

OUTFRONT/

WE GET YOU WASHINGTON D.C.

Media Across The Market



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.**

WASHINGTON D.C.
202.775.9115
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.

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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.

WASHINGTON D.C.
202.775.9115

SOURCE: 1. DYNATA & INSIGHTS FOR MOVE 2022 2. EBAY

AWARENESS¹

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

CONSIDERATION¹

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

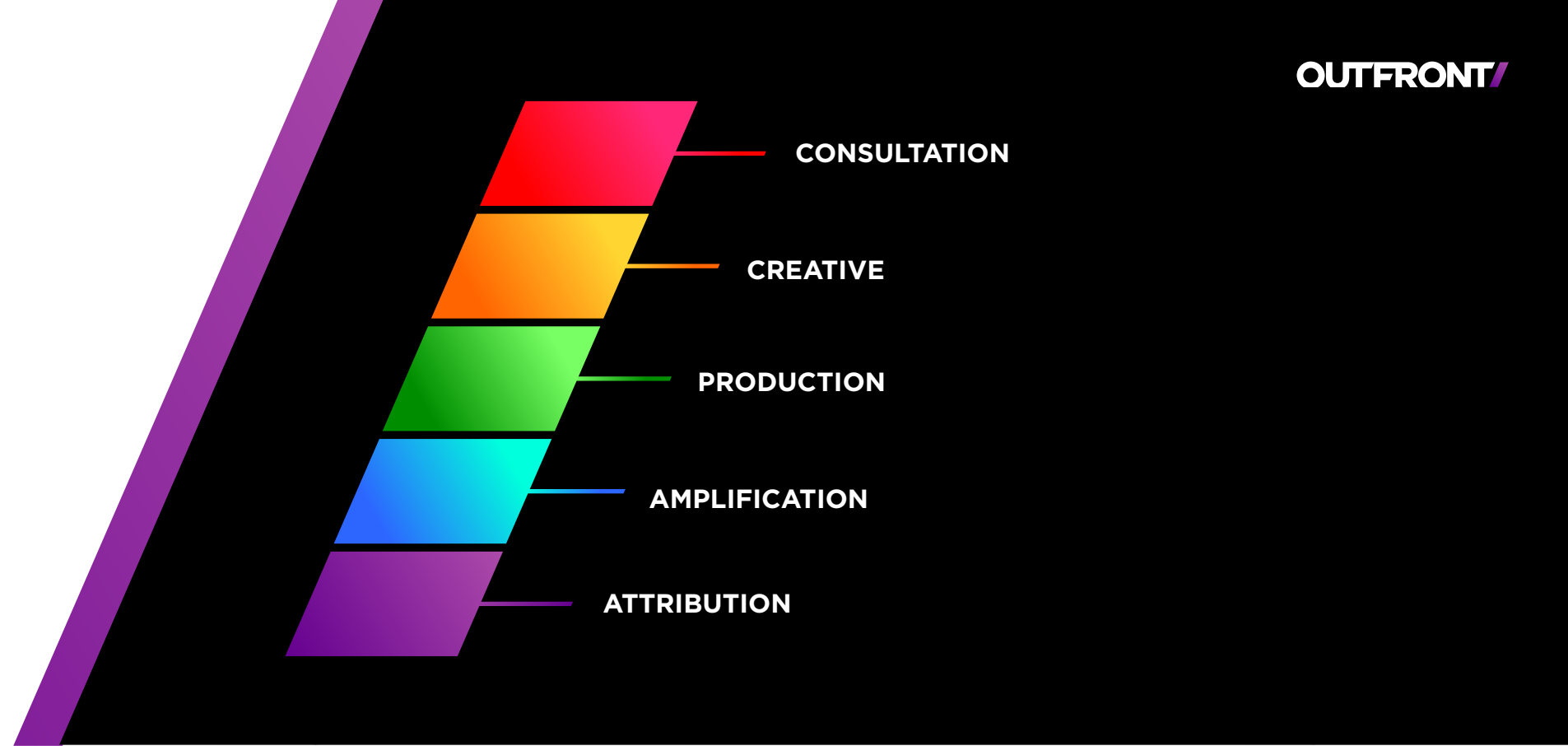
CONVERSION¹

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.

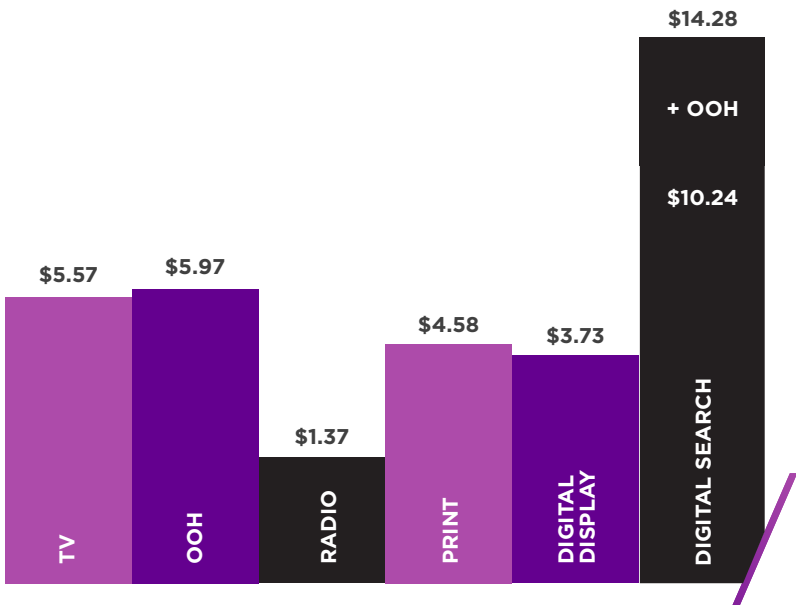
ATTRIBUTION

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/

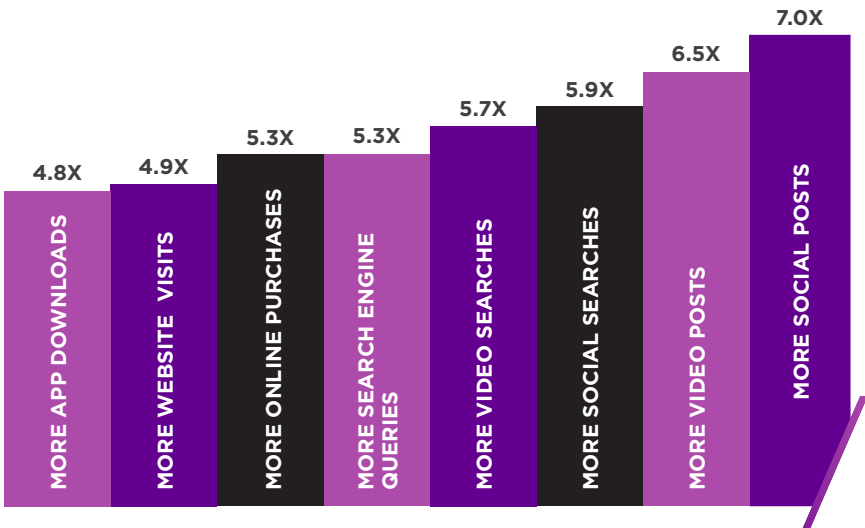
OUTFRONT is the best primer for digital engagement.



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.

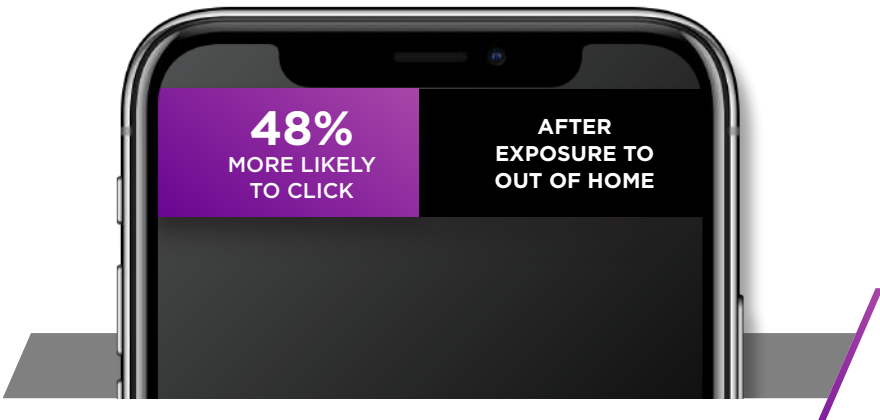
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



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

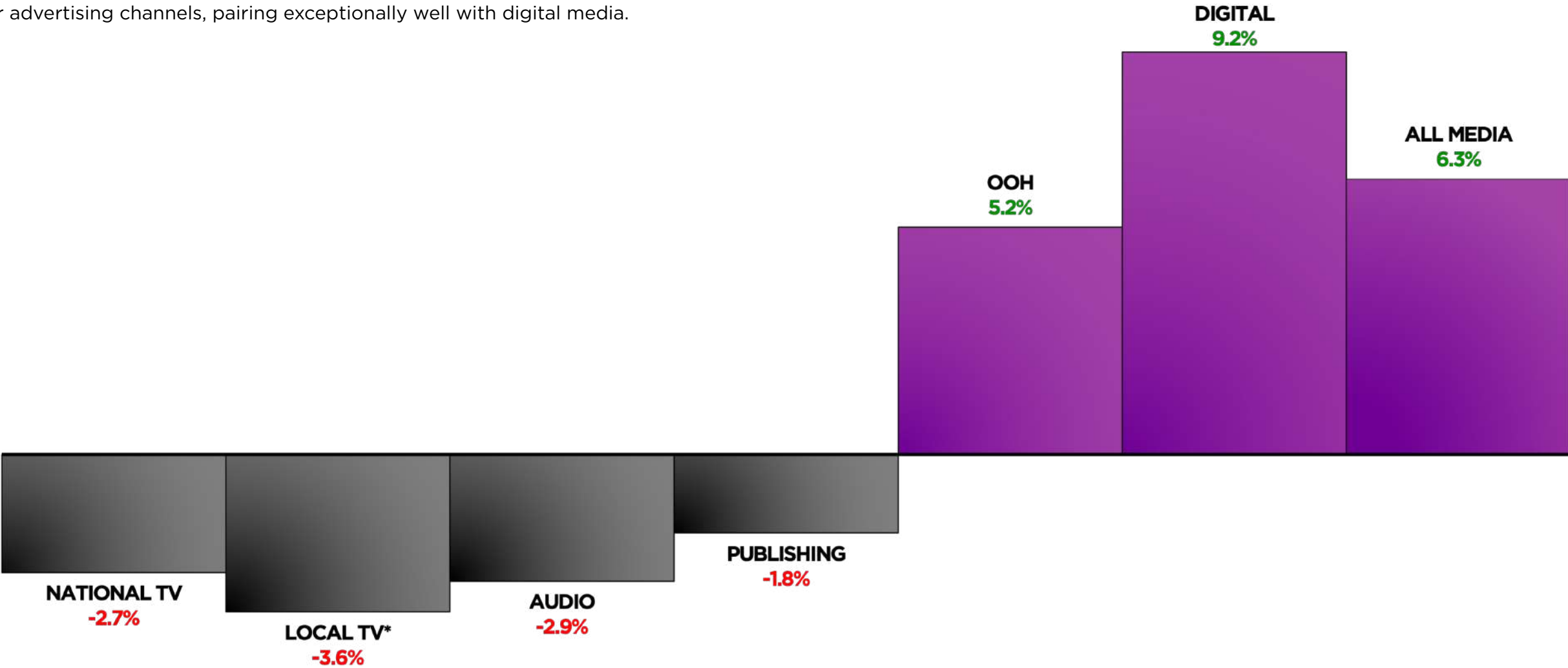
SOURCE: OUTFRONT ATTRIBUTION STUDIES

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.

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OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2025. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.



SOURCE: MAGNA GLOBAL, 2024.
*LOCAL TV EXCLUDES CYCLICAL EVENTS.



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

YOUR STORY & AUDIENCE. OUR CANVAS.

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).

MEDIA ACROSS WASHINGTON D.C.

4753



RIT | Rochester Institute of Technology

a university
where
you turn

Customer Info: (800) 637-7000
TTY Phone: (585) 536-3700

dream
ing

into
doing

rit.edu/forward



metrobus

WE GET YOU WASHINGTON D.C.

OUTFRONT

Home to the Nation's Capital with over **6.4 million people** and a median HHI of **\$118,391, 46% above the national average**. DC is the center of US and international government providing an ethnically diverse area of **political leaders, government employees, and corporate contractors**. In addition to government, the Capital Region is powered by education, health, technology and tourism creating one of the **strongest economies in the nation**.

WHY DC?

- Of the top 15 wealthiest counties in the US, **nearly half are located in the DC Metro Area**
- One of the nation's most educated work force with **60% having a college degree** and 27% having graduate or professional degrees
- **Ranked #1 for the Best Public Transportation System** in the country
- Top of high-tech employment in the country
- The heart of "The Cloud" is in Northern Virginia with **70% of the world's internet** running through the NoVA

In Washington DC, OUTFRONT reaches 92.6% of the CBSA

WASHINGTON DC
202.775.9115

SOURCE: US CENSUS (2025 UPDATE), CBRE TECH TALENT SCORECARD, FORBES, US CENSUS AMERICAN COMMUNITY SURVEY, US BUREAU OF LABOR AND STATISTICS, APTA, GEOPATH 2023

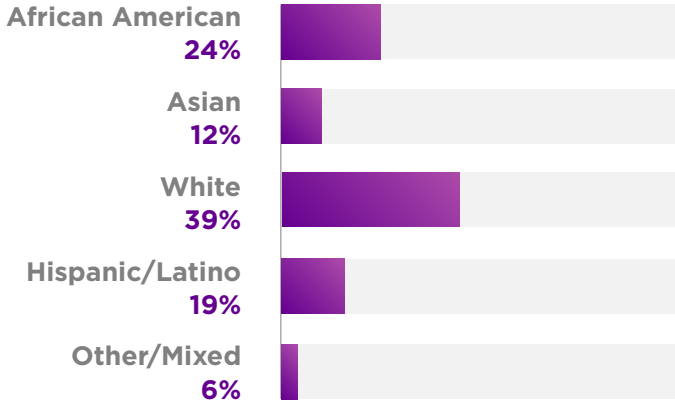
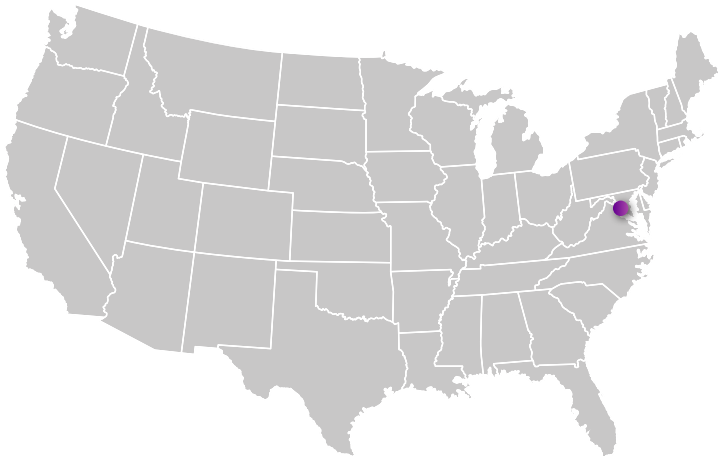


SCAN OR CLICK TO
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WASHINGTON D.C.

Profile



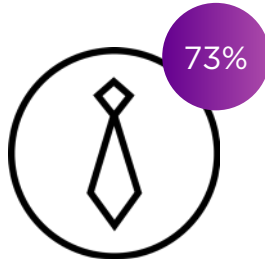
WASHINGTON D.C. 6.3 MILLION CBSA



College Degree
or higher



Total miles traveled
past week



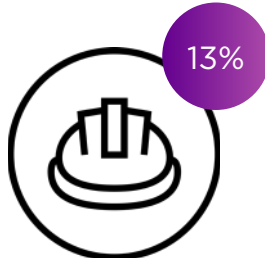
White-collar
occupation



Female



Time spent traveling to
and from work each day



Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

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BUSES

BUS MEDIA

Reach a large audience with bus advertising, offering high visibility with consistent daily views. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. Big, bold, in your face every day, and yet it is not an obtrusive medium - it's part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this DC market coverage.

EXTERIOR BUS MEDIA

- Kings
- 30x215s
- Kongs
- Headliners
- Extensions/L-Sides
- Tails
- Ultra Super Kings
- Fullbacks
- Wraps

INTERIOR BUS MEDIA

- Interior Bus Cards
- Brand Buses



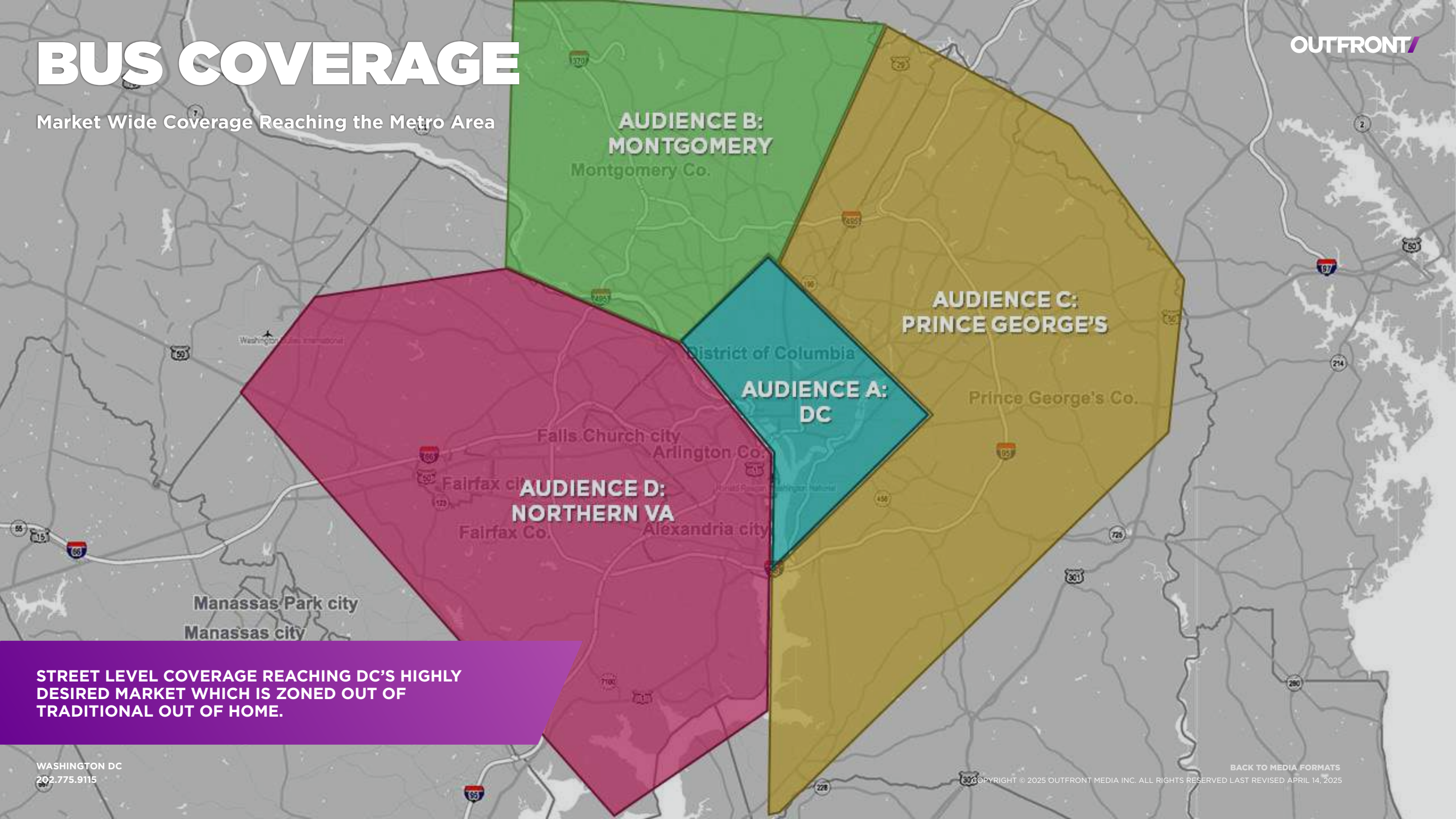
SCAN OR CLICK TO
LEARN MORE

MULLVAD VPN
JUST ANOTHER AD ON THE ROAD,
TALKING ABOUT PRIVACY.

BUS COVERAGE

OUTFRONT

Market Wide Coverage Reaching the Metro Area



STREET LEVEL COVERAGE REACHING DC'S HIGHLY DESIRED MARKET WHICH IS ZONED OUT OF TRADITIONAL OUT OF HOME.

BUS KING

Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the DC market. 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/L-Side for more impact!

COVERAGE

- Metrobus
- Targeted audience on a request basis

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OUTFRONT



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BUS 30X215

Strategic placement of your ad on buses gives your message unique mobility. **50% bigger than the current king**, 30x215s allow a tremendous amount of added space primed for dynamic creative messaging.

PRODUCT INFORMATION

- 30”H x 215”W
- Add a Headliner and/or Extension/L-Side for more impact!

COVERAGE

- Metrobus
- Targeted audience on a request basis



BUS KONGS

OUTFRONT

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 vibrant Washington DC with Bus Kongs!**

PRODUCT INFORMATION

- Metrobus 34"H x 228"W
- Add a Headliner and/or Extension/L-Side for more impact!

COVERAGE

- Metrobus
- Targeted audience on a request basis



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BUS ULTRA SUPER KINGS

Ultra Super Kings travel the bustling streets of DC and the surrounding neighborhoods providing advertisers with large format “rolling billboard” presence where traditional media is zoned out.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability

COVERAGE

- Metrobus
- Targeted audience on a request basis



BUS TAILS

OUTFRONT

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

- Metrobus: Standard 21”H x 72”W
- Metrobus: High Impact 71”H x 71” W

PRODUCT INFORMATION

- Metrobus
- 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

- Sizes vary based on coverage and availability

PRODUCT INFORMATION

- Metrobus
- Targeted area/demographic on a request basis





BUS WRAPS

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

PRODUCT INFORMATION

- Sizes vary based on coverage and availability
- Wrapped Metrobuses cover the windows between the wheel wells on the street side only

COVERAGE

- Targeted audience on a request basis





INTERIOR BUS CARDS

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

Want more presence? Brand Buses offer advertisers the unique opportunity to **completely own the inside of the bus**.

PRODUCT INFORMATION

- 11"H x 28"W
- 11"H x 42"W
- 22"H x 21"W
- Brand Bus

COVERAGE

- Metrobus
- Targeted audience on a request basis

SMARTER IS CUTTING
CODE ANALYSIS
TIME BY 50%.

 leidos

making smart smarter

leidos.com

SUBWAY METRO RAIL

SUBWAY METRORAIL MEDIA

OUTFRONT

Influence a captive audience of daily riders, with tremendous impact and frequency at **high-profile locations**. Subway advertising on Metrorail's 6 lines offer unparalleled reach and frequency to some of the most intelligent, savvy and affluent consumers in the DC area.

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

STATION MEDIA

- 2-Sheet Posters
- Dioramas
- Banners
- Floor Graphics
- Window Graphics
- Faregates
- Station Activations
- Digital Networks
- Station Dominations

RAIL CAR MEDIA

- Interior Cards, Headers, & Panels
- Interior Brand Cars
- Exterior Car Doors
- Exterior Ultra Super Kings
- Exterior Wrapped Cars

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METRORAIL COVERAGE

Systemwide Impact

RD

Red Line • Glenmont / Shady Grove

OR

Orange Line • New Carrollton / Vienna

BL

Blue Line • Franconia-Springfield / Downtown Largo

GR

Green Line • Branch Ave / Greenbelt

YL

Yellow Line • Huntington / Mt Vernon Sq

SV

Silver Line • Ashburn / Downtown Largo

P

Parking

H

Hospital

A

Airport

Transfer Station

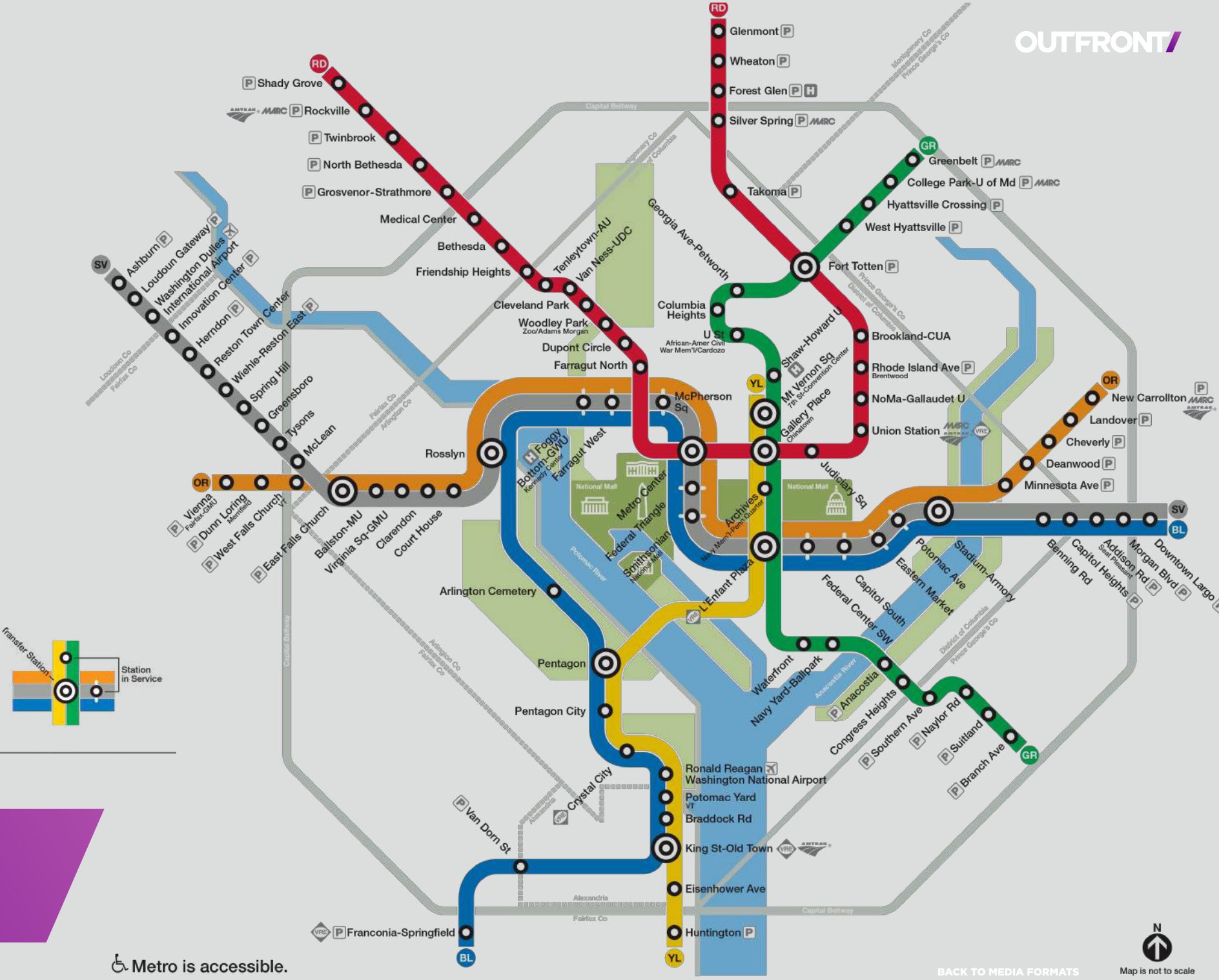
Station in Service

Connecting Rail Systems

AMTRAK

MARC

VRE



DC METRORAIL REACHES A CAPTIVE AUDIENCE



RAIL 2-SHEET POSTERS

Forge new relationships with DC's metrorail riders through subway 2-Sheet Posters spread throughout the system. Send multiple messages to commuters at all their stopping points!

Situated in the walkways and platforms throughout the DC area, vibrant and detailed 2-Sheet Posters **target key audience profiles — both multicultural and upscale.**

PRODUCT INFORMATION

— 46"H x 60"W

COVERAGE

- Systemwide
- Targeted audience on a request basis

RAIL DIORAMAS

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
- 43"H x 62"W

COVERAGE

- Systemwide
- Targeted audience on a request basis



RAIL BANNERS

Demand attention in Metrorail's hectic stations with large, dominant and vibrant Banners. Positioned atop of rail escalators, fare machines, across platforms Banners allow an unrivaled connection between your message and multiple audiences.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability

COVERAGE

- Targeted audience on a request basis



RAIL FLOOR GRAPHICS

Floor Graphics are the **perfect way to make your footprint in DC**. This media allows for the maximum dramatic effect, and are sure to get people talking to create a lasting impression on the daily commuter.

Get noticed with unavoidable Floor Graphics as commuters and tourist walk up to your logo daily.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability

COVERAGE

- Systemwide
- Targeted audience on a request basis



RAIL WINDOW GRAPHICS

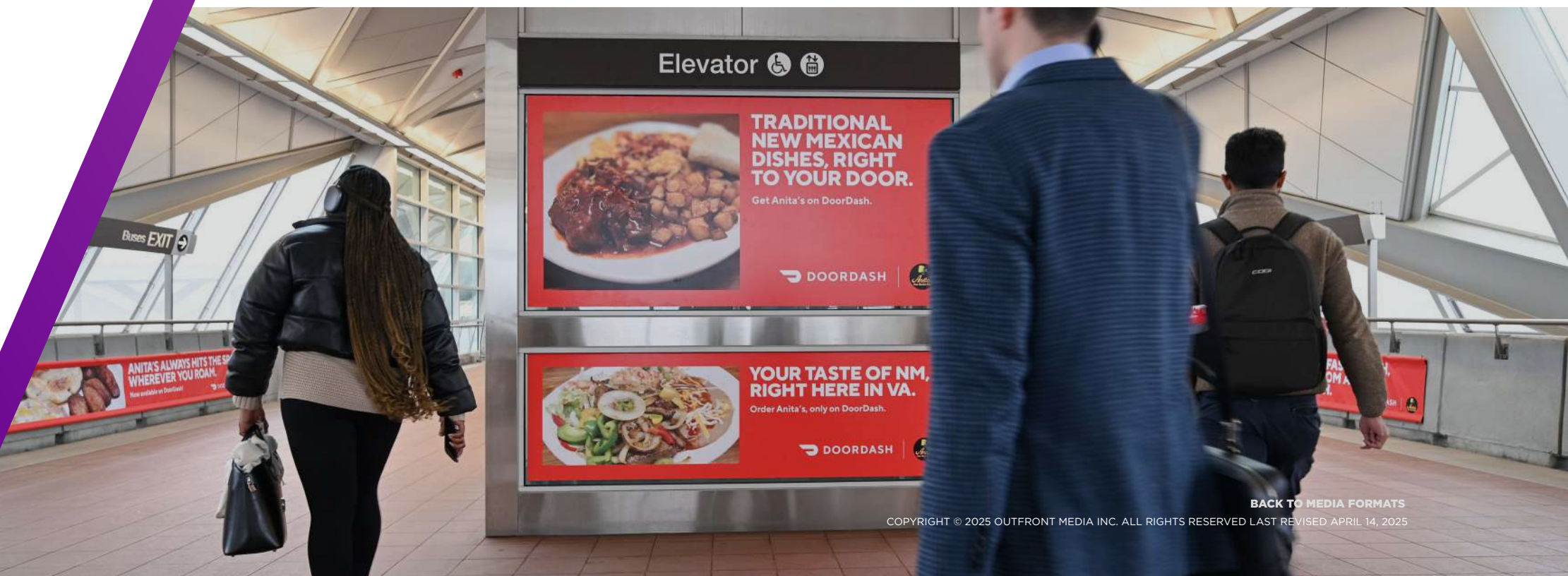
Break riders away from their surroundings in the hectic commuter environment. Striking window graphics stand prominently on the platform and/or entrance/exit ways to ensure that your message is seen.

PRODUCT INFORMATION

- Sizes vary based on coverage and availability

COVERAGE

- Targeted audience on a request basis



RAIL FAREGATES

Faregates provide **multiple points of unavoidable exposure** and command the attention of DC's daily commuters as they enter and exit stations. Diversify your creative messaging with multiple creatives — faregate ads are prime space for advertiser branding.

PRODUCT INFORMATION

— 22"H x 10"W

COVERAGE

- Targeted audience on a request basis

RAIL STATION ACTIVATIONS

OUTFRONT

Activations provide advertisers the ability to pair **one-on-one engagement with our media assets**, creating a unique environment where consumers can take your brand to various touch points throughout their day.

PRODUCT INFORMATION

- By entrance/exit way
- 1-3 people
- Hourly increments
- May hand out items (no food/beverages)
- Must supply team members
- Names submitted 3 business days prior
- Add-on to a Metrorail campaign

COVERAGE

- Systemwide - TBD by transit authority based on entrance/exit way layout
- *St Dominations only available to the Domination advertiser
- **Stationary objects/exhibit for an additional charge



RAIL DIGITAL MEZZANINE NETWORK

The Digital Rail Mezzanine Network offers **engaging full motion video/static spots** that target commuters as well as visitors to DC.

The screens are positioned in prime mezzanine locations within DC's most iconic and highly trafficked stations. Interactive maps along with Metro service updates draw commuters to the screens.

WASHINGTON DC
202.775.9115

PRODUCT INFORMATION

- 10 Screen Network
- Screen Size 72" LCD
- Advertising portion 55" display
- 1080pxH x 1920pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05

COVERAGE

- Metro Center (2)
- Gallery Place (2)
- Farragut North (1)
- Farragut West (1)
- Federal Triangle (1)
- Capitol South (1)
- Foggy Bottom (1)
- Pentagon (1)

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RAIL LIVEBOARD NETWORK

Strategically impactful on high traffic platforms with long commuter dwell time, Digital Platform Liveboards can be bought on a network across 57 stations or individually. Using our **game changing Liveboard digital technology,** brands will have the chance to engage consumers with their message like never before.

WASHINGTON DC
202.775.9115

PRODUCT INFORMATION

- Screen Size 65" Vertical
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15 or :10

COVERAGE

- Network of 75, 150, 300 Deliveries
- Individual Station Circs available



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RAIL LIVEBOARD TAKEOVER

Reach DC's desirable audiences. Impact business commuters, influential decision makers, upscale residents and hip & trendy millennials.

Takeover the entire platform at high traffic stations with a continuous message influencing riders while they wait for the train.

Using our **game changing Liveboard digital technology**, brands will have the chance to engage consumers with their message like never before.

WASHINGTON DC
202.775.9115

PRODUCT INFORMATION

- Screen Size 65" Vertical
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15 or :10
- All Digital Advertising on the Platform
- Quantities vary by station. See your account executive

COVERAGE

- Foggy Bottom
- Dupont Circle
- Union Station
- Metro Center
- Gallery Place
- L'Enfant Plaza
- and many more

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Located at the entrance/exit way at Navy Yard station, in the growing Capital Riverfront neighborhood and 1 block from Nationals Park, the digital is **visible to riders as well as pedestrians.**

Using our **game changing Liveboard digital technology**, brands will have the chance to engage consumers with their message like never before.

WASHINGTON DC
202.775.9115

PRODUCT INFORMATION

- 3 Liveboard Triptych
- Each Screen Size 65"
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15 or :10

COVERAGE

- MLB Nationals Park
- Navy Yard
- US Dept of Transportation
- Capital Riverfront
- The Fairgrounds/Bullpen
- Yards Park

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RAIL DIGITAL SPECTACULARS

Digital Spectaculars are large format digital screens in high traffic corridors in the DC areas most desirable stations. The screens offer **engaging full motion video/static spots** that target commuters as well as visitors to DC.

PRODUCT INFORMATION

- Various Sizes
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05

COVERAGE

- Farragut North
- Gallery Place
- NoMa

*DIGITAL SIGN MEDIA REFERENCED HEREIN IS GENERALLY DISPLAYED FOR A MINIMUM GUARANTEED DISPLAY TIME, WITH THE REMAINING TIME USED FOR MAINTENANCE WHEN NEEDED. DISPLAY TIMES ARE SUBJECT TO PREEMPTION FOR EMERGENCY MESSAGING SERVICE.

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RAIL DIGITAL ESCALATOR PANELS

Digital Escalator Panels (DEPs) are located alongside escalators viewable to commuters entering and exiting the stations. The screens offer long dwell time as people ride the escalators. Reach DC's most desirable audience at high traffic in demand stations.

DEPs are available by the corridor providing a sequential message influencing riders throughout their commute.

PRODUCT INFORMATION

- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05
- Sold by escalator corridors
- Quantities vary by station. See your account executive

COVERAGE

- Crystal City (6)
- Gallery Place (8)
- Metro Center (16)
- L'Enfant Plaza (26)

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RAIL STATION DOMINATIONS

Dominate the consumer 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

For Digital Media in the Station Dominations, where applicable:

- Of :180 digital loop, on the Liveboards and Spectaculars, :30 is included in the St Dom
- Of :180 digital loop, on the Escalator Panels, :135 is included in the St Dom

COVERAGE

- Metro Center-Center City
- Gallery Place-Capital One Arena
- L'Enfant Plaza-Government
- McPherson Square
- Foggy Bottom-GWU
- Farragut North-K Street
- Union Station-Transit Hub
- Capitol South-Capitol Hill
- Pentagon-US Dept of Defense
- Federal Triangle-Government
- Navy Yard-MLB Nationals Park
- Dulles-Dulles International Airport
- Reagan-National Airport
- Tysons Corner-Shopping Hub
- Mt Vernon-Convention Center



RAIL EXTERIOR CAR DOORS

Rail Car Doors are an **impactful way to make a statement in DC**. This media allows for dramatic effect as people anxiously wait for the train car doors to open.

Unique messaging right in front of your audience when and where they are in need of a distraction.

PRODUCT INFORMATION

- 75"H x 50"W
- 6 units per rail car

COVERAGE

- Systemwide

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RAIL EXTERIOR ULTRA SUPER KINGS

Make a **huge impact** with rail exterior media. **Influence rail riders and vehicular traffic alike**, as they are waiting for the train to arrive or alongside major highways across the region.

PRODUCT INFORMATION

- 4 units per rail car, 8 units per married pair
- No Window Coverage
- Sizes vary based on coverage and availability

COVERAGE

- Systemwide



RAIL EXTERIOR WRAPPED CARS

Wrapped Rail Cars are one of DC's most unique media forms. These rail cars are **huge traveling bulletins that create quite the buzz** as they travel throughout the system. Trains go both underground and above ground reaching vehicular traffic along key highways such as Route 66 and 267.

PRODUCT INFORMATION

- Coverage on both sides including doors
- No Window Coverage
- Sizes vary based on coverage and availability

COVERAGE

- Systemwide



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 downtown DC means commuters can ‘take in’ your message and identify with your brand.

PRODUCT INFORMATION

— 22”H x 21”W

COVERAGE

— Systemwide



RAIL INTERIOR HEADERS

Unexpected and eye-catching, headers create instant awareness when consumers are most attentive. Interior Rail Media provides a prominent presence that yields a lasting impression to the daily Metrorail rider. While confined to a limited space, consumers are visually drawn to your brands message.

PRODUCT INFORMATION

- 11”H x 142”W
- 11”H x 62”W
- 11”H x 45”W

COVERAGE

- Systemwide



RAIL INTERIOR PANELS

Amplify your message and stand out with highly visible Rail Interior Panels located adjacent to the rail car doors. This over 5 foot tall, portrait ad space allows a magazine or bus shelter ad to be easily transferred over to reach the affluent and educated Metrorail population.

PRODUCT INFORMATION

— 64"H x 37"W

COVERAGE

— Systemwide

RAIL INTERIOR BRAND CARS

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

- Full Brand Cars A
 - 7 Units of 22"H x 21"W
 - 8 Units of 11"H x 62"W
- Full Brand Cars B
 - 4 Units of 22"H x 21"W
 - 2 Units of 11"H x 45"W
 - 2 Units of 11"H x 142"W
- Half Brand Cars A
 - 4 Units of 22"H x 21"W
 - 4 Units of 11"H x 62"W
- Half Brand Cars B
 - 2 Units of 22"H x 21"W
 - 1 Units of 11"H x 45"W
 - 1 Units of 11"H x 142"W

COVERAGE

- Systemwide



COMMUTER RAIL

VRE COMMUTER RAIL MEDIA

OUTFRONT

Reach upscale commuters from outside the city in all parts of the wealthy suburbs of Virginia who use the rail to and from downtown business districts. Virginia Railway Express (VRE) is the 13th largest commuter rail service in the US. Serving over 4.5 million a year, commuter rail advertisers can spend time with this desirable affluent demographic while commuters are on the train, waiting for the train and walking through stations.

STATION MEDIA

- 2-Sheet Posters

RAIL CAR MEDIA

- Interior Car Cards

COUNTY COVERAGE

- Washington DC
- Arlington County
- Alexandria City
- Fairfax County
- Prince William County
- Stafford County
- Spotsylvania County

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202.775.9115

SOURCE: VRE 2021



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VRE COMMUTER RAIL COVERAGE

Impact Northern Virginia's Commuter Rail Riders



VIRGINIA RAILWAY EXPRESS DELIVERS THE HARD TO REACH HEAVY COMMUTERS OF 7 JURISDICTIONS AS THEY COMMUTE TO AND FROM DOWNTOWN DC DAILY.

◆

Manassas Line

◆

Fredericksburg Line

P

Parking

M

Metro

Amtrak

Amtrak

MARC

MARC

All stations and trains are accessible to passengers with disabilities

RAIL 2-SHEET POSTERS

OUTFRONT

Break riders away from their surroundings in the hectic commuter environment.

Situated on the commuter rail platforms and walkways, vibrant and detailed 2-Sheet Posters target key demographics — **educated and affluent audiences.**

PRODUCT INFORMATION

— 46"H x 60"W

COVERAGE

- Spotsylvania County
- Stafford County
- Prince William County
- Fairfax County
- Alexandria City
- Arlington County
- Washington DC
- Targeted audience on a request basis



RAIL INTERIOR CAR CARDS

Commuters travel daily into Washington DC and Arlington from upscale Virginia suburbs via the Virginia Railway Express.

Reach a captive audience as commuters enter and exit the train.

PRODUCT INFORMATION

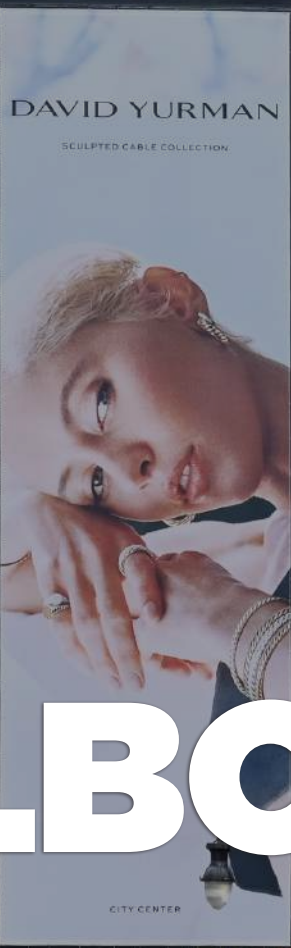
- 22"H x 21"W
- Adhesive Car Cards

COVERAGE

- Manassas Line
- Fredericksburg Line
- Targeted audience on a request basis



BILLBOARDS



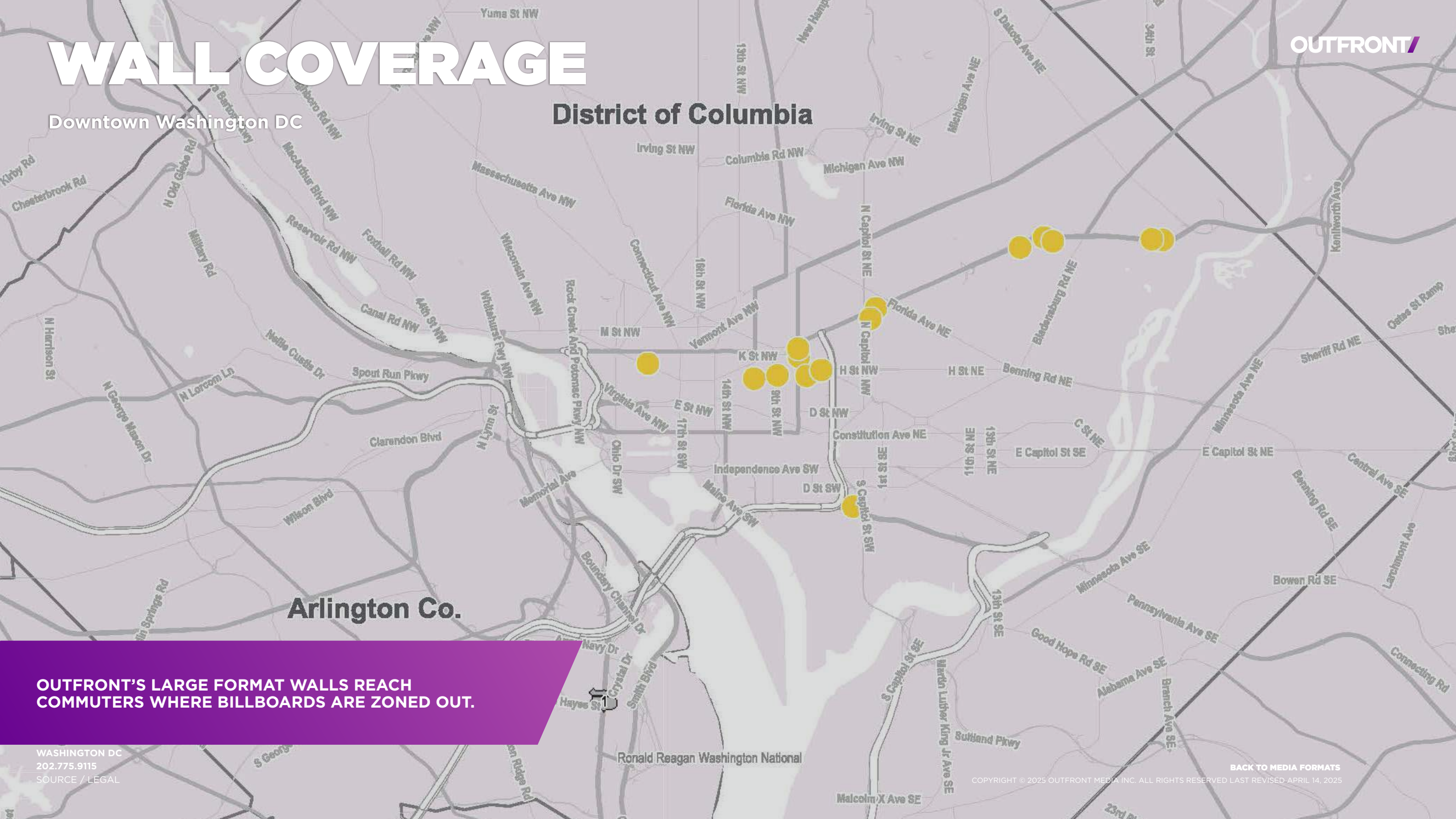
OUTFRONT

WALL COVERAGE

Downtown Washington DC

District of Columbia

OUTFRONT



Arlington Co.

OUTFRONT'S LARGE FORMAT WALLS REACH
COMMUTERS WHERE BILLBOARDS ARE ZONED OUT.

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SOURCE / LEGAL

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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 urban centers** and vary in size, providing endless creative options.

PRODUCT INFORMATION

- Sizes vary by location

COVERAGE

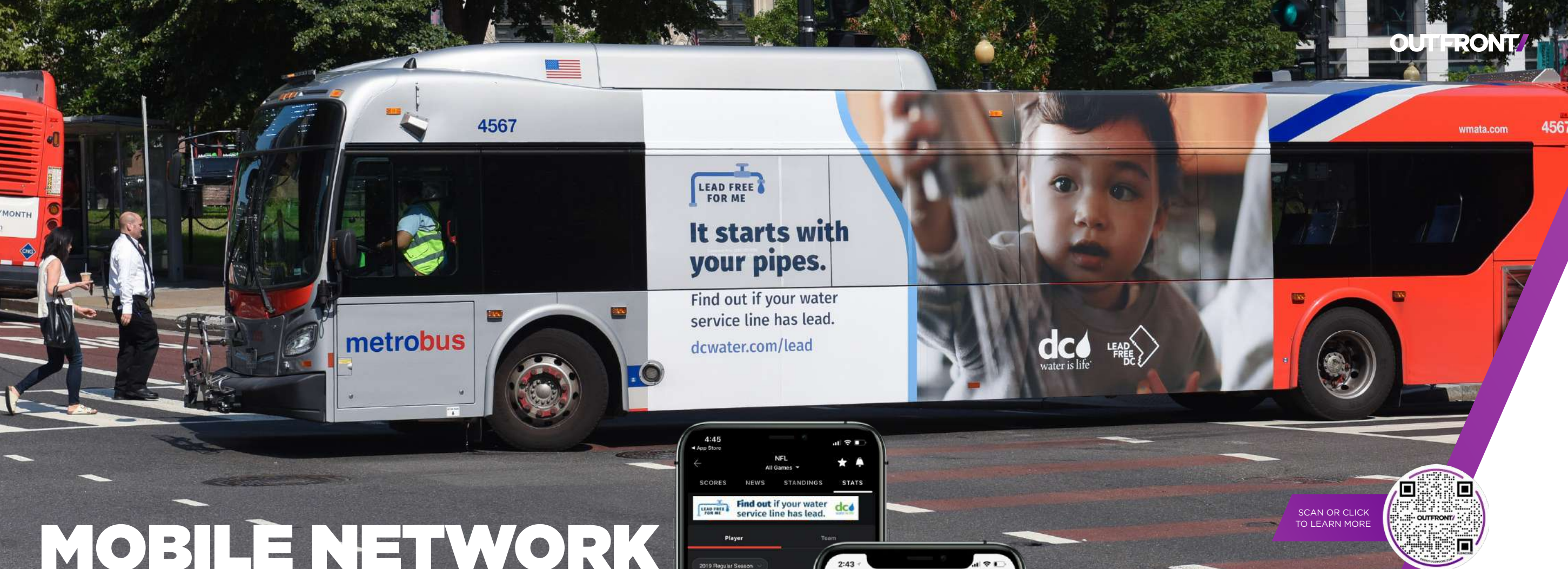
- Downtown Business
- Universities/Colleges
- City Center
- Capital One Arena
- NoMa
- Convention Center
- I-695
- New York Avenue



SCAN OR CLICK
TO LEARN MORE



SECOND SCREEN MEDIA



MOBILE NETWORK

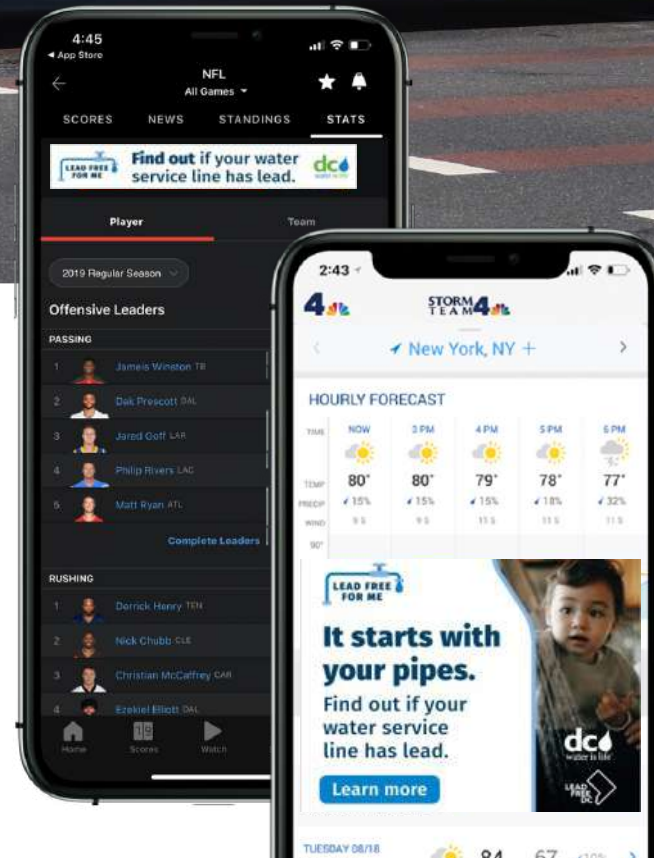
Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **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.

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PRODUCTS

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

**LOCATED IN THE
TOP 50 MARKETS**



SCAN OR CLICK
TO LEARN MORE



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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.

WASHINGTON DC
202.775.9115
SOURCES: MORNING CONSULT, 2023; COMSCORE, 2022; NUVI, 2022



OUTFRONT

SCAN OR CLICK TO READ ABOUT HOW AMIKA PERKED UP SALES AND BRAND AWARENESS



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