

OUTFRONT/

WE GET YOU WASHINGTON DC.

Media Across The Market



WASHINGTON DC
202.775.9115

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OUTFRONT BY NAME/

OUTFRONT/

OUTFRONT by nature.

At OUTFRONT, we understand that to brands, audiences are everything. We have mastered the blend of art and science that delivers groundbreaking campaigns for our clients. 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 adding intelligence to OOH, making our media more accurate, more agile, and more accountable. We are powered by audiences with an insights suite and attribution solutions designed to reach and measure impact against your desired outcomes.

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 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), 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.

WASHINGTON DC
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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 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 award winning in-house creative agency, OUTFRONT STUDIOS, for best in class creative services or tap into XLabs to bring dynamic capabilities to your digital creative.

TIME TO MIX IT UP/

THE PANDEMIC ACCELERATED BEHAVIORAL CHANGES, HIGHLIGHTING AND INCREASING 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.



OUTFRONT/

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.

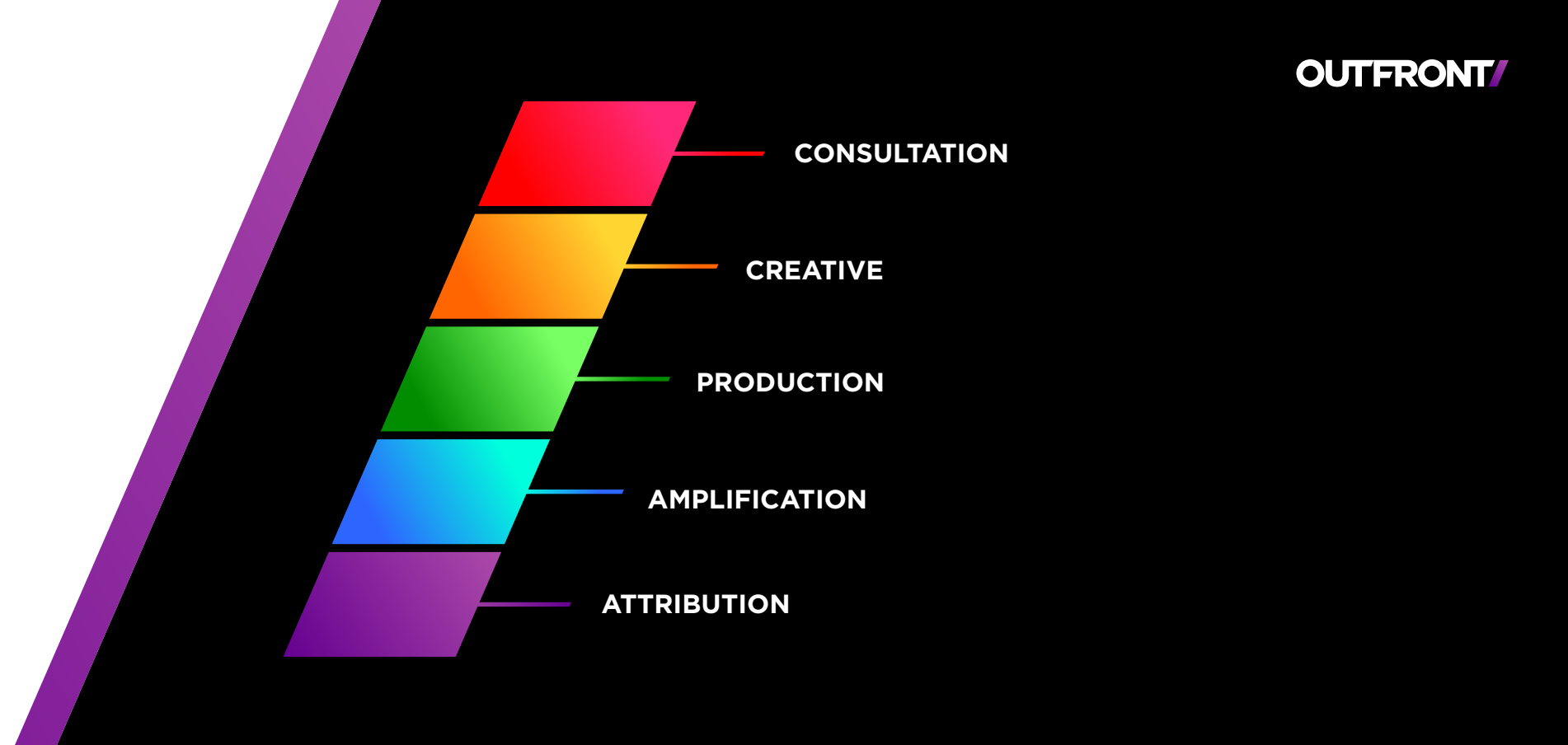
DIGITAL BURNOUT

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.

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 buy programmatically? 1000+ canvases available to be bought programmatically on top SSP & DSP platforms.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

Leverage our award winning in-house creative agency, OUTFRONT STUDIOS, to aid with anything from best practices to full campaign development. Utilize XLabs to 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.

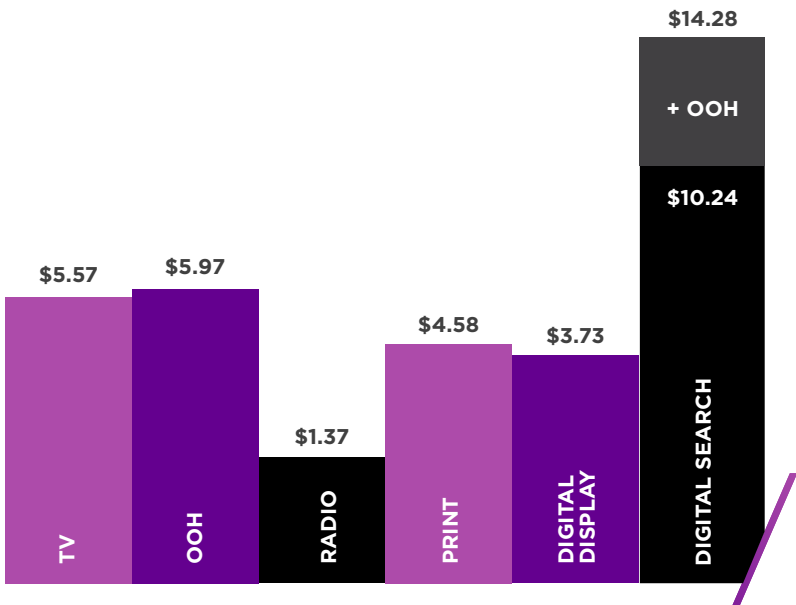
ATTRIBUTION

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.



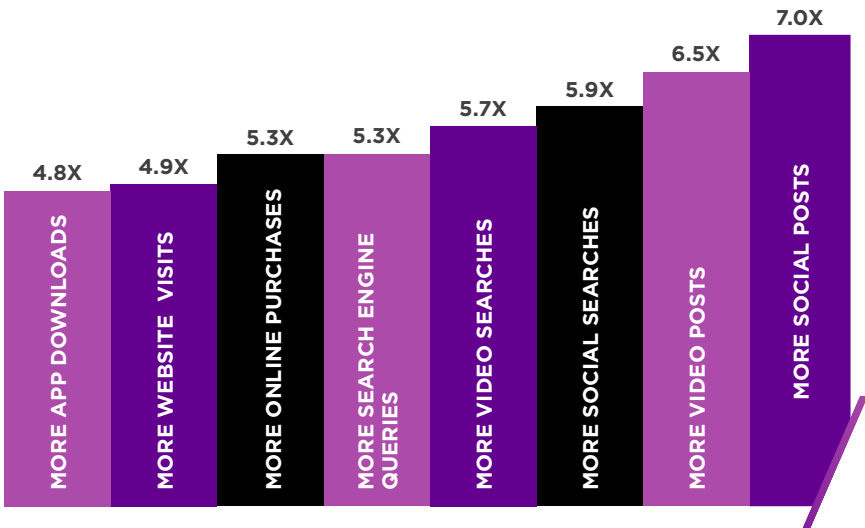
SEARCH

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 CASE STUDY



SOCIAL

Out of home drives nearly **7x the social posts** of any other medium. When was the last time you saw a print ad on your Instagram feed? Dollar for dollar, OOH also drives **6.5x the video posts** and **5.9x the social searches**.

BelliWelli used contextually relevant OOH and earned a **potential reach of 2.8 million people**. [Learn more.](#)



SCAN OR CLICK FOR THE BELLIWELLI CASE 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.

Long Beach Ballet combined OOH, social, and mobile and earned a **potential reach of over 565 thousand people**. [Learn more.](#)



SCAN OR CLICK FOR LONG BEACH BALLET CASE STUDY

ATTRIBUTION MATTERS/

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



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits to OOH campaigns they have viewed. [See how we drove in-store visitation for a cannabis brand.](#)



ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. [Read about how we lifted conversions for a top food delivery 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.](#)



LOCATION SURVEYING

On site surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. Awareness, ad recall, interest, and intent to buy attributes are measured, providing valuable insight around ROI and the true impact of the OOH buy. [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

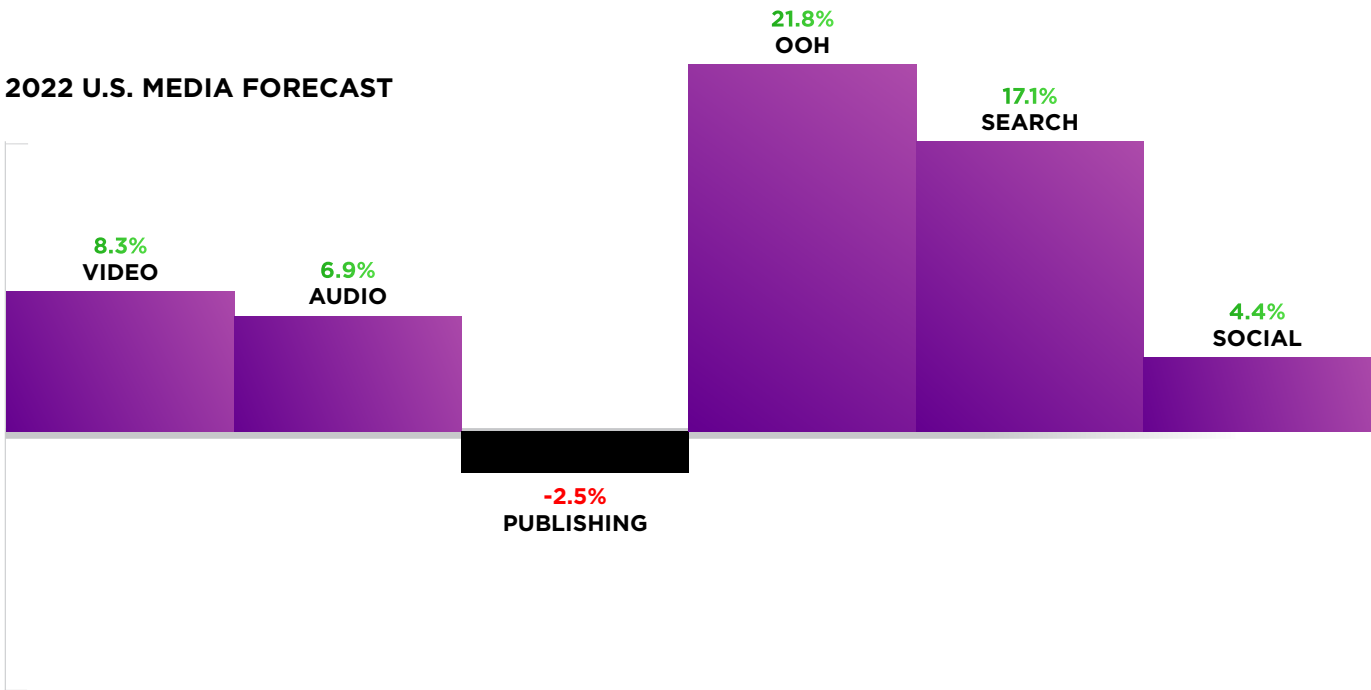


SCAN OR CLICK
FOR SALES LIFT
CASE STUDY

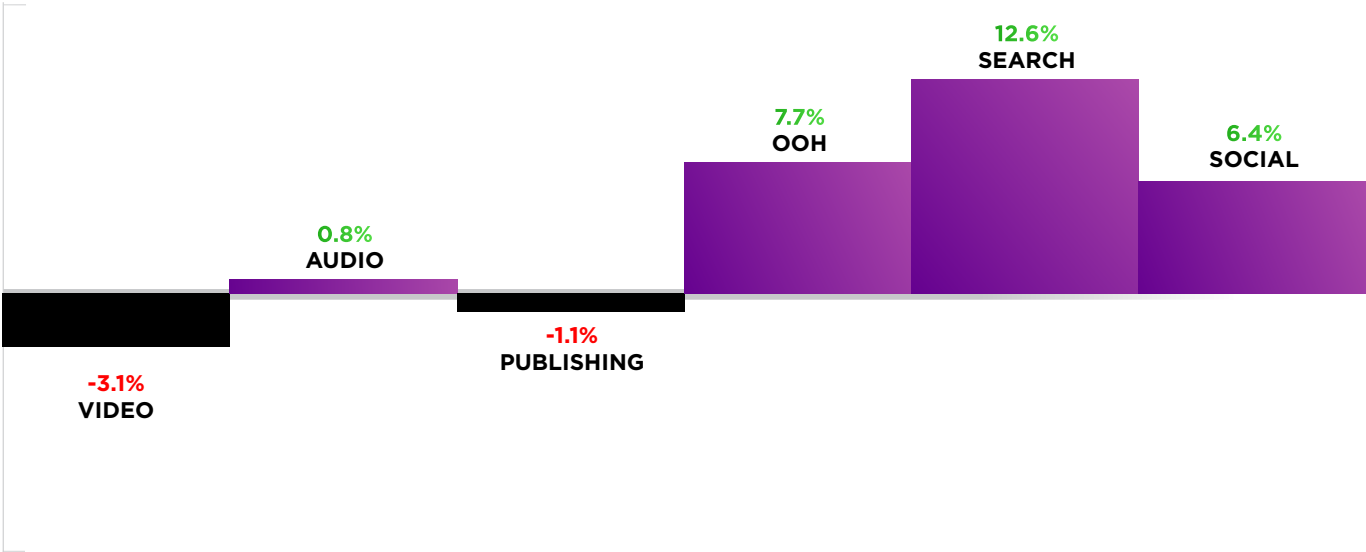
OOH IS MEDIA'S FAVORITE MEDIUM/

Out of home is projected to see continued growth in 2022 and 2023. As an effective amplifier for other advertising channels, OOH is an essential element of every brand's media mix.

2022 U.S. MEDIA FORECAST



2023 U.S. MEDIA FORECAST



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

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

TOP 50 MARKETS/

TOP 50 MARKETS		CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	15,756,268	● ●	●	● ●	● ● ●	●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	10,403,667	● ●	●	● ●		● ●	● ● ●	● ●	●
3	Chicago et al, IL-IN-WI	7,428,442	● ●	●	● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	5,865,419	● ●	●				●	●	●
5	Houston-The Woodlands et al, TX	5,389,712	● ●	●				● ●		●
6	Washington et al, DC-VA-MD-WV	4,983,627	●	●		● ● ●	● ●	●		●
7	Miami-Fort Lauderdale et al, FL	4,975,502	● ●	● ●		● ● ●	● ●	● ● ●		●
8	Philadelphia et al, PA-NJ-DE-MD	4,932,029	● ●	●	●			● ● ●		●
9	Atlanta-Sandy Springs et al, GA	4,752,714	● ●		● ●			● ● ●		●
10	Boston-Cambridge-Newton, MA-NH	4,032,782	● ●	●	●	● ● ●	● ●	● ●	●	●
11	San Francisco-Oakland et al, CA	3,827,557	● ●	●	●	● ●	● ●	● ●		●
12	Phoenix-Mesa-Scottsdale, AZ	3,790,320	● ●		●	● ●	●	● ●	●	●
13	Riverside et al, CA	3,542,301	● ●		●					●
14	Detroit-Warren-Dearborn, MI	3,412,676	● ●	●	●		● ●			●
15	Seattle-Tacoma-Bellevue, WA	3,235,687	●		●					●
16	Minneapolis-St. Paul, MN	2,872,781	● ●	●	●				● ●	●
17	San Diego-Carlsbad, CA	2,642,192	● ●	●	●				● ●	●
18	Tampa St. Petersburg, FL	2,638,887	● ●		●					●
19	Denver-Aurora-Lakewood, CO	2,379,094	● ●	●	●					●
20	Baltimore-Columbia-Towson, MD	2,249,834	●							●
21	St. Louis, MO-IL	2,207,607	● ●	●	● ●					●
22	Orlando-Kissimmee-Sanford, FL	2,119,083	● ●		●					●
23	Portland-Vancouver et al, OR-WA	2,028,866	● ●	●	● ●					●
24	San Antonio-New Braunfels, TX	1,990,817	● ●							●
25	Pittsburgh, PA	1,904,900	●							●

● 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 (2021 UPDATE).

TOP 50 MARKETS/

TOP 50 MARKETS		CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	MOBILE + SOCIAL NETWORKS
26	Sacramento--Roseville et al, CA	1,868,176	● ●		● ●					●
27	Las Vegas-Henderson-Paradise, NV	1,816,899	● ●				● ●	● ● ●	● ●	●
28	Cincinnati, OH-KY-IN	1,747,915	●							●
29	Kansas City, MO-KS	1,685,604	● ●	●	●					●
30	Columbus, OH	1,680,497	● ●	●	●					●
31	Cleveland-Elyria, OH	1,633,258	● ●							●
32	Indianapolis-Carmel-Anderson, IN	1,618,427	● ●	●						●
33	San Jose-Sunnyvale et al, CA	1,570,775	● ●		●	● ●	●	● ●		●
34	Nashville-Davidson et al, TN	1,558,528	● ●							●
35	Virginia Beach et al, VA-NC	1,406,361	●					● ●		●
36	Providence-Warwick, RI-MA	1,354,161	● ●							●
37	Jacksonville, FL	1,256,747	● ●							●
38	Raleigh, NC	1,097,311	●							●
39	Richmond, VA	1,040,950	●							●
40	Memphis, TN-MS-AR	1,026,675	● ●							●
41	Louisville et al, KY-IN	1,001,624	● ●		●			●	● ●	●
42	New Orleans-Metairie, LA	1,000,128	● ●	●	● ●					●
43	Hartford-West Hartford et al, CT	978,154	● ●		● ●	●				●
44	Buffalo-Cheektowaga et al, NY	943,573	●							●
45	Rochester, NY	891,865	●							●
46	Grand Rapids-Wyoming, MI	845,634	● ●		● ●					●
47	Worcester, MA-CT	772,237	●							●
48	Bridgeport-Stamford-Norwalk, CT	749,957	●			●				●
49	Albany-Schenectady-Troy, NY	744,134	●							●
50	Fresno, CA	735,818	● ●		● ●					●

● 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 (2021 UPDATE).

MEDIA ACROSS WASHINGTON DC



WE GET YOU WASHINGTON DC.

OUTFRONT

Home to the Nation's Capital with over **4.9 million people** and a **median HHI of \$117,952, 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 57% having a college degree and 24% having graduate or professional degrees.
- Top of high-tech employment in the country.
- The heart of "The Cloud" is in Northern Virginia with 70% of the worlds internet running through the NoVA.

In Washington DC, OUTFRONT reaches 92.6% of the CBSA consumers weekly.

WASHINGTON DC
202.775.9115

SOURCE: US CENSUS, CBRE TECH TALENT SCORECARD, FORBES, US CENSUS AMERICAN COMMUNITY SURVEY, US BUREAU OF LABOR AND STATISTICS, APTA, GEOPATH 2019

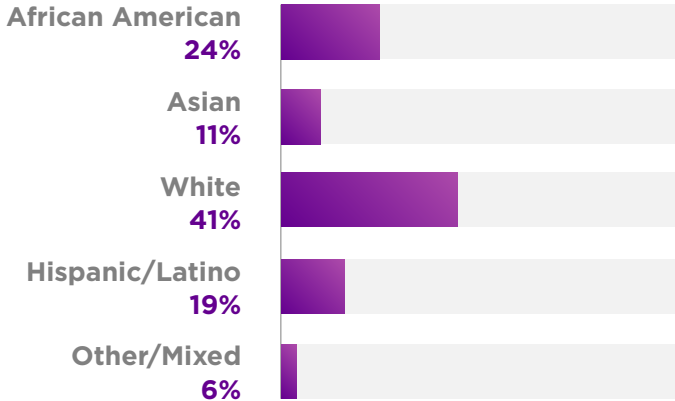
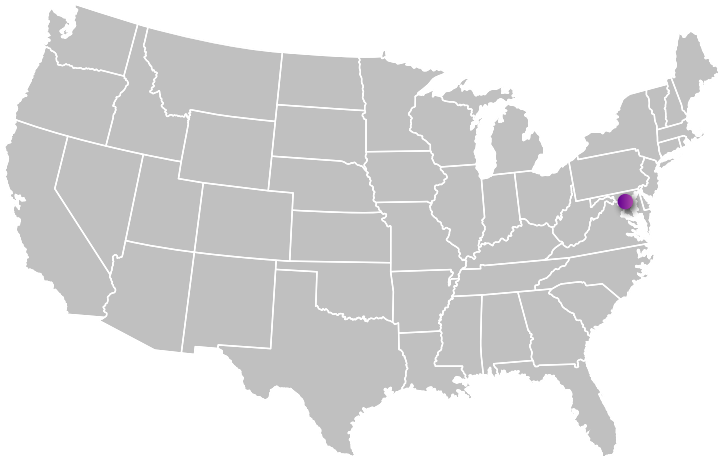


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WASHINGTON DC

Profile



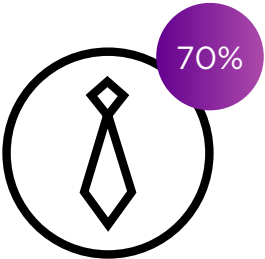
DC AREA 4.9 MILLION CBSA



College Degree
or higher



Total miles traveled
past week



White-collar
occupation



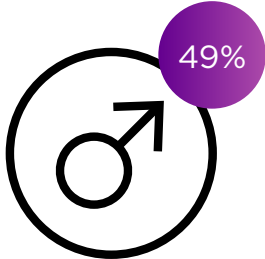
Female



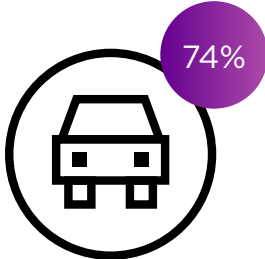
Time spent traveling to
and from work each day



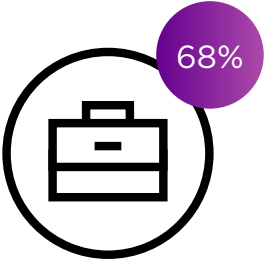
Blue-collar
occupation



Male



Drive alone or
carpooled



Employed

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BUSES

BUS MEDIA

OUTFRONT

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

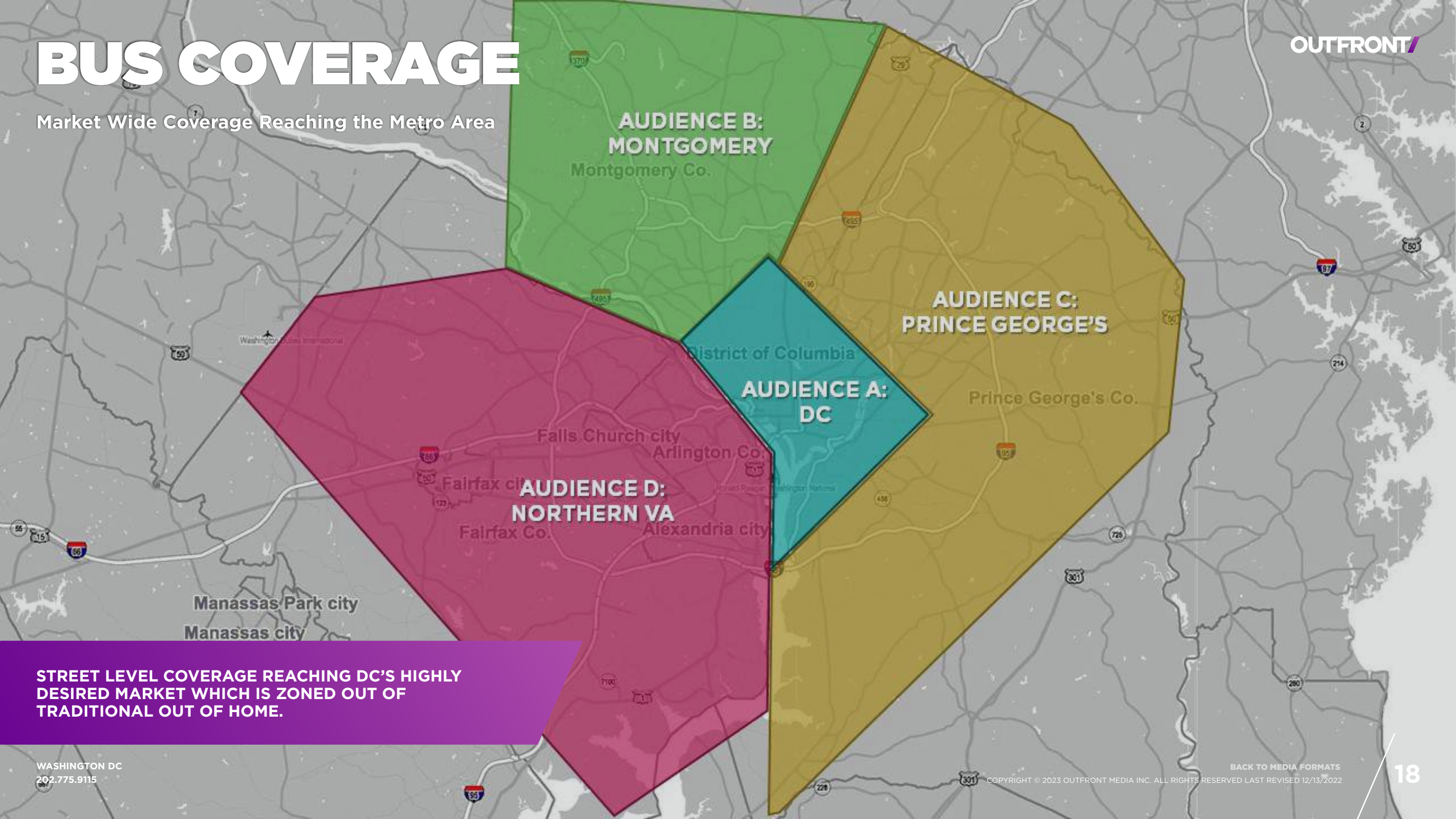


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BUS COVERAGE

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

OUTFRONT

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



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





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

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

- Miami, FL
- New Jersey
- New York, NY
- Philadelphia, PA
- San Francisco, CA
- Washington, DC

RAIL CAR MEDIA

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

WASHINGTON DC
202.775.9115
SOURCE: WMATA FY19



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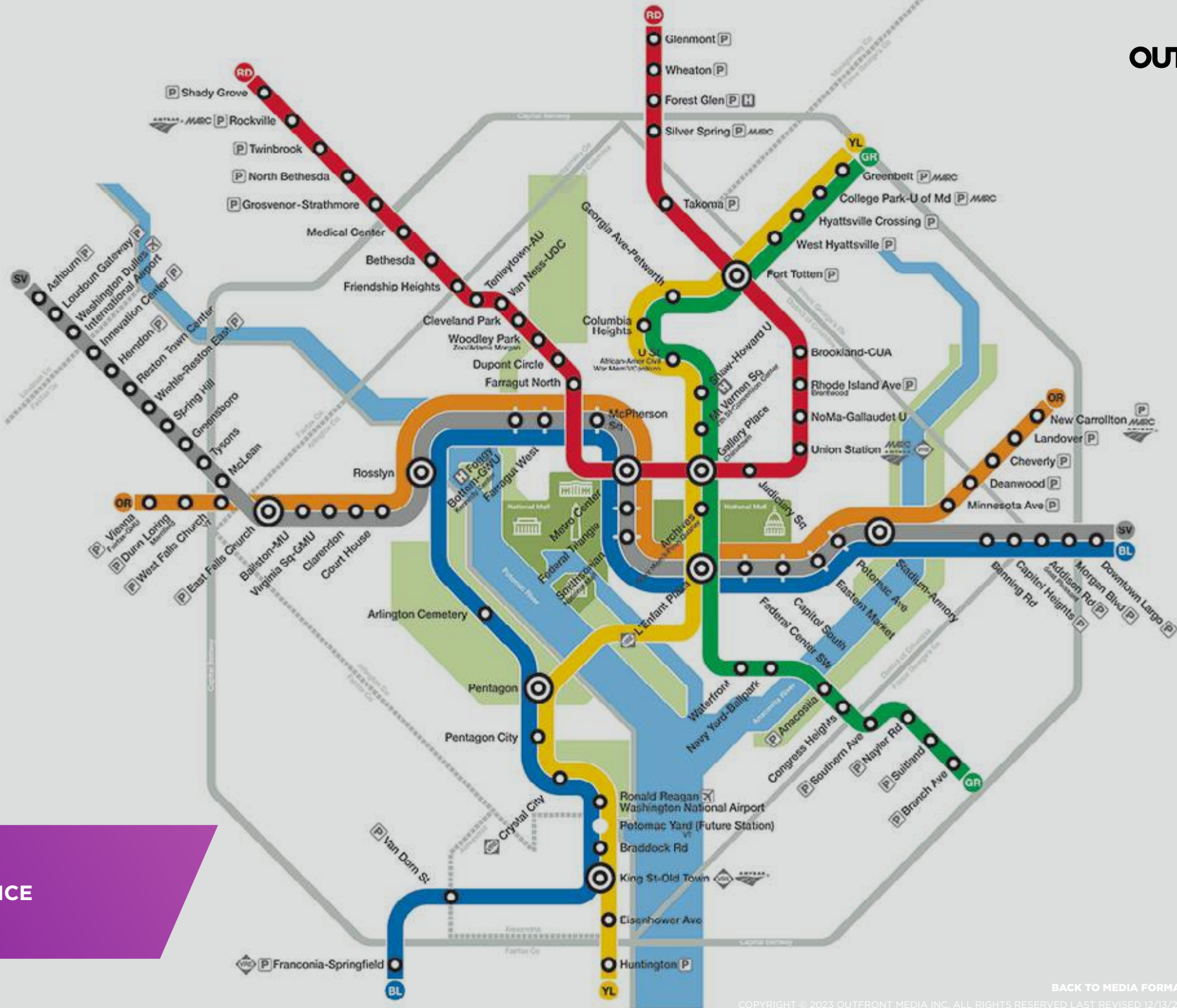


BACK TO MEDIA FORMATS

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METRORAIL COVERAGE

Systemwide Impact



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

OUTFRONT

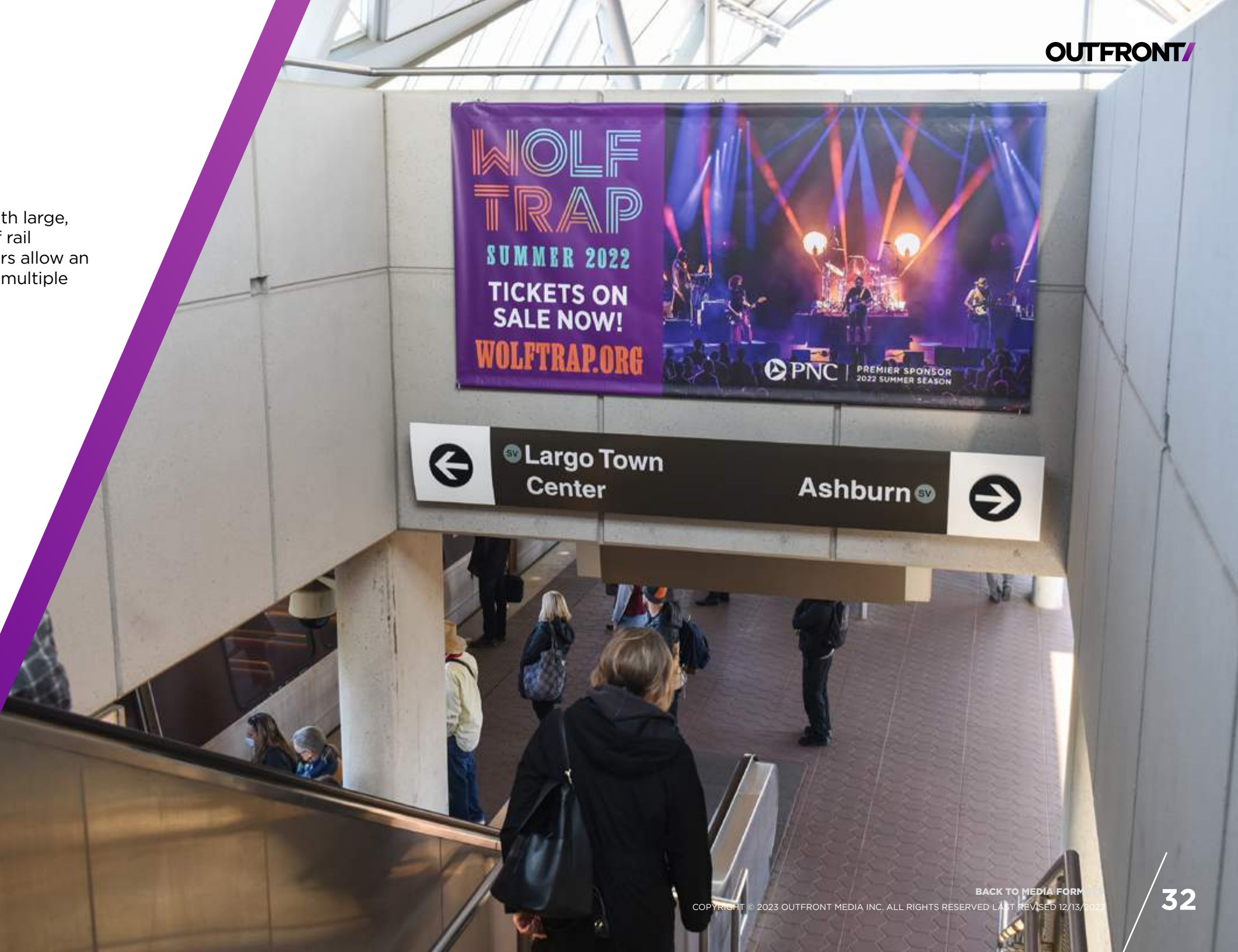
Demand attention in Metrorail's hectic stations with large, dominant and vibrant Banners. Positioned atop of rail escalators, fare machines, across platforms Banners allow an unrivaled connection between your message and multiple audiences.

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.

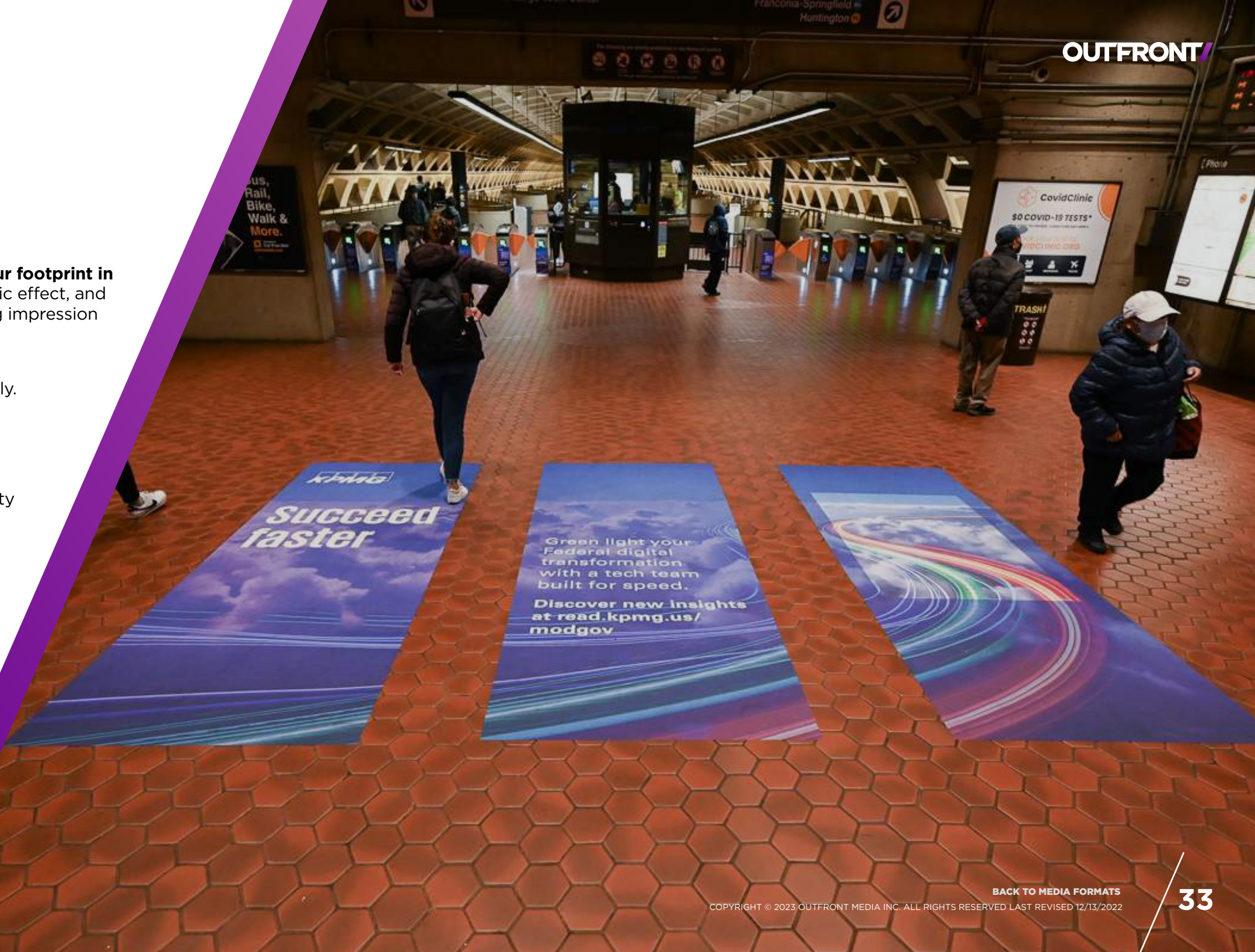
Get noticed with unavoidable Floor Graphics as commuters and tourist walk up to your logo daily.

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

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
SOURCE: WMATA FY19

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)

*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.

RAIL LIVEBOARD NETWORK

Strategically impactful on high traffic platforms with long commuter dwell time, Digital Platform Liveboards can be bought on a network across 52 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
SOURCE: WMATA FY19

PRODUCT INFORMATION

- Screen Size 65" Vertical
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :15, :10, or :05

COVERAGE

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

*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.

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, :10, or :05
- 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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RAIL TRIPTYCH AT NATIONALS PARK

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
SOURCE: WMATA FY19

PRODUCT INFORMATION

- 3 Liveboard Triptych
- Each Screen Size 65"
- 1920pxH x 1080pxW
- Full Motion or Static (No Sound)
- Loop Length :180
- Spot Length :05, :10, :15

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 :05, :10, :15

COVERAGE

- Farragut North
- Gallery Place
- NoMa
- and growing...

*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)
- and growing...

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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 (100% SOV of the ad space)

COVERAGE

- Metro Center-Center City
- Gallery Place-Capital One Arena
- L'Enfant Plaza-Government
- 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-Natioanl Airport
- Tysons Corner-Shopping Hub
- Mt Vernon-Convention Center

WASHINGTON DC
202.775.9115



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RAIL EXTERIOR CAR DOORS

OUTFRONT

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



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

WASHINGTON DC
202.775.9115



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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 brand's 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

OUTFRONT



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

WASHINGTON DC
202.775.9115



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COMMUTER RAIL

VRE COMMUTER RAIL MEDIA

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
- Miami, FL
- New Jersey
- New York, NY
- Philadelphia, PA
- San Francisco, CA
- Washington, DC



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



STREET FURNITURE





BIKE SHARE

Increasingly, bike shares are becoming part of the urban commute in Washington DC. These units attract a **younger, environmentally friendly consumer**. Connect your brand message to the **elusive millennial and Gen Z demographics** in the most desirable urban neighborhoods.

PRODUCT INFORMATION

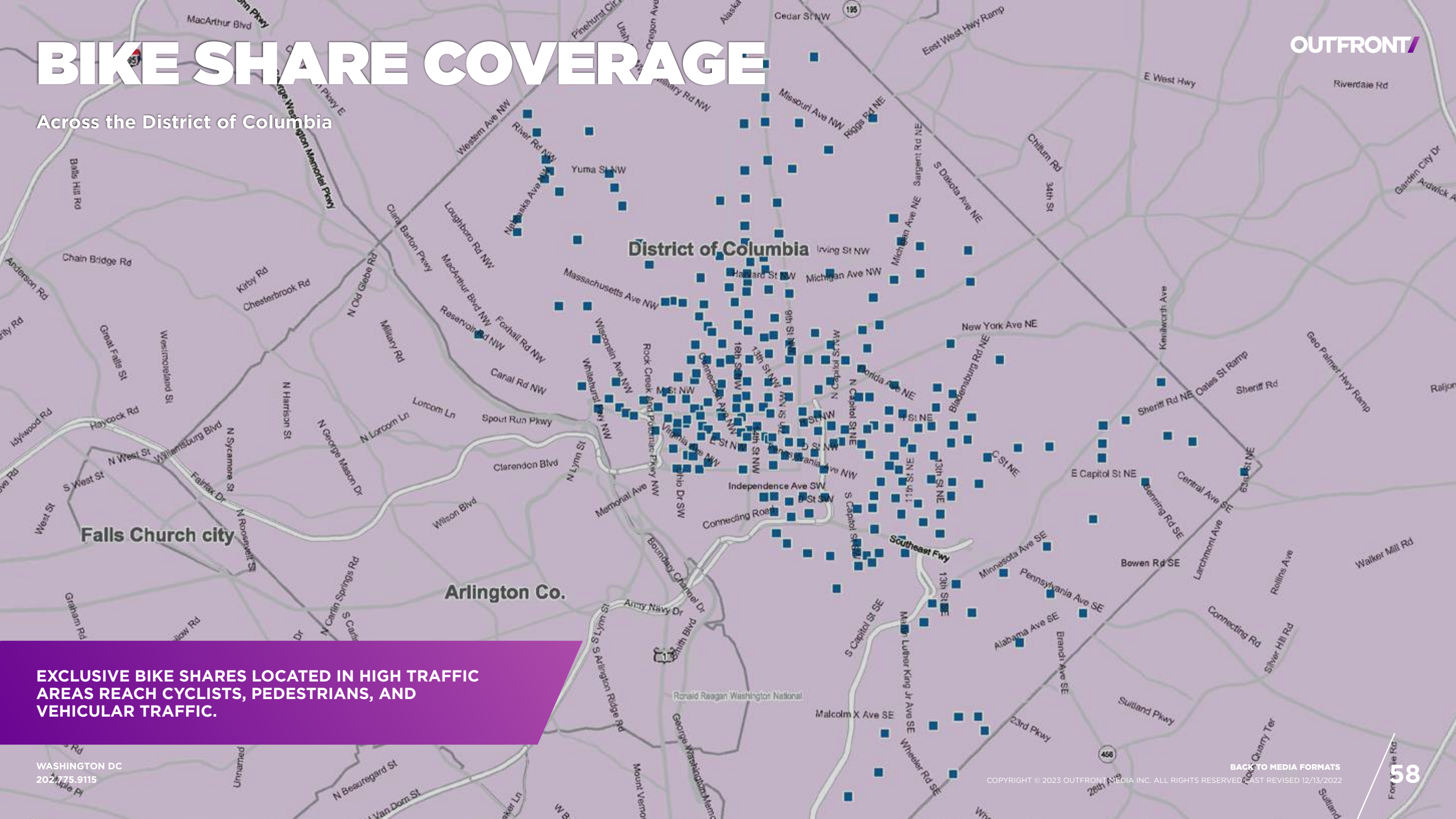
- Various Sizes

COVERAGE

- Downtown Business District
- Capitol Hill
- Georgetown
- Dupont Circle
- Southwest Waterfront
- Nationals Park
- Northeast DC
- Universities and Colleges

BIKE SHARE COVERAGE

Across the District of Columbia



EXCLUSIVE BIKE SHARES LOCATED IN HIGH TRAFFIC AREAS REACH CYCLISTS, PEDESTRIANS, AND VEHICULAR TRAFFIC.

BILLBOARDS

When you
start with
care,
you get a
different
kind of bank.



OUTFRONT



WALLSCAPES

Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscales provide **maximum impact** for creative messages. Great point-of-purchase exposure keeps your message top of mind. Wallscales 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



WALL COVERAGE

OUTFRONT

Downtown Washington DC

District of Columbia

Arlington Co.

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

WASHINGTON DC
202.775.9115

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SECOND SCREEN MEDIA

MOBILE NETWORK

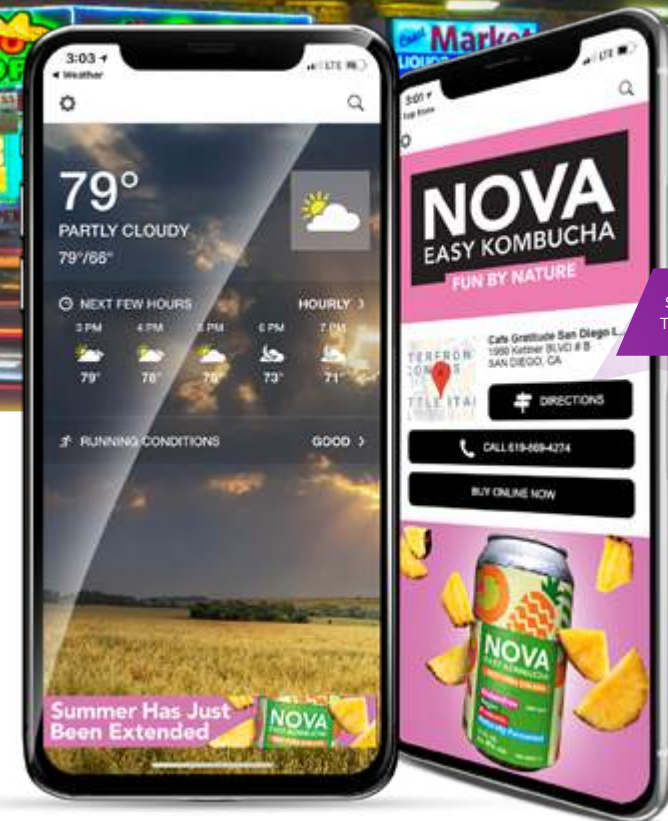
Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology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

[Learn more about our mobile offerings.](#)

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

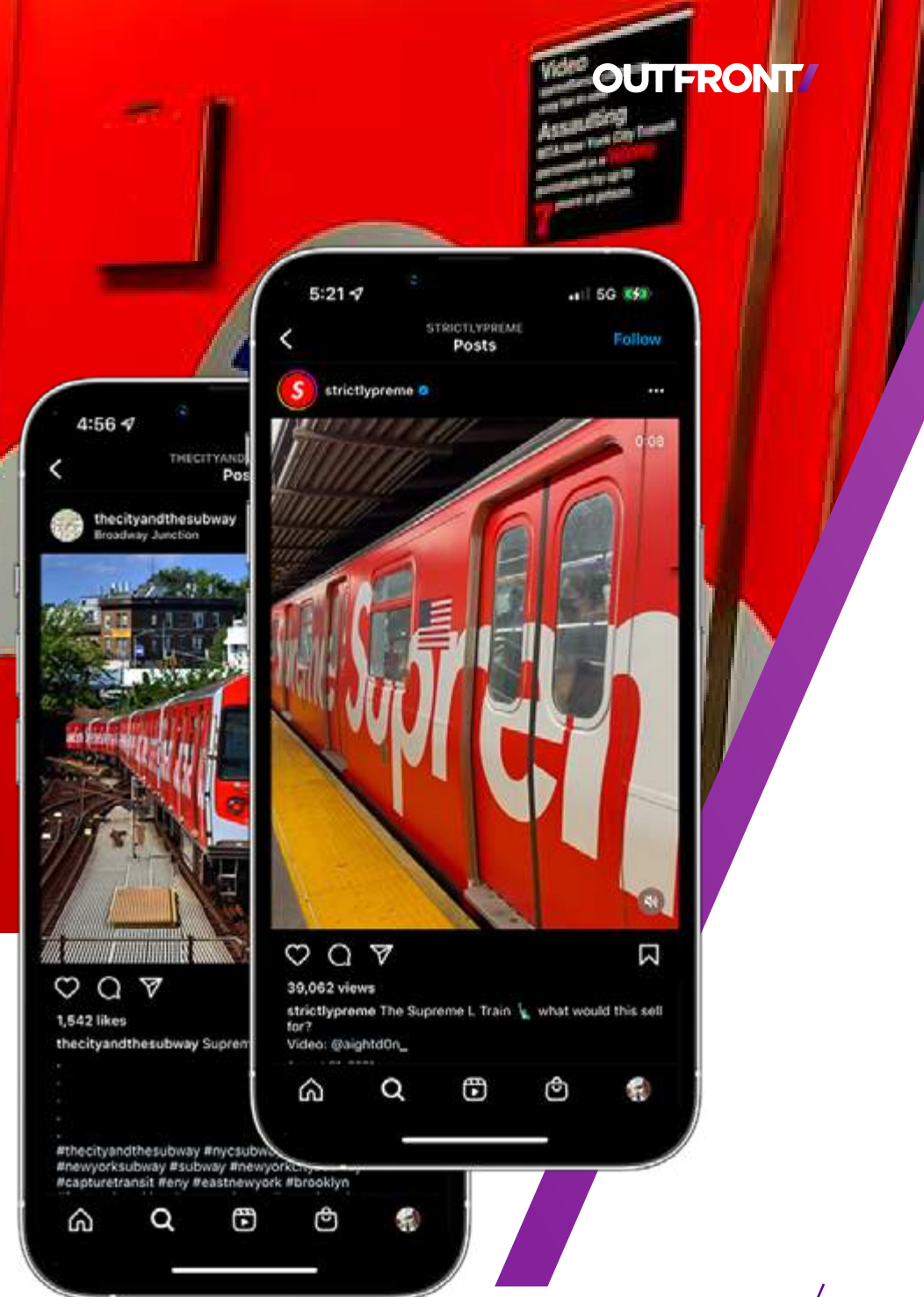
Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

[Learn more about our social amplification.](#)



OUTFRONT PRIME: SOCIAL OOH

OUTFRONT PRIME leverages a portfolio of 250-plus coveted, high-impact locations that build on a trend that has organically grown in recent years: brands driving social amplification utilizing their out of home campaigns as core content. In fact, according to Comscore research, OOH campaigns generate 7X more social posts, per ad dollar spent, than any other measured medium, plus 5X more website visits, 6X more social searches and 5.3X more online purchases. Additionally, campaigns that combine social and OOH drive up to 10X the reach.

OUTFRONT PRIME marks the evolution of the social out of home (#sOOH) strategy, taking the powerful results noted above, and bringing it to the company's largest, most iconic inventory. These include premium billboard and wall sites that attract millions of eyeballs in high consumer traffic areas of major U.S. cities.

Prime your social with OUTFRONT PRIME.

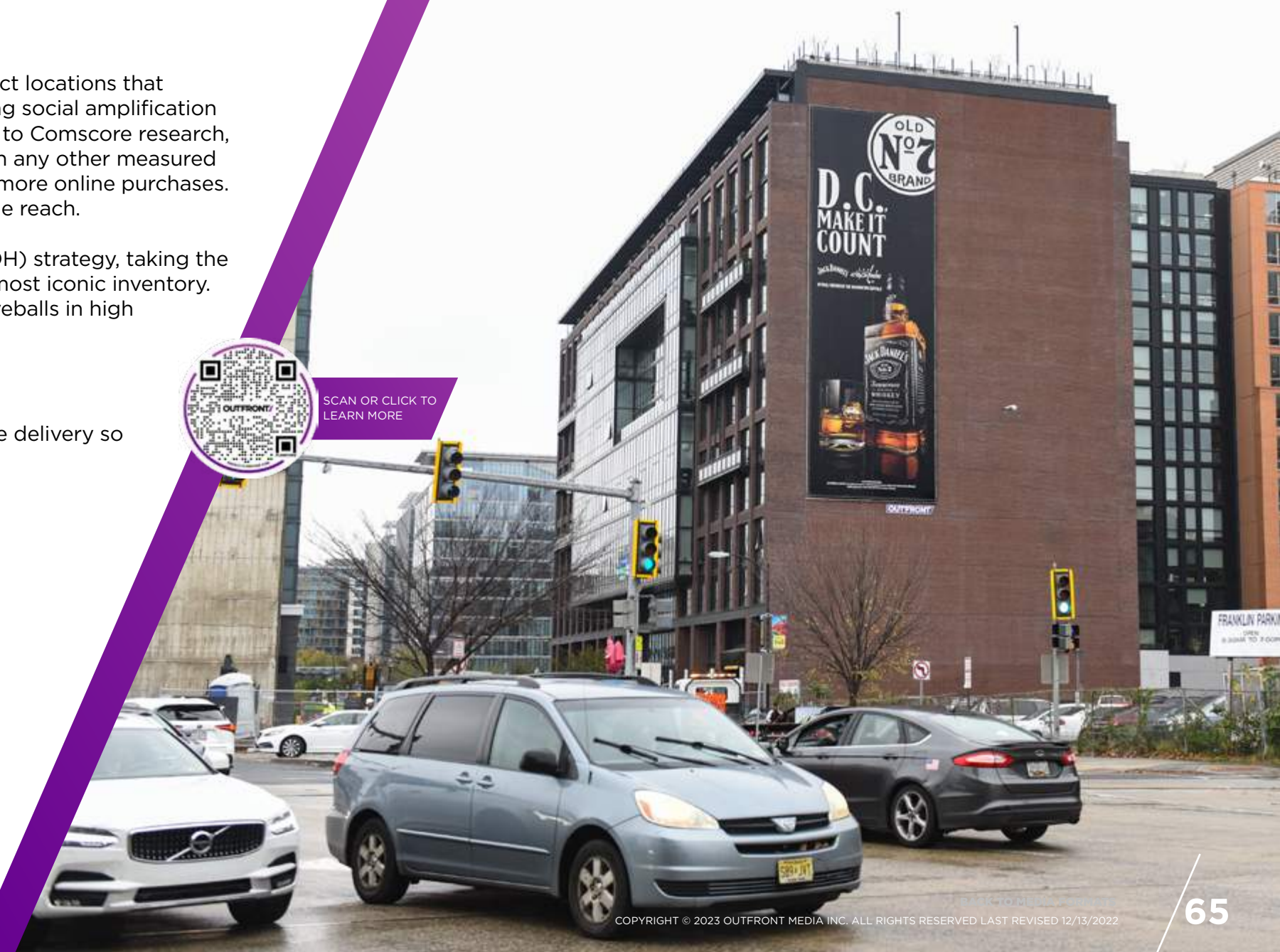
These premium displays cover the most desirable locations and audience delivery so that brands can dominate and make a statement.

DC PRIME ASSETS

- Wall 15
- Wall 810
- Wall 855
- Wall 860
- Wall 865



SCAN OR CLICK TO
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OUTFRONT

WE GET YOU AMERICA

WEGETYOU.COM

1325 MASSACHUSETTES AVE NW, WASHINGTON DC 20005

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