OUTFRONT/

WE GET YOU SOUTH FLORIDA.

Media Across The Market
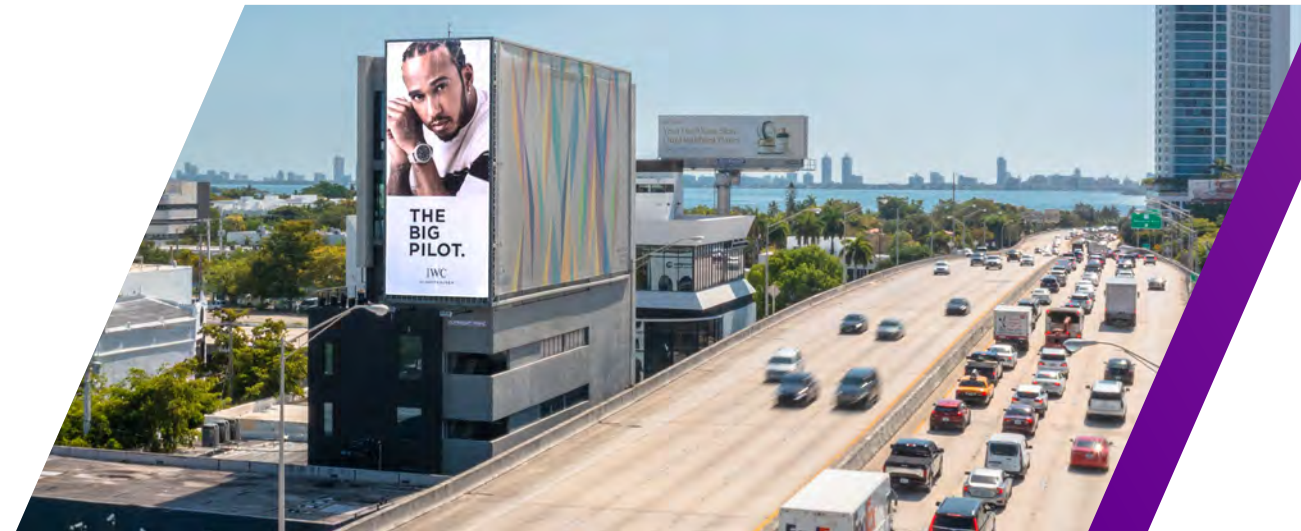
OUTFRONT BY NAME/

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.

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

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 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.

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
SOURCE: GEOPATH (OUTFRONT MARKETS), 2022. JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI.

3

TIME TO MIX IT UP

NEW CONSUMER BEHAVIORAL CHANGES HIGHLIGHT AND INCREASE 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 EFFECTIVNESS UNIQUELY POSITIONS OUTFRONT (AND YOUR MESSAGING) TO IMPACT CONSUMERS.

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/

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

CONSULTATION

CREATIVE

PRODUCTION

AMPLIFICATION

ATTRIBUTION
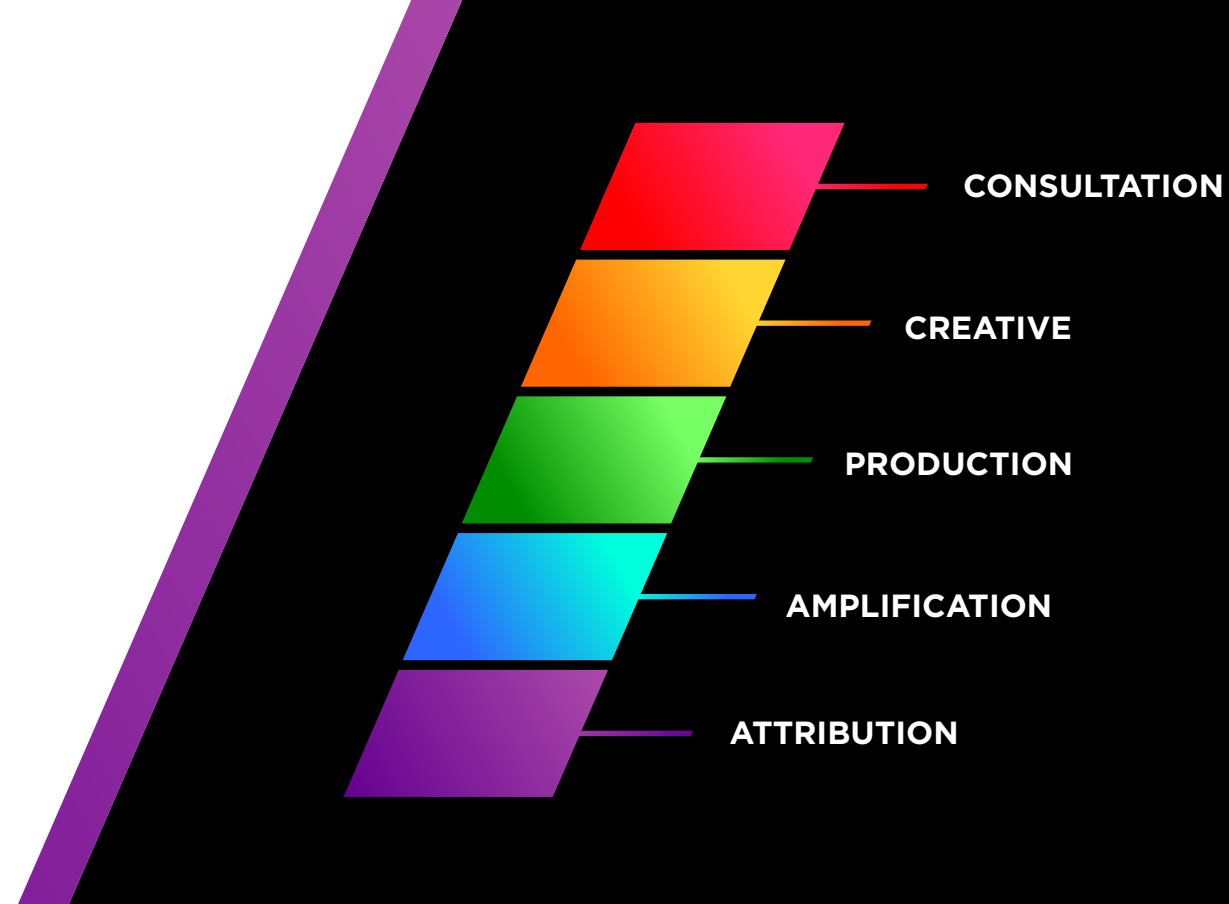
CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to buy programmatically? 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.
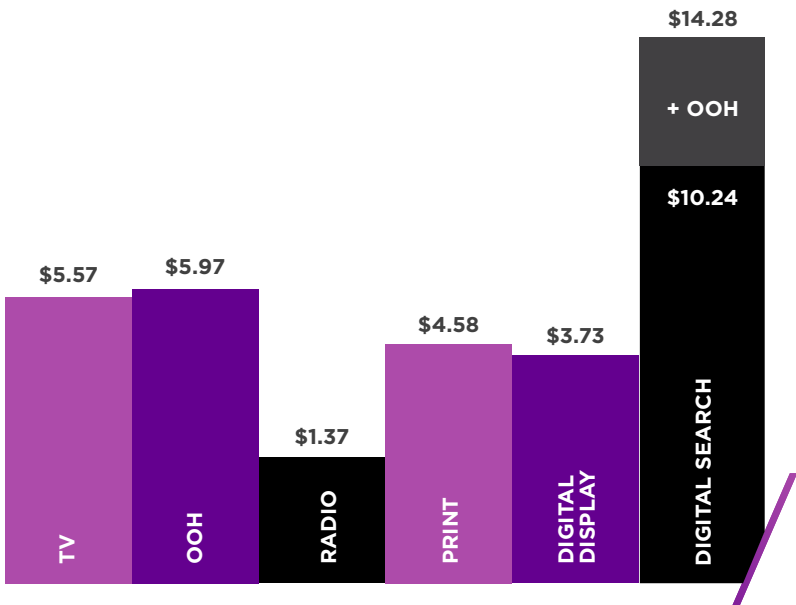
ATTRIBUTION

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.

SOUTH FLORIDA
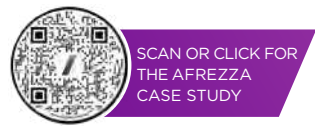**954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT**

AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.

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

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

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

SEARCH

When out of home is added to the media mix, it **increases search's return on ad spend by 40%**. That's because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that's **5.3x the performance** of other media.

Out of home drove a **300% increase in search** for an innovative healthcare company. Learn more.

SCAN OR CLICK FOR THE AFREZZA 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
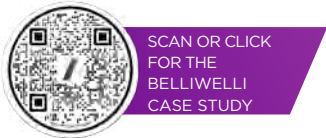
MOBILE

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

SOURCE: BENCHMARKETING, COMSCORE, OCEAN NEURO INSIGHTS.

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

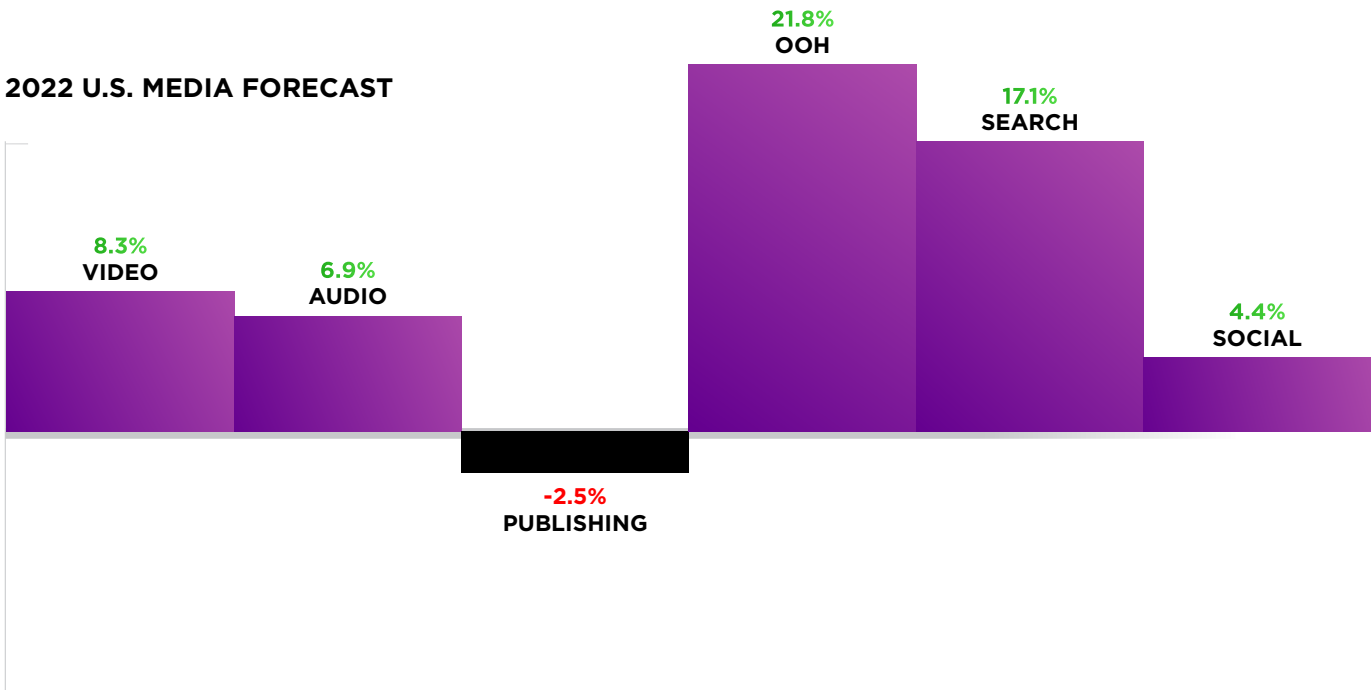**SCAN OR CLICK FOR THE TUNE-IN CASE STUDY**

SCAN OR CLICK FOR SALES LIFT CASE STUDY

SOUTH FLORIDA
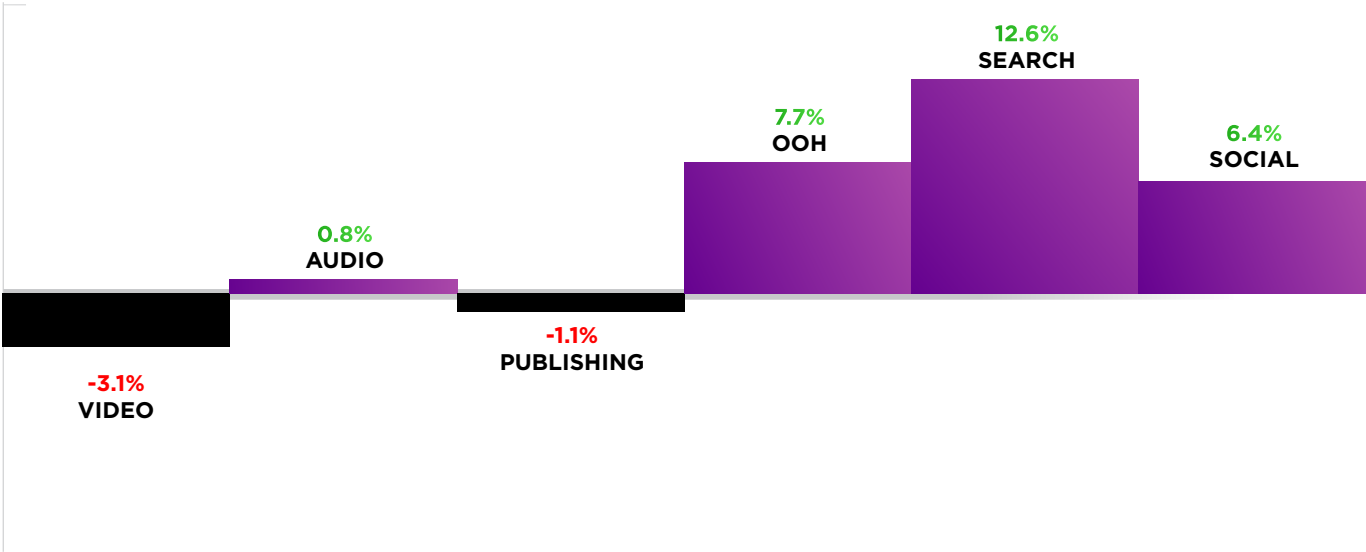**954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT**

OOH IS MEDIA'S FAVORITE MEDIUM/

OUTFRONT/

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

8.3%
VIDEO

6.9%
AUDIO

-2.5%
PUBLISHING

21.8%
OOH

17.1%
SEARCH

4.4%
SOCIAL

2023 U.S. MEDIA FORECAST

-3.1%
VIDEO

0.8%
AUDIO

-1.1%
PUBLISHING

7.7%
OOH

12.6%
SEARCH

6.4%
SOCIAL

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	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	20,006,203	🟣🔴	🟣	🟣🔴	🟣🔴⚫	🟣	🟣🔴	🟣🔴	🟣🔴	🔴
2	Los Angeles-Long Beach et al, CA	13,207,559	🟣🔴	🟣	🟣🔴		🟣⚫	🟣🔴⚫	🟣🔴	🟣🔴	🔴
3	Chicago et al, IL-IN-WI	9,535,847	🟣🔴	🟣	🟣🔴			🟣⚫	🟣🔴	🟣🔴	🔴
4	Dallas-Fort Worth-Arlington, TX	7,826,862	🟣🔴	🟣					🟣	🟣🔴	🔴
5	Houston-The Woodlands et al, TX	7,273,204	🟣🔴	🟣				🟣🔴		🟣🔴	🔴
6	Washington et al, DC-VA-MD-WV	6,441,102	🟣	🟣		🟣🔴⚫	🟣⚫	🟣			🔴
7	Philadelphia et al, PA-NJ-DE-MD	6,265,252	🟣🔴	🟣	🟣			🟣🔴⚫		🟣🔴	🔴
8	Miami-Fort Lauderdale et al, FL	6,227,541	🟣🔴	🟣🔴		🟣🔴⚫	🟣⚫	🟣🔴⚫		🟣🔴	🔴
9	Atlanta-Sandy Springs et al, GA	6,206,533	🟣🔴		🟣🔴			🟣🔴⚫		🟣🔴	🔴
10	Boston-Cambridge-Newton, MA-NH	5,011,582	🟣🔴	🟣	🟣	🟣🔴⚫	🟣⚫	🟣🔴	🟣	🟣🔴	🔴
11	Phoenix-Mesa-Scottsdale, AZ	4,922,588	🟣🔴		🟣🔴	🟣🔴⚫	🟣	🟣⚫	🟣		🔴
12	San Francisco-Oakland et al, CA	4,745,967	🟣🔴	🟣	🟣	🟣🔴⚫	🟣⚫	🟣⚫		🟣🔴	🔴
13	Riverside et al, CA	4,723,071	🟣🔴		🟣						🔴
14	Detroit-Warren-Dearborn, MI	4,346,622	🟣🔴	🟣	🟣		🟣⚫				🔴
15	Seattle-Tacoma-Bellevue, WA	4,106,487	🟣		🟣						🔴
16	Minneapolis et al, MN-WI	3,740,215	🟣🔴	🟣	🟣				🟣🔴		🔴
17	San Diego-Carlsbad, CA	3,362,964	🟣🔴	🟣	🟣				🟣🔴		🔴
18	Tampa-St. Petersburg et al, FL	3,277,020	🟣🔴		🟣						🔴
19	Denver-Aurora-Lakewood, CO	3,035,587	🟣🔴	🟣	🟣						🔴
20	Baltimore-Columbia-Towson, MD	2,869,076	🟣								🔴
21	St. Louis, MO-IL	2,819,268	🟣🔴	🟣	🟣🔴						🔴
22	Orlando-Kissimmee-Sanford, FL	2,694,186	🟣🔴		🔴						🔴
23	San Antonio-New Braunfels, TX	2,639,100	🟣🔴								🔴
24	Portland-Vancouver et al, OR-WA	2,557,385	🟣🔴	🟣	🟣🔴						🔴
25	Sacramento-Roseville et al, CA	2,404,350	🟣🔴		🟣🔴						🔴

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

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NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2021 UPDATE).

TOP 50 MARKETS/

Legend: O = OUTFRONT media available (purple) · D = Digital media available (red) · W = Wrapped media available (grey)

	TOP 50 MARKETS	CBSA POPULATION AGE 18+	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Las Vegas-Henderson-Paradise, NV	2,350,206	O D				O W	O D W	O D		D
27	Pittsburgh, PA	2,341,086	O								D
28	Cincinnati, OH-KY-IN	2,266,117	O								D
29	Kansas City, MO-KS	2,205,616	O D	O	O						D
30	Columbus, OH	2,189,799	O D	O	D				O		D
31	Indianapolis-Carmel-Anderson, IN	2,130,742	O D	O							D
32	Cleveland-Elyria, OH	2,056,212	O D	O							D
33	Nashville-Davidson et al, TN	2,015,914	O D								D
34	San Jose-Sunnyvale et al, CA	1,998,071	O D		O	O D W	O W	O W			D
35	Virginia Beach et al, VA-NC	1,798,320	O					O W			D
36	Providence-Warwick, RI-MA	1,680,867	O D								D
37	Jacksonville, FL	1,613,916	O D								D
38	Raleigh, NC	1,426,329	O								D
39	Memphis, TN-MS-AR	1,356,319	O D								D
40	Richmond, VA	1,328,751	O								D
41	Louisville et al, KY-IN	1,284,441	O D		O			O	O D		D
42	New Orleans-Metairie, LA	1,281,648	O D	O D	O D				O		D
43	Hartford-West Hartford et al, CT	1,216,182	O D		O D	O					D
44	Buffalo-Cheektowaga et al, NY	1,178,783	O								D
45	Rochester, NY	1,117,010	O								D
46	Grand Rapids-Wyoming, MI	1,104,027	O D		O D						D
47	Fresno, CA	1,019,610	O D		O D						D
48	Worcester, MA-CT	968,961	O								D
49	Bridgeport-Stamford-Norwalk, CT	956,317	O			O					D
50	Albany-Schenectady-Troy, NY	921,420	O								D

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

SOUTH FLORIDA
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NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2021 UPDATE).

MEDIA ACROSS SOUTH FLORIDA

WE GET
YOU SOUTH FLORIDA.

Miami, Fort Lauderdale and West Palm Beach are ideally positioned to connect North America, South America and the Caribbean! **One of the most culturally diverse populations in the U.S. also hosts some of the highest profile events in the country** and attracts a large population of affluent consumers. Well known for its raucous parties and opulent consumerism the glitz and glam of **South Florida is an excellent back drop to target a large hispanic population, popular tourist destination and affluent consumers!**

WHY SOUTH FLORIDA?

— Ranked #2 International Financial Hub in the U.S.

— 7th most populous region in the U.S. (CBSA)

— 8th largest economy in the U.S.

— 4th fastest growing region in the U.S.

— #1 & #3 wealthiest zip codes in the U.S.

In South Florida, OUTFRONT reaches 97.8% of the CBSA consumers weekly.

SCAN OR CLICK TO LEARN MORE

SOUTH FLORIDA
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SOURCE: FORBES 2017; FORBES 2021; SUNSENTINEL 2021; U.S. CENSUS 2019.

SOUTH FLORIDA

Profile

Ethnicity	Percentage
African American	**19.9%**
Asian	**2.5%**
White	**27.6%**
Hispanic/Latino	**48.1%**
Other/Mixed	**1.9%**
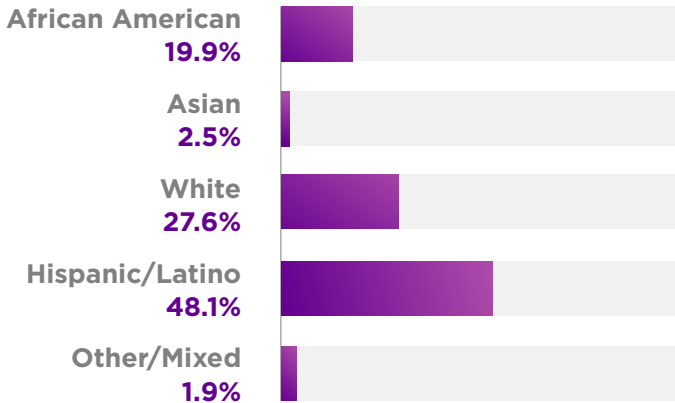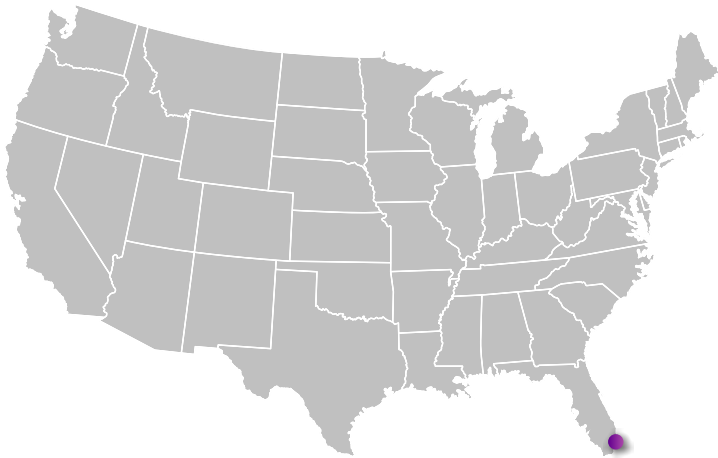
**SOUTH FLORIDA AREA
6.23 MILLION CBSA**

- **33%** College Degree or higher
- **51%** Female
- **49%** Male
- **138 mi.** Total miles traveled past week
- **66 min.** Time spent traveling to and from work each day
- **85%** Drive alone or carpooled
- **59%** White-collar occupation
- **19%** Blue-collar occupation
- **60%** Employed
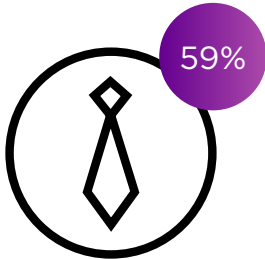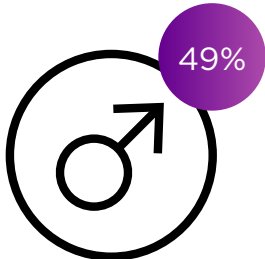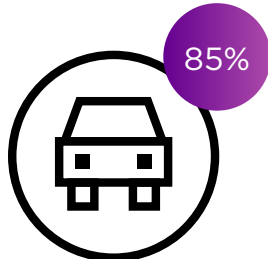
SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
SOURCE: US CENSUS 2021, SCARBOROUGH RESEARCH 2021, SOUTH FLORIDA CBSA.

MEDIA FORMATS

SOUTH FLORIDA
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BILLBOARDS

STATIC BILLBOARDS

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

STATIC BILLBOARDS

— Become a landmark as a perm

— Rotary option allows a smaller budget to go farther

— Displayed 24/7

— Creative options allow for build outs

SOUTH FLORIDA
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DIGITAL BILLBOARDS

Digital Billboards are one of the most popular current forms of OOH advertising. With 24/7 Illumination and bright vibrant copy this is a great way to display your brand message. Throw in the no production and install costs and it's no wonder this is one of the fastest growing and most popular forms of OOH advertising.

SOUTH FLORIDA
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DIGITAL BILLBOARDS

— Best locations selected for Digital Billboards

— No production or install costs

— 24/7 illumination

— Flexibility to change messaging quickly

BILLBOARD COVERAGE

Market Wide Coverage Across South Florida
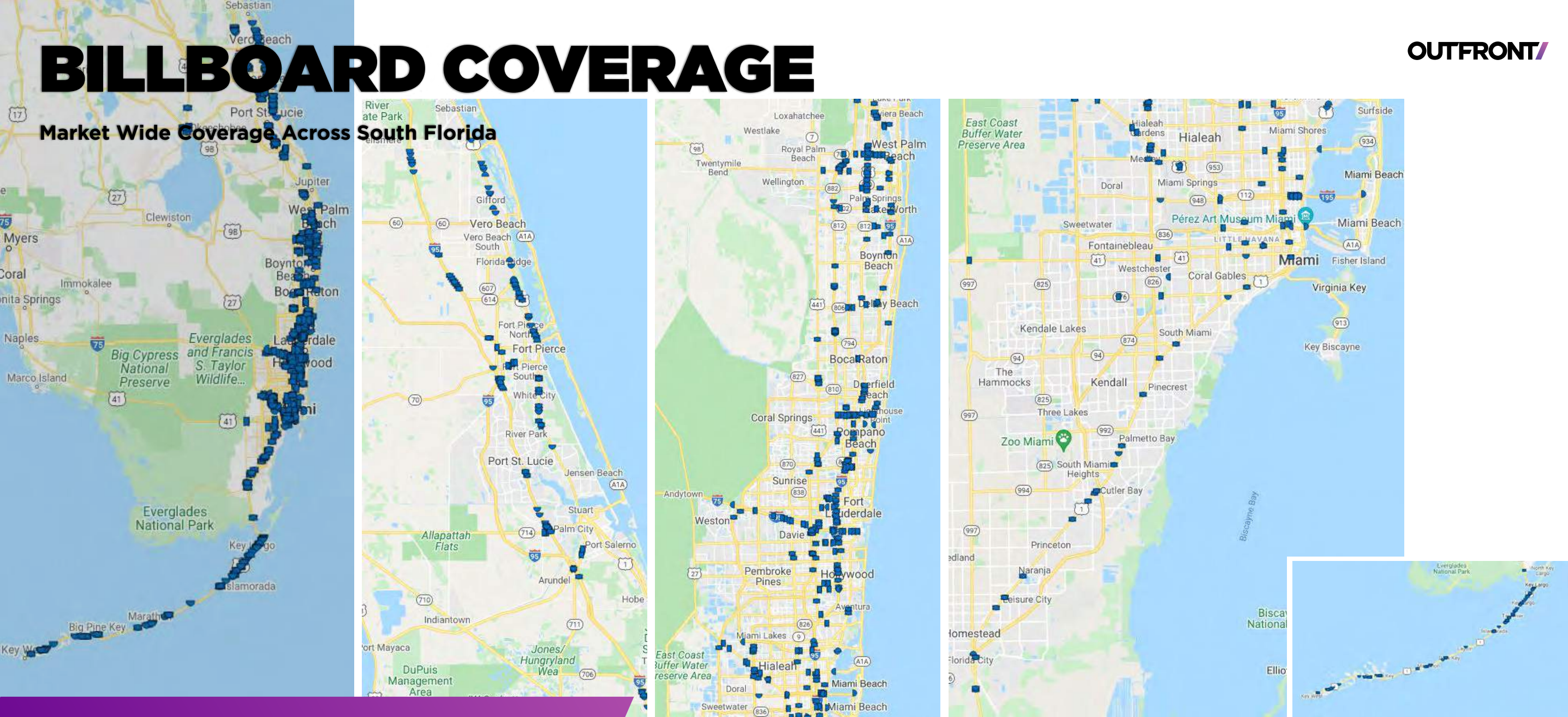
COVERING SOUTH FLORIDA FROM THE TREASURE COAST SOUTH TO WEST PALM BEACH, FORT LAUDERDALE, MIAMI AND THE FLORIDA KEYS!

Map Key: Full Coverage, Nothern Coverage, Central Coverage, South Coverage, Florida Keys Coverage

DIGITAL BILLBOARD COVERAGE

Targeting Best Locations Across South Florida
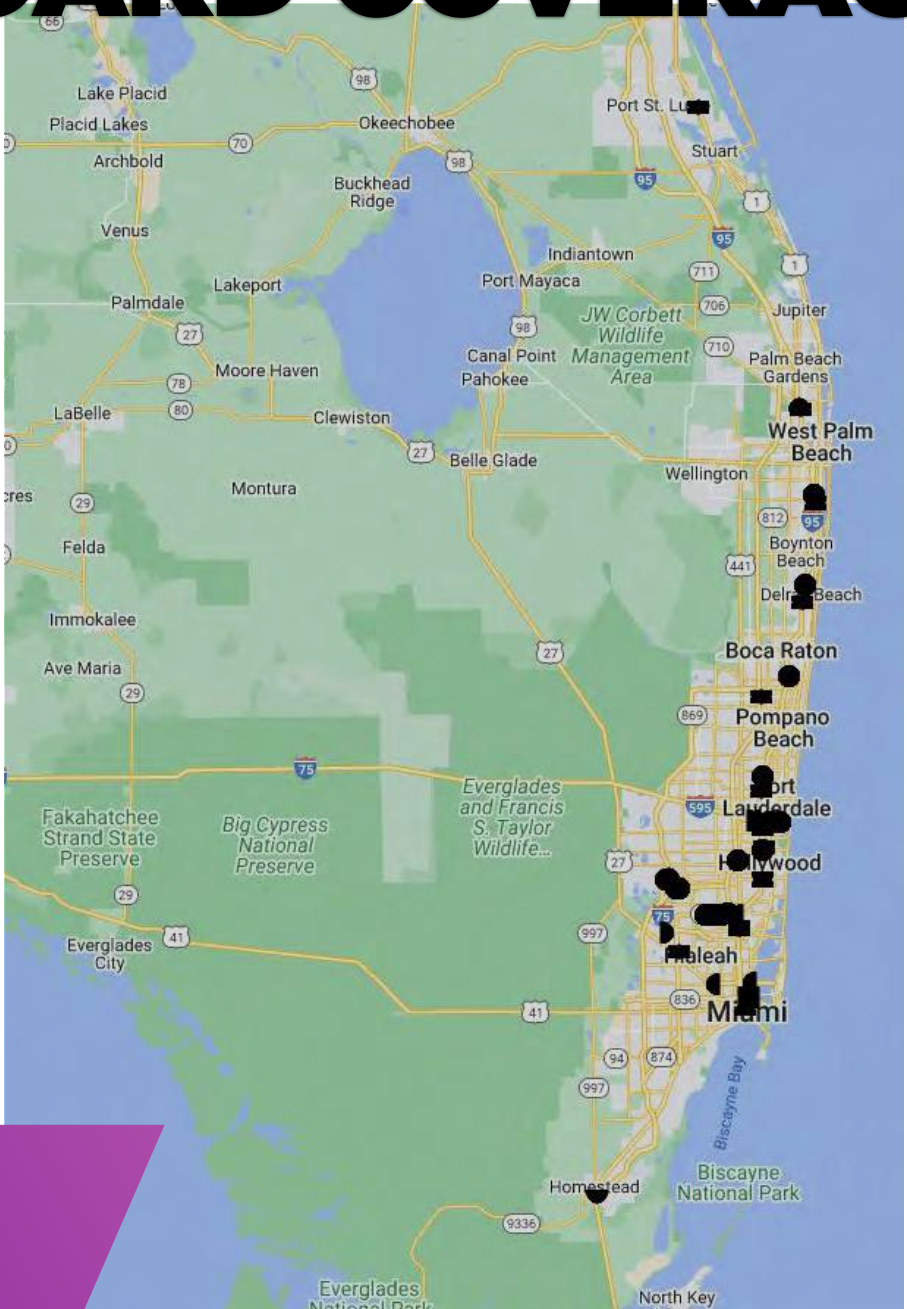
PREMIER LOCATIONS AT KEY HIGHWAY CHOKE POINTS

MOBILE BILLBOARD

Rolling Billboards provide a street level option along a customized route allowing advertisers to target a very specific event, neighborhood or area.

MOBILE BILLBOARDS

— **Advertising faces on both sides and the back**

— **GPS Tracking System on each truck**

— **Backlit Illumination provides visibility day and night**

— **Customizable and targeted routes**

WALL MURALS

WALL MURALS

MIAMI'S PRIME ASSETS

The largest format advertising available offers maximum exposure within Miami. Wall Murals are the premier format to utilize when trying to make the biggest splash in the Gateway to the Americas.

TARGETING KEY AND ICONIC AREAS

— **Brickell/Financial District**

— **Downtown Miami**

— **Museum Park**

— **Entertainment District**

— **Miami Design District**

— **Wynwood**

— **Midtown**

— **Edgewater**

— **Health District**

— **Miami Beach**

SCAN OR CLICK
TO LEARN MORE

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WALL MURALS COVERAGE

Targeting Iconic Locations

MIAMI'S WALL MEDIA

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
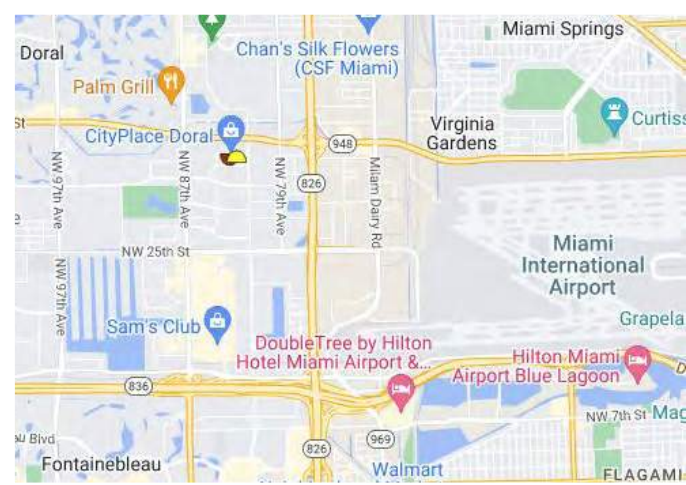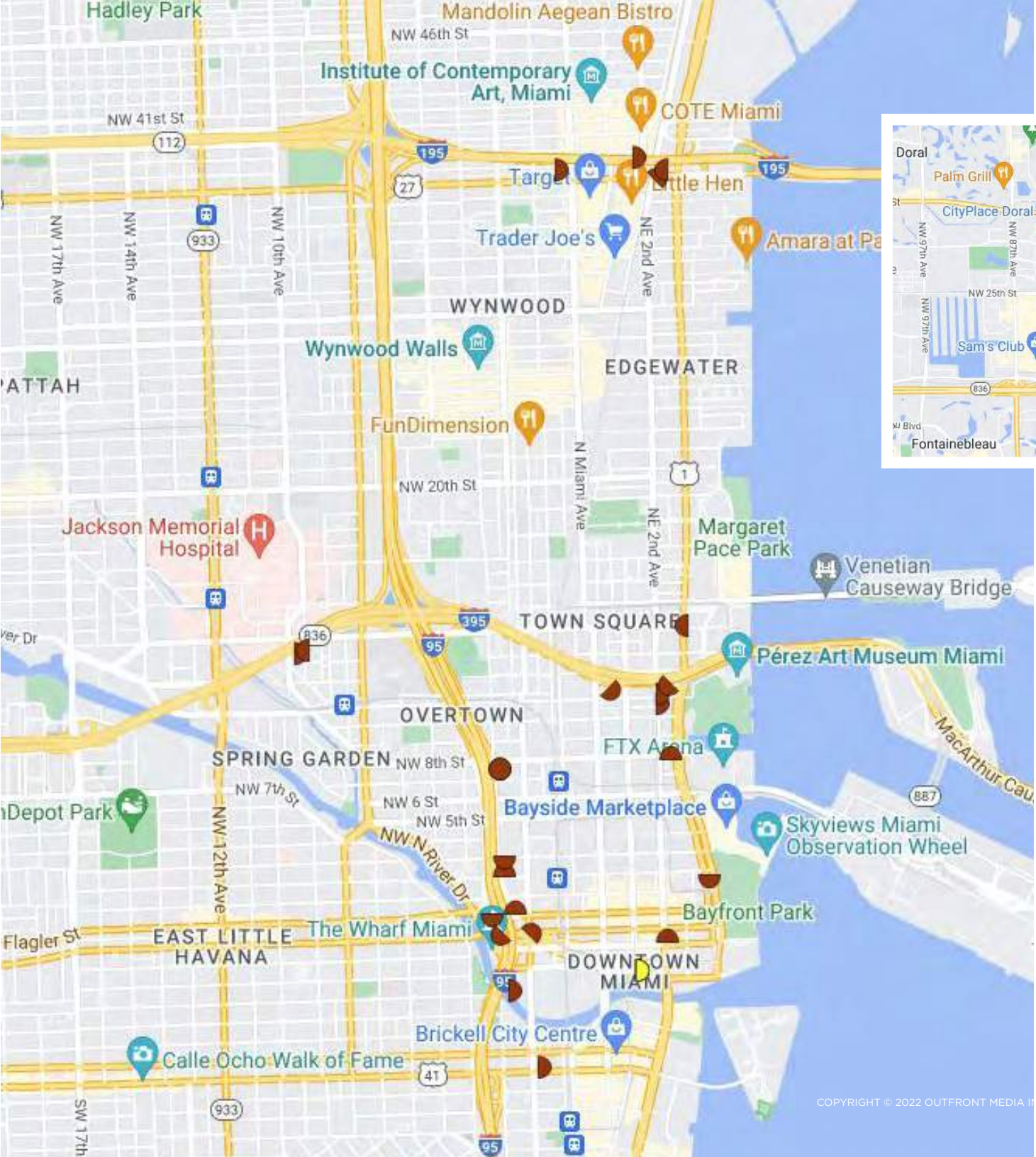
BUSES

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.

EXTERIOR BUS MEDIA

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

COVERAGE THROUGHOUT MIAMI-DADE

— North Garage
— Central Garage
— Coral Way Garage
— Beach Exclusive

INTERIOR BUS MEDIA

— Interior Bus Cards

BUS KING

Impact the most densely populated and diverse areas with Bus Kings, the **ultimate mass reach media** in the South Florida 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!

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!

SOUTH FLORIDA
954.971.2995 BILLBOARDS
305.477.2496 TRANSIT

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 South Florida with Bus Kongs!**

PRODUCT INFORMATION

— 34"H x 228"W

— Add a Headliner and/or Extension/L-Side for more impact!

OUTFRONT/

BUS
ULTRA SUPER KINGS

Ultra Super Kings travel throughout sunny Miami-Dade county reaching numerous neighborhoods will also providing advertisers with large format "rolling billboard" **presence where traditional media is zoned out.**

PRODUCT INFORMATION

— 102"H x 222"W

COVERAGE

— North Garage
— Central Garage
— Coral Way Garage
— Beach Exclusive

SOUTH FLORIDA
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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

— Traditional Bus and Articulated Bus fullbacks utilize different sizes

COVERAGE

— North Garage

— Central Garage

— Coral Way Garage

— Beach Exclusive

OUTFRONT

BUS TAILS

Bus Tails travel throughout sunny Miami-Dade county reaching numerous neighborhoods providing a unique and efficient way to reach heavily trafficked areas and crowded highways. Tails make a **lasting impact with both motorists & pedestrians alike.**

PRODUCT INFORMATION

— 41"H x 100"W

COVERAGE

— North Garage
— Central Garage
— Coral Way Garage
— Beach Exclusive

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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

— Wrapped Metrobuses cover the windows between the wheel wells

COVERAGE

— North Garage
— Central Garage
— Coral Way Garage
— Beach Exclusive

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" x 28"
— Brand Bus

COVERAGE

— North Garage
— Central Garage
— Coral Way Garage
— Beach Exclusive

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

BUS COVERAGE

Covering Miami-Dade County
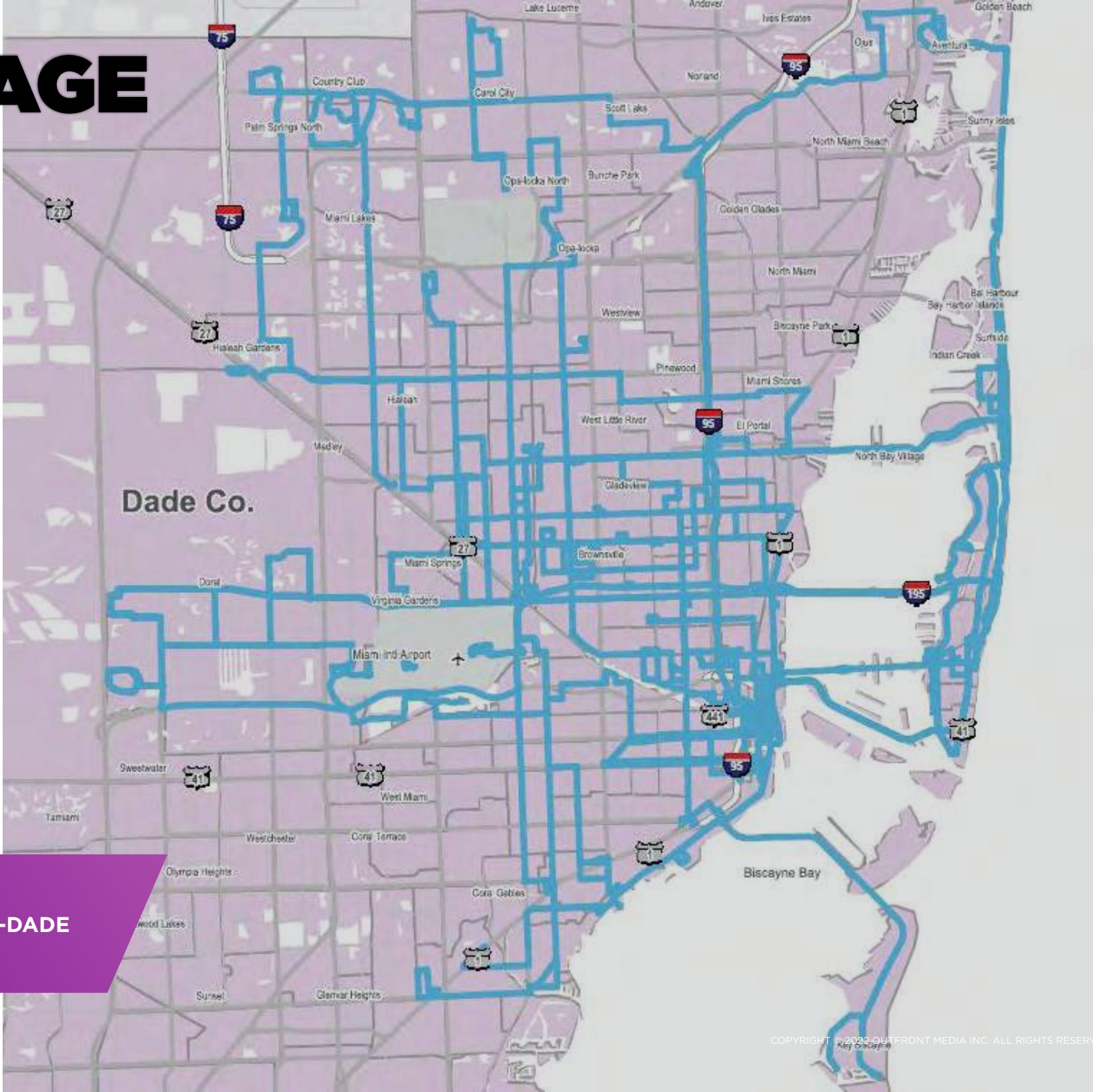
OUTFRONT/

ROLLING BILLBOARDS THROUGHOUT MIAMI-DADE

TROLLEYS

TROLLEY MEDIA

Connecting with a more targeted region can be easily accomplished through Trolleys! Similar to buses this rolling billboard has a defined route allowing advertisers to have a focused message to a desired audience.

TROLLEY MEDIA

— Advertisers purchase entire trolley receiving 100% share of voice for the space. Two sides and a Fullback are included with the Trolley space purchase.

COVERAGE

— Brickell/Financial District
— Downtown Miami
— Miami Design District
— Wynwood
— Midtown
— Coral Gables
— Edgewater
— Health District
— Entertainment District
— Miami Beach
— South Beach

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

TROLLEY COVERAGE

City of Miami Coverage

FOCUSED ON TARGETED AUDIENCES

TROLLEY COVERAGE

Miami Beach

COVERING MIAMI BEACH AND SOUTH BEACH ROUTES

RAIL

RAIL MEDIA

South Florida's extensive Rail Network reaches numerous local commuters daily. Three different rail systems provide very different audiences for advertisers to connect with.

RAIL NETWORKS

— Metro Rail

— Metro Mover (Exterior train wraps available)

— Brightline

RAIL CAR EXTERIOR ADVERTISING

— Metro Mover

RAIL STATION MEDIA

— Metro Rail

— Metro Mover

— Brightline

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT
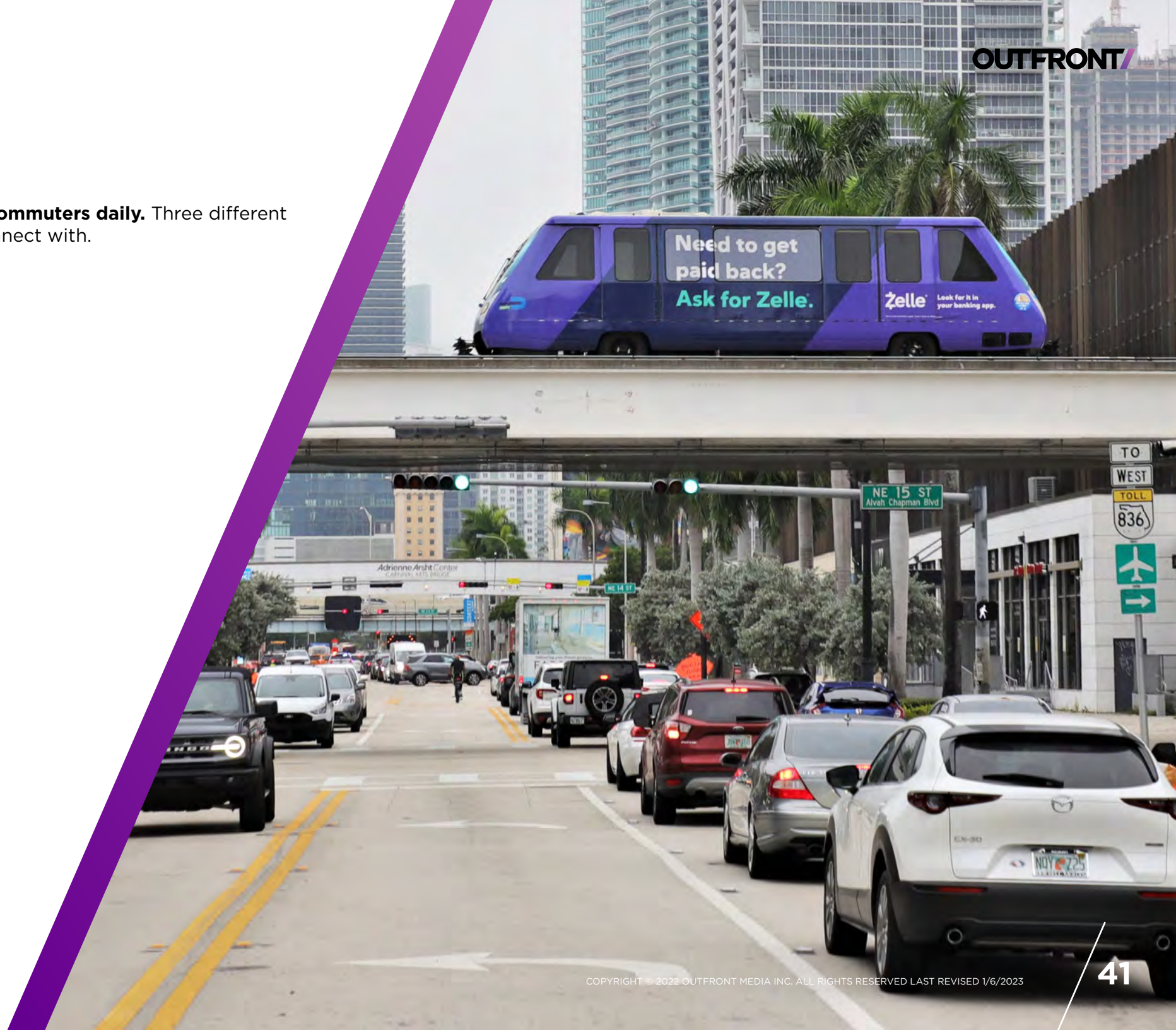
METRO MOVER

Metro Mover Cars are one of Miami's most unique media forms. These mover cars are huge traveling bulletins that create quite the buzz as they travel throughout the MDTA Metro Mover System.

EXTERIOR RAIL

— Full Wrap

POINTS OF INTEREST

— American Airlines Arena
— Perez Art Museum
— Frost Science Museum
— Brickell City Centre
— Miami-Dade College
— Adrienne Arsht Center

STATION MEDIA

Rail Station Media is available in Miami's Metro Rail and Metro Mover Stations. Advertising can be purchased by format or make the biggest splash possible and go with a Station Domination! Utilizing advertising space in Rail Stations is a great way to target specific audiences within neighborhoods as well as main hubs that are popular stops for work or entertainment.

STATION MEDIA

— Columns
— Banners
— Entrance Paddles
— Wall Graphics
— Floor Graphics
— Elevator Doors
— Stairs
— Two-Sheets
— Dioramas
— Digital Rail Network

SOUTH FLORIDA
954.971.2995 BILLBOARDS
305.477.2496 TRANSIT

METRO RAIL

METRO MOVER

BRIGHTLINE

Brightline is a high-speed luxury rail that connects the downtown areas of South Florida's three largest cities West Palm Beach, Fort Lauderdale and Miami. This upscale rail is a good option to target a more affluent audience taking advantage of a more convenient and faster way to travel without the headache of driving.

LIVEBOARDS

— Liveboards are sold by station network

— Strategically placed at high traffic locations in each station such as the entrance/exit, ticket kiosks, security checkpoint, lounge and rail platform.

— Option to display a static image, animation or video (no sound)

STATION NETWORK

— :05, :10 or :15 Second Flips
— :150 Second Loop

LIVEBOARDS BY STATION

— Miami - 25 Screens
— Fort Lauderdale - 18 Screens
— West Palm Beach - 18 Screens

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305.477.2496 TRANSIT
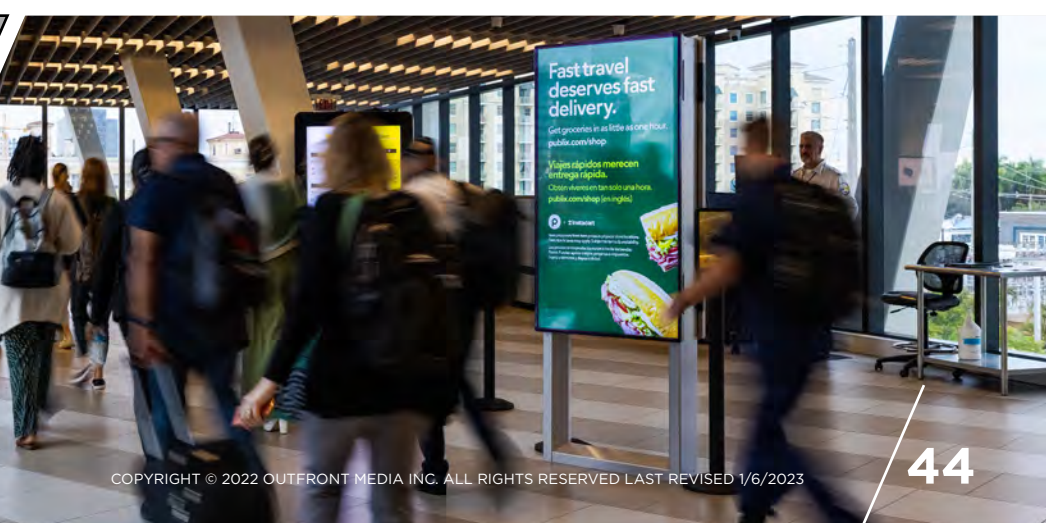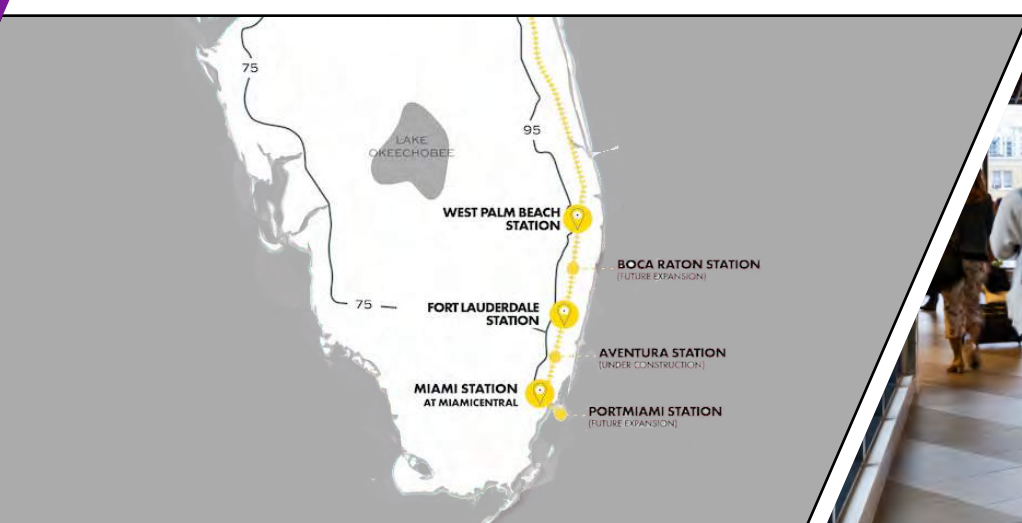
METRO RAIL COVERAGE
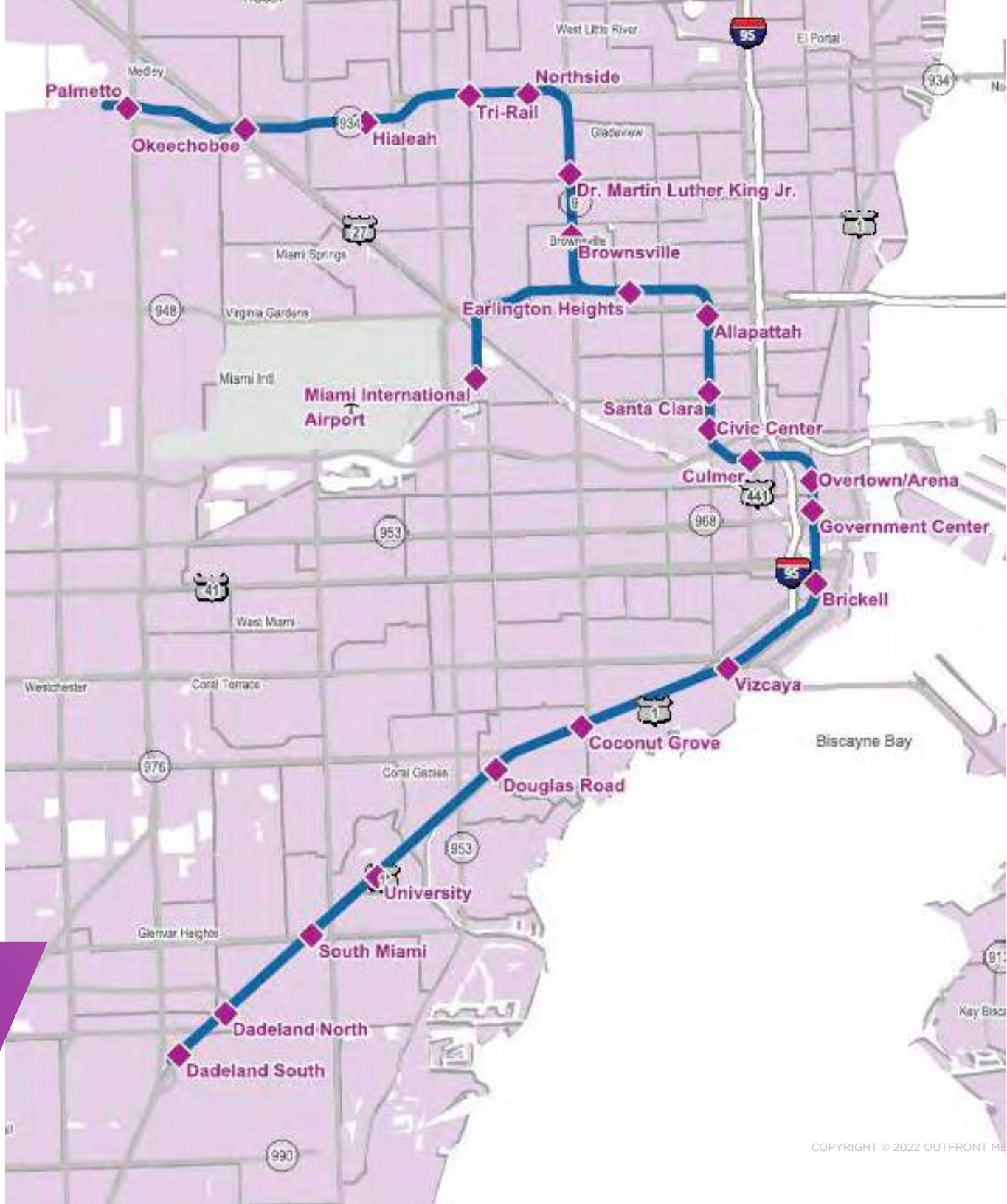
CONNECTING MIAMI-DADE COUNTY TO DOWNTOWN MIAMI

METRO RAIL COVERAGE

CONNECTING MIAMI-DADE COUNTY TO DOWNTOWN MIAMI

METRO MOVER COVERAGE

DOWNTOWN MIAMI'S EASIEST WAY TO COMMUTE TO ALL THE ENTERTAINMENT HOT SPOTS, MUSEUMS, SPORTING EVENTS, NIGHT LIFE AND SHOPPING...
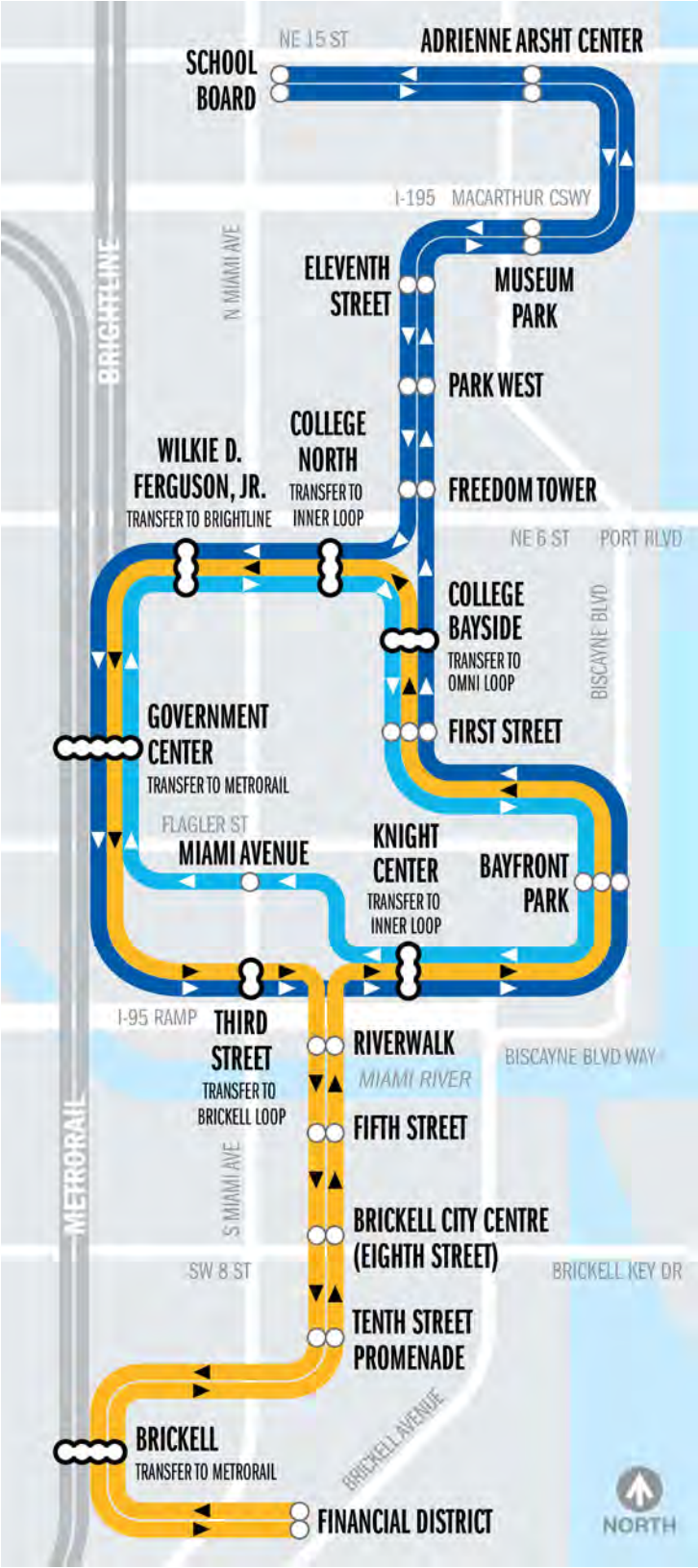
STREET FURNITURE

STATIC TRANSIT SHELTERS

Transit Shelters are one of the best ways to target specific neighborhoods or events. This roadside display at eye level offers the opportunity to provide a high reach and frequency especially when a campaign calls for multiple units in a targeted area.

PRODUCT INFORMATION

— Static
— Option to Wrap
— Illuminated

COVERAGE

— Downtown Miami
— Brickell/Financial District
— Wynwood
— Miami Design District
— Midtown
— Edgewater
— Aventura

— North Miami
— Kendall
— Little Havana

DIGITAL TRANSIT SHELTERS

Situated in marquee areas of Miami, digital panels are the most dominant and vibrant street-level displays, allowing advertisers the opportunity to appeal to huge automotive and pedestrian traffic with creative that can be changed or updated throughout the day.

PRODUCT INFORMATION

— 5 Digital Networks (Starting Feb. 2020)
— Illuminated 24/7
— 8 Flips
— Spot Length: (0:08)
— Loop Length: (1:04)

COVERAGE

— Downtown Miami
— Brickell/Financial District
— Wynwood
— Midtown
— Little Havana
— Coconut Grove
— Miami Design District
— MIMO
— Edgewater
— Coral Gables
— Miami Beach
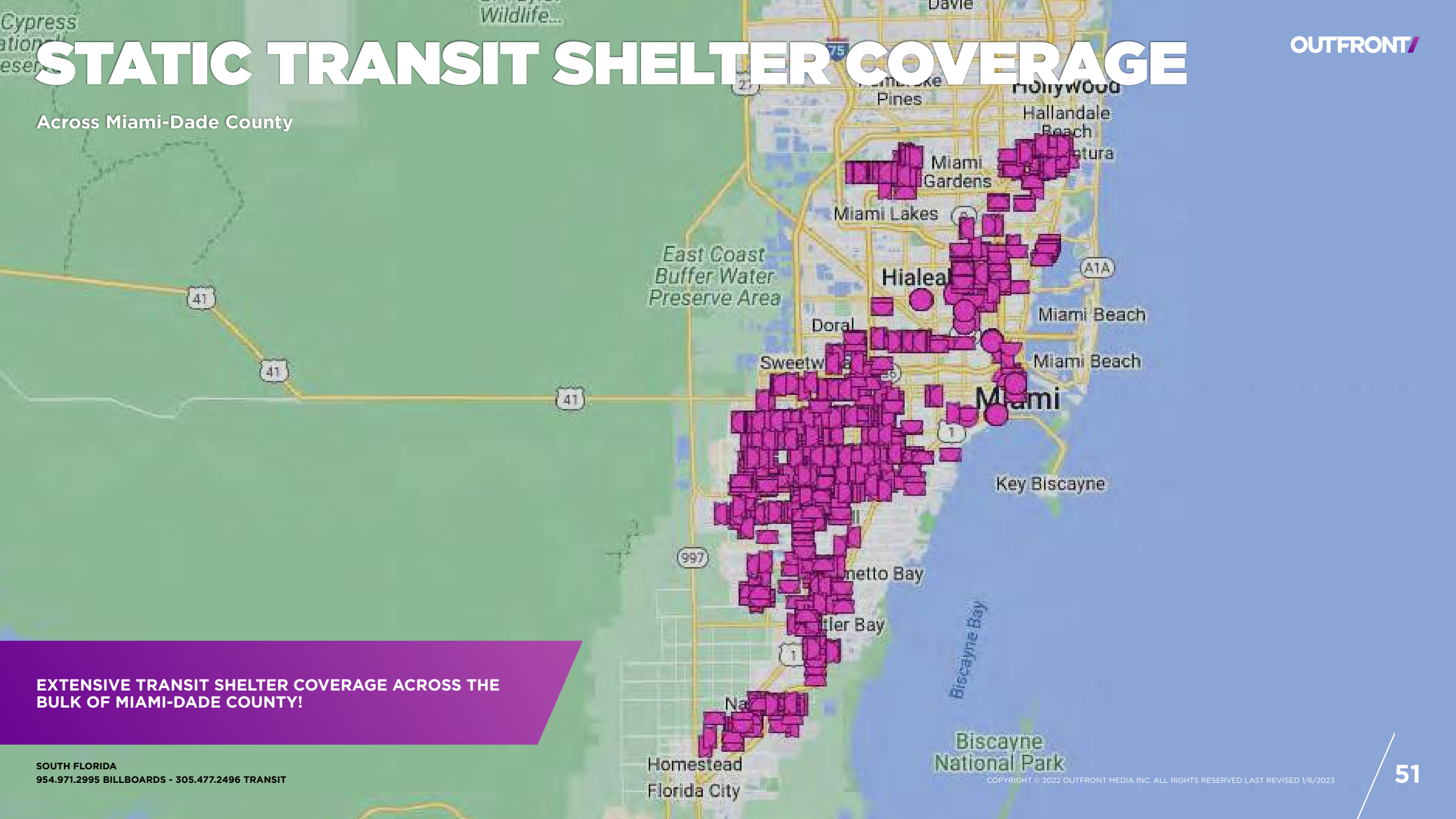
EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS THE BULK OF MIAMI-DADE COUNTY!
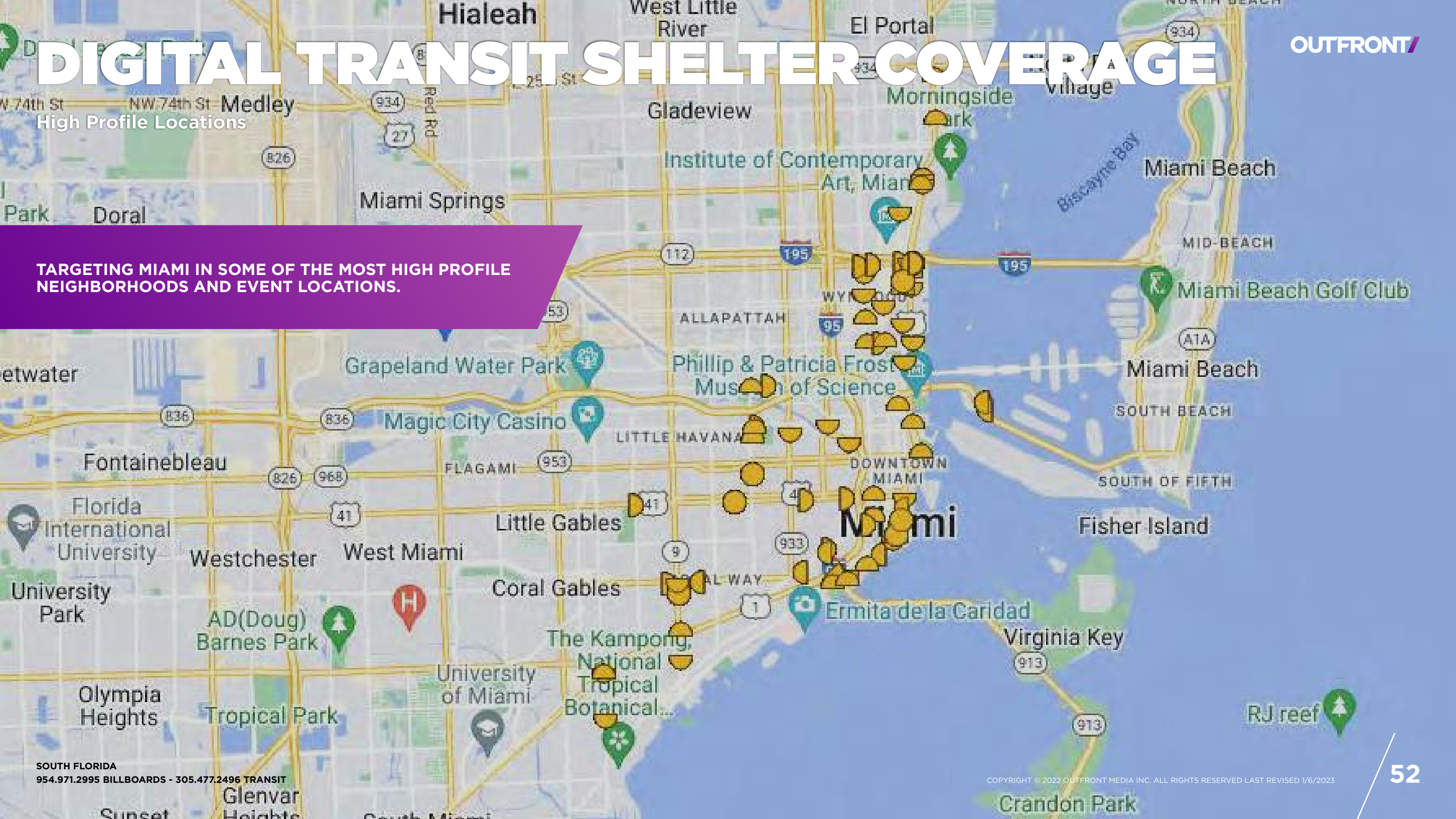
DIGITAL TRANSIT SHELTER COVERAGE
High Profile Locations

TARGETING MIAMI IN SOME OF THE MOST HIGH PROFILE NEIGHBORHOODS AND EVENT LOCATIONS.

OUTFRONT/

SOUTH FLORIDA
954.971.2995 BILLBOARDS - 305.477.2496 TRANSIT

PALM BEACH
STATIC TRANSIT SHELTERS

Palm Beach County Transit Shelters cover one of the wealthiest regions of the Country. This street level coverage is excellent for micro targeting a specific neighborhood or blanketing a region.

PRODUCT INFORMATION

— Static

— Option to Wrap

COVERAGE

— Clematis Street

— Downtown West Palm Beach

— Boca Raton

— Delray Beach

— Lake Worth

— Jupiter

PALM BEACH STATIC TRANSIT SHELTER COVERAGE

Across Palm Beach County

OUTFRONT/
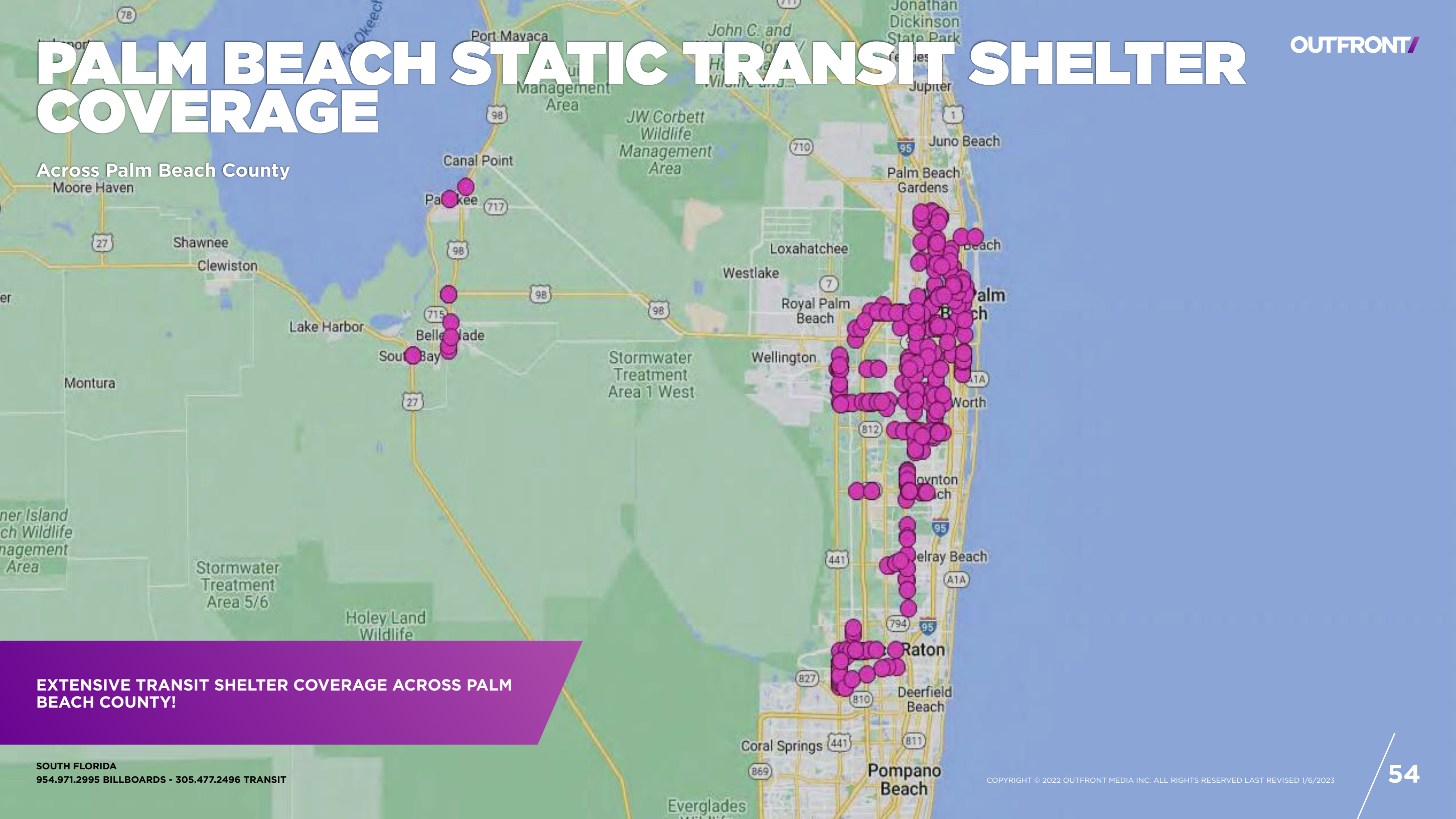
EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS PALM BEACH COUNTY!

MIAMI BEACH
STATIC TRANSIT SHELTERS

Miami Beach County Transit Shelters cover one of the most iconic and wealthiest destinations! World class nightlife and premier events attracting people from around the globe are now within your brands reach!

PRODUCT INFORMATION

— Static
— Option to Wrap

COVERAGE

— South Beach
— Ocean Drive
— Lummus Park
— Art Deco District
— Bal Harbor
— Lincoln Road
— Espanola Way

MIAMI BEACH STATIC TRANSIT SHELTER COVERAGE

Across Miami Beach County
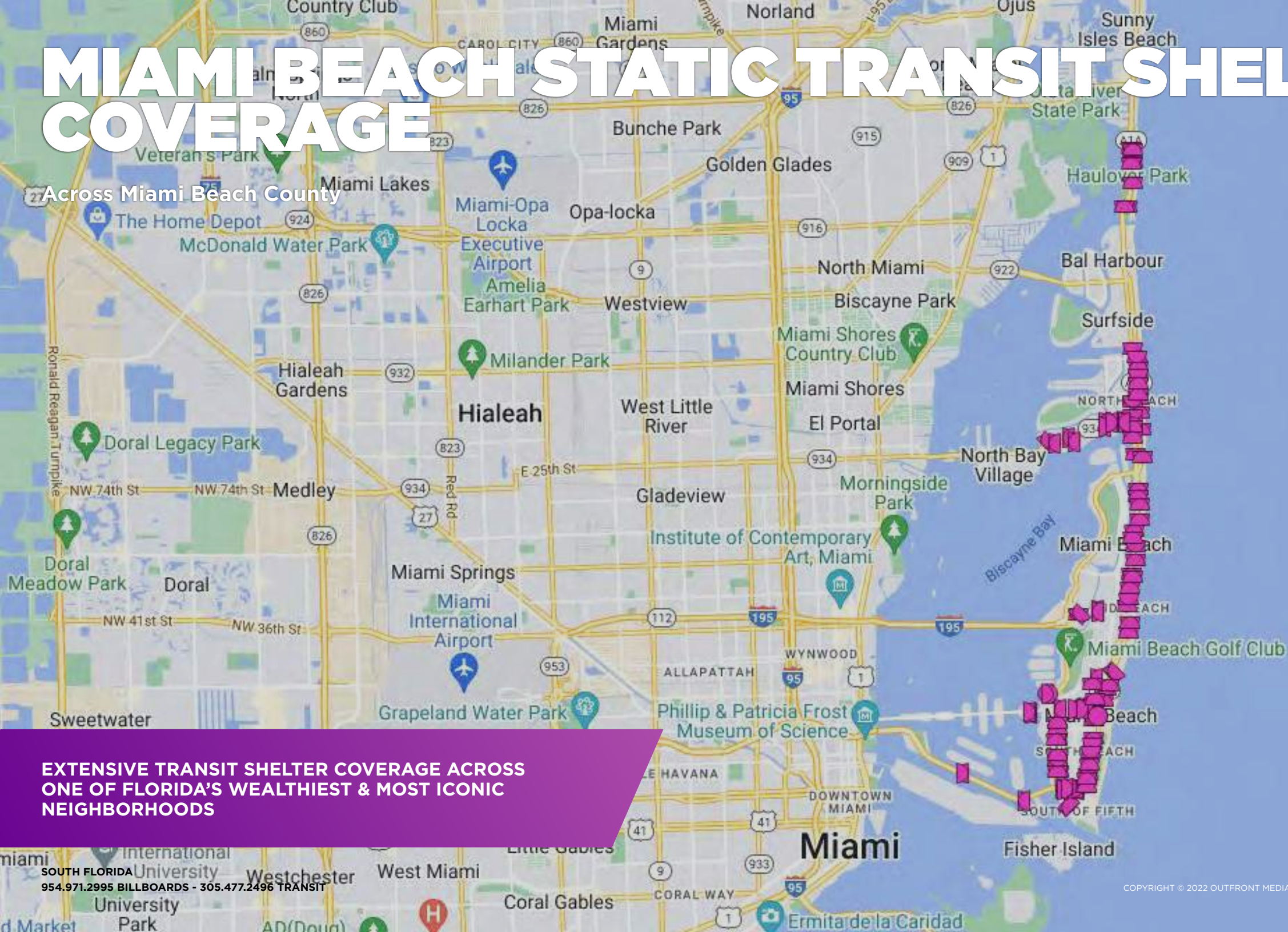
OUTFRONT/

EXTENSIVE TRANSIT SHELTER COVERAGE ACROSS ONE OF FLORIDA'S WEALTHIEST & MOST ICONIC NEIGHBORHOODS

CITY PLACE DORAL

City Place is Doral is one of the hottest spots to hang out in Doral! with upscale restaurants, grocery stores, gyms & more City place has become a go-to spot in Miami.

MEDIA

— La Plaza Network
— La Palma Network
— JumboTron
— Static Wall

AUDIENCES

— Affluent
— Exercise Enthusiasts
— Families
— Nightlife
— Foodies
— Medical & Working Professionals

CITY PLACE DORAL

COVERAGE IN MIAMI'S POPULAR CITY PLACE DORAL

58

SECOND SCREEN MEDIA
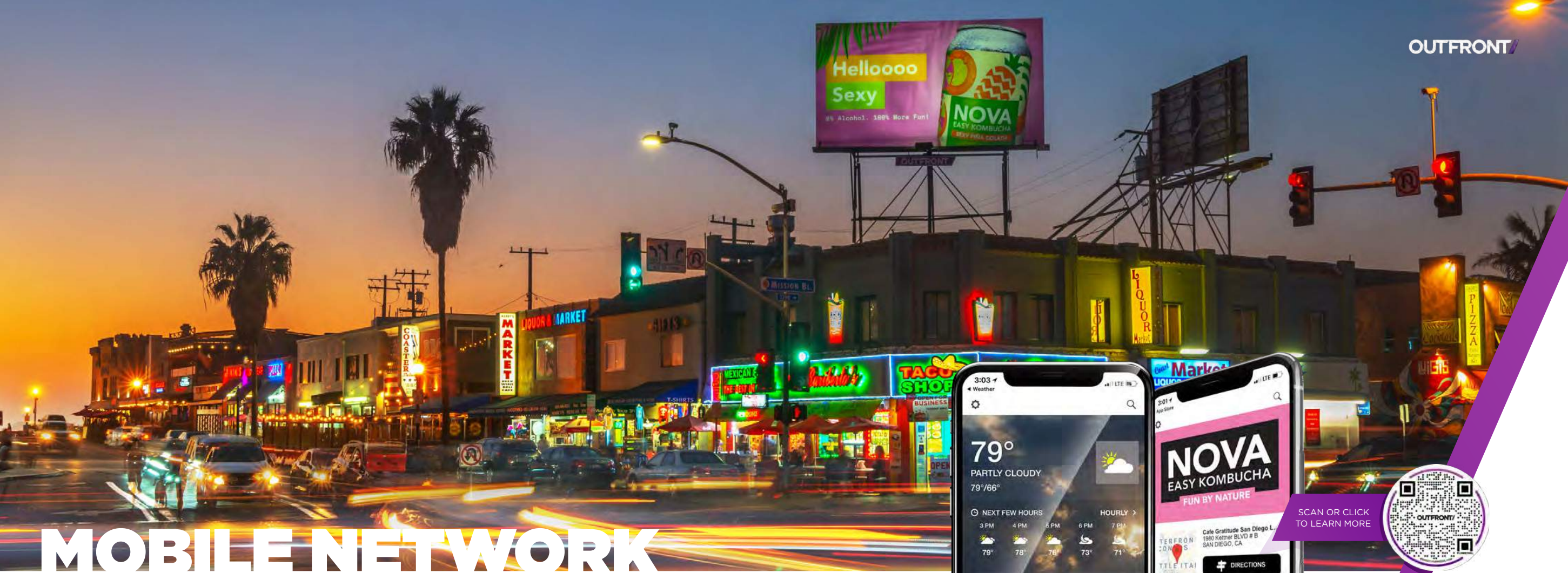
MOBILE NETWORK

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.
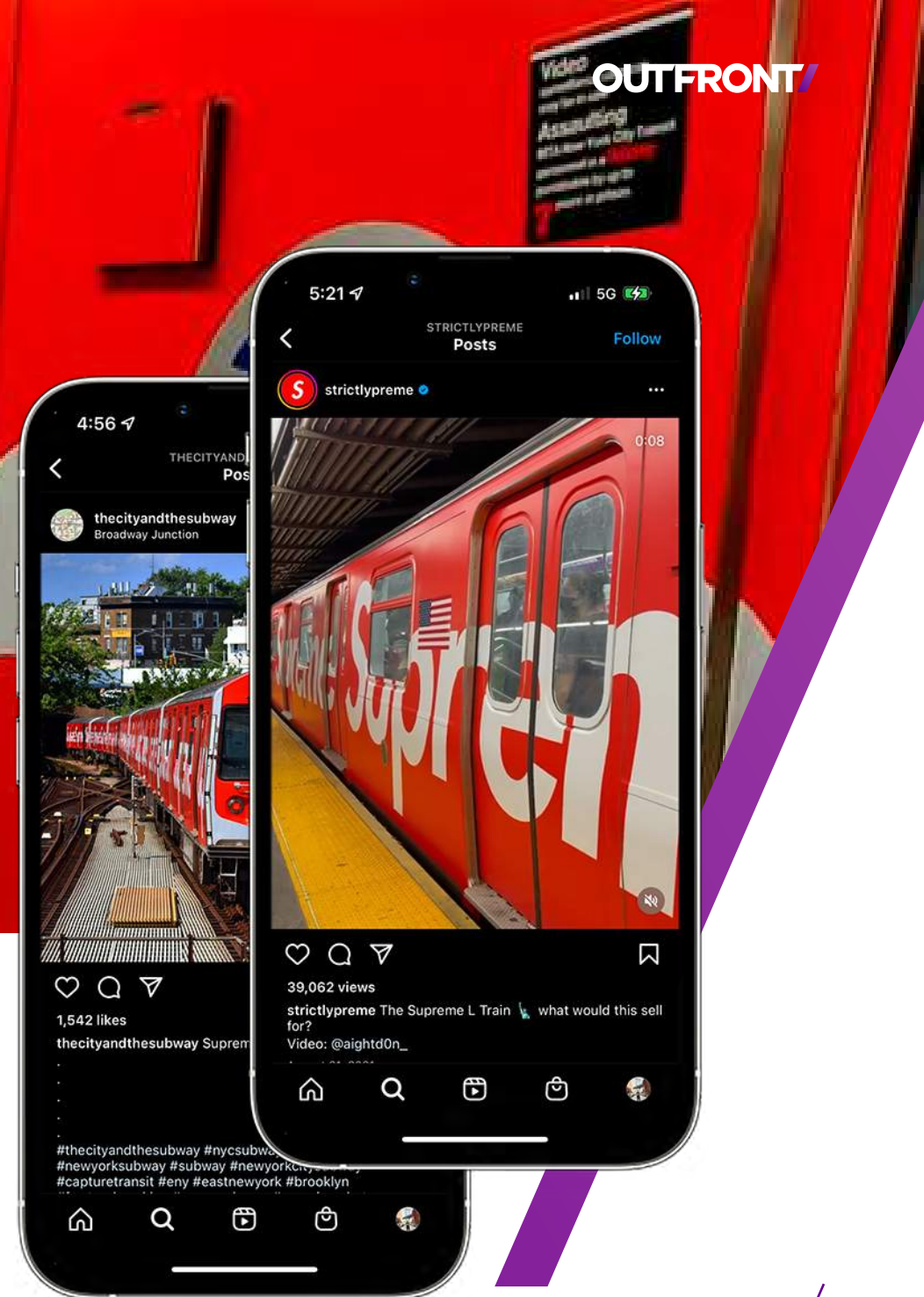
OUTFRONT PRIME: SOCIAL OOH

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 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.

SCAN OR CLICK TO LEARN MORE

CITIES

— Atlanta, GA
— Boston, MA
— Chicago, IL
— Dallas, TX
— Houston, TX
— Los Angeles, CA

— Miami, FL
— New Jersey
— New York, NY
— Philadelphia, PA
— San Francisco, CA
— Washington, DC
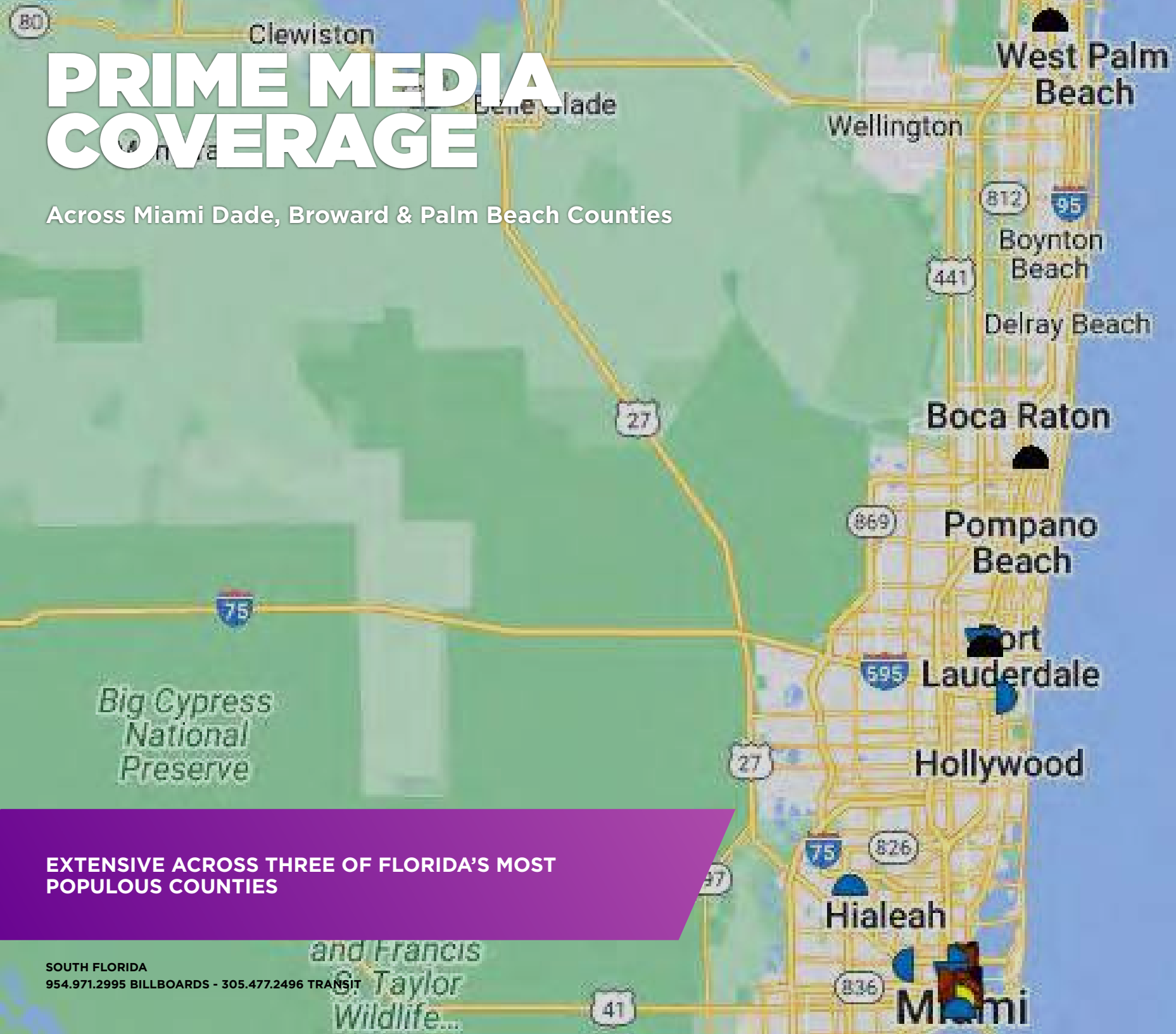
PRIME MEDIA COVERAGE

Across Miami Dade, Broward & Palm Beach Counties

EXTENSIVE ACROSS THREE OF FLORIDA'S MOST POPULOUS COUNTIES

OUTFRONT/
WE GET YOU AMERICA