

OUTFRONT/

WE GET YOU WESTERN PENNSYLVANIA.

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.



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.

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 EFFECTIVENESS 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.

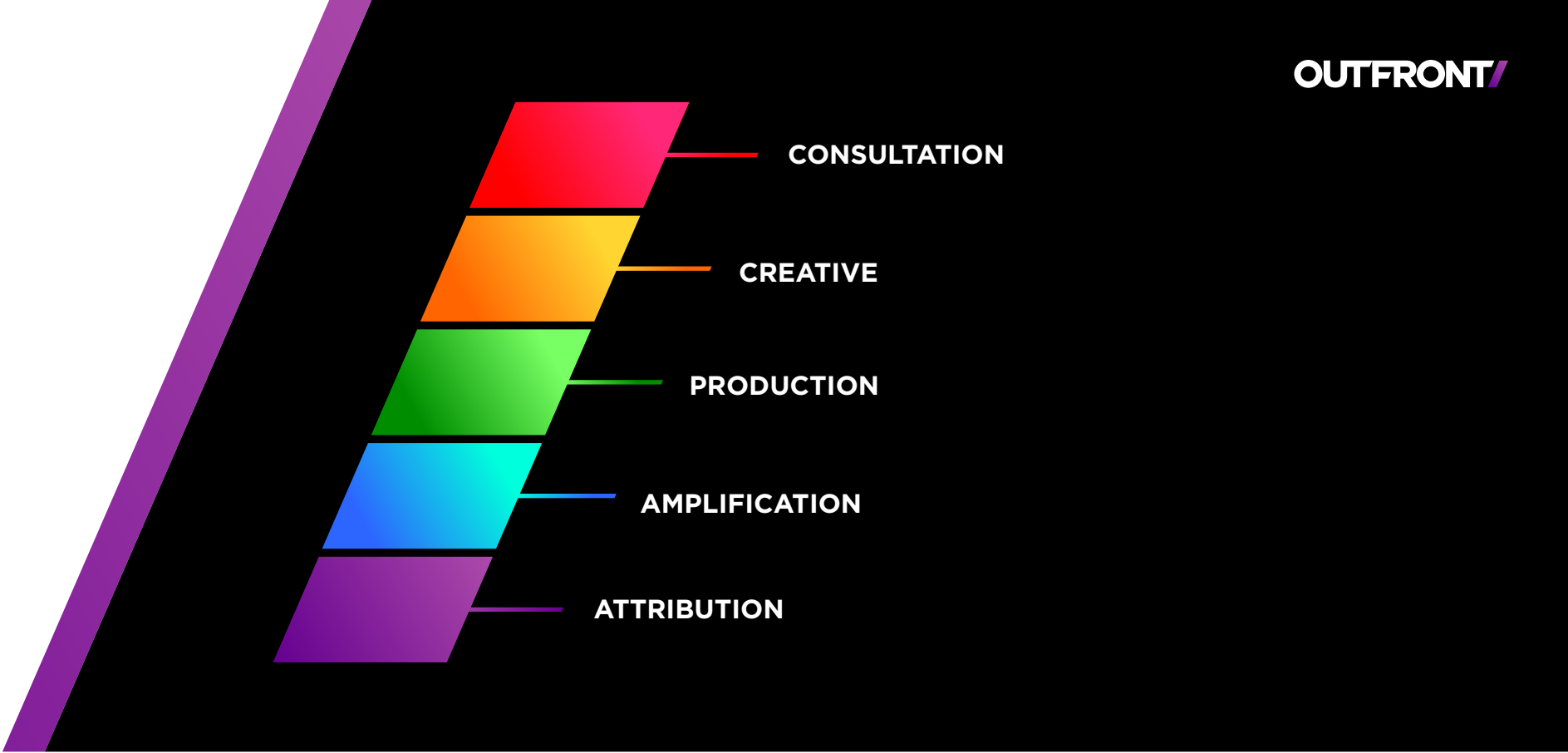
WESTERN PENNSYLVANIA
724.348.7255

SOURCE: THE HARRIS POLL AND OAAA, 2021. DPAA & XASIS ANNUAL MEDIA DECISION MAKER STUDY, 2021. QUOTIENT, GREER BINGHAM, 2021.

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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 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.

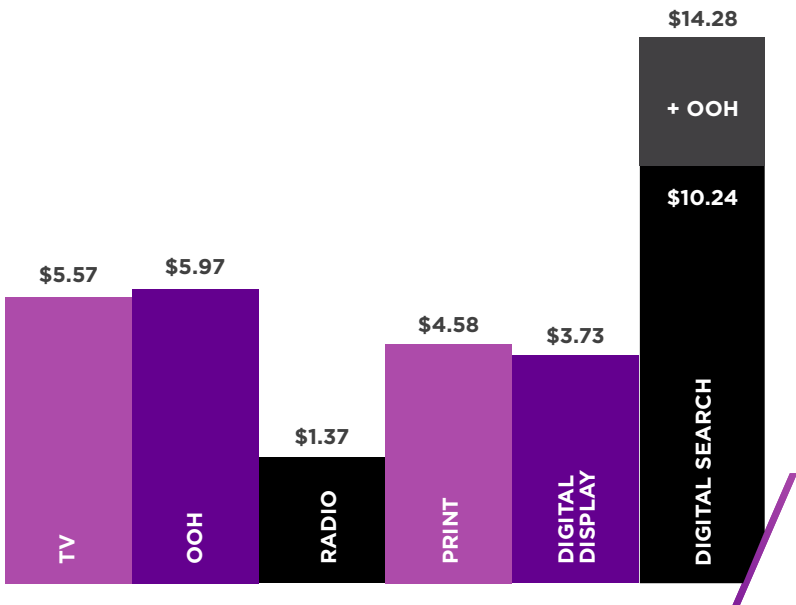
ATTRIBUTION

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

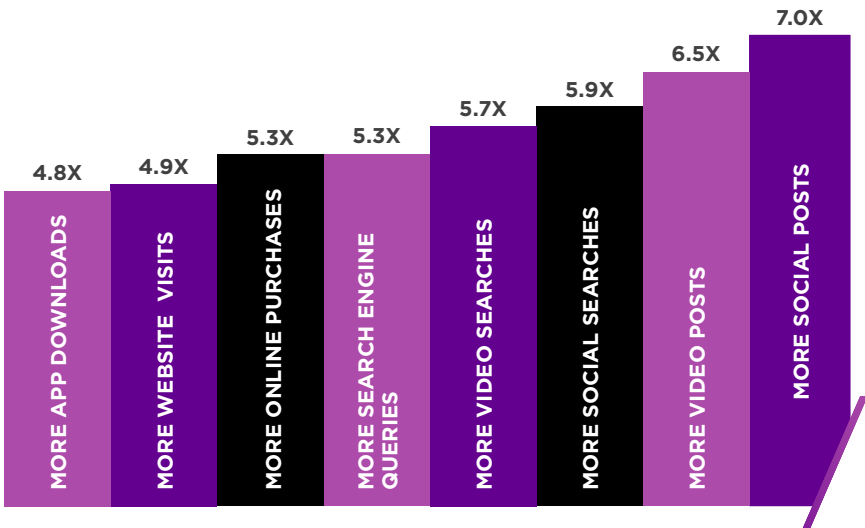
When out of home is added to the media mix, it **increases search’s return on ad spend by 40%**. That’s because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that’s **5.3x the performance** of other media.

Out of home drove a **300% increase in search** for an innovative healthcare company. [Learn more.](#)



SCAN OR CLICK FOR THE AFREZZA CASE STUDY

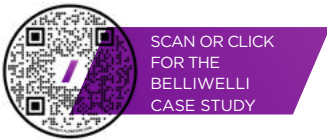
SOURCE: BENCHMARKETING, COMSCORE, OCEAN NEURO INSIGHTS.



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.](#)



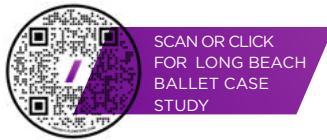
SCAN OR CLICK FOR THE BELLIWELLI CASE STUDY



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

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ATTRIBUTION MATTERS/

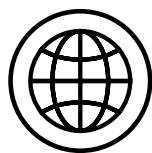
#OUTFRONT PRIME

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

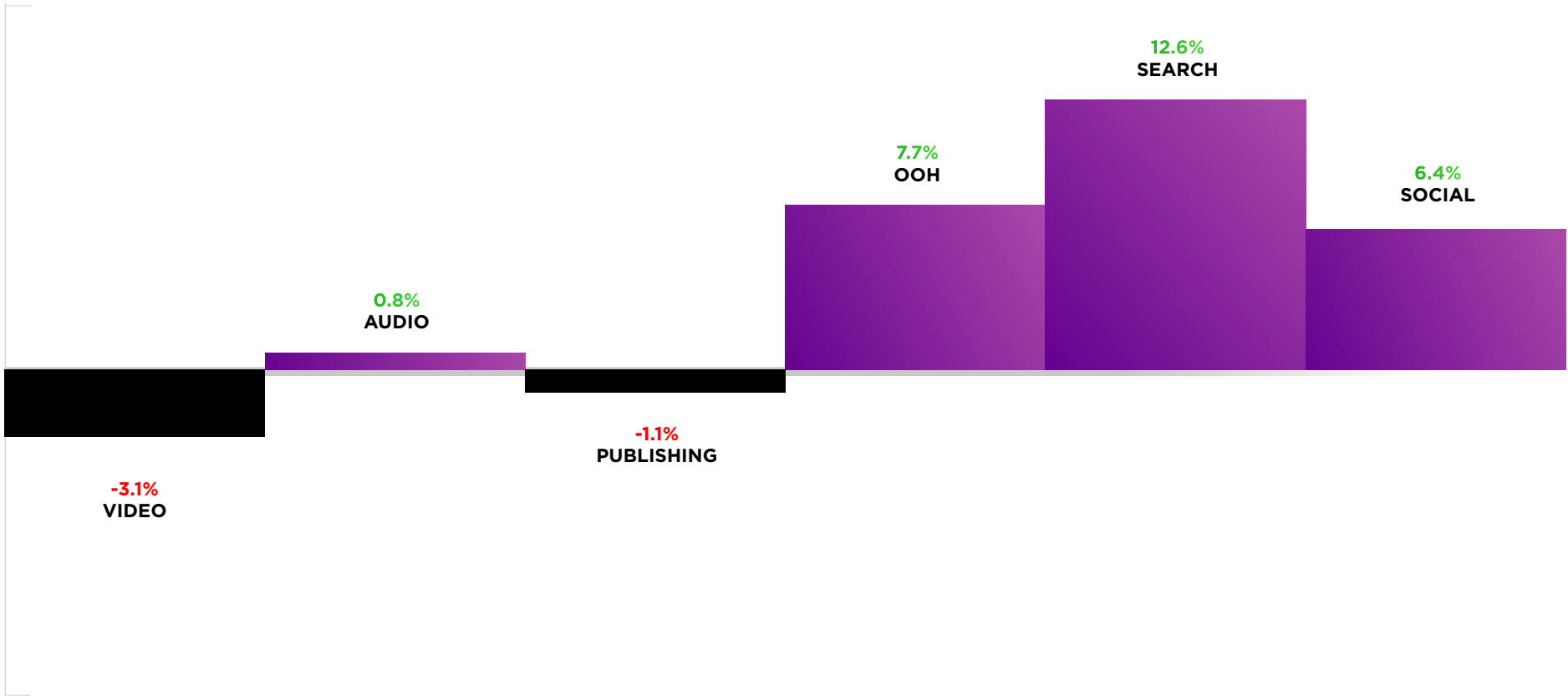


SCAN OR CLICK
FOR SALES LIFT
CASE STUDY

OOH IS MEDIA'S FAVORITE MEDIUM/

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

2023 U.S. MEDIA FORECAST



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

YOUR STORY & YOUR AUDIENCE. OUR CANVAS.

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TOP 50 MARKETS/



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

● 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 (2022 UPDATE).

TOP 50 MARKETS/



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NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2022 UPDATE).

MEDIA ACROSS WESTERN PENNSYLVANIA

WE GET YOU WESTERN PENNSYLVANIA.

The main route through Western Pennsylvania is the **grandfather of the nation's highway system I-76 "The Pennsylvania Turnpike."** This highway was the first long distance controlled access highway in the US. The other interstate highways that pass through Western Pennsylvania are I-70, I-90, I-79, and I-80. These highways are the main routes to major cities like NYC, Chicago, Baltimore, Washington DC, and Columbus.

WHY WESTERN PENNSYLVANIA?

- Part of the 3rd largest megaregion in the world.
- LinkedIn ranked Pittsburgh the 7th best city in America to start a career.
- 214M vehicles traveled on the PA Turnpike last year.
- Western PA offers many recreational opportunities depending on the season ranging from the ski resorts of the Laurel Highlands to the shores of Lake Erie.
- Pittsburgh, its biggest city, boasts three major league sports teams: the Pittsburgh Steelers (NFL), the Pittsburgh Pirates (MLB), and the Pittsburgh Penguins (NHL)

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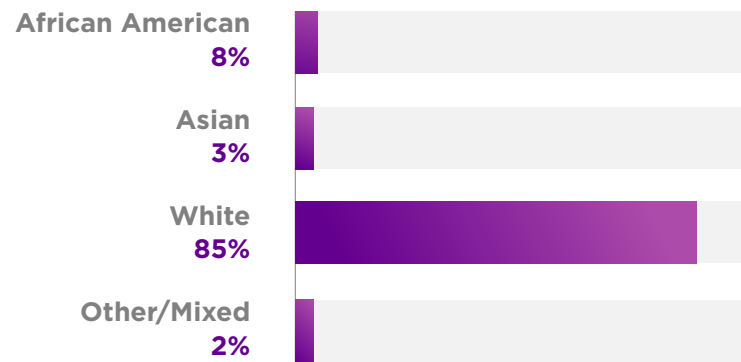
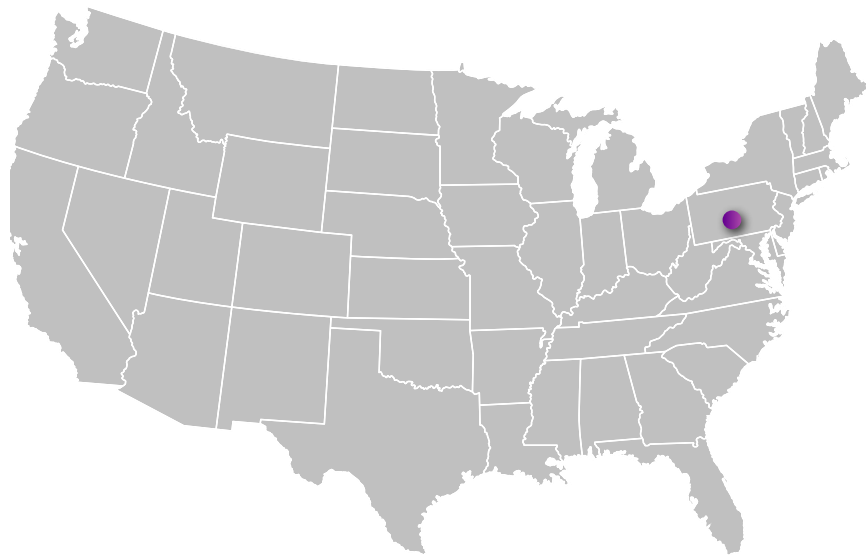
SOURCE: US CENSUS 2019, PA TURNPIKE COMMISSION, LINKEDIN, GLOBAL METRO MONITOR

OUTFRONT



WESTERN PENNSYLVANIA

Profile

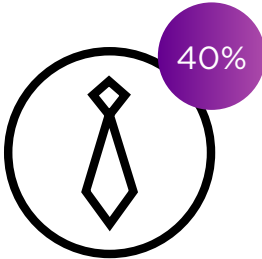


WESTERN PA 3.0M CBSA

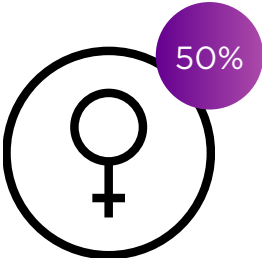
WESTERN PENNSYLVANIA
724.348.7255
SOURCE: US CENSUS 2020, PITTSBURGH, ALTOONA, JOHNSTOWN, ERIE, STATE COLLEGE CBSA.



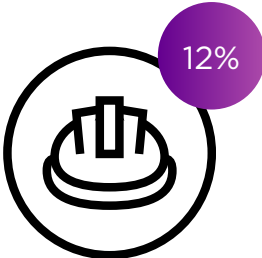
College Degree
or higher



White-collar
occupation



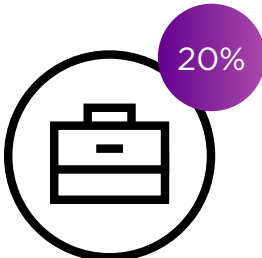
Female



Blue-collar
occupation



Male



HHI \$100K+

MEDIA FORMATS

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BILLBOARDS



BULLETINS

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

PRODUCT INFORMATION

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

COVERAGE

- See map for complete coverage

OUTFRONT



SECOND SCREEN MEDIA

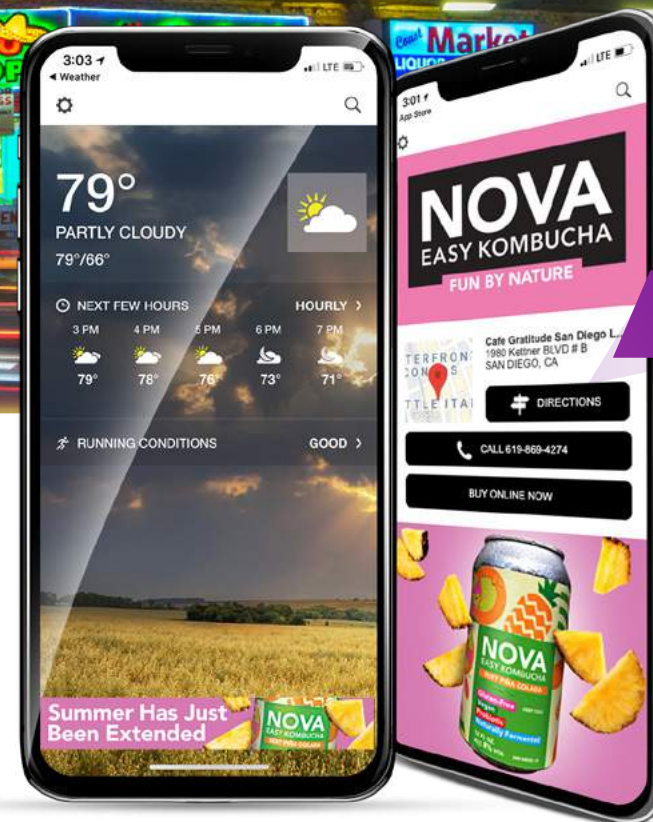
MOBILE NETWORK

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 lat/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



SCAN OR CLICK
TO LEARN MORE



SOCIAL MEDIA INTEGRATION

DRIVING CLIENT RESULTS

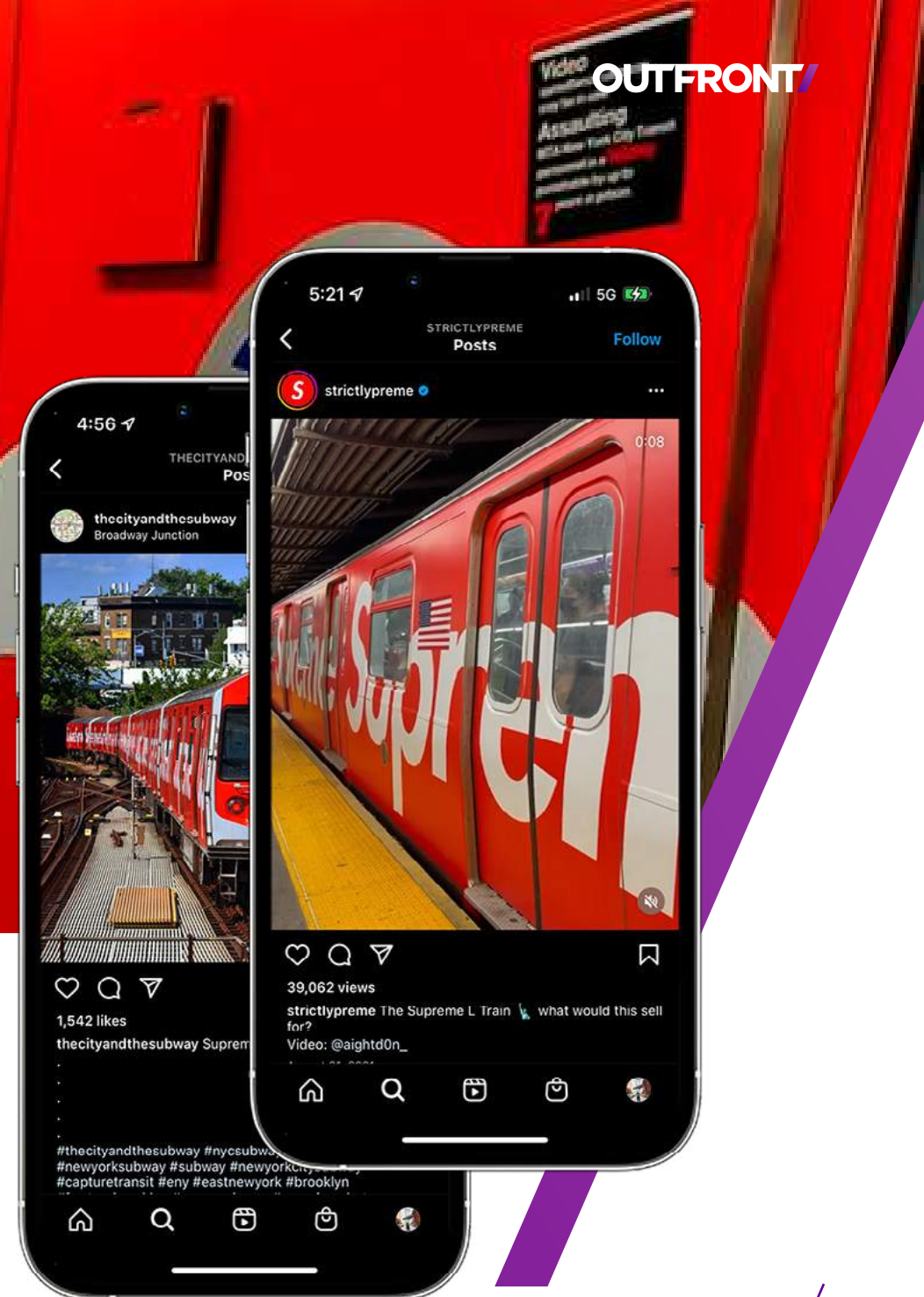
Social monitoring **tracks lifts in location based social conversation and search with geofencing**, plus social conversation around specific campaigns using keywords, hashtags, phrases, etc. Social listening metrics include: Reach, Spread, Mentions, Sentiment, and Trends.

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

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.

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

PHILADELPHIA

215.671.8411

SOURCE: COMSCORE, 2022



SCAN OR CLICK
TO LEARN MORE



BACK TO MEDIA FORMATS

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