

# OUTFRONT/

## WE GET YOU VIRGINIA.

Media Across The Market





# WE GET YOU AMERICA.

At OUTFRONT, we understand that to brands, audiences are everything. We provide an integrated and targeted platform to connect brands to their desired audiences, as they live their lives.

We are famous for incomparable impact and creativity of our medium – we champion the power of the biggest canvases across North America to drive engagement, fame, and trust.

And we do it where it matters.

- We are everywhere. We empower smart brands to take advantage of our ubiquity (400K canvases), our national footprint (25 top markets), and our local dominance (and relevance).
- We are front and center in the places where people live, work, and travel. From urban centers, to busy highways, to transit hubs, to neighborhoods.

We leverage new technology to make OOH more relevant, responsive, and rewarding. And it makes your existing digital investments work harder.

Intelligent OOH is about the permanent versus the transient. The IRL to the URL. The confluence of and flexibility between screens. Truth, trust, and transparency.

**OUTFRONT. Impact where it matters.**





# IMPACT WHERE IT MATTERS.

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



## TECHNOLOGY

Technology is a priority for OUTFRONT. We have the right hardware, software, and tools to make your campaigns more targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research 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.

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SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI, NIELSEN 2017, OCEAN & NEUROINSIGHT BEYOND OUT OF HOME.

## LOCATION

With over 400K canvases & presence in highly trafficked transit hubs, OUTFRONT has national breath with deep local depth. This scale allows all brands, national or local, to make an impact and maintain a national presence (75% of US population reached each week), with targeted messaging by market or demographic, delivered at a high frequency (20+ times a day).

## CREATIVITY

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best inventory in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Our location based media provides unmatched contextual relevance to your target audience.

# WE GET YOU AUDIENCES/

OUTFRONT/

/ 70%

OF TIME IS SPENT  
OUT-OF-HOME

&

68%

OF MOBILE USE IS  
DONE ON THE GO

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SOURCE: TGI, 2017.

Connected on-the-go audiences receive and share information in soundbites, via mobile and social. Plus, consumers continue to spend the majority of their day outside the home.

**OUTFRONT IS UNIQUELY  
POSITIONED TO SEAMLESSLY  
INTEGRATE SNACKABLE BRAND  
STORIES INTO HOW WE LIVE OUR  
LIVES TODAY. OUR MEDIA (AND  
YOUR BRAND) BECOME ADDITIVE  
TO THE EXPERIENCE, RATHER THAN  
INTERRUPTING IT.**

Smartphones have universally become the remote control to our lives, we use them to get from point A to point B, to communicate and share with family, and to stay connected. Leveraging the core strengths of OOH with the connectivity of mobile allows for additional touchpoints of engagement.

This could be direct through interactions with QR or social codes or clicking on a retargeted ad. It can also be indirect through inspiration to search or share the brand.



# WE GET YOU

OUTFRONT



OUTFRONT

AUDIENCES ARE EVERYTHING AND WE DELIVER THE  
RIGHT MESSAGE, IN THE RIGHT LOCATION, AT THE RIGHT  
TIME. WHO DO YOU WANT TO GET TODAY?

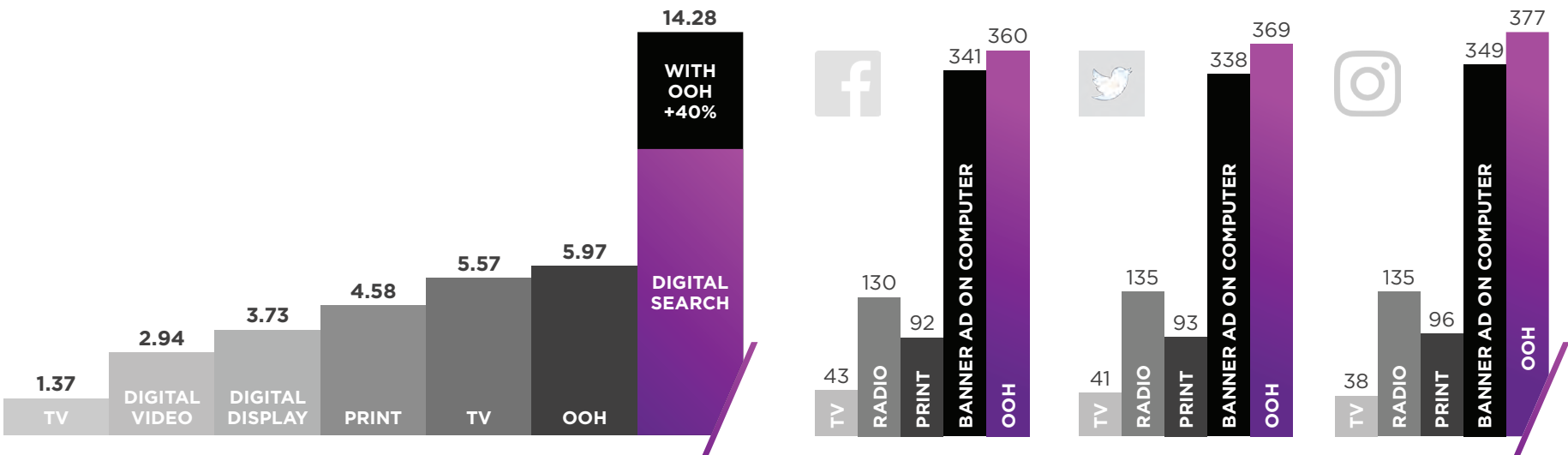
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# AMPLIFICATION MATTERS.

OUTFRONT is the best primer for digital engagement.



## SEARCH

When OOH is added to the media mix, it **increases search’s return on ad spend by 40%.**

OOH drove 170% increase in search for a fashion brand in Boston in only 4 weeks. [Read more.](#)

## SOCIAL

OOH drives nearly **4x more social/digital activations**, per ad dollar spent, than any other media.

A contextually relevant domination drove 335M earned press and social impressions. [Read more.](#)

## MOBILE

Consumers are **48% more likely to engage** with a mobile ad after being exposed to the same ad on OOH first.

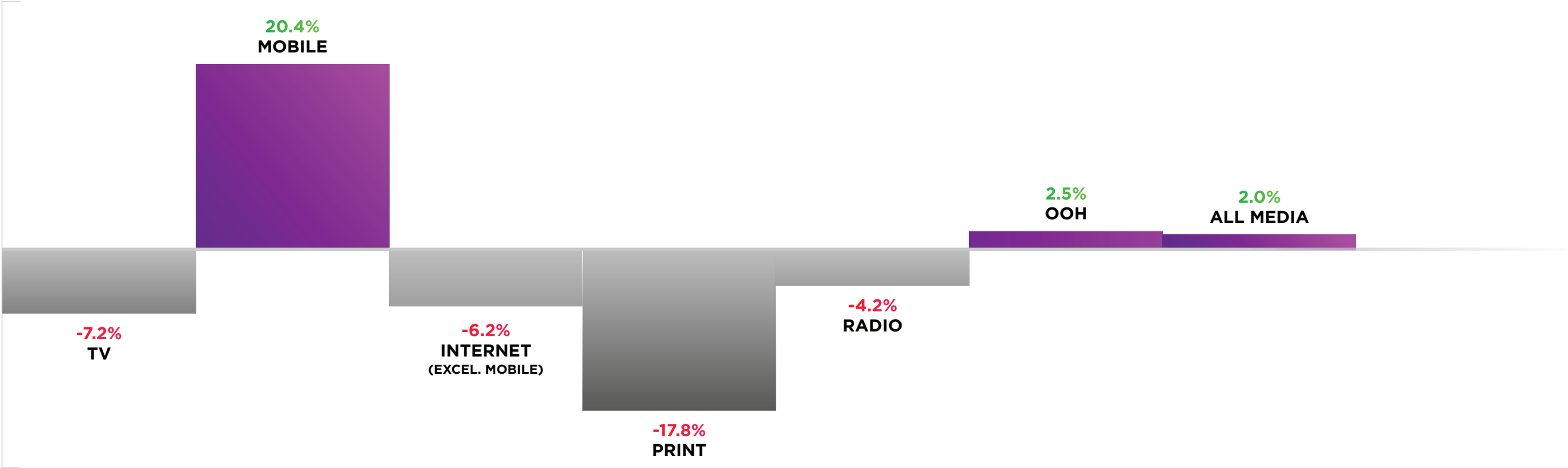
OOH & mobile drove an 85% lift in engagement and over 32,600 store visits to WeWork in 4 weeks. [Read more.](#)





# OOH & MOBILE GROW TOGETHER

## US Media 2019 Forecast



OOH IS THE ONLY TRADITIONAL MEDIA CHANNEL EXPECTED TO GROW. PLUS, IT MAKES DIGITAL WORK HARDER!



# IMPACT WHERE IT MATTERS



YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

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# TOP 50 MARKETS

TOP 50 MARKETS		CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE NETWORK
1	New York-Newark et al, NY-NJ-PA	15,854,407	● ●	●	● ●	● ● ●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach, CA	10,451,893	● ●	●	● ●	● ●	● ●	● ● ●	● ●	●
3	Chicago, IL	7,317,590	● ●	●	● ●				● ●	●
4	Dallas-Forth Worth-Arlington, TX	5,493,383	● ●	●				● ●		●
5	Houston-The Woodlands, TX	5,139,142	● ●	●				●		●
6	Miami Ft Lauderdale, FL	4,928,584	● ●	●		● ● ●	● ●	● ● ●		●
7	Washington, DC-VA-MD-WV	4,792,045	●	●		● ● ●	● ●	●		●
8	Philadelphia, PA	4,760,831	● ●	●	●			●		●
9	Atlanta, GA	4,469,298	● ●		● ●	● ●	● ●	● ● ●		●
10	Boston-Cambridge-Newton, MA-NH	3,869,173	● ●	●		● ● ●	● ●	● ●	●	●
11	San Francisco-Oakland, CA	3,791,851	● ●	●	●	● ● ●	● ●	● ●	●	●
12	Phoenix-Mesa-Scottsdale, AZ	3,629,102	● ●		● ●	● ●		● ●		●
13	Riverside, CA	3,400,434	● ●		●		● ●			●
14	Detroit-Warren-Dearborn, MI	3,349,295	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	2,037,653	●		●					●
16	Minneapolis-St. Paul, MN	2,745,894	● ●		●				● ●	●
17	San Diego-Carlsbad, CA	2,612,004	● ●	●	●			●	●	●
18	Tampa St. Petersburg, FL	2,488,858	● ●		●					●
19	Denver-Aurora-Lakewood, CO	2,157,155	● ●	●	●			●		●
20	Baltimore-Columbia-Towson, MD	2,199,095	●							●
21	St. Louis, MO-IL	2,184,791	● ●		● ●					●
22	Orlando-Kissimmee-Sanford, FL	1,969,080	● ●		●				●	●
23	Portland-Vancouver, OR-WA	1,937,025	●		●					●
24	Pittsburgh, PA	1,891,339	●							●
25	San Antonio-New Braunfels-TX	1,868,353	●							●

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

# TOP 50 MARKETS

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26	Sacramento-Roseville, CA	1,792,435	● ●		● ●					●
27	Las Vegas-Henderson-Paradise, NV	1,703,138	● ●				● ●		●	●
28	Cleveland-Elyria, OH-KY-IN	1,615,250	● ●							●
29	Kansas City, MO-KS	1,612,246	● ●	●	●					●
30	Columbus, OH	1,584,094	● ●	●	●					●
31	San Jose-Sunnyvale, CA	1,552,839	● ●		●	●	●	● ●	●	●
32	Indianapolis-Carmel-Anderson, IN	1,530,232	● ●							●
33	Nashville-Davidson, TN	1,470,997	● ●							●
34	Virginia Beach, VA-NC	1,354,497	●							●
35	Providence-Warwick, RI-MA	1,297,094	●					● ●		●
36	Jacksonville, FL	1,181,026	● ●							●
37	Raleigh, NC	1,013,132	●		● ●					●
38	Memphis, TN-MS-AR	1,010,521	● ●							●
39	Richmond, VA	1,009,213	●							●
40	Louisville, KY-IN	1,002,724	● ●		●			●		●
41	New Orleans-Metairie, LA	998,197	● ●		●					●
42	Hartford-West Hartford, CT	961,069	● ●		● ●	●				●
43	Buffalo-Cheektowaga, NY	903,131	●							●
44	Rochester, NY	854,315	●							●
45	Grand Rapids, MI	803,636	● ●		● ●					●
46	Fresno, CA	712,009	● ●		●					●
47	New Haven-Milford, CT	680,701	● ●		● ●	●				●
48	North Port-Sarasota, FL	674,397	● ●							●
49	Allentown-Beth, PA	664,490	● ●							●
50	Dayton, OH	626,034	● ●							●

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



# MEDIA ACROSS VIRGINIA.

CONTAIN YOUR CARGO



WeatherTech.com



CargoTech®

OUTFRONT



# WE GET YOU VIRGINIA.

Reaching key tourists and daily commuters alike, Roanoke Valley is the largest metropolitan area in Western VA, with access via I-81. The Roanoke Area includes the cities of Roanoke and Salem. The dominant employers in this region are Carillon Clinic, Norfolk-Southern Railroad, and Advance Auto. Its close proximity to the mountains and Smith Mountain Lake, provide a strong consumer draw to the valley. Roanoke is conveniently located on the southern tip of the Shenandoah Valley, just 251 miles South of Washington DC.

## WHY ROANOKE?

- It is the **closest city to VA Tech and several other colleges.**
- Surrounded by scenic beauty, the region is a **perfect destination for visitors wanting a little of everything in a Blue Ridge mountain getaway.**
- Throughout the year, VA offers an array of events such as the **Strawberry Festival, Kite Festival, Salem Fair, and Dickens of a Christmas.**

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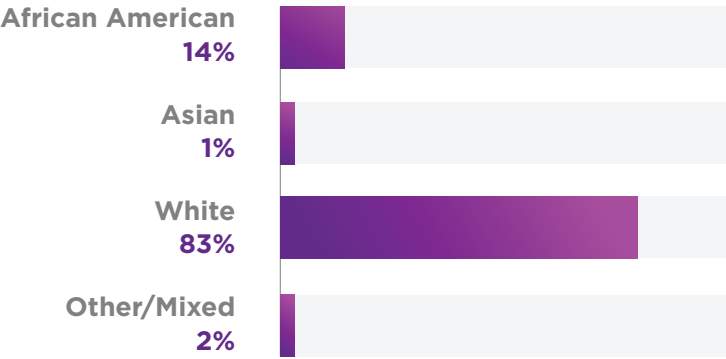
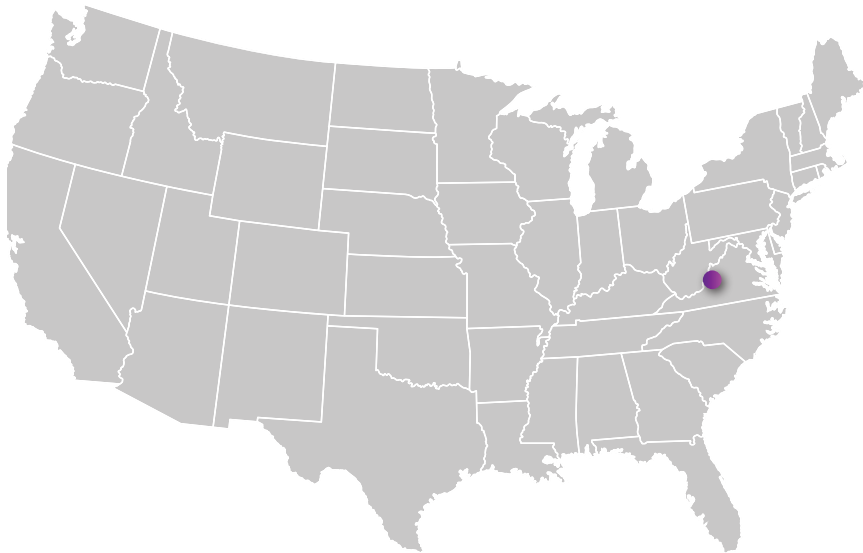
SOURCE: US CENSUS 2016, US CENSUS AMERICAN COMMUNITY SURVEY, APTA, GEOPATH 2018.





# ROANOKE

## Profile



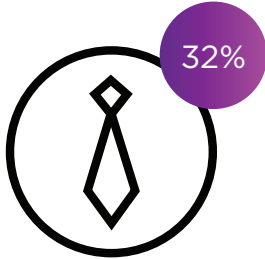
ROANOKE 930,000 CBSA



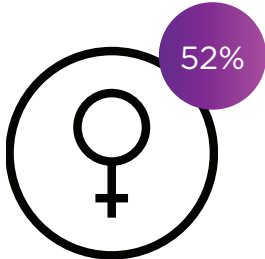
College Degree  
or higher



Total miles traveled  
past week



White-collar  
occupation



Female



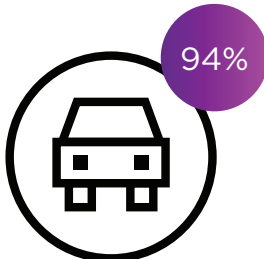
Time spent traveling to  
and from work each day



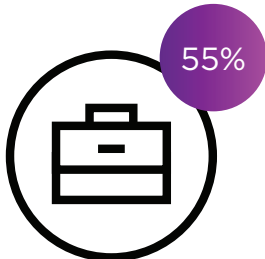
Blue-collar  
occupation



Male



Drive alone or  
carpooled



Employed

# MEDIA FORMATS

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# BILLBOARDS

BASED ON THE NATIONAL BESTSELLER  
**SWEET BITTER**  
5/6 STARZ  
GET THE CHANNEL. GET THE APP.

OUTFRONT







# BULLETINS

Bulletins offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Roanoke area, our bulletins are uniquely situated to communicate your brand message in close proximity to tourist destinations, prompting action.

## PRODUCT INFORMATION

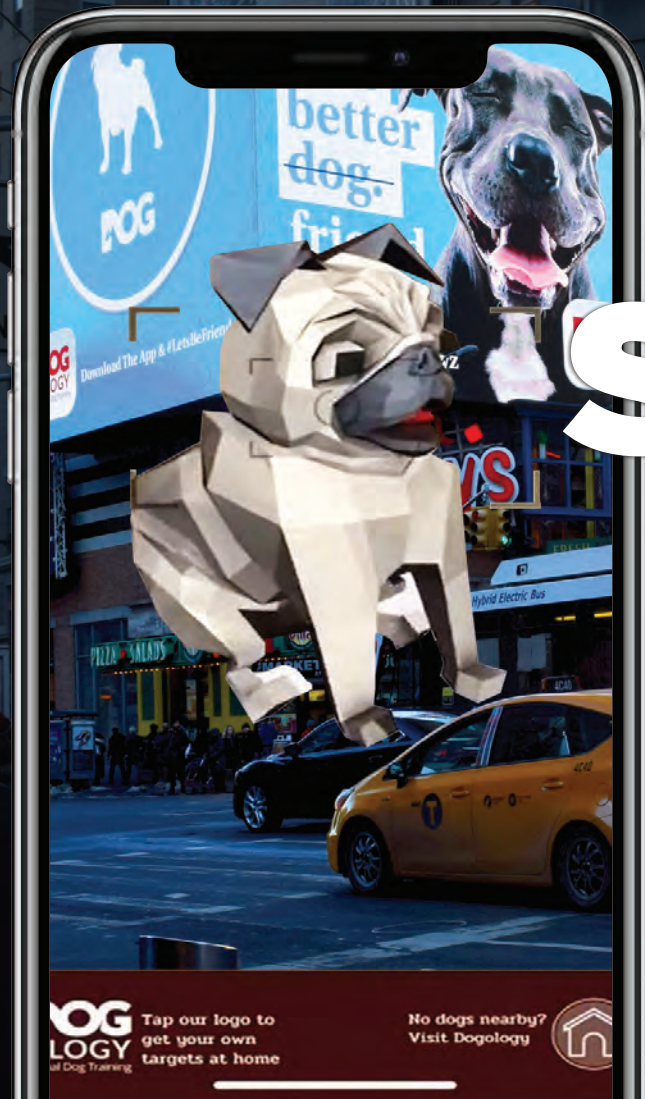
- 14'H x 48'W
- Odd Sizes
- Sizes vary by location
- Extensions allowed

## COVERAGE

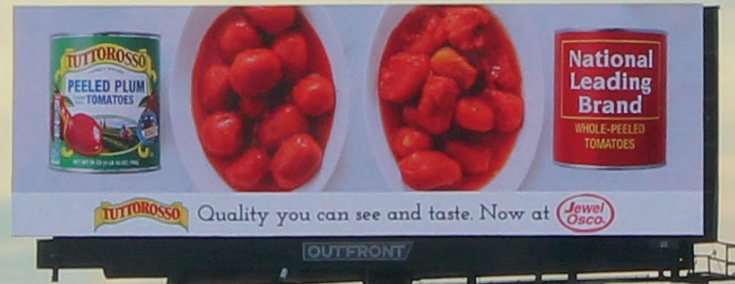
- See map for complete coverage



# 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.

**DROVE OVER 11K+ ESTIMATED VISITS TO JEWEL STORES**

Disclaimer: OUTFRONT does not guarantee results or end user activity/engagement with respect to OUTFRONT Mobile Network campaigns, including, without limitation, the click through rate (CTR), the secondary action rate (SAR) or increased traffic/visits, customer interactions, commercial opportunities, revenue or ROI.





# 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.

## ENGAGEMENT OPPORTUNITIES

- Snap Codes & Filters
- QR Codes
- Shazam Codes
- Spotify Codes
- AR
- Paid Social
- Influencers

## IRL TO URL IMPACT

**OOH secures 4X more social activations**, per ad dollar spent, compared to all other media.





# INFLUENCERS

Choose the right influencers for your brand and continue to **amplify the impact of your OOH campaign on social media**. Content can live infeed on Facebook, Twitter or Instagram or as an Instagram story.

## METRICS

- Views
- Engagement
- Clicks
- Downloads





# OUTFRONT

WE GET YOU AMERICA

OUTFRONTMEDIA.COM

540.958.9424

4925 BOWER ROAD - ROANOKE, VA 24018

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