WE GET YOU WASHINGTON DC.

Media Across The Market
At OUTFRONT, we understand that to brands, audiences are everything. Our media impacts people where and when it matters. As the most visible media platform in America, we understand our role in creating cultural impact. That’s why we are dedicated to helping people, places, and business grow stronger.

We are masters of the Art & Science of OOH. We continue to add intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solutions designed to reach and measure impact against your desired audience. Plus, we understand the power of creative, so we offer access to our Cannes Lions award-winning in-house agencies.

We blend the visibility and creative impact of real-world media with the versatility of digital, infused with the power of audience data. We champion the power of the biggest canvases in America to drive engagement, fame, and trust.

We are OUTFRONT by name and OUTFRONT by nature. We are front and center in the places where people live, work, and play. From neighborhoods and communities to urban centers and transit hubs, to busier than every highways and roads.

We are everywhere. We empower smart brands to leverage our ubiquity (500K canvases & 14.1B weekly impressions), our national footprint (25 top markets), and our local community connections (and relevance).

Welcome to America's most visible and most versatile media network.

Welcome to OUTFRONT. We get you America.
IMPACT WHERE IT MATTERS /

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

TECHNOLOGY

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

LOCATION

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

CREATIVITY

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

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS
OOH performs best for awareness across all demographics, while also ranking as the #1 preferred media format for Millennials and GenZ. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION
People take action after seeing out of home, whether in real life or digitally. In fact, OOH drives 5.3X more search queries and 5X more website visits than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations.

CONVERSION
OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by eBay’s 27% surge in ad revenue post-transition to a “full-funnel” marketing approach, the potency of OOH in driving conversions is undeniable.

WASHINGTON DC
202.775.9115
SOURCE: 1. DYNATA & INSIGHTS FOR MOVE 2022 2. EBAY
LEVERAGE OUR EDGE

OUTFRONT’S 360° PARTNERSHIP APPROACH ENSURES YOU GET THE EDGE ON YOUR COMPETITION.

CONSULTATION
DEFINING YOUR CAMPAIGN
Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programatically? 2,200+ digital billboard and transit canvases available on top SSP & DSP platforms.

CREATIVE
THE MOST CREATIVE OF ALL MEDIUMS
Leverage our Cannes Lions award winning in-house creative agencies, XLabs & OUTFRONT STUDIOS. Together, we can aid in anything from best practices to full campaign development or bring dynamic digital elements to your campaign.

PRODUCTION
LAUNCHING YOUR CAMPAIGN
Let’s launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION
TAKING YOUR MESSAGE FROM IRL TO URL
OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can assist in press, social campaigns, and digital engagement tracking.

ATTRIBUTION
TRACKING SUCCESS
Our suite of attribution solutions can track the successes of your campaign based on particular KPIs like Foot Traffic, Web Traffic, Tune In, and Brand Affinity.

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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.

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

Louis Vuitton's SoHo based OOH campaign reached an estimated 197 million people on social media. Learn more.

MOBILE
Out of home inspires us to take out our phones and do something - like click a mobile ad. Consumers are 48% more likely to engage with a mobile ad after exposure to the same ad via OOH.

Bounce Curl combined OOH and mobile to increase purchase intent by 18%. Learn more.
OUTFRONT’S COMPREHENSIVE SOLUTIONS STACK PROVIDES CLIENTS WITH THE FLEXIBILITY TO CHOOSE ATTRIBUTION PRODUCTS BASED ON SPECIFIC CAMPAIGN KPIs.

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

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

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

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

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

SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.
CHART EXCLUDES CYCLICAL EVENTS. AUDIO REFERS TO RADIO + PODCASTS
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COPYRIGHT © 2023 OUTFRONT MEDIA INC. ALL RIGHTS RESERVED LAST REVISED 1/10/2024
IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A.
<table>
<thead>
<tr>
<th>TOP 50 MARKETS</th>
<th>CBSA POPULATION</th>
<th>BULLETINS</th>
<th>WALLSCAPES</th>
<th>POSTERS &amp; JUNIOR POSTERS</th>
<th>COMMUTER RAIL &amp; SUBWAY</th>
<th>BUSES</th>
<th>STREET FURNITURE</th>
<th>SPECIALTY</th>
<th>OUTFRONT PRIME</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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## TOP 50 MARKETS

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<th>OUTFRONT PRIME</th>
<th>MOBILE + SOCIAL NETWORKS</th>
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● INDICATES OUTFRONT MEDIA AVAILABLE  ● INDICATES DIGITAL MEDIA AVAILABLE  ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT SOURCE: CENSUS DATA (2023 UPDATE).
MEDIA ACROSS WASHINGTON DC
WE GET YOU WASHINGTON DC

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 59% having a college degree and 26% 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.

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WASHINGTON DC

Profile

DC AREA 6.4 MILLION CBSA

African American 24%
Asian 11%
White 41%
Hispanic/Latino 18%
Other/Mixed 6%

Male 48%
Female 52%

College Degree or higher 59%

Total miles traveled past week 118 mi.

Time spent traveling to and from work each day 70 min.

White-collar occupation 72%
Blue-collar occupation 13%
Employed 72%

Drive alone or carpooled 63%
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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

ClosingTheGapYear.org
CTGY | CLOSING THE GAP YEAR
CONNECT. CHAMPION. CHANGE.
BUS COVERAGE

Market Wide Coverage Reaching the Metro Area

AUDIENCE A: DC

AUDIENCE B: MONTGOMERY
Montgomery Co.

AUDIENCE C: PRINCE GEORGE’S
Prince George’s Co.

AUDIENCE D: NORTHERN VA

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

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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
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

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
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

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
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 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
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
DC METRORAIL REACHES A CAPTIVE AUDIENCE
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

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
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
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
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.

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.
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.

**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.*
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.

### PRODUCT INFORMATION
- **Screen Size**: 65” Vertical
- **Dimensions**: 1920pxH x 1080pxW
- **Format**: Full Motion or Static (No Sound)
- **Loop Length**: :180
- **Spot Length**: :15, :10, or :05
- **Placement**: 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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*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.*
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.
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

*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.
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 5
- 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)
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-National Airport
— Tysons Corner-Shopping Hub
— Mt Vernon-Convention Center

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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
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
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
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 Unit of 11"H x 45"W
  - 1 Unit of 11"H x 142"W

COVERAGE

- Systemwide

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BACK TO MEDIA FORMATS
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

SOURCE: VRE 2021
VIRGINIA RAILWAY EXPRESS DELIVERS THE HARD TO REACH HEAVY COMMUTERS OF 7 JURISDICTIONS AS THEY COMMUTE TO AND FROM DOWNTOWN DC DAILY.
RAIL 2-SHEET POSTERS

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
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
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.
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
MOBILE NETWORK

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

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

LOCATED IN THE TOP 50 MARKETS

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

Watch PBR’s #sOOH Success Story

ORGANIC & PAID ENGAGEMENT OPPORTUNITIES

- QR Codes
- Augmented Reality (AR)
- Influencers

LOCATED IN THE TOP 50 MARKETS

SCAN OR CLICK TO LEARN MORE

SOCIAL MEDIA INTEGRATION
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