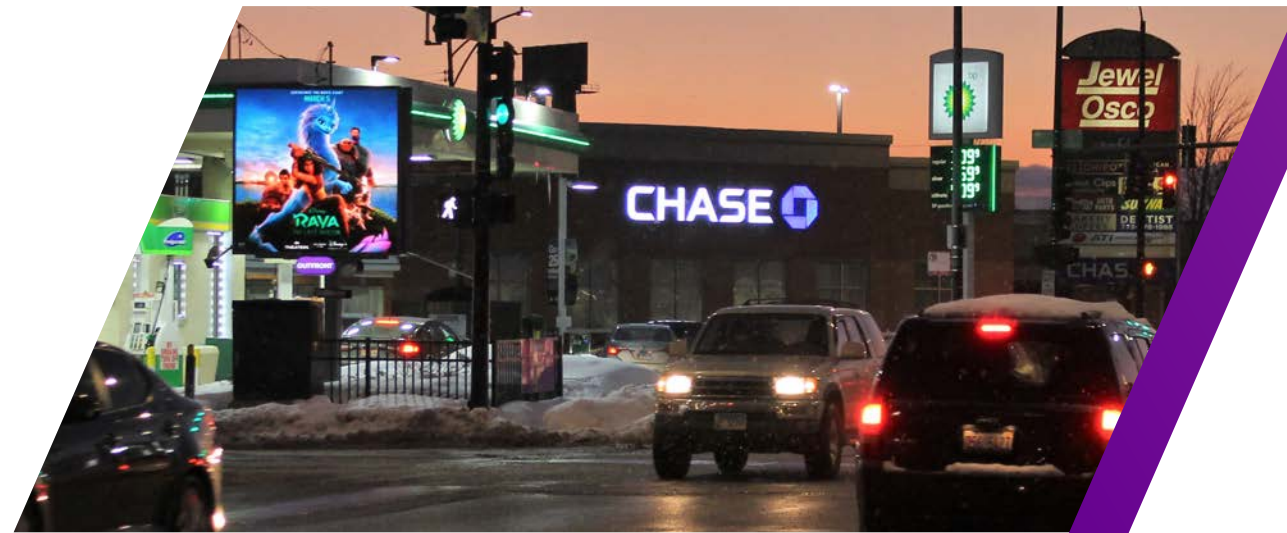
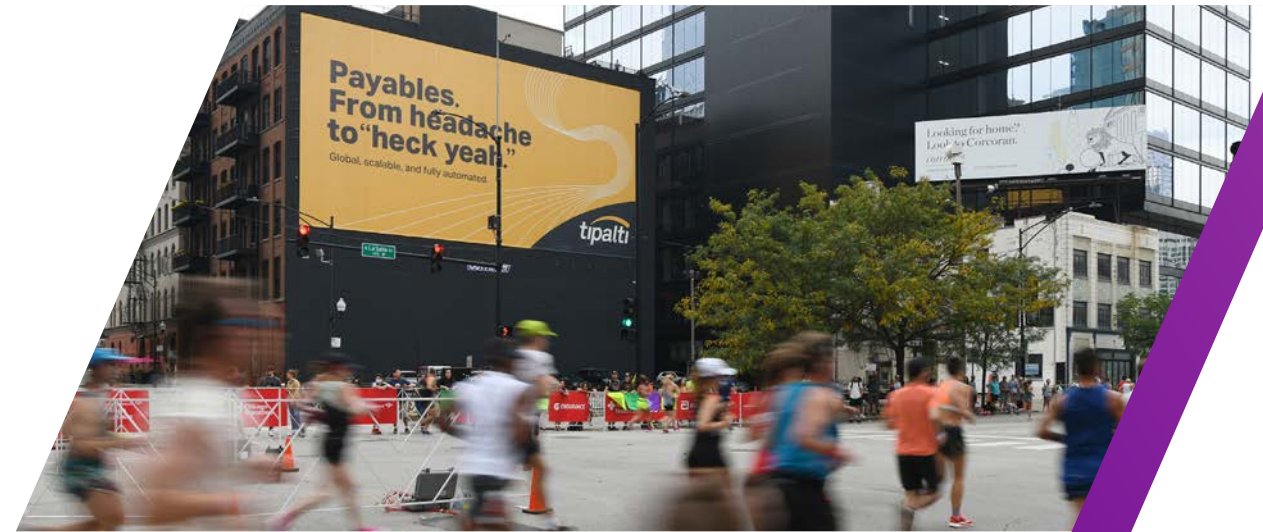


OUTFRONT/

WE GET YOU CHICAGO

Media Across The Market



OUTFRONT BY NAME/

OUTFRONT by nature.

At OUTFRONT, we understand that to brands, audiences are everything. The pandemic has accelerated the change of nearly everything, including all of us. Our media continues to impact 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 adding intelligence to OOH, making our media more accurate, more agile, and more accountable. We have an insights suite and attribution solution designed to reach and measure impact against your desired audience.

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.

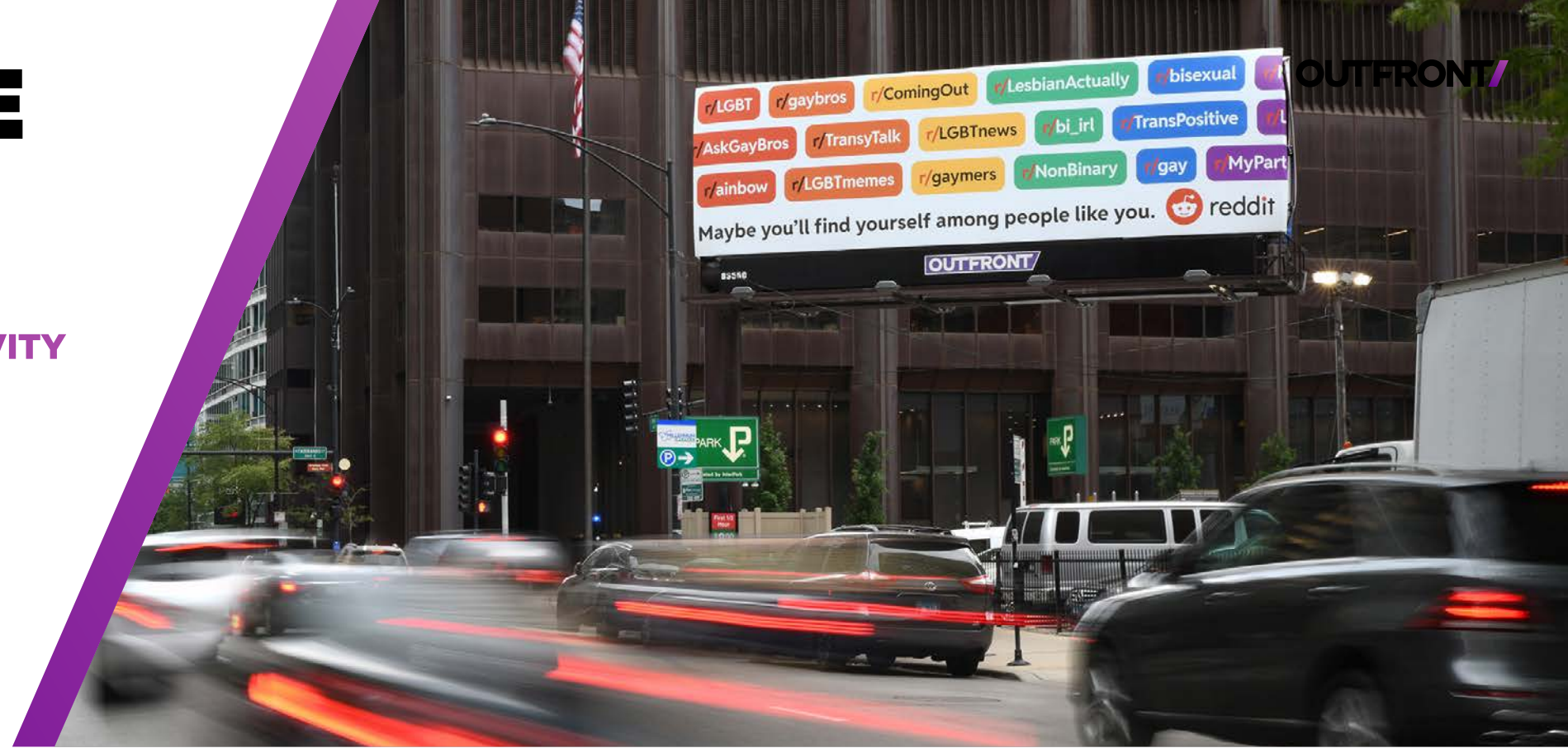
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OUTFRONT/



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 media 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, STUDIOS, for best in class creative services or tap into XLabs to bring dynamic capabilities to your digital creative.

CHICAGO
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SOURCE: JIM SPAETH: CREATIVE ACCOUNTS FOR 70% OF OUT OF HOME AD ROI

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, 53% of people reported noticing OOH ad 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 during the pandemic. 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 71% reporting tuning out digital ads and 33% 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.

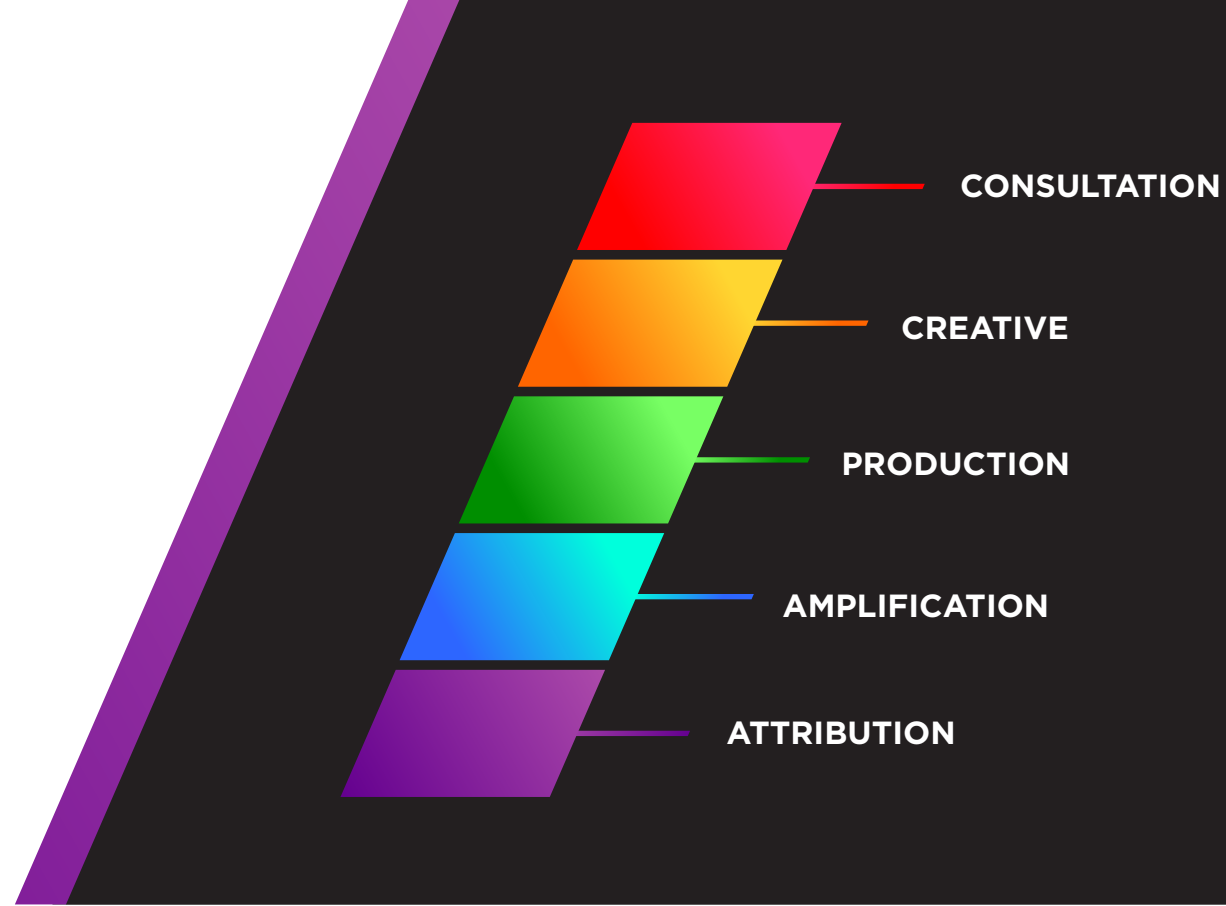
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SOURCE: THE HARRIS POLL AND OAAA, 2021. DPAA & XASIS ANNUAL MEDIA DECISION MAKER STUDY, 2021. QUOTIENT, GREER BINGHAM, 2021.

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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.

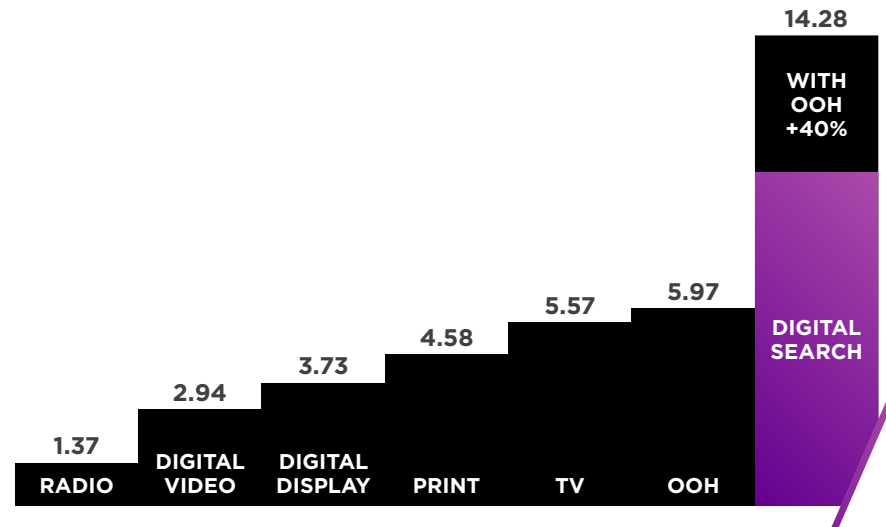
ATTRIBUTION

TRACKING SUCCESS

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

AMPLIFICATION MATTERS/

OUTFRONT is the best primer for digital engagement.



SEARCH

When OOH is added to the media mix, it **increases search's return on ad spend by 40%.**

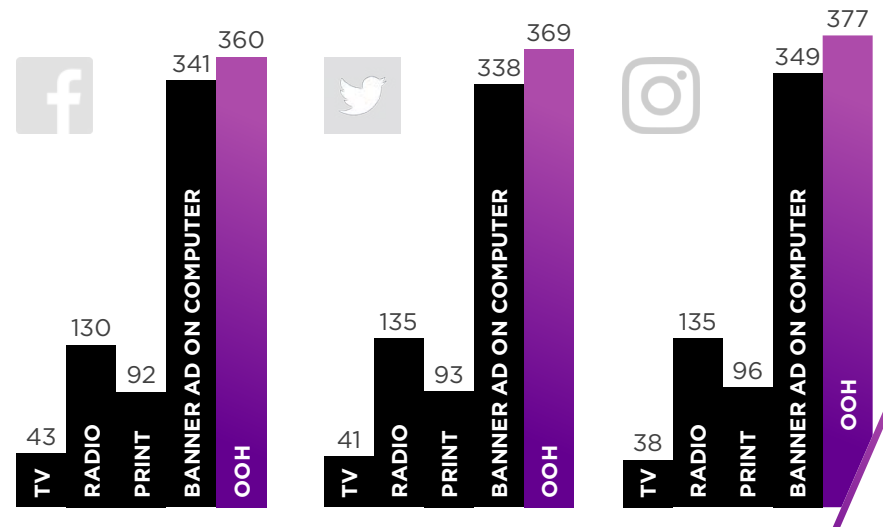
OOH drove 300% increase in search for an innovative insulin company.



SCAN OR CLICK FOR THE AFREZZA CASE STUDY

CHICAGO
312.396.5700

SOURCE: SEARCH: BENCHMARKETING: NIELSEN, MOBILE: OCEAN NEURO INSIGHTS.



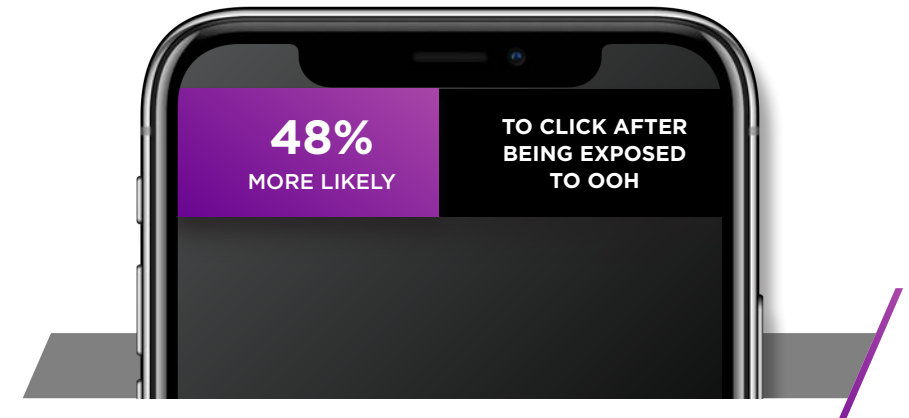
SOCIAL

OOH drives nearly **4x more social/digital activations**, per ad dollar spent, than any other media. In addition, 1 in 4 Americans has posted an OOH ad onto Instagram.

A single subway wrap for Supreme reached 2.2 billion people on Twitter.



SCAN OR CLICK FOR THE SUPREME CASE STUDY



MOBILE

Consumers are **48% more likely to engage** with a mobile ad after being exposed to the same ad on OOH first.

OOH & mobile increased purchase intent for Bounce Curl by 18%.



SCAN OR CLICK FOR BOUNCE CURL 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.



ONLINE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app.



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.



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.

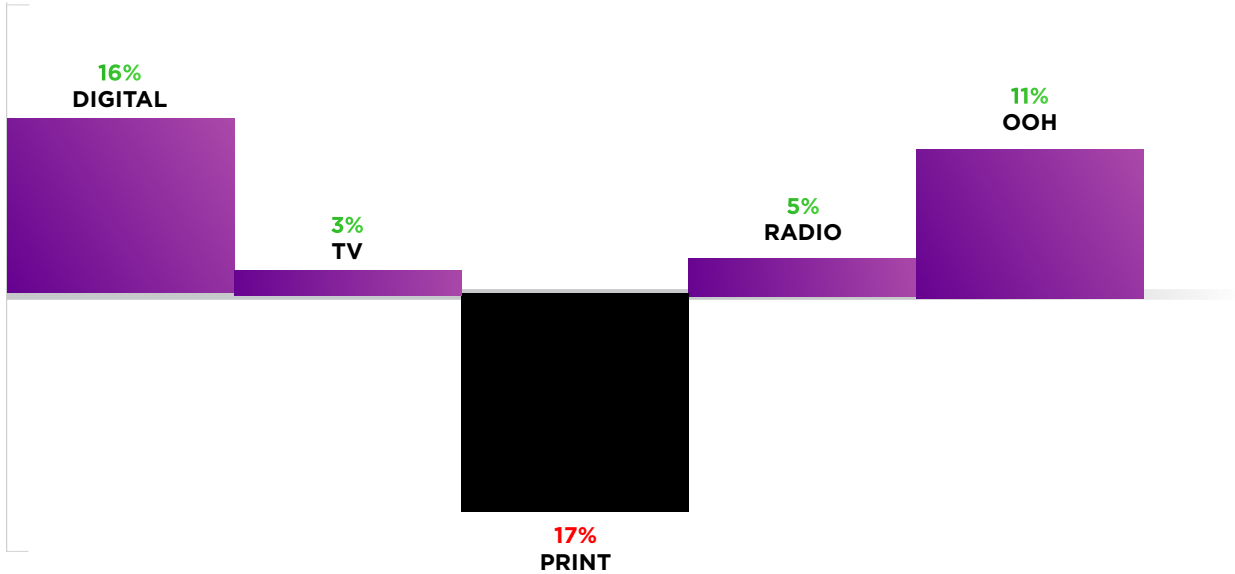
CHICAGO
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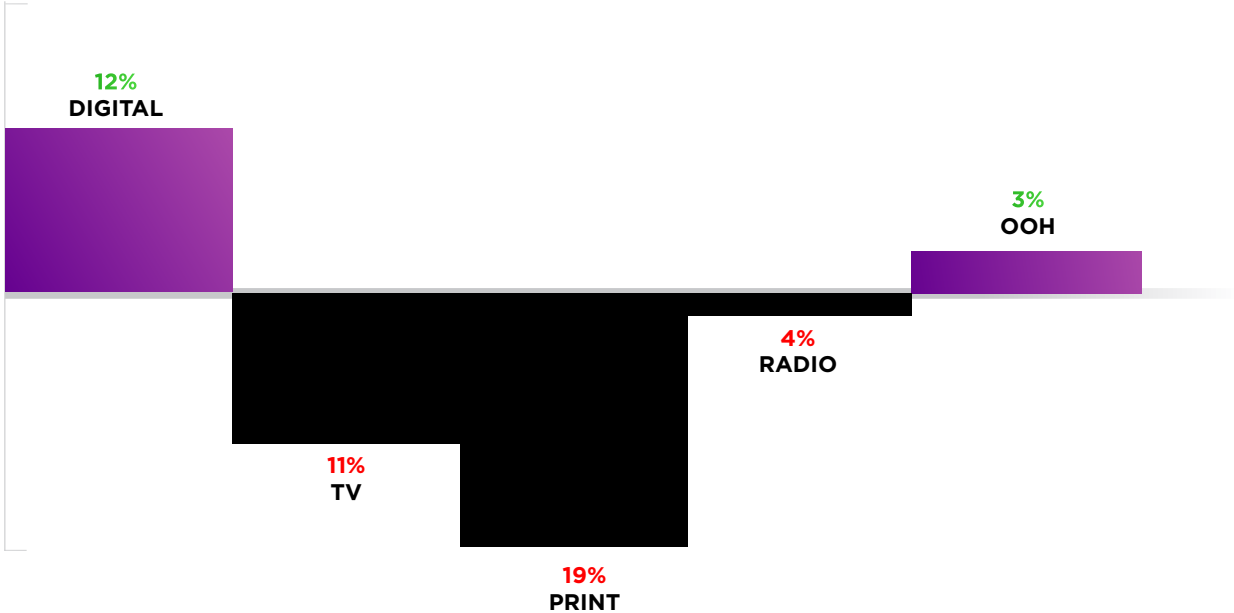
OOH IS SET FOR CONTINUED GROWTH/

US Media Forecast

2022 FORECAST



2023 FORECAST





EVAN BUREN THE VAN BUREN

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400 S

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

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

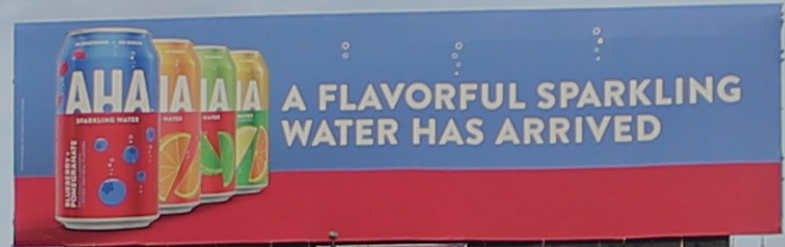
TOP 50 MARKETS /

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

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

MEDIA ACROSS CHICAGO



OUTFRONT

EST 1663990

SHERIDAN RD
10071 W

MONTROSE AVE
4405 S

CHECK CASH
AUTO LICENS
MoneyGram

PARK
SPEED
LIMIT
30

CHECKS
CASHED
MoneyGram

LIBERTY
TAX

WE GET YOU CHICAGO

3rd Largest City in the U.S. with over **7.3 million people** and a **median HHI of \$69,911, 14% above the national average.** As a US top 10 financial and trading hub, Chicago **is one of the most important economic and cultural centers in the U.S.** With over 200 colleges and universities, **residents are among the most highly educated in the country.** The well-employed audiences of Chicagoland create one of the **strongest economies in the nation.**

WHY CHICAGO?

- Voted Best Big City In the U.S. for the past 5 years
- Over 55 Million people travel to Chicago annually
- Over 700 theaters, museums and entertainment venues
- Eight national sports teams across all the major leagues
- 34 Fortune 500 Headquarters

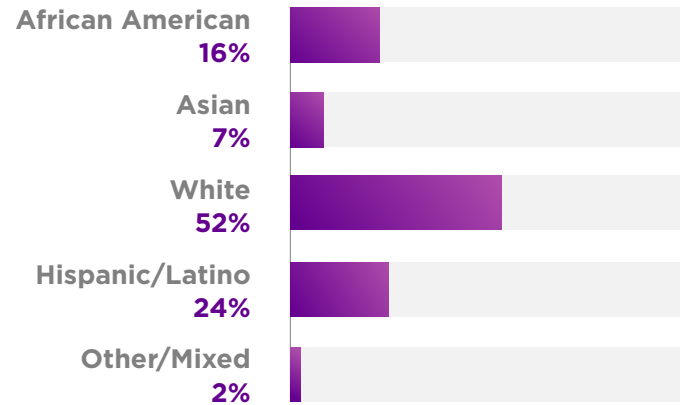
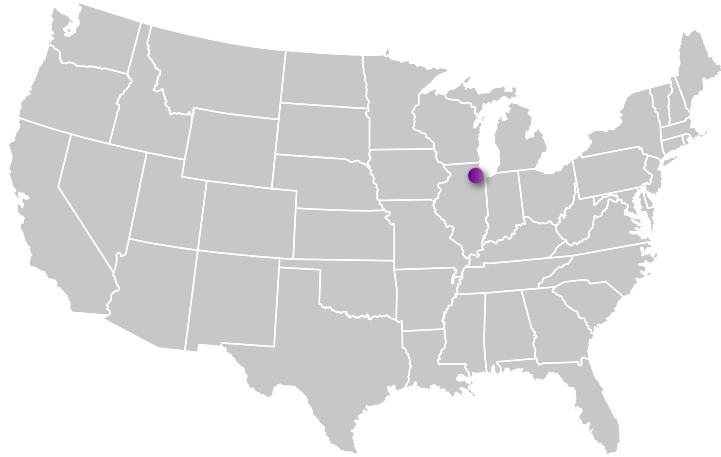
In Chicago, OUTFRONT reaches 98% of the CBSA consumers weekly.



SCAN OR CLICK TO LEARN MORE

CHICAGO

Profile



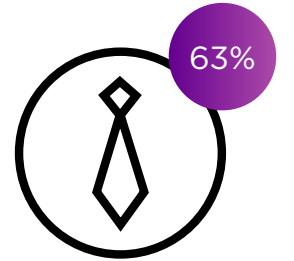
CHICAGOLAND AREA
7.43 MILLION A18+ CBSA



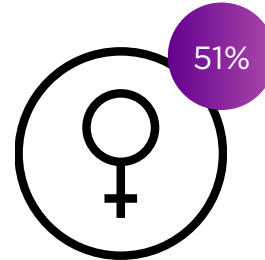
College Degree or higher



Total miles traveled past week



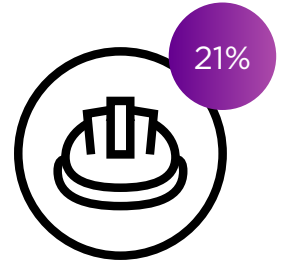
White-collar occupation



Female



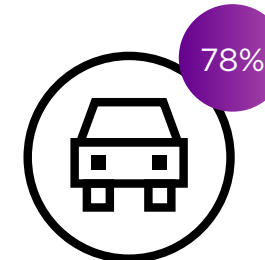
Time spent traveling to and from work each day



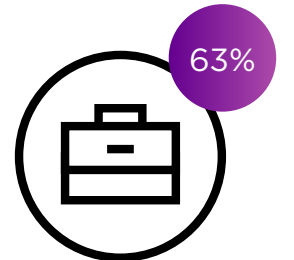
Blue-collar occupation



Male

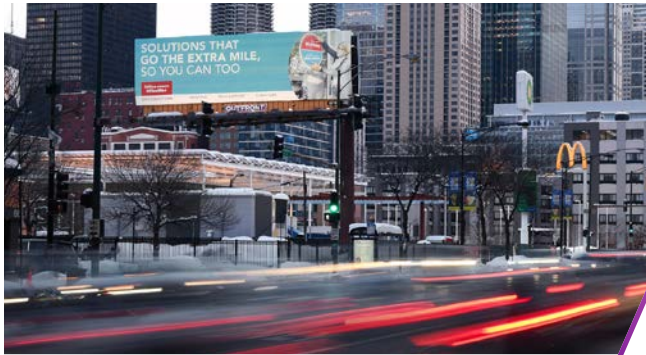


Drive alone or carpoled



Employed

CHICAGO MEDIA PRODUCTS AT A GLANCE



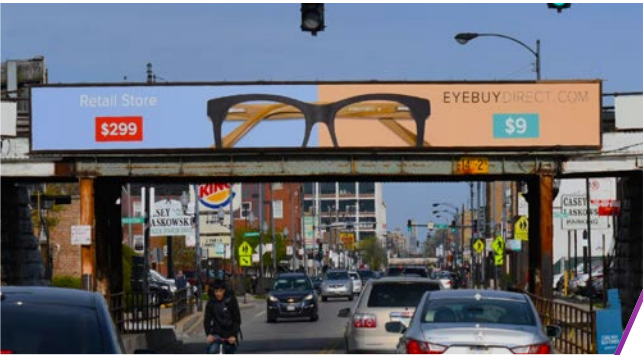
BILLBOARD



DIGITAL BILLBOARD



WALLSCAPE



TRESTLE



METRO LIGHT



BACKLIT SQUARE



DIGITAL POSTER



JUNIOR POSTER



MOBILE BILLBOARD



MOBILE NETWORK

MEDIA FORMATS

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Looking for home?
Look to Corcoran.
corcoran
URBAN REAL ESTATE VISIT CORCORAN.COM

BILLBOARDS

BULLETINS

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

PRODUCT INFORMATION

- 20'H x 60'W
- 14'H x 48'W
- Various Sizes
- Sizes vary by location
- Extensions available

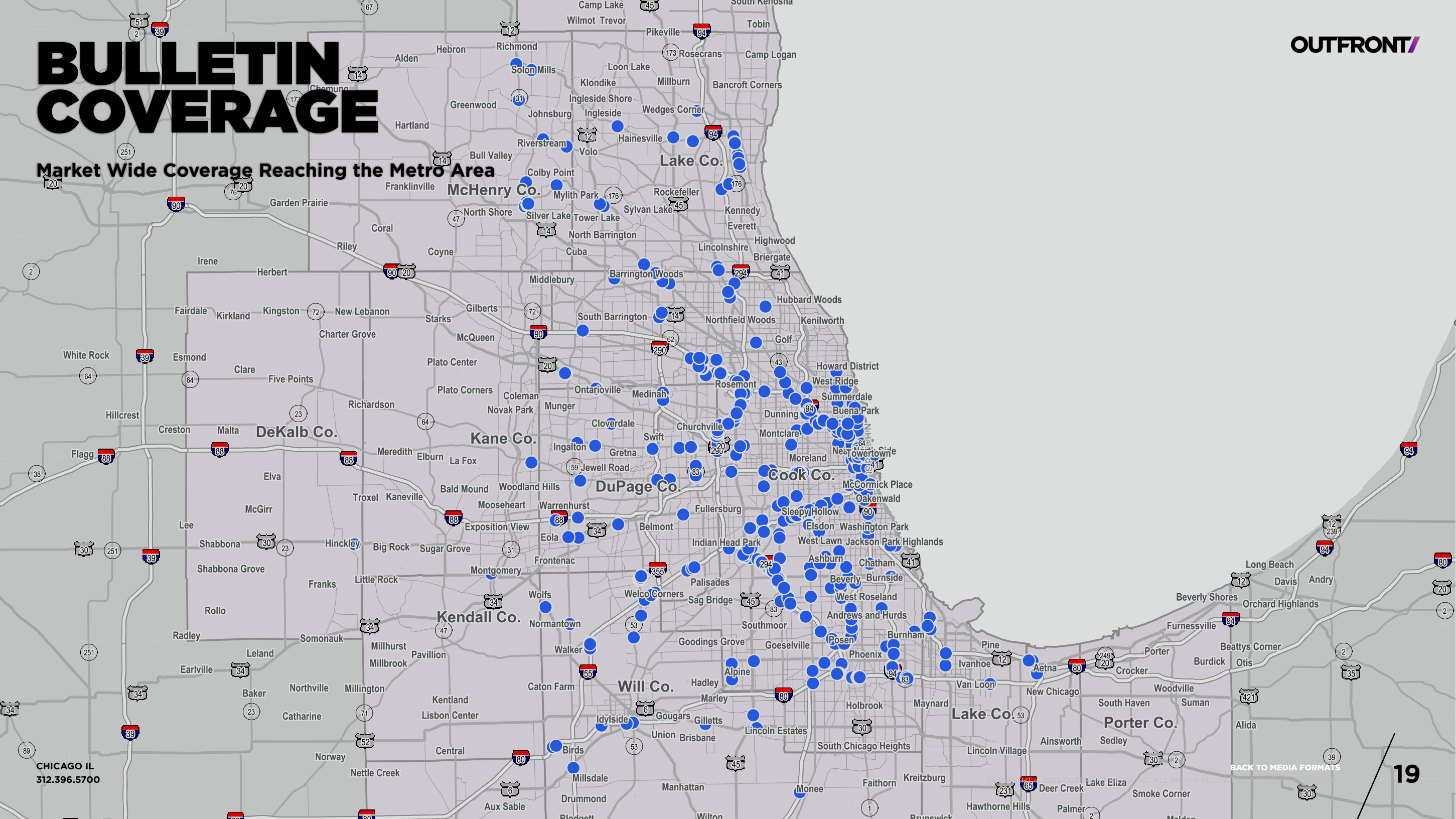
COVERAGE

- DMA
- Custom audience/coverage on a request basis



BULLETIN COVERAGE

Market Wide Coverage Reaching the Metro Area



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BACK TO MEDIA FORMATS

DIGITAL BULLETINS

OUTFRONT/

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Easily change creative messaging** based on triggers such as time of day, weather, or sports scores. Digital provides ultimate messaging.

PRODUCT INFORMATION

- 14'H x 48'W
- 16'H x 55'W
- 20'H x 60'W
- Spot Length: 10 seconds

COVERAGE

- See map for complete coverage



SCAN OR CLICK
TO LEARN MORE



DIGITAL POSTERS

Combine the **creative flexibility and day-parting abilities** of digital media with key placements and **neighborhood penetration** of posters - making digital posters an ideal point-of-purchase media.

PRODUCT INFORMATION

- 10'H x 10'W and 8'H x 8'W
- Spot Length: 10 seconds
- Full Motion Capability (select locations)

COVERAGE

- See map for complete coverage

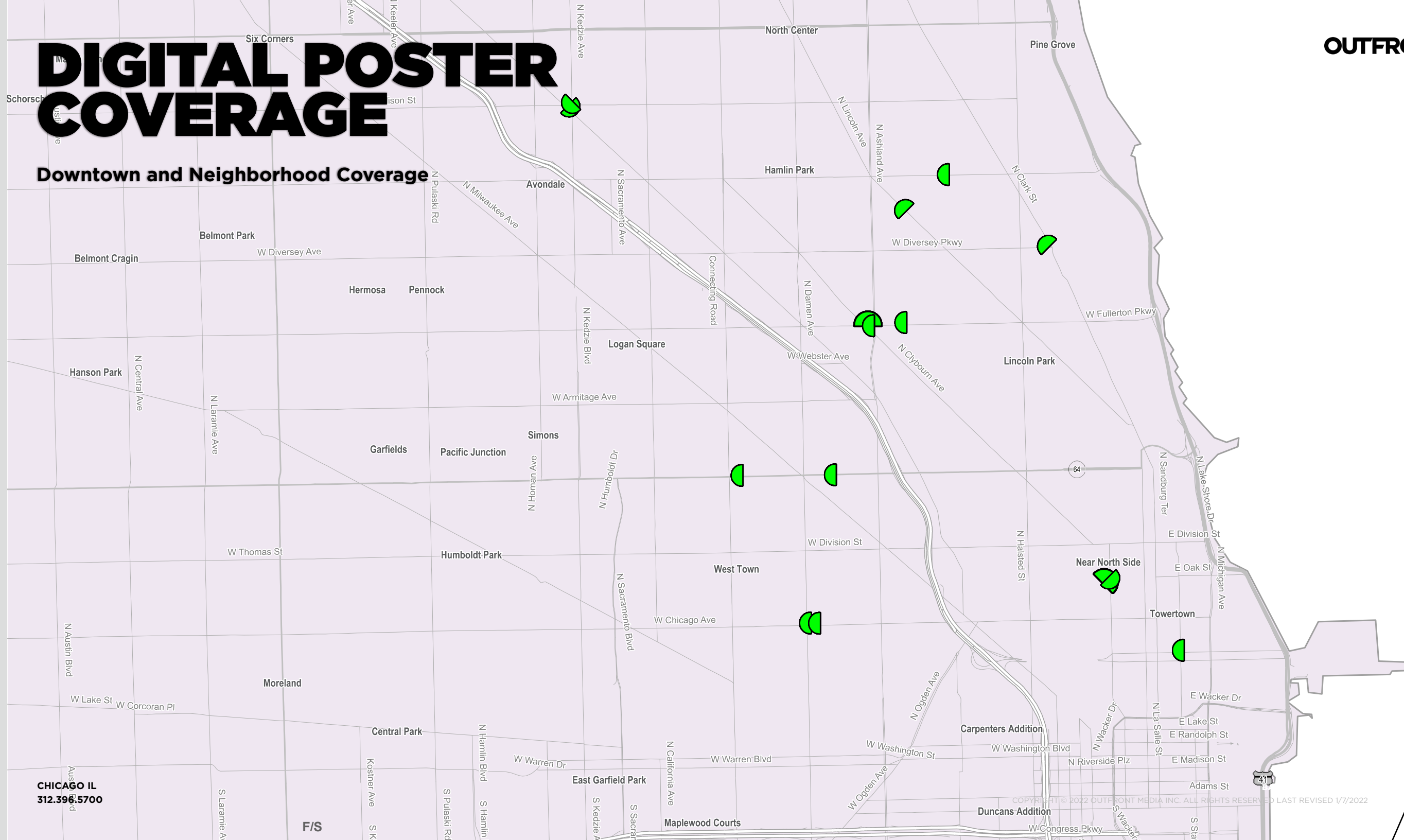


SCAN OR CLICK
TO LEARN MORE



DIGITAL POSTER COVERAGE

Downtown and Neighborhood Coverage





WALLSCAPES

Affixed to buildings in heavily trafficked areas and visible from a great distance, wallscapes provide **maximum impact** for creative messages. Great point-of-purchase exposure keeps your message top of mind. Wallscapes are **perfect for penetrating urban centers** and vary in size, providing endless creative options.

PRODUCT INFORMATION

- Sizes vary by location

COVERAGE

- See map for complete coverage



SCAN OR CLICK TO LEARN MORE



TRESTLES

Bridge Trestles draw local engagement with unique, large formats near ground level. Located above **key intersections and integral choke points** throughout Chicago, Bridge Trestles provide your message with tremendous visibility to both cars and residents.

Motorists must **drive directly under these units with a head-on approach**, nearly guaranteeing that your audience will see your message.

PRODUCT INFORMATION

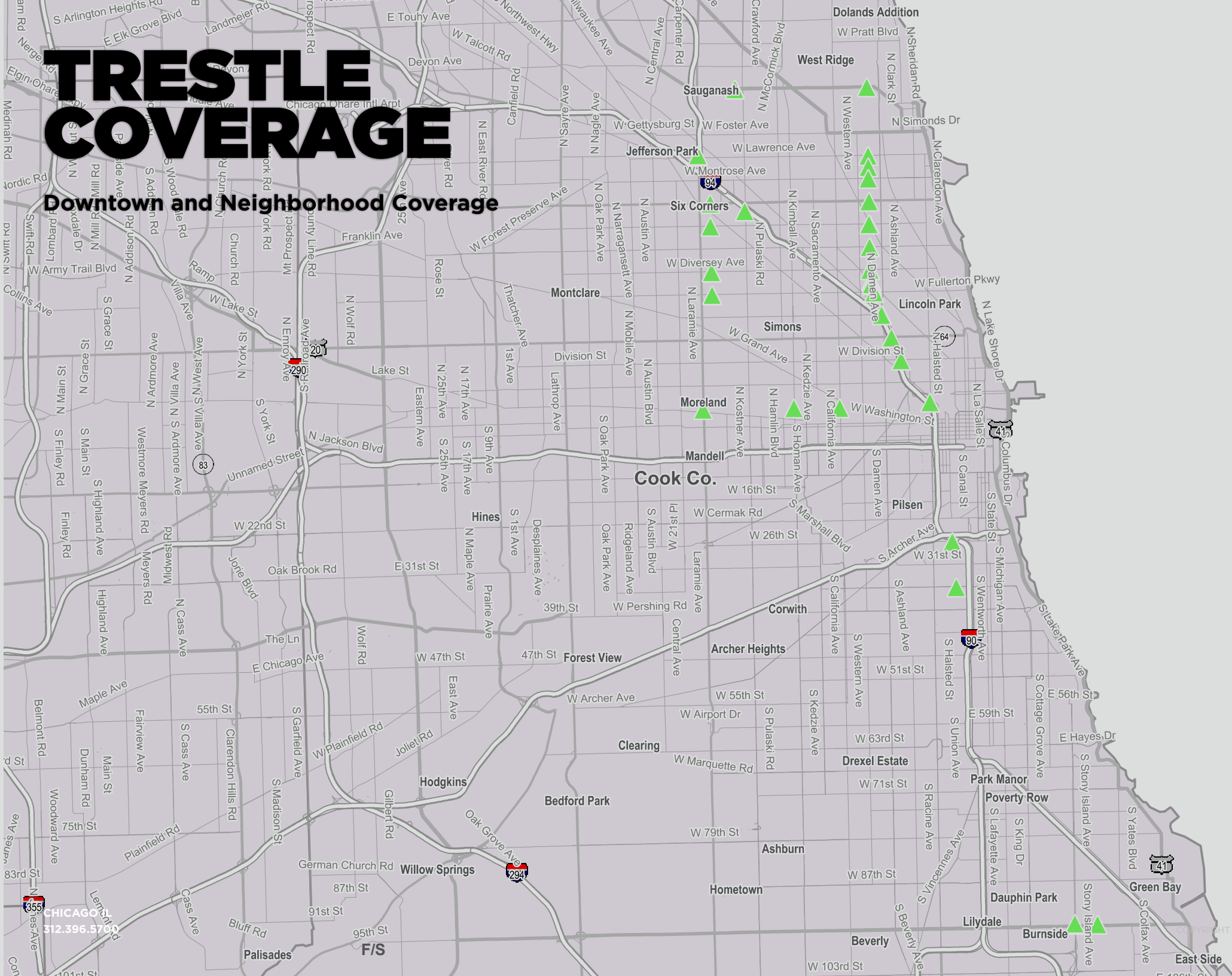
- Sizes vary by location

COVERAGE

- See map for complete coverage

TRESTLE COVERAGE

Downtown and Neighborhood Coverage



JUNIOR POSTERS

Located along primary and secondary roadways in urban Chicago, Junior Posters are **highly visible** to vehicular and pedestrian traffic. This format gives advertisers **deep neighborhood penetration** that will speak directly to target audiences. As a cost-efficient medium, Junior Posters **offer point-of-purchase opportunities** and store activation.

PRODUCT INFORMATION

- 5'H x 11'W

COVERAGE

- See map for complete coverage



STREET FURNITURE



METRO LIGHTS

Metro Light panels complement and fill in **street furniture coverage in highly sought-after downtown locations**. Our Metro Light panel coverage dominates Chicago CBD with high penetration in the loop. Metro Lights are a the perfect format to reach an **affluent, educated audience on the go**.

PRODUCT INFORMATION

- 69”H x 48”W
- Illuminated

COVERAGE

- See map for complete coverage



RAISE ONE TO
YOUR CUBS FAMILY.

JIM BEAM

SPECIALTY



BACKLIT SQUARES

Backlit Squares are positioned in prime, high-traffic areas **reaching Chicagoans as they live, work, and play.**

Backlit Squares are surrounded by popular restaurants, shopping, bars, and entertainment venues. **High versatility and prime locations** make this format a great choice for advertisers. Reach a hip-and-trendy audience in highly sought-after neighborhoods throughout Chicago.

PRODUCT INFORMATION

- 10' x 10'

COVERAGE

- Magnificent Mile
- West Loop
- Downtown Near North
- Wrigleyville
- Bucktown

MOBILE BILLBOARDS

Mobile Billboards offer **targeted impact in the exact location or route of your audience**. Reach vehicular and pedestrian traffic by positioning a mobile billboard in a specific location or driving along a custom route. **Drive your message directly to your target audience.**

PRODUCT INFORMATION

- 515 sq ft
- 4 ad panels per truck
- GPS tracking system

COVERAGE

- Targeted routes are customized based on advertiser goals



SECOND SCREEN MEDIA



MOBILE NETWORK

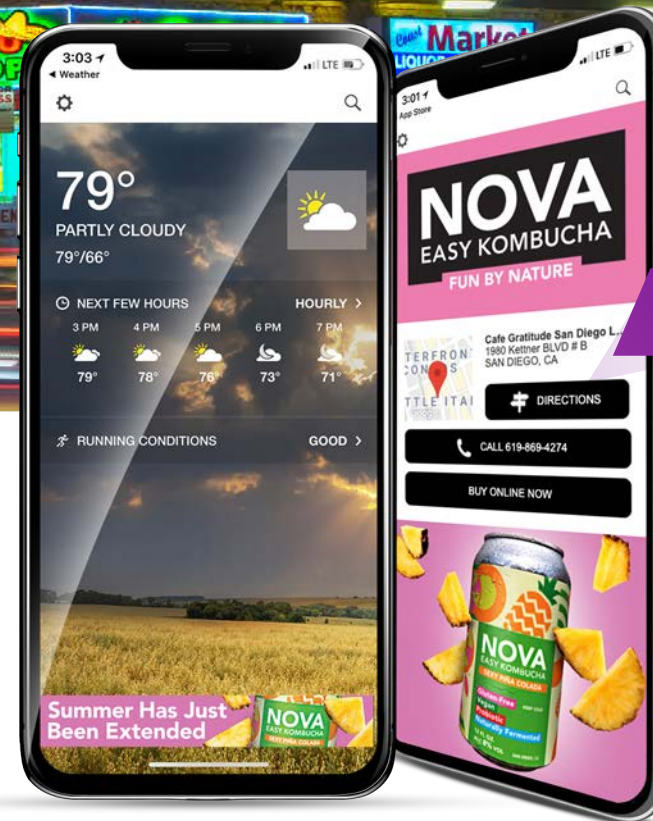
Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology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

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PRODUCTS

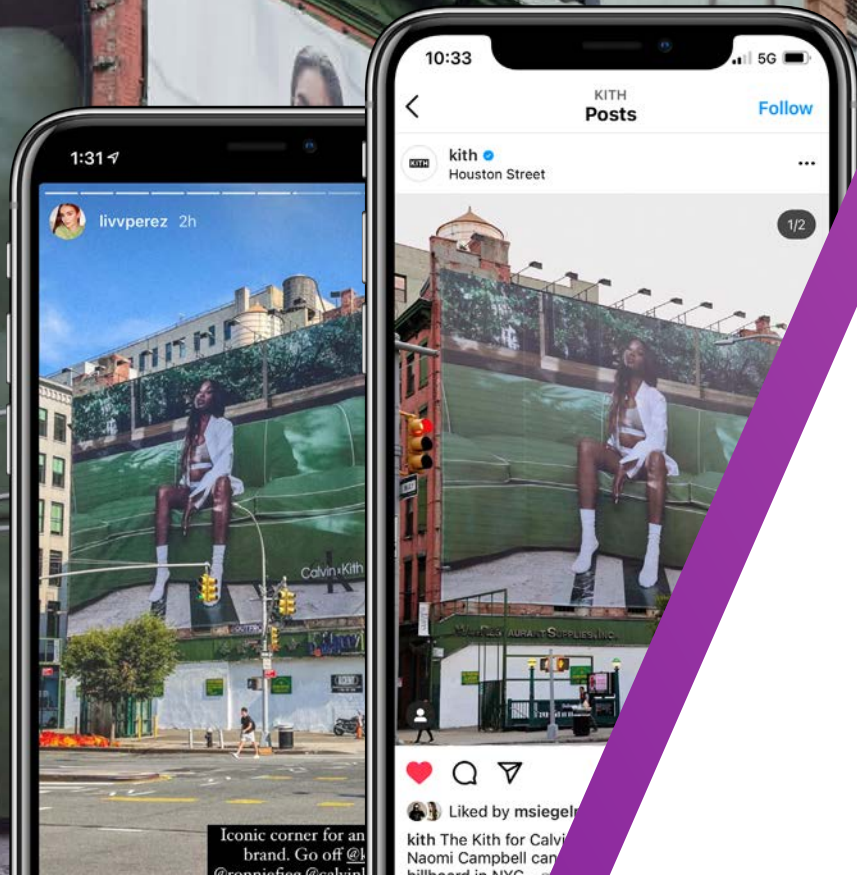
- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

LOCATED IN THE TOP 50 MARKETS



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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.

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ENGAGEMENT OPPORTUNITIES

Organic

- Snapcodes + Filters
- QR Codes
- Shazam Codes
- Spotify Codes

Paid

- AR
- Influencers

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