

ALL OUT

**OUTFRONT**   
media



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405 Lexington Ave, New York, NY 10174  
(800) 926-8834 • [outfrontmedia.com](http://outfrontmedia.com)

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## The game has changed.

Digital, social, mobile, and big data are igniting out of home advertising. And OUTFRONT Media is out in front, leading the way.

### Collaborative. Passionate. Nimble. Connected.

We are the leading out of home media company in North America, with a major presence in the top 25 markets in the U.S., plus prime holdings in Canada and Mexico.

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We are a connected, data-enabled network of over 400,000 billboard, transit, and digital displays, delivering more targeted, more engaging ways to interact with mobile consumers.



### Our Vision

To be the best OOH advertising company in America, a recognized leader in the media industry, and the first choice of customers and employees.

### 3 Core Objectives:

- 1 Super-premium assets in top markets
- 2 Innovation beyond digital
- 3 Customer focus



### Our top 1% of all inventory.

OUTFRONT Prime is our collection of 257 super-premium, super-sized, super-visible displays, representing the top 1% of our national billboard inventory.

These prime assets are static and digital, situated in the highest traffic, most upscale locations in eight top markets.

OUTFRONT Prime is part of our vision to develop the highest quality advertising assets in the out of home industry.



### of Prime displays per Market:

- 110 New York
- 60 Los Angeles
- 10 Chicago
- 7 Dallas
- 24 San Francisco
- 10 Boston
- 14 Washington, DC
- 2 Miami

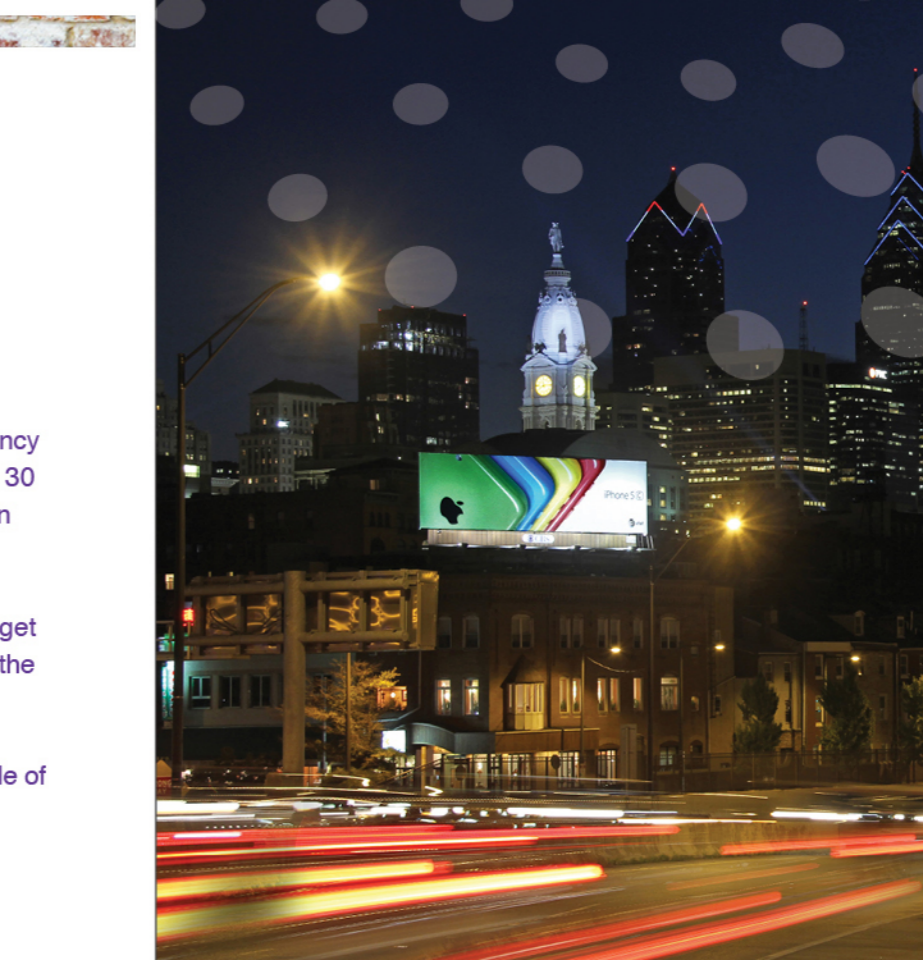


### Elevating creativity in out of home.

OUTFRONT Studios is our full-service, in-house creative agency serving local, regional, and national advertisers. Our team of 30 designers, copywriters, and account managers specialize in developing breakthrough out of home ad campaigns.

Our mastery of OOH design fundamentals helps advertisers get creative right, before it hits the street, while also improving the quality, memorability, and effectiveness of the ad.

OUTFRONT Studios delivers on our promise to elevate the role of creativity in out of home advertising.



### Helping advertisers get smarter about mobile consumers.

OUTFRONT Insiders is our own online consumer panel that helps advertisers get smarter about mobile consumers.

Through surveys, polls, and other exercises, we gain actionable insights into the attitudes and behaviors of consumers, and how they interact and transact with out of home advertising via mobile devices.

OUTFRONT Insiders is part of our vision to employ innovative approaches to create more engaging and effective advertising.



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