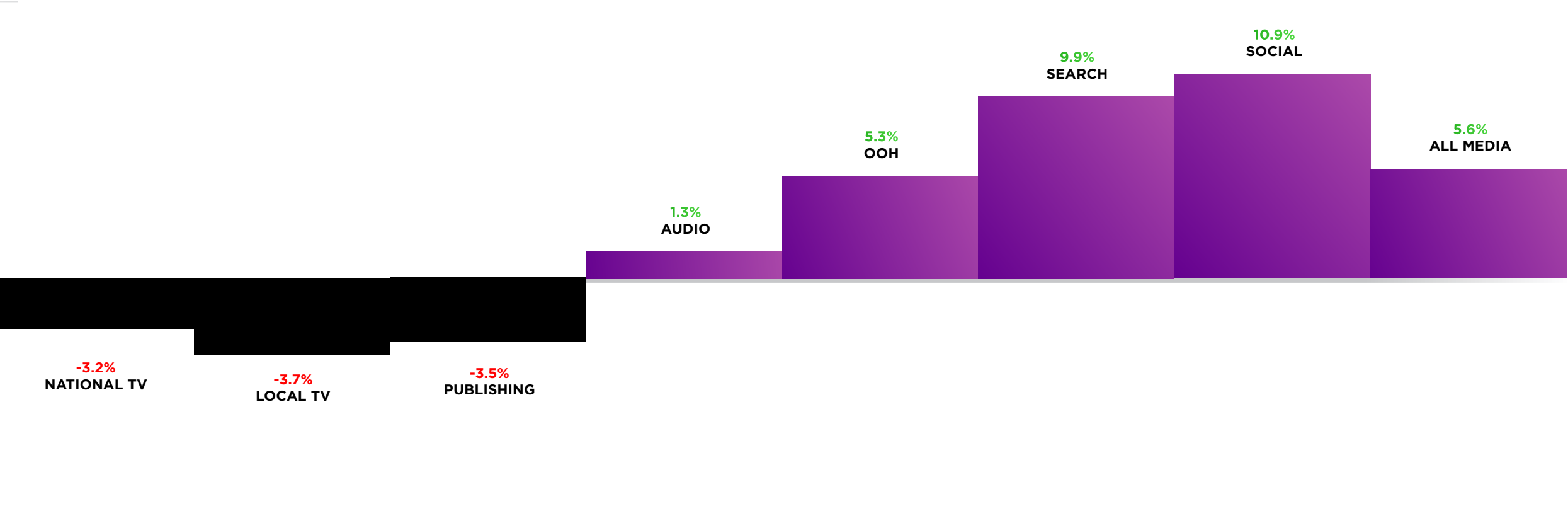
SCAN OR CLICK FOR THE TUNE-IN CASE STUDY

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

- **10.9%** SOCIAL
- **9.9%** SEARCH
- **5.3%** OOH
- **5.6%** ALL MEDIA
- **1.3%** AUDIO
- **-3.2%** NATIONAL TV
- **-3.7%** LOCAL TV
- **-3.5%** PUBLISHING

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

8

TOP 50 MARKETS/

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

🟣 INDICATES OUTFRONT MEDIA AVAILABLE   🔴 INDICATES DIGITAL MEDIA AVAILABLE   ⚫ INDICATES WRAPPED MEDIA AVAILABLE

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

OUTFRONT/

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

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

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

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

YOUR STORY & AUDIENCE. OUR CANVAS.

MEDIA ACROSS
SOUTH BEND

SOUTH BEND
260.4904908

WE GET YOU SOUTH BEND

The regional metropolitan center for Northern Indiana, South Bend, is in the county seat of St. Joseph and and the St. Joseph River. The local economy is driven by **manufacturing, health care, retail, education, and tourism.** South Bend is known for its heavy industrial development through the help of Studebacker Corporation and the Oliver Chilled Plow Company. The region is home to numerous company headquarters. South Bend has **several amateur sports franchises and the University of Notre Dame.** Notre Dame and the College Football Hall of Fame make the region a tourism destination.

WHY SOUTH BEND?

— Urban adventure playground including architectural walking tours, hiking the East Bank Trail, and going to the East Race Waterway for whitewater rafting.

— Arts and culture to explore at the Morris, Circa Arta Gallery, and the East Race Concert Series.

— The Drop Comedy Club and emerging bars are part of South Bend's growing nightlife.

SCAN OR CLICK TO LEARN MORE

SOUTH BEND
260.490.4908

SOURCE: US CENSUS, US CENSUS AMERICAN COMMUNITY SURVEY, APTA

SOUTH BEND MEDIA PRODUCTS AT A GLANCE

BILLBOARD

DIGITAL BILLBOARD

MOBILE NETWORK

SOUTH BEND

Profile

Race/Ethnicity	Percentage
African American	12%
Asian	3%
Hispanic/Latino	10%
White	69%
Other/Mixed	4%
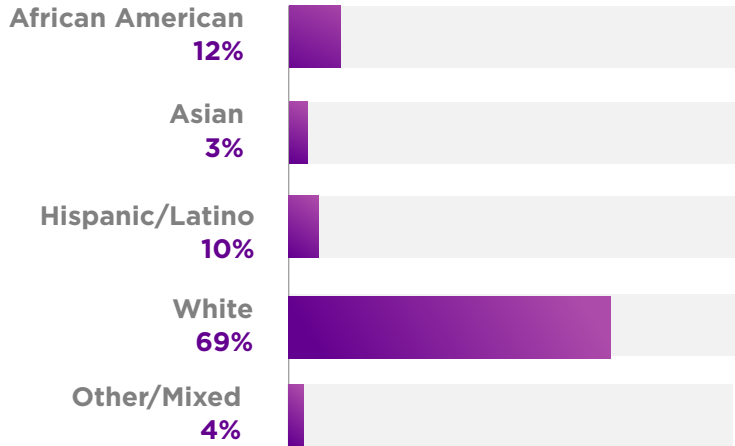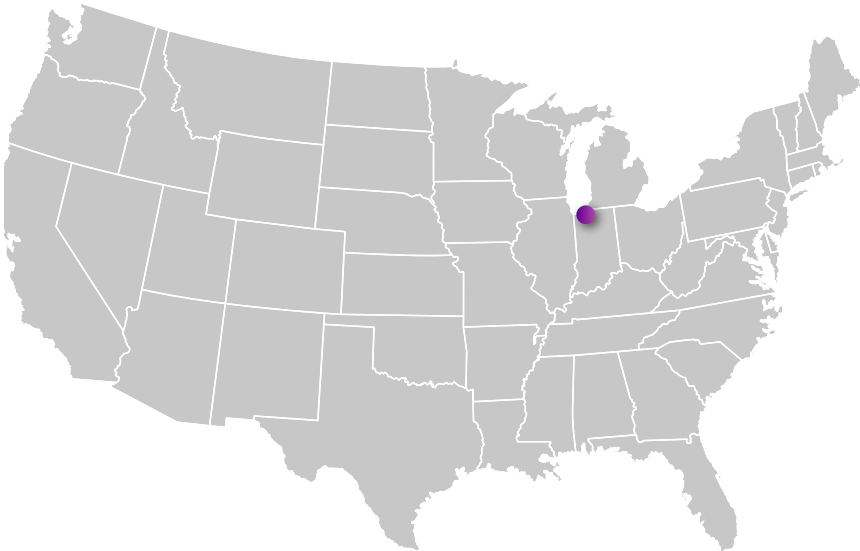
SOUTH BEND 324,660 CBSA

- **38%** — College Degree or higher
- **$90K** — Average HHI
- **58%** — White-collar occupation
- **51%** — Female
- **48 min.** — Time spent traveling to and from work each day
- **26%** — Blue-collar occupation
- **49%** — Male
- **91%** — Drive alone or carpooled
- **59%** — Employed
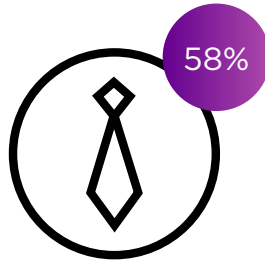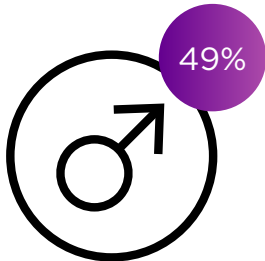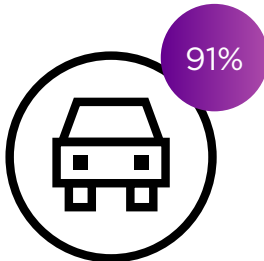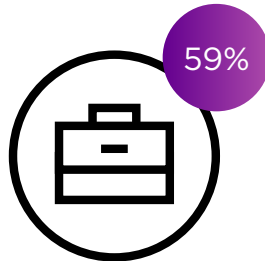
MEDIA FORMATS

BACK TO MEDIA FORMATS

BILLBOARDS

OMG, 4K streaming!

xfinity

OUTFRONT

South ide
Care
765-453-7144

← Fairmount

Russiaville →

A/C
ES TUNE UPS
SUSPENSION
S & MORE

BULLETINS

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

PRODUCT INFORMATION

— 14'H x 48'W

— Odd Sizes

— Sizes vary by location

— Extensions available

COVERAGE

— See map for complete coverage
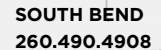
DIGITAL BULLETINS

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.
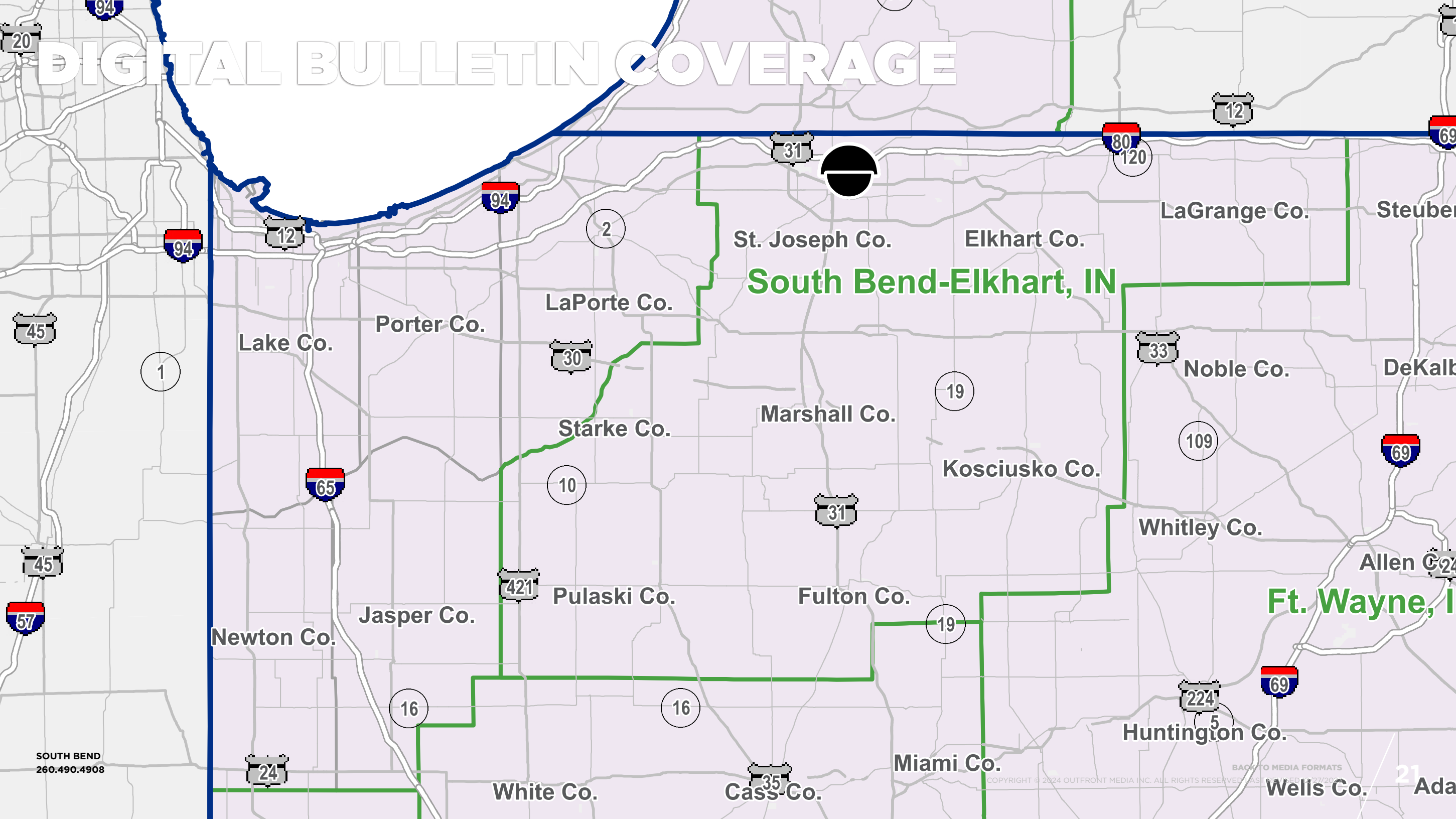
PRODUCT INFORMATION
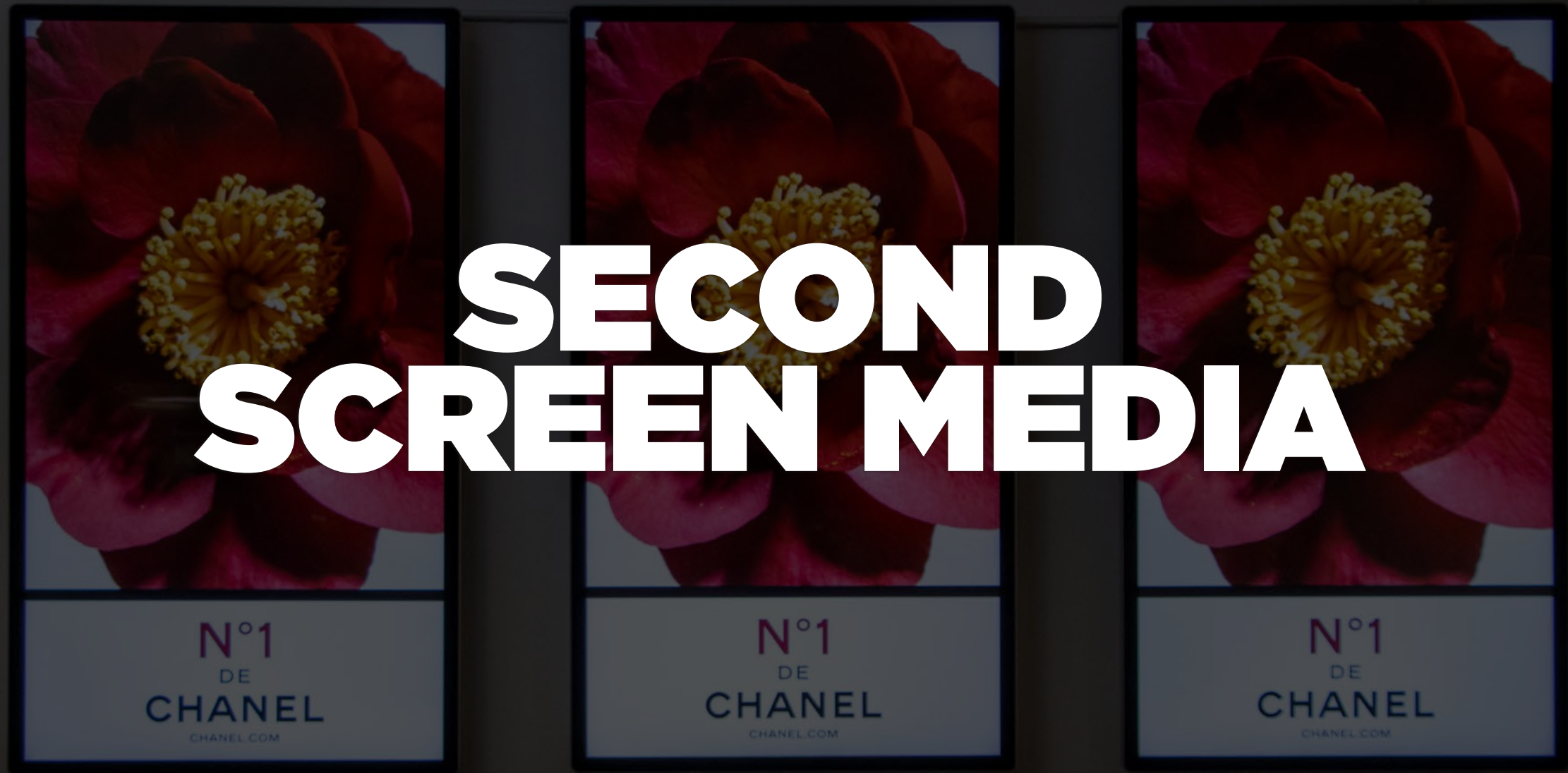
— 14'H x 48'W
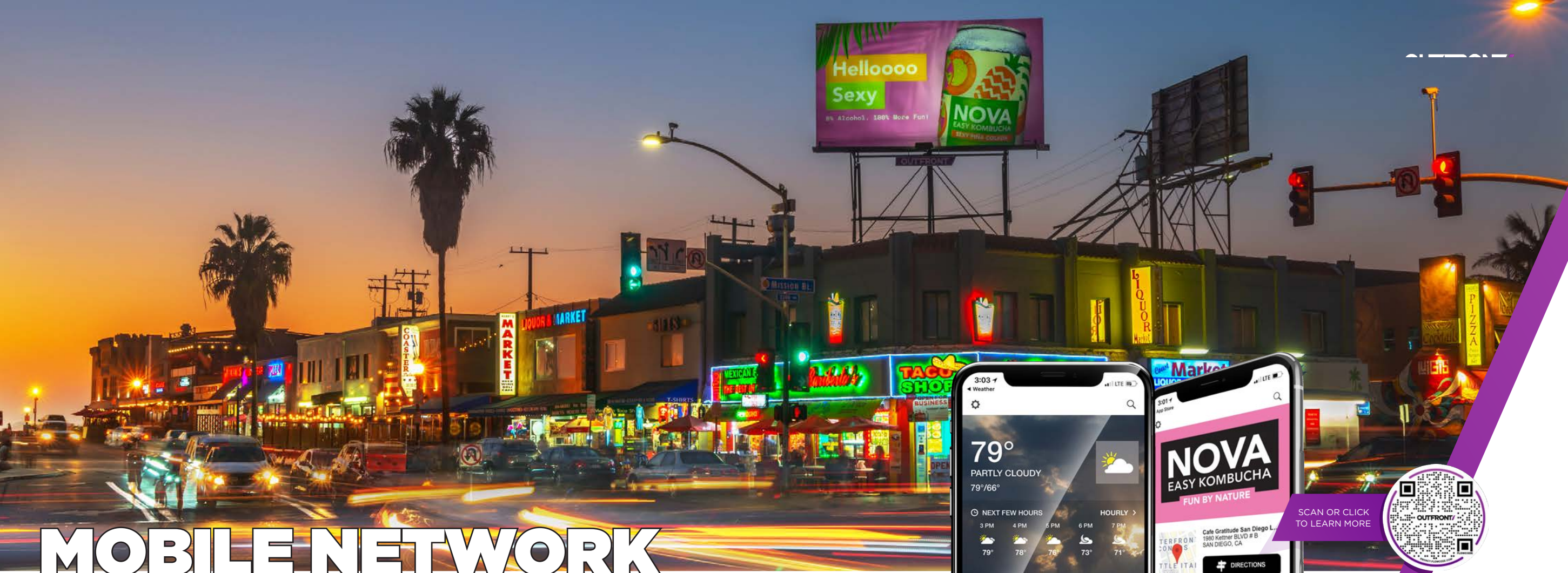
— Spot Length: 8 seconds

COVERAGE

— See map for complete coverage

SOUTH BEND
260.490.4908

LaGrange Co.

Steuben

St. Joseph Co.

Elkhart Co.

South Bend-Elkhart, IN

LaPorte Co.

Porter Co.

Lake Co.

Noble Co.

DeKalb

Marshall Co.

Starke Co.

Kosciusko Co.

Whitley Co.

Pulaski Co.

Fulton Co.

Jasper Co.

Allen C

Ft. Wayne, I

Newton Co.

Huntington Co.

SOUTH BEND
260.490.4908

White Co.

Cass Co.

Miami Co.

Wells Co.

Ada

BACK TO MEDIA FORMATS

21

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
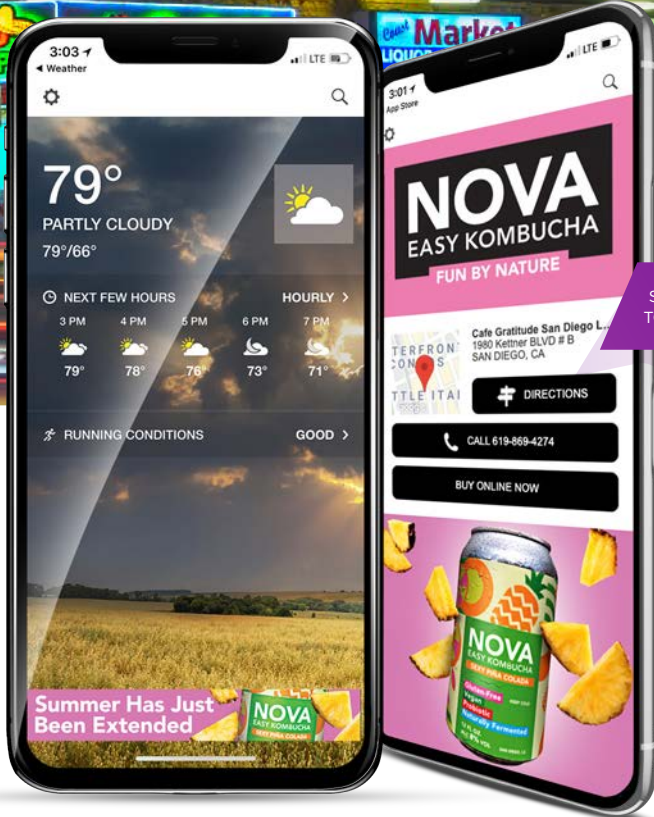
SOCIAL MEDIA INTEGRATION

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.
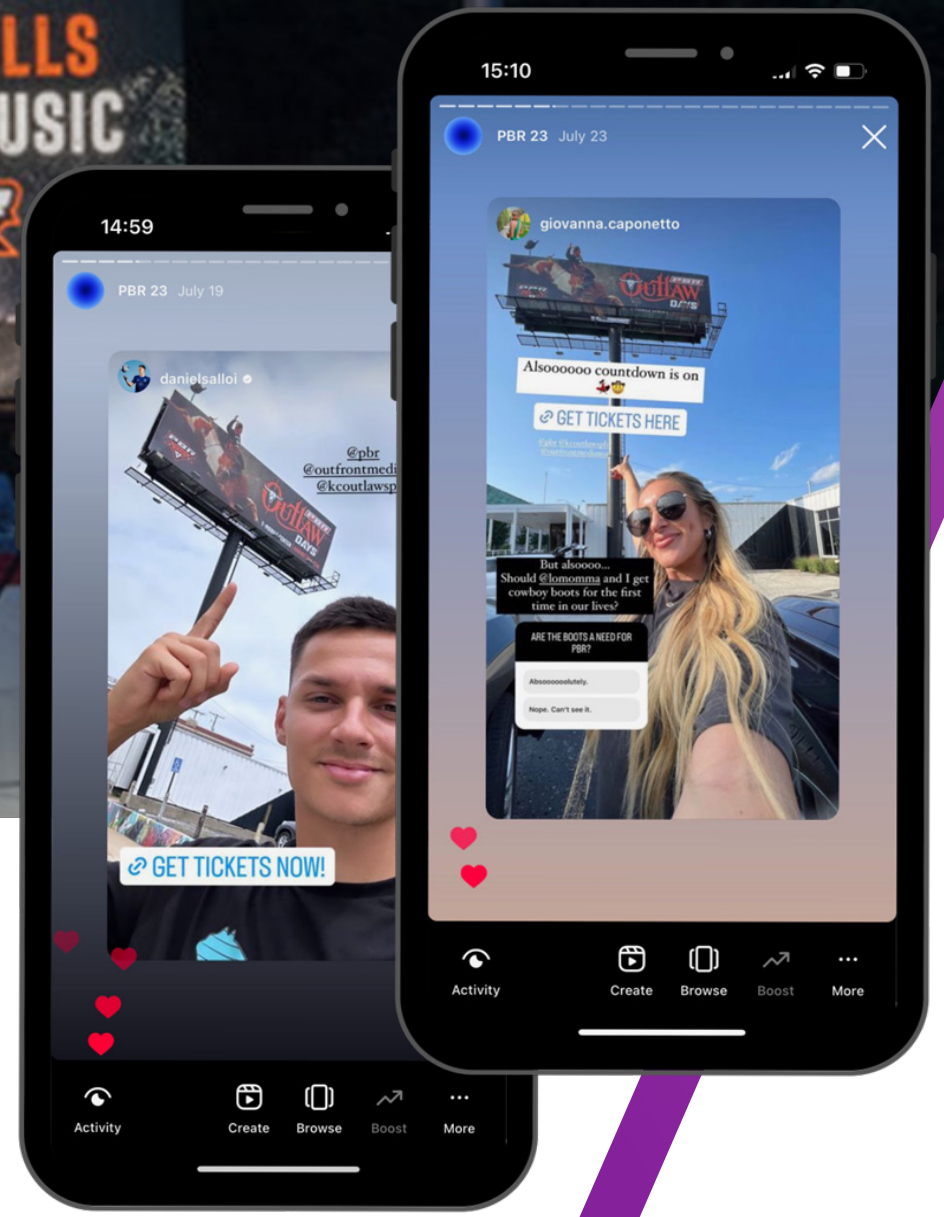
Watch PBR's #sOOH Success Story

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

— QR Codes

— Augmented Reality (AR)

— Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE

OUTFRONT/

WE GET YOU AMERICA