



OUTFRONT/

The Power to *Move*

IRL Media Across Boston

IRL Media by OUTFRONT

We Build Brands in the Real World

THE POWER TO MOVE *Hearts.
Minds.
Metrics.*

Real life moves people.

It moves hearts. It moves minds. It moves culture.
And it moves business.

That's the power of IRL media.

IRL media is where brands become part of people's everyday lives. It builds trust and credibility by showing up in the shared places where we live, work, play, and celebrate — **turning physical spaces into meaningful moments** that people experience, remember, and share.

It's **bold, immersive brand experiences**. Fan zones. Activations. Stadiums. Drone shows. Augmented reality. It's every opportunity for brands to show up in the real world with creativity, relevance, and impact.

At OUTFRONT, we're known for helping brands harness the power of the real world. By combining iconic media, breakthrough creative, data-driven intelligence, and innovative technology, we create IRL experiences that **build trust, shape culture, and drive measurable results**.

Because when brands show up where life happens, they don't just capture attention, they create connection. They don't just reach audiences, they move them.

That's the power to move.

The power to move hearts.
The power to move minds.
The power to move metrics.

OUTFRONT. The power to move.

Why IRL? *Why OUTFRONT?*

Premium Places & Platforms



Everywhere You Want to Be.

OUTFRONT ensures that each media placement we invest in is premium. From Times Square to the Sunset Strip (and everywhere in between), our iconic inventory puts brands at the center of culture, surrounding tentpole moments like the Boston Marathon and more. Across the top 50 markets, our network spans sought-after urban centers, busy suburban highways, and bustling transit systems that deliver attentive audiences at scale as they live their lives.

Immersive Creative



The World Is Your Canvas.

There are some things you simply can't do on a screen alone. And that's the beauty of IRL media! It's not just another rectangle. Instead, the whole environment surrounding an ad canvas can become a part of the experience. From brand activations to station dominations, from 3D props to special effects, this is the channel where imagination comes to life and people can't help but share.

Strategic Storytelling



For Brands That Think Bigger.

What does a breakthrough brand experience look like? That depends on the brand. When it comes to creating connection, there's no such thing as one-size-fits-all. Thankfully, the in-house strategists and creative experts of our Brand Solutions team bring with them fresh ideas and untapped opportunities to help advertisers of all kinds achieve their goals.

Real-Time Digital



Cutting-Edge Capabilities.

Digital out of home combines the scale and impact of IRL media with the flexibility and speed-to-market of digital marketing. Start with sophisticated audience targeting. Reach that audience with dynamic creative to maximize the impact of every impression. IRL campaigns can even incorporate future-forward elements like augmented reality, AI interactions, and shareworthy 3D creative.

Trends Shaping *IRL Media*

Destination Media



Brand Experiences Worth Traveling For

The best IRL experiences aren't just seen, they're sought out. Brands are transforming media assets into destinations people visit, capture, and share, generating influence far beyond their physical footprint.

Examples: Immersive installations, iconic takeovers, experiential billboards, branded public spaces

Amplifying Voices & Moments



Media That Moves With Culture

IRL media connects brands to the moments, communities, and passions already shaping culture. From sporting events and music festivals to creators and fandoms, brands participate in a way that feels authentic, organic, and fun - rather than intrusive or unearned.

Examples: Sports moments, fan activations, concert and festival takeovers, creator-led experiences

Breaking The Board



Creativity Without Boundaries

Most advertising formats are containers for creativity. But when an idea is too big to fit in a box, that's when IRL media really stands out. Through 3D creative, architectural integrations, and physical storytelling, the medium becomes part of the message. Showstopping and widely shared.

Examples: 3D billboards, custom extensions, building wraps, installations, environmental takeovers

Interactive IRL



Where Audiences Become Participants

Advertising is no longer a one-way experience. Interactive IRL is a real-world portal to a brand's digital world. Through technology and real-time engagement, audiences can interact with, personalize, and influence what unfolds around them.

Examples: AR activations, QR experiences, AI-powered interactions, real-time personalization

Interactive IRL Experiences

Our **Interactive IRL** experiences include:

- **OUTFRONT XTend**, geospatial data-powered augmented reality experiences that transform the real world into a brand's playground
- **OUTFRONT QRad**, responsive QR codes that let an ad's viewers control its content
- **OUTFRONT XScape**, 3D digital creative that leaps off the screen and onto your social media feed.
- **OUTFRONT XPress**, dynamic digital out of home creative that delivers real-time relevance
- **Crowd Created**, a live Snapchat AR experience that marries IRL media with augmented reality to project visitors onto billboards in real time.



IRL Media

Builds Trust

It's getting harder every day to trust what you see. In these artificial times, people hunger for the real, and IRL media delivers. Its physical presence communicates what pixels alone cannot: that you are for real, that you're serious about what you do and that you're committed to the communities you serve.

IRL media is the **most trusted (72%)** and the **most credible (75%)** of all media formats.

Four in ten view brands advertising in real life as **a signal of confidence and legitimacy**.

That's why including IRL media in a media plan **boosts trust for 53%**.



Source: Kantar/OUTFRONT, 2026
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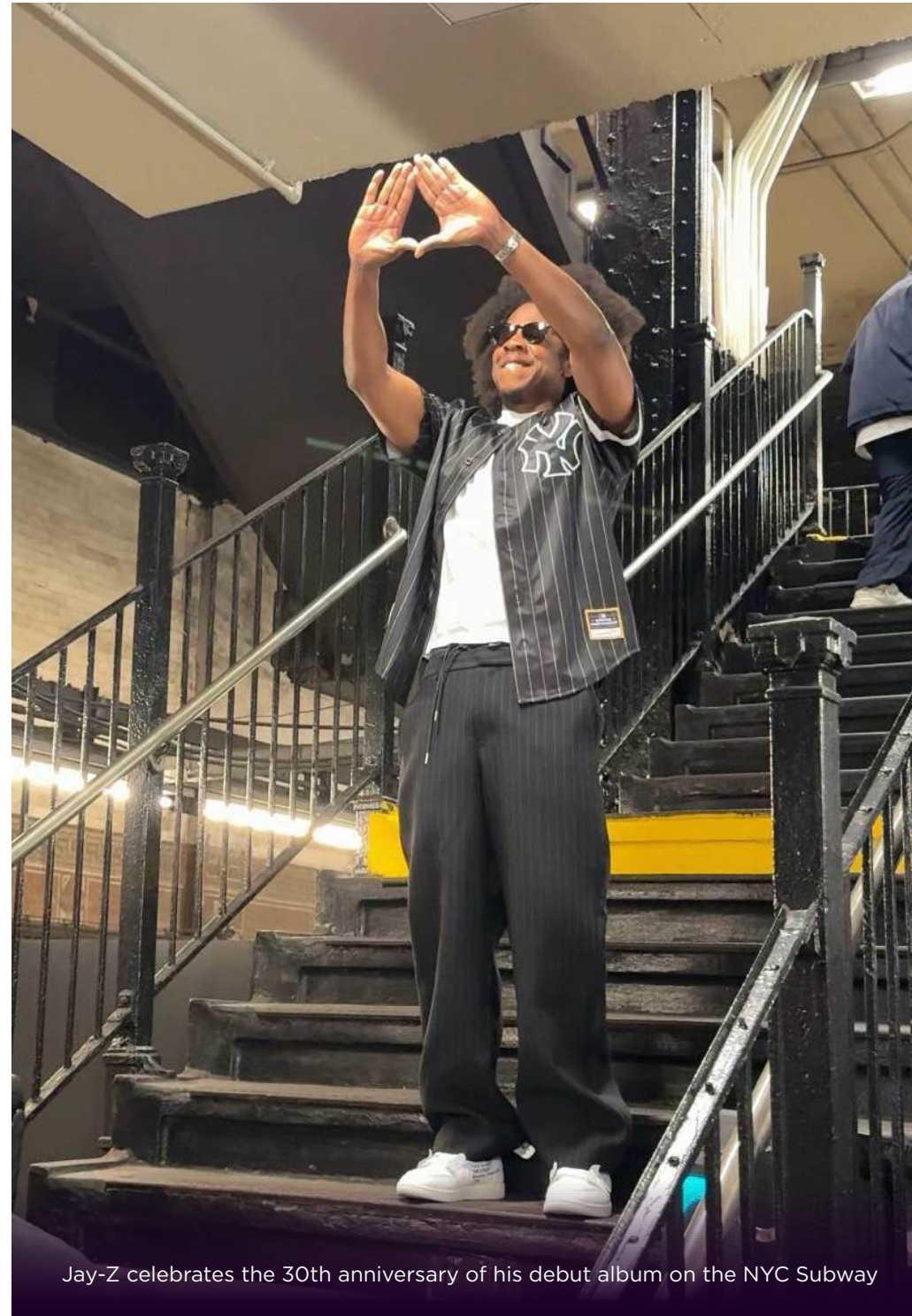
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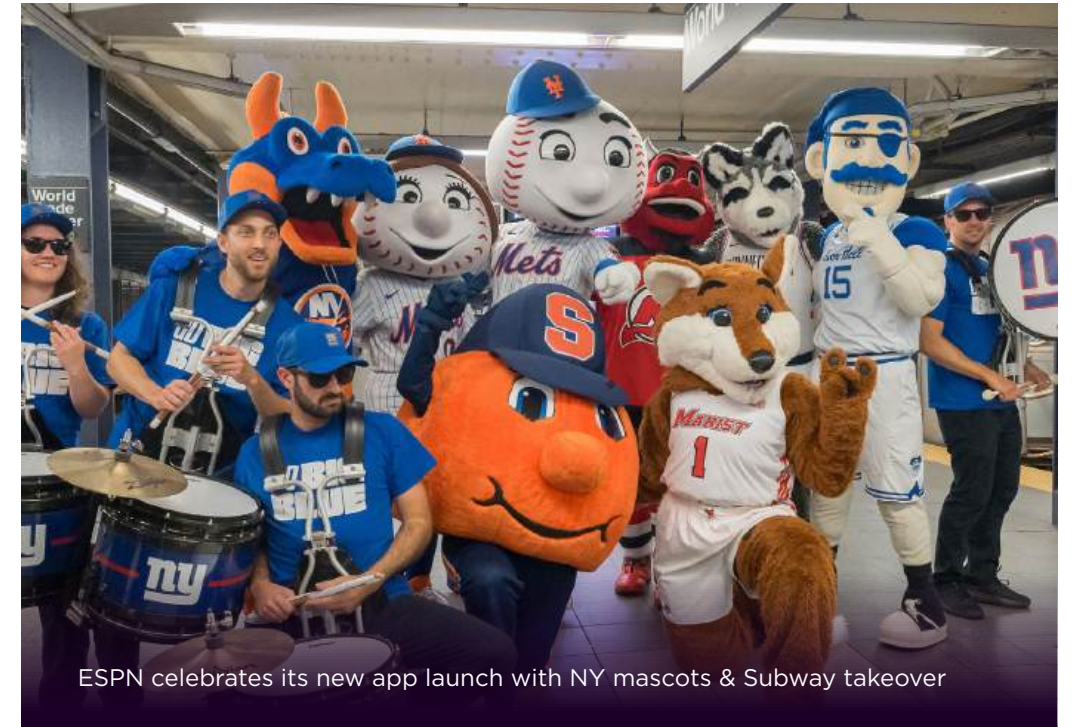
IRL Media *Shapes Culture*

When was the last time you saw a banner ad on your Instagram feed? Probably never.

Most ads stay where you put them. But IRL media is bigger than the canvases that contain it. From innovative creative to immersive activations, this is a channel meant for mainstream crossover and viral reach. No other medium puts brands closer to the beating heart of cultural touchstones like music festivals and sporting events.



Jay-Z celebrates the 30th anniversary of his debut album on the NYC Subway



ESPN celebrates its new app launch with NY mascots & Subway takeover



New York Knicks fans sought out this blue-and-orange subway entrance

IRL Media *Drives Results*

No matter the goal, IRL media delivers measurable brand and business outcomes. It's so much more than a brand awareness supercharger. Savvy agencies and media buyers also use billboards and transit media to launch products, amplify messages, convert customers, and sustain brands.



Launch

There's no better way to introduce yourself to the world than an IRL ad campaign. Because when you do, the whole world takes notice. Tell your brand story in real life, see it resonate, and watch your customers find you.

+36%

Average Brand Awareness Lift (Unaided)



Amplify

It drives 7x the social engagement per dollar and raises the ROAS for every media format it's paired with, especially for big events like the Super Bowl. IRL media seamlessly connects the omnichannel buyer's journey.

+20%

Average Consideration Lift



Convert

IRL media drives results where they matter most: on the bottom line. Whether what success means to you is app downloads, foot traffic, or sales, IRL formats deliver business impact that you can measure.

+216%

Average Footfall Lift



Sustain

Even the oldest, biggest, best-known brands in the world advertise in real life. Why? IRL advertising protects their position by helping brands stay present, relevant, and top-of-mind for when it's time to buy.

+26%

Average Brand Opinion Lift

Sources: Comscore, OUTFRONT benchmarks based on attribution studies from 2019-2026. Results represent average measured campaign outcomes and are specific to the campaigns studied.

Of course, the results of any case study are specific to its facts. We can't guarantee that any other campaign will drive similar results, including increased traffic, end-user activity (clickthrough or secondary action rates), or revenue.

Measurement Solutions

Footfall

The power to move feet. Did someone see the ad, and then visit the advertiser's physical location? That's the question answered by footfall studies. Popular with QSRs, auto dealers, and retailers.

Average measured lift: **+216%**



Sales Lift

The power to move merchandise. Did the campaign improve sales? Whether online or in-store, IRL media can make a direct, measurable impact on the bottom line. Popular among CPG and pharma brands.



Brand Lift

The power to move hearts. Did your IRL campaign make your brand more beloved? We can measure critical KPIs like awareness, consideration, intent, and brand affinity.

Average measured lifts: +36% unaided brand awareness, +26% brand opinion, +20% consideration, +21% purchase intent



Tune-In

The power to move eyes. Were those who saw the ads more likely to watch the show advertised? IRL media can lift viewership for both streaming and broadcast television.

Website Visitation

The power to move minds. Did the campaign increase web traffic? IRL media creates the curiosity that powers search and social engagement - and improves mobile CTRs too.

Average measured lift: **+176%**



App Download

The power to move charts. Did the ads drive app downloads and in-app activity? IRL media establishes digital-first brands in the real world, offering the most direct pathway from real-world interest to the App Store.



Sources: Comscore, 2022; OUTFRONT benchmarks based on attribution studies from 2019-2026. Results represent average measured campaign outcomes and are specific to the campaigns studied.

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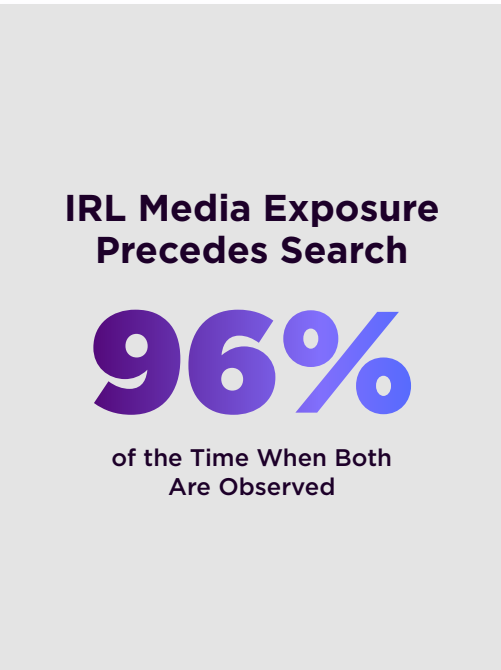
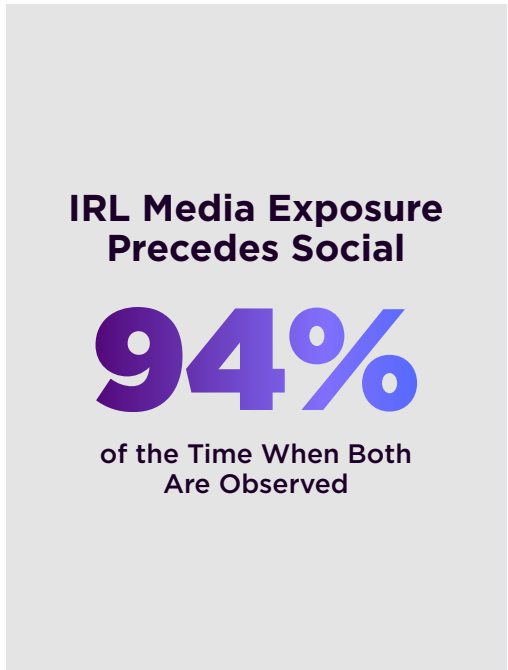
IRL Media Is First Impression, *Then Force Multiplier*

IRL is the secret sauce that makes everything taste better. It serves as a force multiplier, maximizing the ROI out of any ad format it's paired with. IRL media creates the curiosity that makes consumers take the next step.

High favorability means a good first impression when consumers encounter an ad in real life. Then, when the campaign retargets the consumer digitally, they recognize the advertiser, remember that first IRL impression, and thus are more likely to engage.

Last-touch attribution models understate IRL media's impact - but when it's measured, it's unmissable.

Adding IRL media to a TV campaign makes it **61% more likely to improve customer acquisition, 34% more likely to improve market share, and 23% more likely to improve profit***.



Massive Scale Across the Top 50 Markets

	Market	CBSA Population	Billboards	Wallscapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
1	New York-Newark et al, NY-NJ	20,050,150	● ■	●	● ■	● ■ ▲	●	● ■	● ■	
2	Los Angeles-Long Beach et al, CA	12,906,615	● ■	● ■	●		● ▲	● ■ ▲	● ■	
3	Chicago-Naperville-Elgin, IL-IN	9,433,066	● ■	●	● ■	● ■ ▲			● ■	● ■
4	Dallas-Fort Worth-Arlington, TX	8,568,977	● ■	●				●	■	● ■
5	Houston et al, TX	7,990,775	● ■	●				● ■		● ■
6	Miami-Fort Lauderdale et al, FL	6,570,700	● ■	● ■		● ■ ▲	● ▲	● ■ ▲	● ■ ▲	
7	Atlanta-Sandy Springs et al, GA	6,500,242	● ■		● ■					
8	Washington et al, DC-VA-MD-WV	6,499,923	●	●		● ■ ▲	● ▲			
9	Philadelphia et al, PA-NJ-DE-MD	6,354,442	● ■	●						
10	Phoenix-Mesa-Chandler, AZ	5,285,762	● ■		● ■			●		
11	Boston-Cambridge-Newton, MA-NH	5,065,382	● ■	●	●	● ■ ▲	● ▲	■	●	
12	Riverside et al, CA	4,756,416	● ■		●				■	
13	San Francisco-Oakland et al, CA	4,642,509	● ■	●	●	● ■ ▲	● ▲	●		
14	Detroit-Warren-Dearborn, MI	4,406,425	● ■	●	●					
15	Seattle-Tacoma-Bellevue, WA	4,201,019	● ■							
16	Minneapolis et al, MN-WI	3,787,388	● ■	●	●			●	● ■	● ■
17	Tampa-St. Petersburg et al, FL	3,501,575	● ■		●				● ■	
18	San Diego et al, CA	3,303,838	● ■	●	●				● ■	● ■
19	Denver-Aurora-Centennial, CO	3,080,149	● ■	●	●					

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● Media available ■ Digital media available ▲ Wrapped media available
Mobile, social, CTT/OTV, drone shows, and experiential available nationwide. Top 50 markets based on OUTFRONT inventory and population count.

Massive Scale Across the Top 50 Markets

	Market	CBSA Population	Billboards	Wallsapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
20	Orlando-Kissimmee-Sanford, FL	3,030,311	● ■		■	■				
21	Baltimore-Columbia-Towson, MD	2,856,237	●							
22	San Antonio-New Braunfels, TX	2,830,116	● ■							
23	St. Louis, MO-IL	2,804,563	● ■	●	● ■					
24	Portland-Vancouver et al, OR-WA	2,547,027	● ■	●	● ■					
25	Sacramento-Roseville-Folsom, CA	2,472,018	● ■		● ■					
26	Las Vegas et al, NV	2,444,382	● ■				● ▲	● ■ ▲	● ■	
27	Pittsburgh, PA	2,414,338	● ■							
28	Cincinnati, OH-KY-IN	2,319,184	●							
29	Kansas City, MO-KS	2,273,410	● ■		●					
30	Columbus, OH	2,255,412	● ■	●	■					
31	Indianapolis et al, IN	2,200,693	● ■	●					● ■	● ■
32	Nashville-Davidson et al, TN	2,195,459	● ■							
33	Cleveland, OH	2,165,389	● ■	●						
34	San Jose-Sunnyvale et al, CA	2,004,396	● ■		● ■	● ■ ▲	● ▲	■		
35	Jacksonville, FL	1,822,654	● ■							
36	Virginia Beach et al, VA-NC	1,795,848	●				● ▲			
37	Providence-Warwick, RI-MA	1,707,446	● ■							
38	Raleigh-Cary, NC	1,611,719	●							

Massive Scale Across the Top 50 Markets

	Market	CBSA Population	Billboards	Wallscapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
39	Louisville et al, KY-IN	1,406,798	● ■		●			● ■	● ■	● ■
40	Richmond, VA	1,389,952	●							
41	Memphis, TN-MS-AR	1,333,264	● ■							
42	Fresno, CA	1,194,139	● ■		● ■					
43	Grand Rapids et al, MI	1,187,688	● ■		● ■					
44	Hartford-West Hartford et al, CT	1,175,035	● ■		● ■	●				
45	Buffalo-Cheektowaga, NY	1,158,479	●							
46	Rochester, NY	1,055,808	●							
47	Bridgeport-Stamford-Danbury, CT	981,422	● ■			●				
48	New Orleans-Metairie, LA	956,993	● ■	● ■	● ■					
49	Albany-Schenectady-Troy, NY	918,655	●							
50	Worcester, MA	887,722	●							

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YOUR BRAND, *Our Canvases.*

IRL Media Across Boston



Boston

In Real Life

Known as “The Hub of The Universe”, Boston is **one of the most influential, innovative cities in the world**. It is the largest city in New England and a recognized global leader in higher education, healthcare, finance, engineering, biotechnology, and life sciences.

Boston’s many **world-class universities are a key driver in the city’s rapid economic growth**. Major companies and startups are drawn to the city’s talent pool of highly skilled, educated, young adults seeking job opportunities post-grad. This trend has created one of the strongest economies in the country and a valuable marketplace for brands to advertise!

Why Boston?

- **100+** colleges & universities in Greater Boston with **250,000+** students in the cities of Boston and Cambridge alone.
- Boston is the undisputed **life sciences & biotech** capital of the world.
- Top U.S. Market for **Tech Talent** (ranked #7)
- Ranked **2nd-wealthiest city** in the United States and 5th most expensive city in the world
- Over **40 million** international and domestic tourists visit Boston each year
- The **MBTA is the 4th-busiest** public transit system in the U.S.
- Boston has the **4th-worst traffic congestion in the nation**



Explore Boston media, market coverage, and advertising

Sources: CBRE Tech Talent Report 2024, Evernest Richest US Cities 2024, Numbeo Cost of Living Index by City 2024, GBCVB Annual Visitation 2023, APTA Ridership Report 2024, Inrix 2024 Global Traffic Scorecard, Scarborough research (Boston DMA 2024 Release 2)

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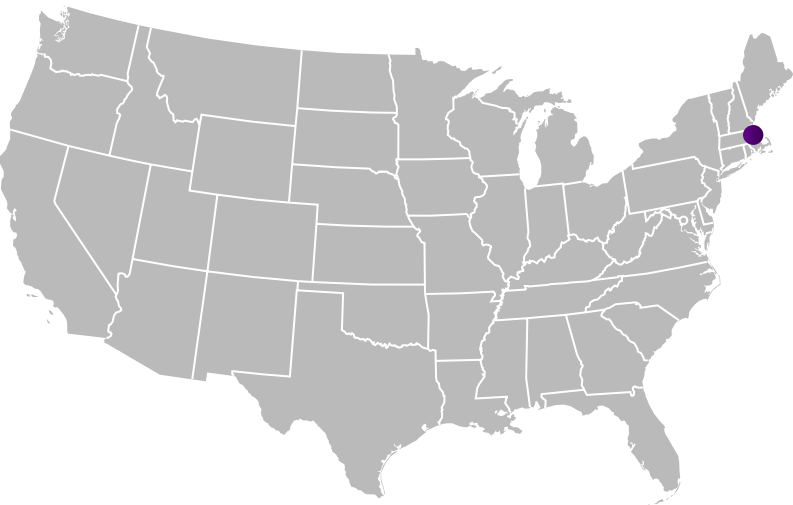
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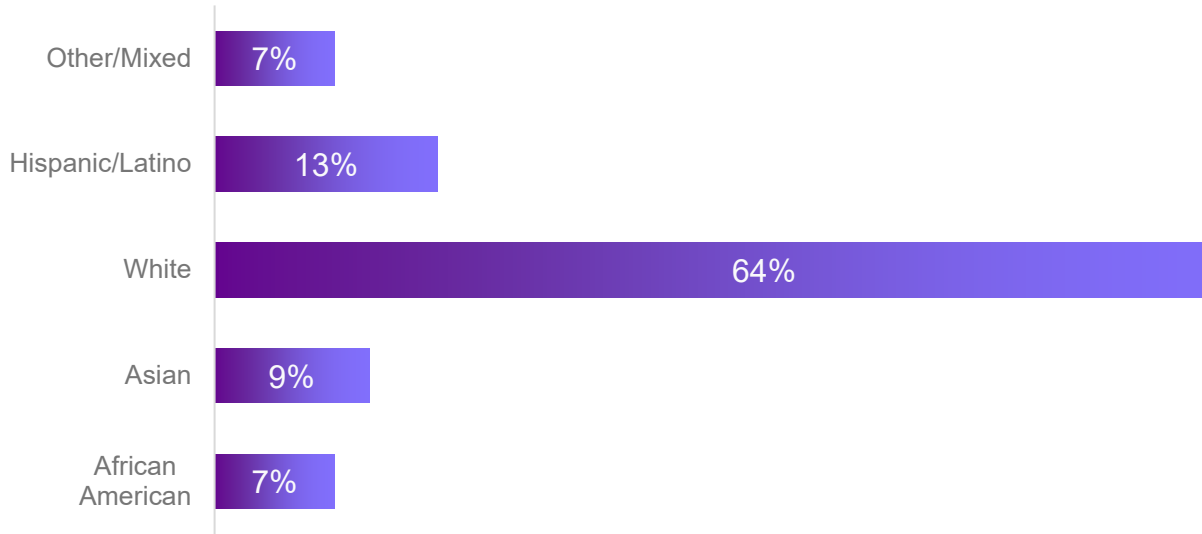


Boston

Profile



 4.9 Million CBSA



58%
College Degree or
Higher



20%
Walk, Bike, or Take Public
Transit to Work



\$158k
Average HHI



51%
Female



33 Min
Average Daily Commute
Time To or From Work
(One Way)



60%
Homeowners



49%
Male



65%
Drive Alone or Carpooled



66%
Employed

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Buses



Bus Media

Bus advertising is one of the most efficient ways to gain mass awareness across a market. These big, bold, unavoidable media formats broadcast your brand message to large audiences of pedestrians and motorists on a daily basis. **No other medium in the market can achieve the reach that bus advertising does!**

Exterior Bus Media

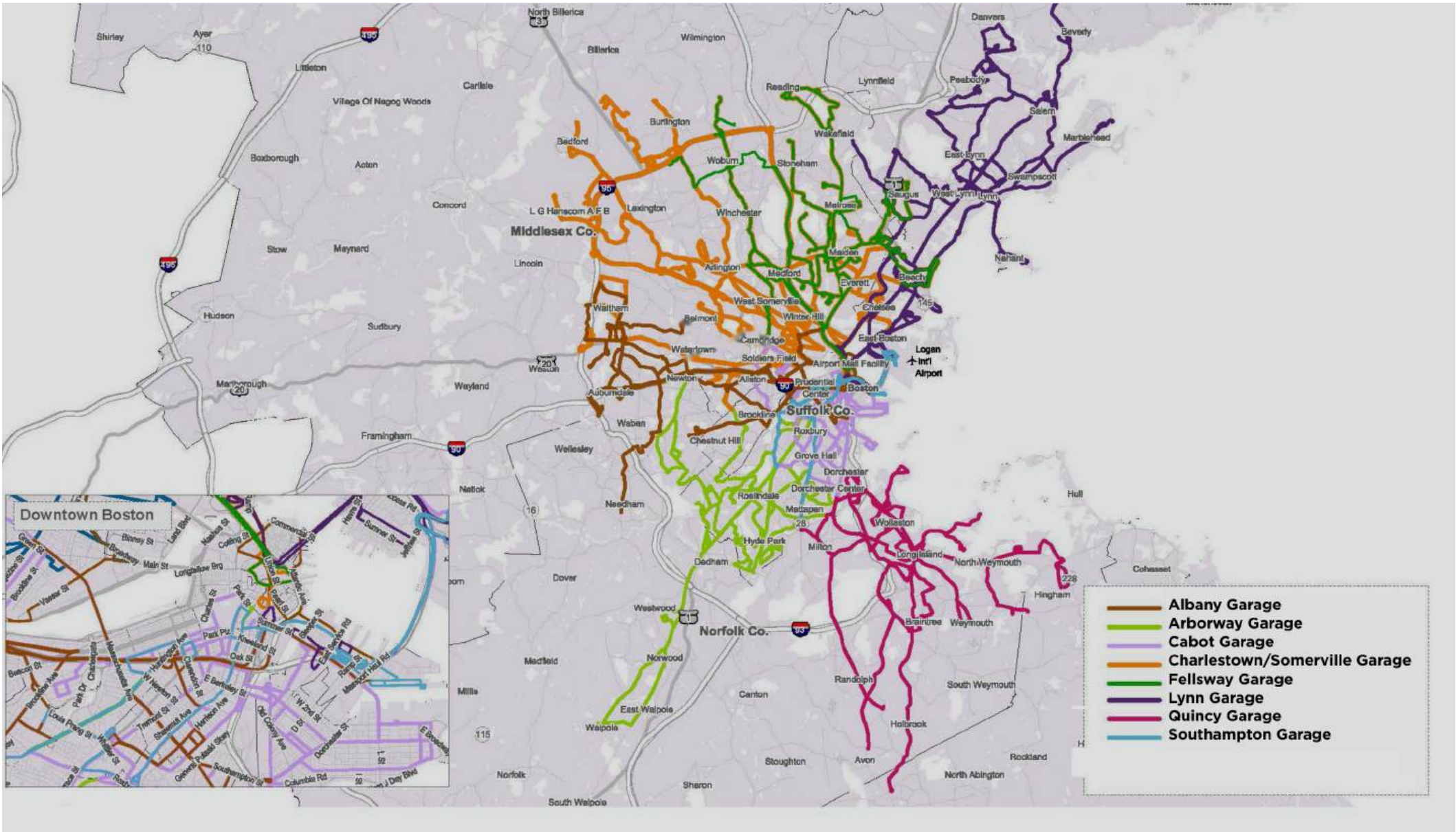
- Kings
- Headliners
- Extensions
- Kongs
- Ultra Super Kings
- Tails
- High Impact Tails
- Exterior Wraps

Interior Bus Media

- Interior Cards
- Brand Buses

Bus Coverage

Market Wide Coverage Reaching
the Greater Boston Area



Bus Garage Coverage

Market Wide Coverage Reaching the Greater Boston Area

Arborway

This garage provides the heaviest concentration of coverage throughout the diverse, ethnic neighborhoods of Boston. Key routes covering Boston’s largest neighborhoods, Dorchester & Roxbury, as well as Hyde Park & Mattapan, originate from this garage. Additional coverage is in the affluent suburban communities of Dedham, Brookline, Norwood, Walpole, & Watertown.

Cabot

This is the largest garage in the system & provides heavy saturation of the downtown Boston area. Some of the key routes pass the Public Garden, Boston Common, State House, Theatre District, Financial District, Back Bay, Seaport, & Harvard Square. South Boston neighborhood coverage also originates from this garage.

Charlestown/Somerville

This garage provides heavy coverage of Chelsea, Charlestown, Somerville, and Cambridge, as well as neighboring communities including Watertown, Waltham, & Burlington. Effectively reach college students attending Harvard or MIT universities, key biotech corridors of Cambridge including Kendall, & heavy tourist areas including TD Garden, Faneuil Hall, etc.

Lynn

This garage provides service to the North Shore communities of Lynn, Salem, Peabody, Swampscott, & Danvers, with additional coverage in East Boston, Chelsea, & Revere. The buses also travel to key malls in the area reaching both upscale & blue-collar communities alike. The express buses run to & from Boston during peak commuter periods.

Quincy

This garage offers heavy coverage in the heart of Quincy with additional routes traveling through Weymouth, Randolph, Braintree, & the upscale South Shore communities of Hingham & Milton. These buses travel to the largest shopping mall on the South Shore & drive the routes leading into Mattapan and Ashmont.

Albany

This garage provides coverage to the Financial District in Downtown Boston as well as upscale audiences in the western suburban communities of Waltham, Newton, & Brookline. Key areas of coverage include South Station, Fenway Park, & Kenmore Square where there is a large student population.

Fellsway

This garage reaches into key downtown shopping areas in the communities of Somerville, Medford, Malden, Melrose, Saugus, Woburn, Stoneham, & Wakefield. Included are major routes into the Davis Square, Wellington, & Sullivan ‘T’ Stations.

Southampton

This garage offers the most targeted coverage of the Seaport District & South End neighborhoods. Send your message along the waterfront area of Boston & up & down the Silver Line routes, Logan Airport, & South Station. Additional coverage includes downtown routes to key ethnic communities including Roxbury, Mattapan, & Chelsea.

Bus Kings

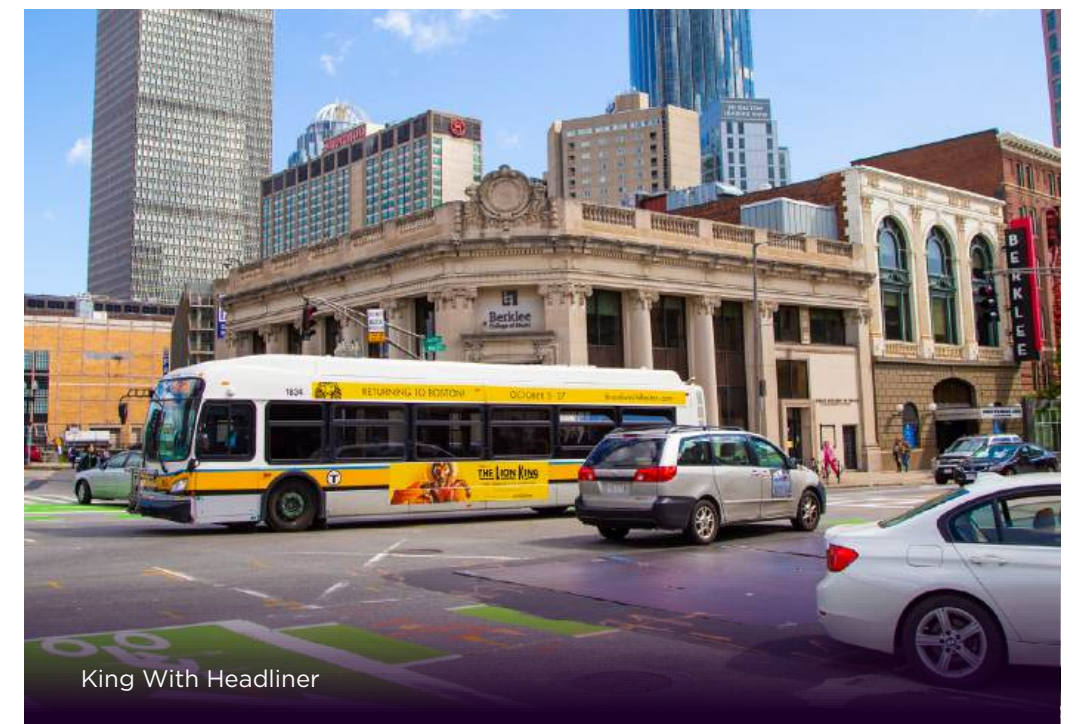
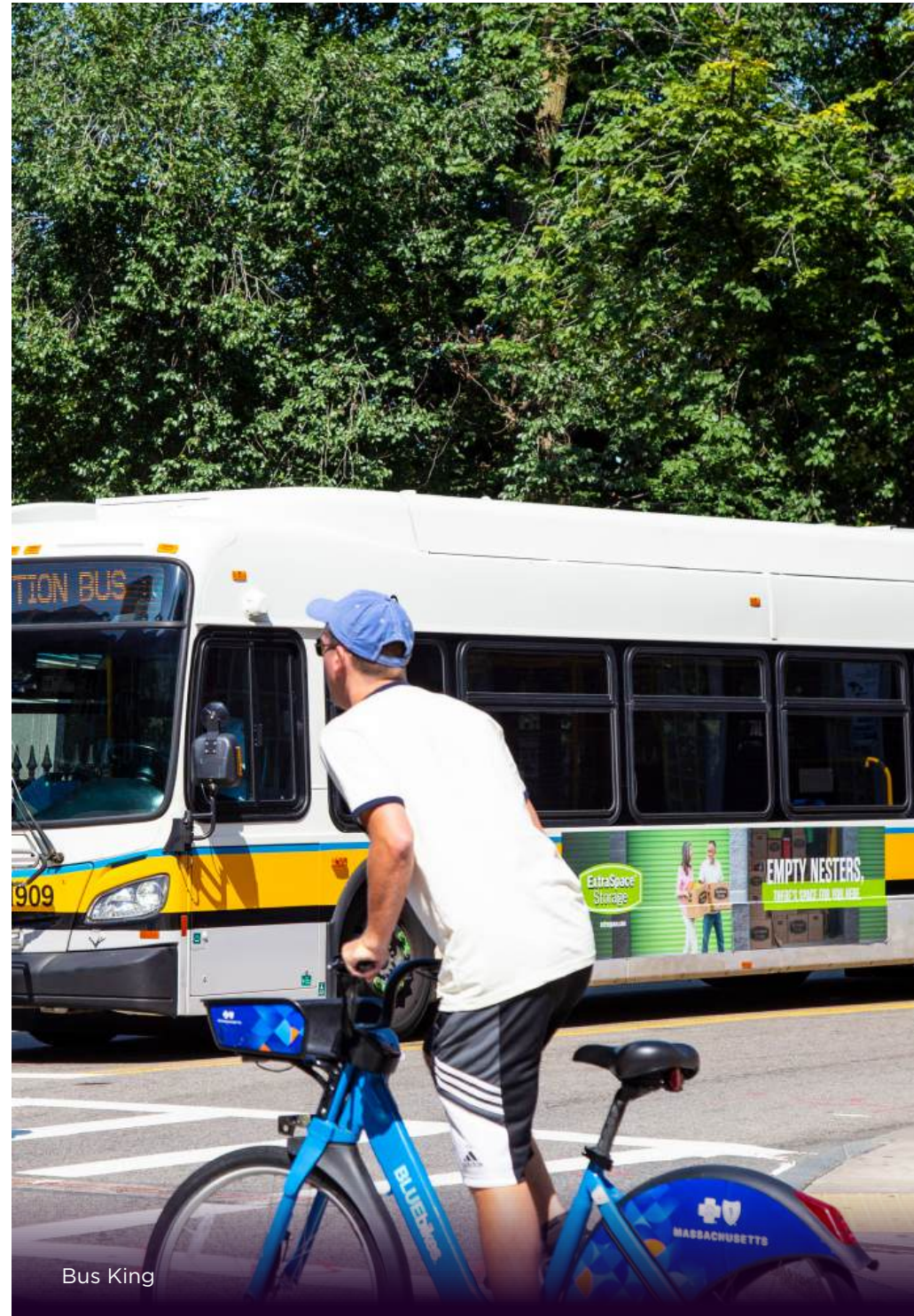
As the ultimate mass reach media, Bus Kings take your message to the streets of Boston and **travel where other traditional out of home formats are limited or unavailable**. These colorful, eye-level ad placements capture the attention of active, on-the-go consumers and connect them with your brand.

Product Information

- 30”H x 144”W
- Add a Headliner and/or Extension for more impact

Coverage

- MBTA Systemwide
- Targeted audience on a request basis





Bus Kong



Kong With Headliner

Bus Kongs

As the ultimate mass reach media, Bus Kongs take your message to the streets of Boston and **travel where other traditional out of home formats are limited or unavailable**. Bus Kongs offer even greater impact and visibility than traditional Bus Kings by providing an even larger creative canvas for your ad message that cannot be missed.

Product Information

- Kong Size: 36”H x 240”W
- Headliner Size: 12”H x 360”W
- Kongs are installed on the street-facing side of the bus
- Add a Headliner for more impact!

Coverage

- Systemwide
- Targeted audience on a request basis



Bus Ultra Super Kings

Bus Ultra Super Kings are **high impact "rolling billboards"** that make a lasting **impression** as they travel the busy streets of Boston.

Product Information

- 8'H x 20'W

Coverage

- MBTA Systemwide
- Targeted audience on a request basis



Bus Tails

Bus Tails are a cost-efficient way for advertisers to **achieve high reach and frequency** delivery of their ad message. This format is **visible to both pedestrians and motorists** and has high dwell time, especially during peak rush hour times.

Product Information

- 17.5”H x 50”W

Coverage

- Systemwide
- Targeted audience on a request basis



High Impact Bus Tails

Reach drivers and pedestrians across highways and city streets with an unavoidable media format. This oversized rear display transforms buses into **moving billboard displays, generating high reach and frequency** from repetitive brand exposure. Paired with city congestion, these canvases have **great dwell time for motorists**.

Product Information

- 33"H x 71"L

Coverage

- Charlestown/Somerville, Cabot and Lynn Garages ONLY
- Targeted area/demographic on a request basis by garage



Bus Exterior Wraps

Bus Exterior Wraps showcase **bold, eye-catching creative that commands the attention** of on-the-go consumers and is impossible to ignore. No other media form can match the **combined impact and targeting ability** of Bus Exterior Wraps.

Product Information

- Sizes vary based on coverage and availability

Coverage

- MBTA Systemwide
- Targeted audience on a request basis



Bus Interior Cards

Bus Interior Cards provide a cost-effective way for brands to **engage with MBTA bus passengers on a daily basis.**

For enhanced visibility, advertisers can purchase Brand Buses and **own 100% of the ad space inside the bus** to maximize the frequency of their messaging and showcase multiple creatives.

Product Information

- Car Card A: 22"H x 21"W
- Car Card B: 11"H x 28"W
- Brand Bus

Coverage

- MBTA Systemwide
- Targeted audience on a request basis



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Subway



Subway Media

Influence a captive audience across Boston’s MBTA subway system. Subway advertising on the Orange, Red, Blue, and Green Lines connects brands directly to some of the most intelligent, tech savvy, and affluent consumers in the U.S. These media formats deliver **unparalleled reach and frequency at an exceptional value.**

Station Media

- 2-Sheet Posters
- Platform Bulletins
- Subway Liveboard Network
- Livescapes
- Station Dominations

Interior Car Media

- Interior Cards
- Interior Brand Trains
- Interior Wraps

Exterior Car Media

- Wild Trolleys
- Ultra Super Kings
- Exterior Wraps

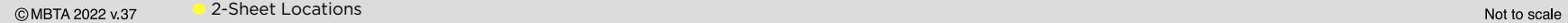
The MBTA Subway System is the Fourth-Busiest in the U.S.

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2-Sheet Posters



Platform Display

Subway Platform Posters

Subway Platform Posters are located throughout MBTA “T” stations, primarily on the subway platforms, where they are **visible to passengers waiting for their train to arrive**. Brands that use platform advertising build awareness through repeated exposure and benefit from being in a **captive environment with a long dwell time**.

Product Information

- 2-Sheet Posters: 46”H x 60”W
- Platform Displays: 48”H x 48”W

Coverage

- 2-Sheet Posters: Systemwide
- Platform Displays: Green Line Only
- Availability varies by station



Subway Liveboard Network

Our Subway Liveboard Network offers prime ad placements in **high-traffic MBTA subway stations to deliver maximum impact and brand visibility**. These eye-catching digital screens are fully equipped with cutting-edge technology that allows advertisers to **engage audiences with unique & timely creative executions** that leverage full-motion video, live data feeds, dayparting, responsive ads, and more!

Product Information

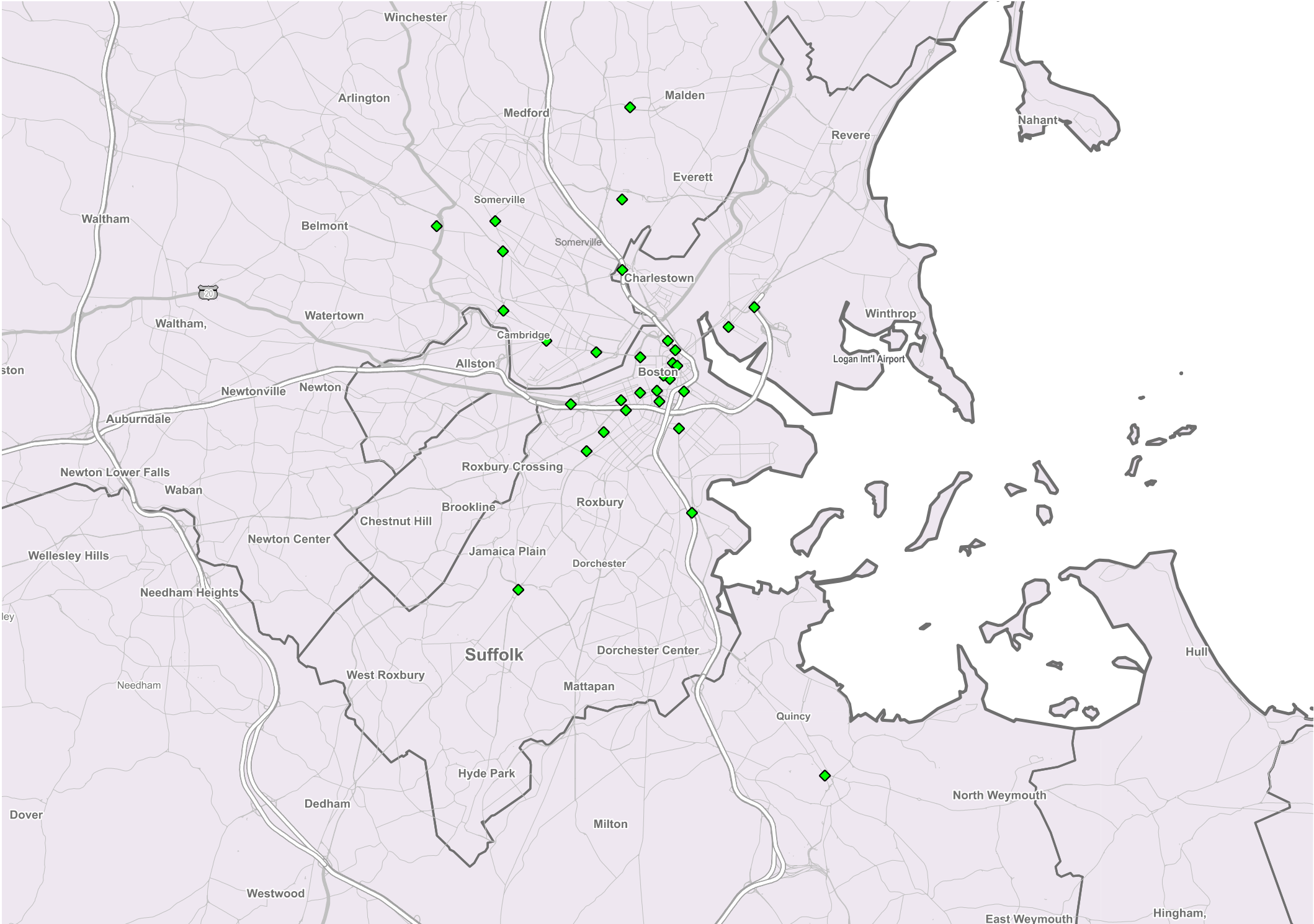
- Screen Size 65" Vertical
- Full Motion or Static (No Sound)
- Loop Length :180 seconds (:120 seconds of ad rotations)
- Spot Length :15, :10, or :05

**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.*

Liveboard Coverage

Greater Boston Area

OUTFRONT'S digital network offers a unique and high profile way to become a part of a commuter's everyday life.





South Station



North Station

Digital Livescapes

Digital Livescapes are located at **Boston's busiest transit hubs**, South Station and North Station, and **reaches Amtrak, Commuter Rail, and bus commuters as they connect to and from MBTA subway lines**. These synchronized 11-screen ad placements create a captive environment and give brands the **opportunity to use visually striking ad content to connect with a diverse audience** of local & suburban residents, business professionals, tourists, sports fans, and students multiple times a week.

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Product Information

- (3) Video 'Walls' / (11) Screens Per Wall
- Spot Length: :15 Seconds
- Loop Length: 180 Seconds
- # of Advertisers:
(8) Paid vs. (4) MBTA Content Spots
- Full-Motion Video or Static Digital (No Sound)
- Dynamic Content Capabilities
- North Station Livescapes Sold as Package

Coverage

- South Station Subway Mezzanine (1 Display)
- North Station Commuter Walkway (2 Displays)

Subway Interior Cards

Subway Interior Cards deliver your ad message at high frequency to a diverse audience of MBTA commuters while they are in a captive environment. Interiors are a **cost-efficient medium that capitalizes on the long dwell times** associated with commuting via the subway.

Product Information

- Car Card A: 22”H x 21”W
- Car Card B: 11”H x 28”W
- Car Card C: 9.75”H x 24.8”W
- Car Card D: 22”H x 15.5”W

Coverage

- Card A: All MBTA Subway Lines
- Card B: Red Line + Green Line
- Card C: Orange Line
- Card D: Green Line



Subway Interior Brand Trains

Saturating a train car with your ad **ensures your message is in view regardless of where a rider sits**. Tell your story, feature all your products, or display multiple messages and creatives. With no other brands present in the train, **you have the entire commute to captivate the audience** without competition!

Product Information

- Sizes vary by line

Coverage

- Systemwide
- Typical package includes (65) systemwide train cars with the following allocations per line:
 - (17) Blue Line Cars
 - (10) Green Line Cars
 - (10) Orange Line Cars
 - (28) Red Line Cars





Subway Interior Wraps

Dominating a subway train car with **your ad ensures your message is in view regardless of where a rider sits**. Interior Wraps create an immediate impact and gives advertisers the ability to **own the inside of a train car** in a unique and creative way without competition.

Product Information

- Sizes vary based on line and train type

Coverage

- Orange & Red Lines



Subway Wild Trolleys

These unique subway trolleys travel up and down the Green Line and offer **underground and street-level exposure for your ad message**. The Green Line provides service to major points of interest in Boston including Fenway Park, Copley Square, Boston City Hall, Boston University, Boston College, and Northeastern University.

Product Information

- Wild Trolley Type 7, 8, + 9 Train Cars
- Sizes vary - see spec sheets

Coverage

- Green Line



Subway Ultra Super Kings

Dominate the streets and the stations of the Green Line with Subway Ultra Super Kings. These **high impact travelling billboards** reach daily riders and vehicular traffic in neighborhoods such as Fenway, Back Bay, Brookline, and Downtown Boston. The large canvas allows for **flexible creative messaging that can fit any campaign.**

Product Information

- Green Line Type 7 + 8 Train Cars
- Consult your OUTFRONT representative for more information regarding display size

Coverage

- Green Line



Subway Exterior Wraps

Subway Wraps are **one of the most captivating media formats available in Boston**. With this unique advertising opportunity, brands can completely “takeover” the exterior of an MBTA subway train by fully wrapping the car with their creative message. These larger-than-life ad canvases leave a lasting impression as they cut through clutter and **generate buzz across the city and on social media**.

Product Information

- Full coverage on both sides of train car including doors & windows
- Sizes vary based on line and train type

Coverage

- Systemwide



OUTFRONT/

Commuter Rail



Commuter Rail Media

Reach upscale commuters, traveling to and from the suburbs and Downtown Boston. Rail media allows advertisers to **reach affluent commuters on a daily basis, at multiple touchpoints** throughout their journeys as they are walking through stations, waiting on platforms, and riding on the train. Bostonians who commute via the commuter rail **spend an average of 62.8 minutes traveling to work**, door to door.

Station Media

- 2-Sheet Posters
- Station Saturations
- Rail Liveboard Network

Interior Car Media

- Interior Cards
- Interior Brand Trains

Commuter Rail Coverage

The MBTA Rail System is the Fifth-Busiest in the U.S.

- Fitchburg Line**
- North Leominster
 - West Concord
 - Concord
 - Brandeis/Roberts
 - Belmont
 - North Station

- Lowell Line**
- West Medford
 - Wedgemere
 - Winchester Center
 - Anderson/Woburn
 - Wilmington
 - North Billerica

- Haverhill Line**
- Malden Center
 - Melrose/Cedar Park
 - Greenwood
 - Wakefield
 - Reading Ballardvale
 - Andover
 - Bradford Haverhill

- Newburyport Line**
- Chelsea Lynn
 - Swampscott Salem
 - Hamilton/Wenham
 - Ipswich
 - Newburyport
 - Beverly
 - Montserrat Beverly
 - Farms
 - Manchester

- Framingham/ Worcester Line**
- Worcester Grafton
 - Westborough Southborough
 - Ashland
 - Framingham West Natick
 - Natick
 - Wellesley Square Wellesley Hills
 - Wellesley Farms
 - Auburndale West Newton
 - Newtonville
 - Back Bay
 - South Station

- Needham Line**
- Needham Heights Needham Center
 - Needham Junction
 - Hersey West Roxbury
 - Highland Bellevue
 - Roslindale Village Forest Hills

- Fairmount Line**
- Readville
 - Fairmount

- Franklin Line**
- Forge Park/495 Franklin/Dean College
 - Norfolk Walpole
 - Norwood Central
 - Norwood Depot Dedham Corp. Center
 - Endicott

- Providence/ Stoughton Line**
- Hyde Park Sharon
 - Attleboro
 - South Attleboro
 - Stoughton Canton Center
 - Canton Junction

- Middleboro/ Lakeville Line**
- JFK/UMass Braintree
 - Holbrook/Randolph
 - Montello
 - Campello
 - Bridgewater Middleboro/Lakeville

- Fall River/ New Bedford Line**
- Middleboro Layover
 - East Taunton Freetown
 - Fall River Depot New Bedford

- Kingston Line**
- South Weymouth Abington
 - Whitman
 - Hanson Halifax

- Greenbush Line**
- Weymouth Landing East Weymouth
 - West Hingham
 - Nantasket Junction
 - Cohasset North Scituate
 - Greenbush





Rail 2-Sheet Posters

Rail 2-Sheet Posters are located on MBTA Commuter Rail platforms where they are **visible to passengers waiting for their train to arrive**. Brands that use platform advertising **build brand awareness through repeated exposure** and benefit from being in a captive environment with a long dwell time.

Product Information

- 46”H x 60”W

Coverage

- MBTA Commuter Rail System

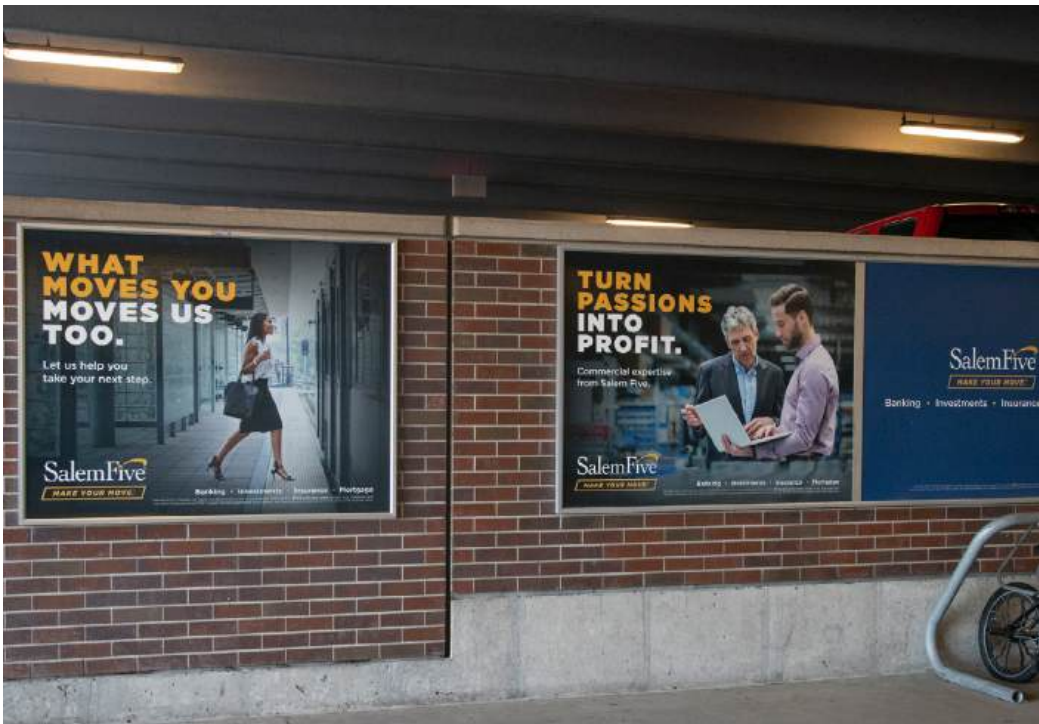
Commuter Rail Station Saturation

Own 100% of all traditional station media with a Commuter Rail Saturation. Brands utilize rail saturations to target Boston suburbs, capturing commuters, leisure travelers, and event-goers heading to and from the city of Boston. Located on station platforms across the market, these high impact displays are visible to pedestrians and traffic at railroad stations across the affluent communities surrounding Boston.

With over 90+ stations to choose from, station saturations enable high reach, targeted coverage throughout the Boston metro area. Expand creative possibilities by utilizing rail bulletins, a larger canvas media that allows for flexible creative messaging and unavoidable brand exposure.

Media Formats Included

- 2-Sheet Posters
- Rail Bulletins





Rail Interior Cards

Rail Interior Cards deliver your ad message **at a high frequency to affluent MBTA commuter rail passengers** while they are in a captive environment. Interiors are a **cost efficient medium that capitalize on the long dwell times** associated with traveling via the commuter rail.

Product Information

- 22”H x 21”W

Coverage

- MBTA Commuter Rail Systemwide



Rail Interior Brand Trains

Saturating a train 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 brand trains, you have the **entire commute to captivate a highly educated, affluent audience** with no other brands present in the car.

Product Information

- 22”H x 21”W
- (4) car cards per train car

Coverage

- Systemwide across MBTA Commuter Rail - North & South lines



Rail Liveboard Network

Our Rail Liveboard Network offers prime ad placements **in the three busiest MBTA commuter rail stations** to deliver maximum impact and brand visibility. These eye-catching digital screens are equipped with cutting-edge technology that allows advertisers to **engage audiences with unique & timely creative executions** that leverage full-motion video, live data feeds, dayparting, responsive ads, and more!

Product Information

- Screen Size 65” Vertical
- Full Motion or Static (No Sound)
- Loop Length :180 seconds (:120 seconds of ad rotations)
- Spot Length :15, :10, or :05
- Network of 68 Liveboards

Coverage

- Back Bay Station
- North Station
- South Station



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Station Dominations



Station Dominations

Station Dominations **transform transit passengers' daily commutes into a 'brand experience'**. This media opportunity gives your brand the dominant share of voice within a transit station allowing you to surround commuters with your ad message at a very high frequency. Station Dominations are excellent for advertisers who want to **creatively showcase different products & services or leverage the placement of sequential ad faces to tell a story**.

Product Information

- Media varies by station

Coverage

- Back Bay Station
- Copley Station
- Downtown Crossing Station
- Government Center Station
- Harvard Station
- Kendall Station
- Kenmore Station
- North Station
- Park Street Station
- South Station

Back Bay Station Domination

Back Bay is a premier Boston neighborhood known for its mix of **residential, office, retail, and tourist destinations**. Home to Newbury Street, Copley Place, and the Prudential Center, it is the city's leading shopping district and features iconic attractions such as the Esplanade and Boston Common.

Back Bay Station serves as the neighborhood's **primary transit gateway**, connecting thousands of daily commuters via MBTA Subway, Commuter Rail, and Amtrak service.

The Back Bay is the destination for culture, cuisine, and commerce!

Media Formats Included

- Subway Faregates
- Angled Banners
- 2-Sheet Posters
- Stairwell Banners
- Backlit Dioramas
- Liveboards*
*Dom advertisers receive :30 in the :180 loop

Area Attractions

- Newbury Street
- The Esplanade
- Prudential Center
- Boston Common & Public Garden

Audiences Captured

- Shoppers
- Business Professionals
- Affluent Residents
- Tourists
- Foodies



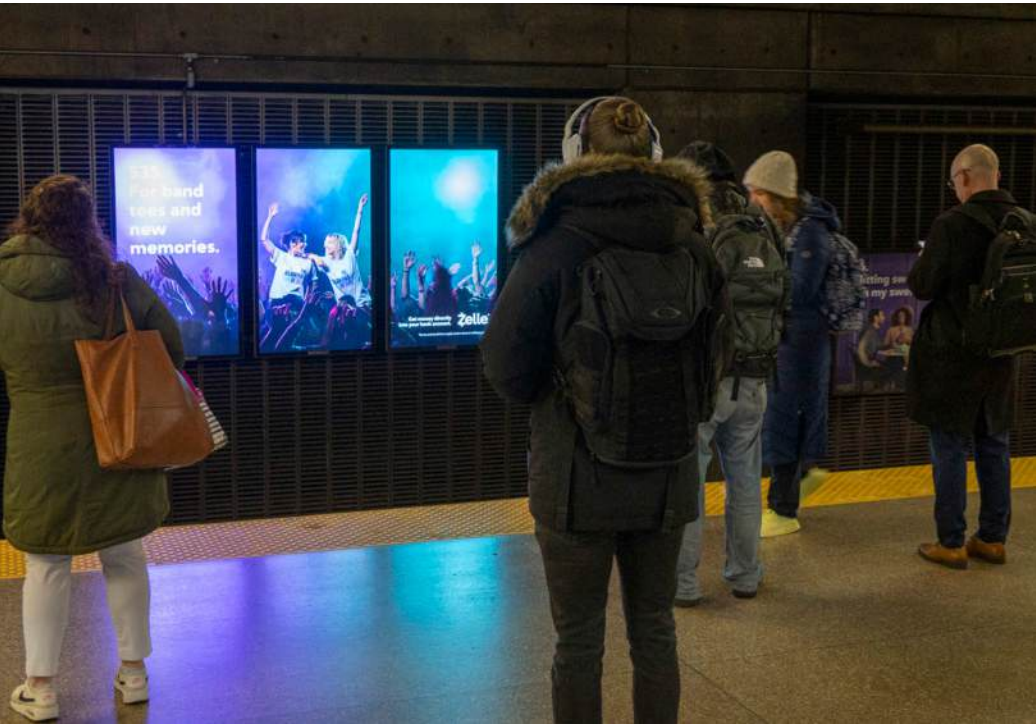
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Copley Station Domination

Copley Station is in the **heart of Boston’s high-end Back Bay neighborhood**. This station provides access to over one hundred restaurants, cafes, and bars as well as the city’s most popular shopping destinations including The Shops at Prudential Center, Copley Place, and the famous Newbury Street.

This is a popular station amongst affluent Back Bay residents, millennials, business professionals, and tourists.

Located in the heart of Boston’s trendy restaurant & shopping district!

Media Formats Included

- Subway Faregates
- 2-Sheet Posters
- Adhesive Dioramas
- Liveboards*
*Dom advertisers receive :30 in the :180 loop

Area Attractions

- Newbury Street
- Prudential Center
- Copley Place
- Copley Square
- Boston Public Library
- Top Restaurants & Bars

Audiences Captured

- Fashionistas
- Foodies
- Tourists
- Gen-Z & Millennials
- Business Professionals

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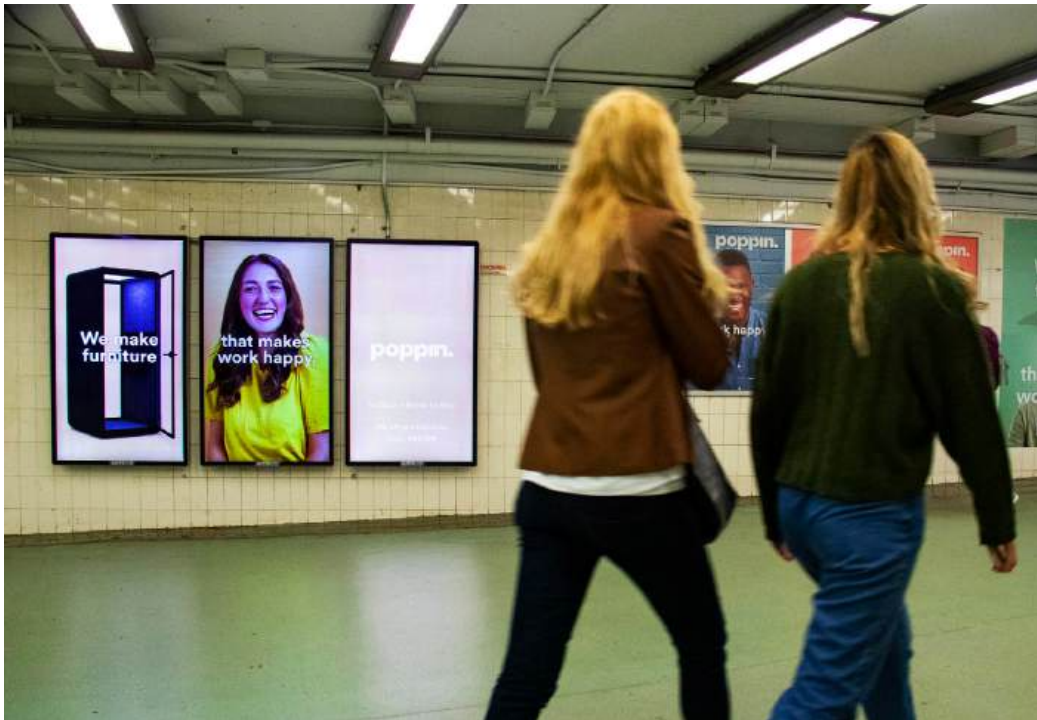
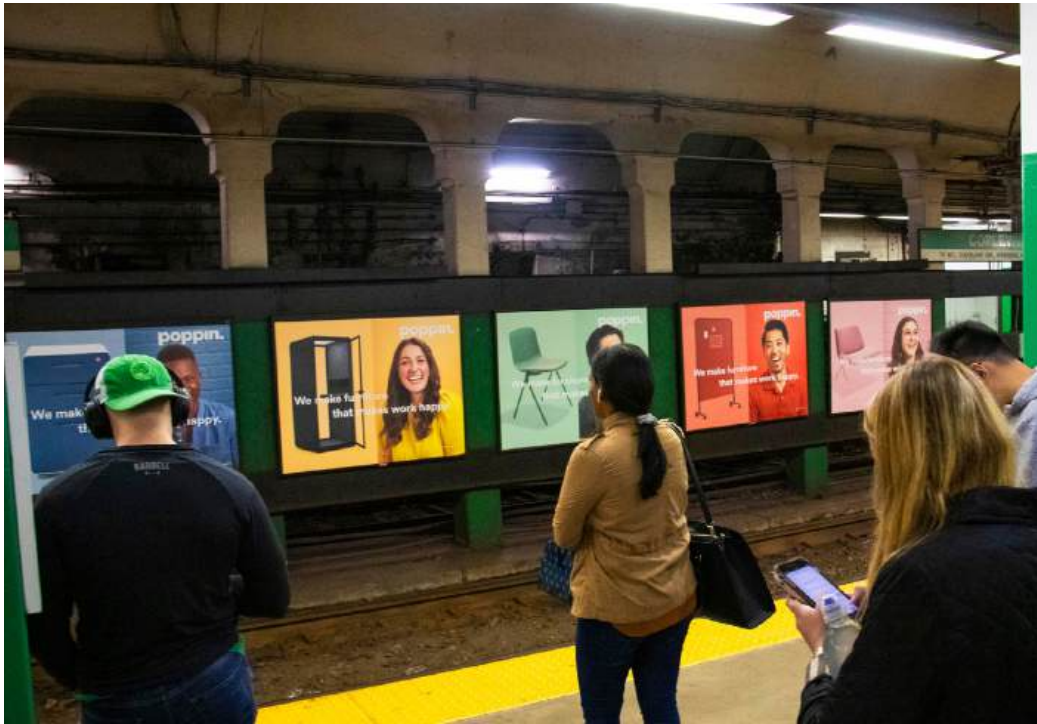
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Downtown Crossing Station Domination

Downtown Crossing Station (DTX) is located in the center of Downtown Boston and is **one of the busiest subway stations in the MBTA system**. As one of the four “hub stations,” DTX is the junction of the Red and Orange subway lines and is also a major bus transfer location serving 13 MBTA bus routes.

The Downtown Crossing neighborhood is a very active area that has everything from universities, historic landmarks, theaters, world-class restaurants, retail giants, and new high-rise condominiums. Many companies have offices in DTX as well; it’s become a popular location for creative & media agencies, PR firms, and startups.

Media Formats Included

- Subway Faregates
 - Station Kings
 - 2-Sheet Posters
 - Column Wraps
 - Wallscapes
 - Liveboards*
- *Dom advertisers receive :30 in the :180 loop

Area Attractions

- Retail Shopping
- Theatre District
- Boston Common
- Colleges & Universities

Audiences Captured

- Shoppers
- Business Professionals
- Affluent residents
- Tourists
- Foodies
- College Students

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Government Center Station Domination

Government Center Station is a major downtown transit hub and the **only connection point between the MBTA Green and Blue Lines**, serving thousands of daily commuters. Located beneath City Hall Plaza and surrounded by key government offices, it provides direct access to Boston’s economic and administrative center. The station is also steps from popular destinations including the Downtown Waterfront, Rose Kennedy Greenway, and Faneuil Hall Marketplace, one of the city’s most visited attractions.

Government Center Station is the gateway to and from the heart of Downtown Boston!

Media Formats Included

- Subway Faregates
- 2-Sheet Posters
- Liveboards*
*Dom advertisers receive :30 in the :180 loop

Area Attractions

- Boston City Hall
- Financial District
- Retail Shopping
- Faneuil Hall Marketplace

Audiences Captured

- Gov’t Employees
- Business Professionals
- DTX Shoppers
- Tourists
- Event Attendess



Harvard Station

Domination

Harvard Station is **one of the busiest “T” stops in the entire system** and is an important transfer point between the Red Line Subway and five of the fifteen key MBTA bus routes. Each day thousands of students, tourists, business professionals, and locals can be found walking through this station. This area of Cambridge has a decidedly young & trendy feel to it. Harvard Square is not only home to the world-renowned Harvard University, it is also known for its unique retail shops and incredible culinary scene that attracts visitors from all across the market and beyond.

Media Formats Included

- Subway Faregates
- Ramp Wallscapes
- 2-Sheet Posters
- Rotunda Banners
- Soffit Wraps
- Liveboards*
*Dom advertisers receive :30 in the :180 loop
- Backlit Dioramas

Area Attractions

- Harvard Square
- Boutiques
- Harvard University
- Trendy Bars & Restaurants
- Theaters

Audiences Captured

- College Students
- Tourists
- Higher Education Employees
- Artists & Musicians
- Young Professionals
- Locals

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Kendall Station Domination

Kendall/MIT Station sits in the heart of Kendall Square, one of the nation’s leading hubs for technology, life sciences, and innovation. Located along the MBTA Red Line in Cambridge, the area attracts over **66,000 people daily** and is home to MIT, Harvard University, major employers, and a thriving dining scene. Often referred to as the **“Millennial Mecca,”** Cambridge offers access to a highly educated, affluent audience of professionals, students, and business decision-makers.

Media Formats Included

- Subway Faregates
- 2-Sheet Posters
- Station Kings
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

Area Attractions

- The Cambridge Innovation Center
- Meta, Google, & Microsoft
- 300+ Technology, Life Sciences & Biopharma Companies
- Startups

Audiences Captured

- Tech and Life Science Employees
- Harvard and MIT Students
- Higher Education Employees
- Millennials & Gen-Z
- Foodies

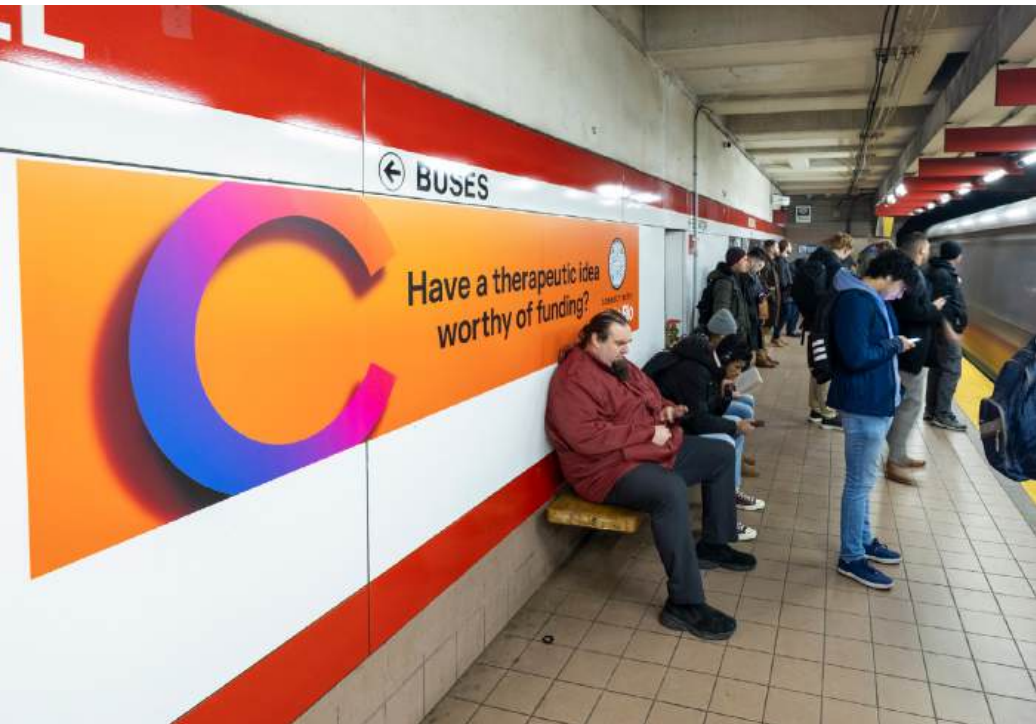
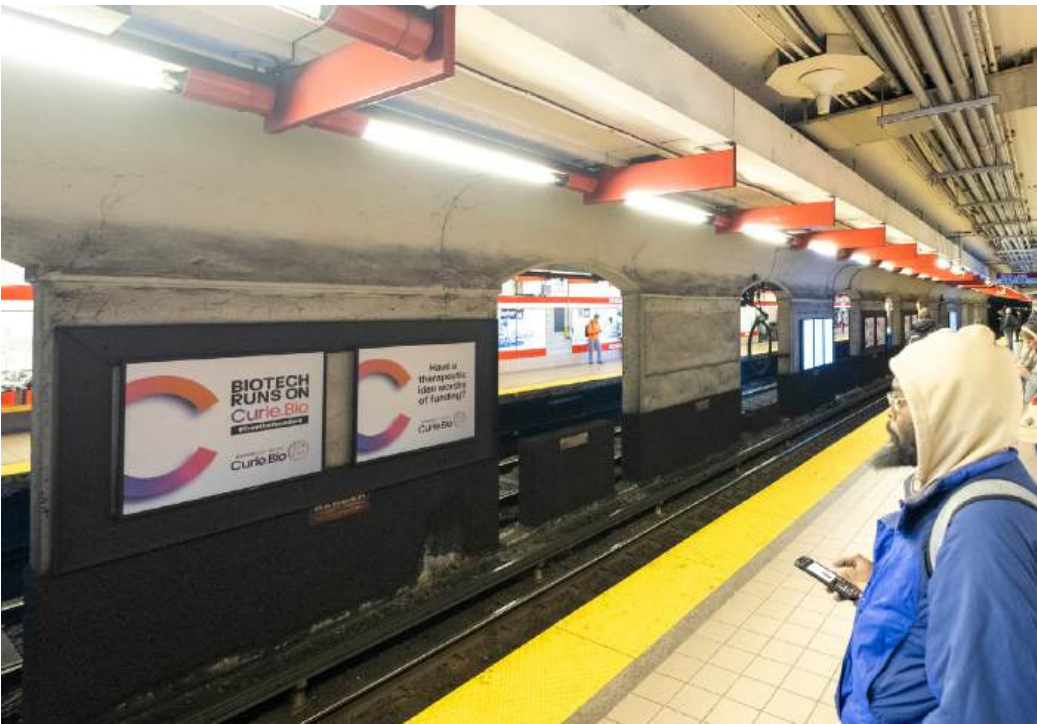
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Source: Kendall Square Association 2020. Forbes 2016.
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Kenmore Station

Domination

Kenmore Station serves the busy Fenway-Kenmore neighborhood and is **located just one block away from Fenway Park**. While this area is best known for the Red Sox, it is also a **popular destination for art, music, food, & shopping** and is densely populated with students attending the many universities that surround this station. Over the past decade, the area has undergone a major transformation with new luxury, high-rise apartments and office spaces popping up, drawing more startups and younger, affluent residents and workers to this station.

Kenmore Station is perfect for reaching sports fans, college students and affluent millennials!

Media Formats Included

- Subway Faregates
- Station Kings
- 2-Sheet Posters
- Liveboards*
*Dom advertisers receive :30 in the :180 loop
- Wallscapes

Area Attractions

- Fenway Park
- Colleges & Universities
- Concert Venues
- Restaurants & Nightlife

Audiences Captured

- Red Sox Fans
- Tourists
- College Students
- Foodies
- Concertgoers
- Young Professionals



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North Station Domination

North Station is **one of New England’s busiest transportation hubs**. This “superstation” offers connections to Amtrak, MBTA commuter rail lines, and the T’s Green and Orange subway lines. It’s also located directly beneath TD Garden, the **largest sports and entertainment venue in the region**, which averages 3.5 million attendees at 200+ events a year. Advertisers can ‘own’ this station and put their brand messaging in front of the **thousands of business professionals, tourists, sports fans, and affluent suburbanites** who pass through this station on a daily basis.

Media Formats Included

- 2-Sheet Posters/ Platform Bulletins
- Rail Transoms
- Shelter Size Dioramas
- Rail Column Panels
- Soffits
- Vertical Wall Banners
- Subway Faregates
- Shelter Size Wallscapes
- Station Kings
- Livescapes/ Liveboards*

Area Attractions

- TD Garden
- The North End
- Bars & Restaurants
- The Hub on Causeway

Audiences Captured

- Tourists
- New Englanders
- Celtics & Bruins Fans
- Business Professionals



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Park Street Station Domination

Park Street Station sits in the **heart of downtown Boston**, adjacent to Boston Common and steps from Downtown Crossing and the Theater District. **As one of the MBTA's four hub stations**, it serves as a major transfer point between the Red and Green Lines, with connections to the Orange and Silver Lines via the Winter Street Concourse. Surrounded by offices, retail, entertainment, and tourist attractions, the area attracts a diverse audience of commuters and visitors.

Media Formats Included

- Subway Faregates
- Soffit Banners
- 2-Sheet Posters
- Backlit Dioramas
- Wallscapes
- Liveboards*

*Dom advertisers receive :30 in the :180 loop

Area Attractions

- Boston Common
- Colleges & Universities
- Theatre District
- MA State House
- Retail Shopping

Audiences Captured

- College Students
- Tourists
- Shoppers
- Theatregoers
- Locals
- Business Professionals

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South Station Domination

South Station is **New England’s busiest transit hub**, connecting travelers across Greater Boston, the Northeast, and beyond via rail and the region’s busiest bus terminal. Located in the heart of Downtown Boston, it provides convenient access to nearby business, tourism, and residential districts, reaching professionals, students, visitors, and affluent suburban commuters. As a major gateway into the city, it captures a steady flow of both local and regional travelers throughout the day. The domination offers complete coverage across the MBTA subway, commuter rail, and bus terminal environments.

Media Formats Included

- Subway Faregates
 - Panoramic Displays
 - 2-Sheet Posters
 - Pilar/Tunnel Wraps
 - Wallscapes
 - Livescapes/ Liveboards*
 - Backlit Dioramas
- *Dom advertisers receive :30 in the :180 loop

Area Attractions

- Financial District
- Museums
- Seaport District
- Boston Convention & Exhibition Center
- Chinatown

Audiences Captured

- Locals
- Business Professionals
- New Englanders
- Affluent Suburbanites
- Tourists





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Billboards



Billboards

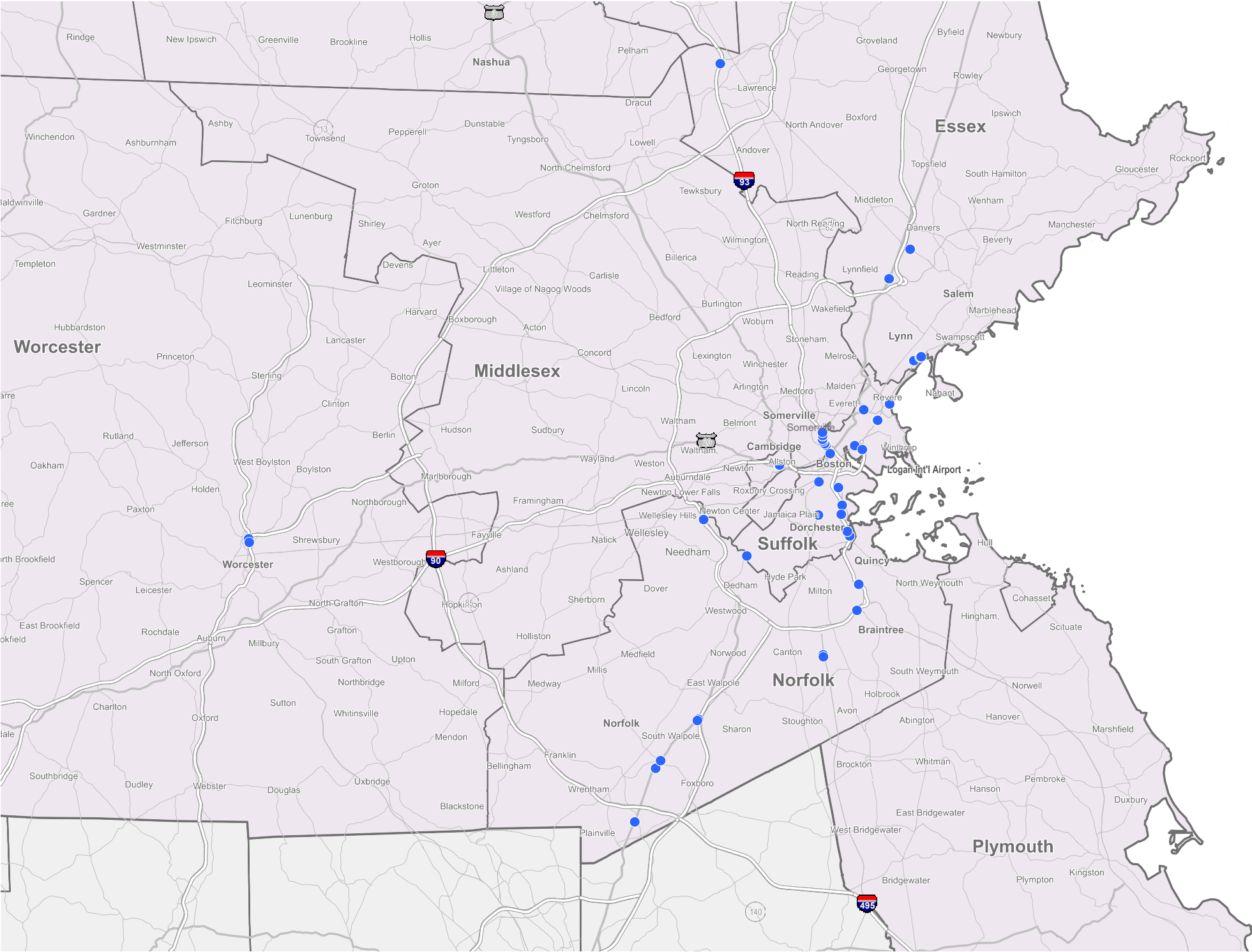
Bulletins give brands an **oversized canvas to amplify reach and frequency**. With 100% share of voice, consumers will see **unavoidable brand messaging** on major arteries and highways across the Boston DMA.

Product Information

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

Billboard Coverage

Market Wide Coverage



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Digital Billboards

Amplify your message with high-impact Digital Billboard Displays! Leverage the **dynamic and flexible creative capabilities** of our Digital IRL assets to deliver relevant and engaging content to **millions of commuters every month**.

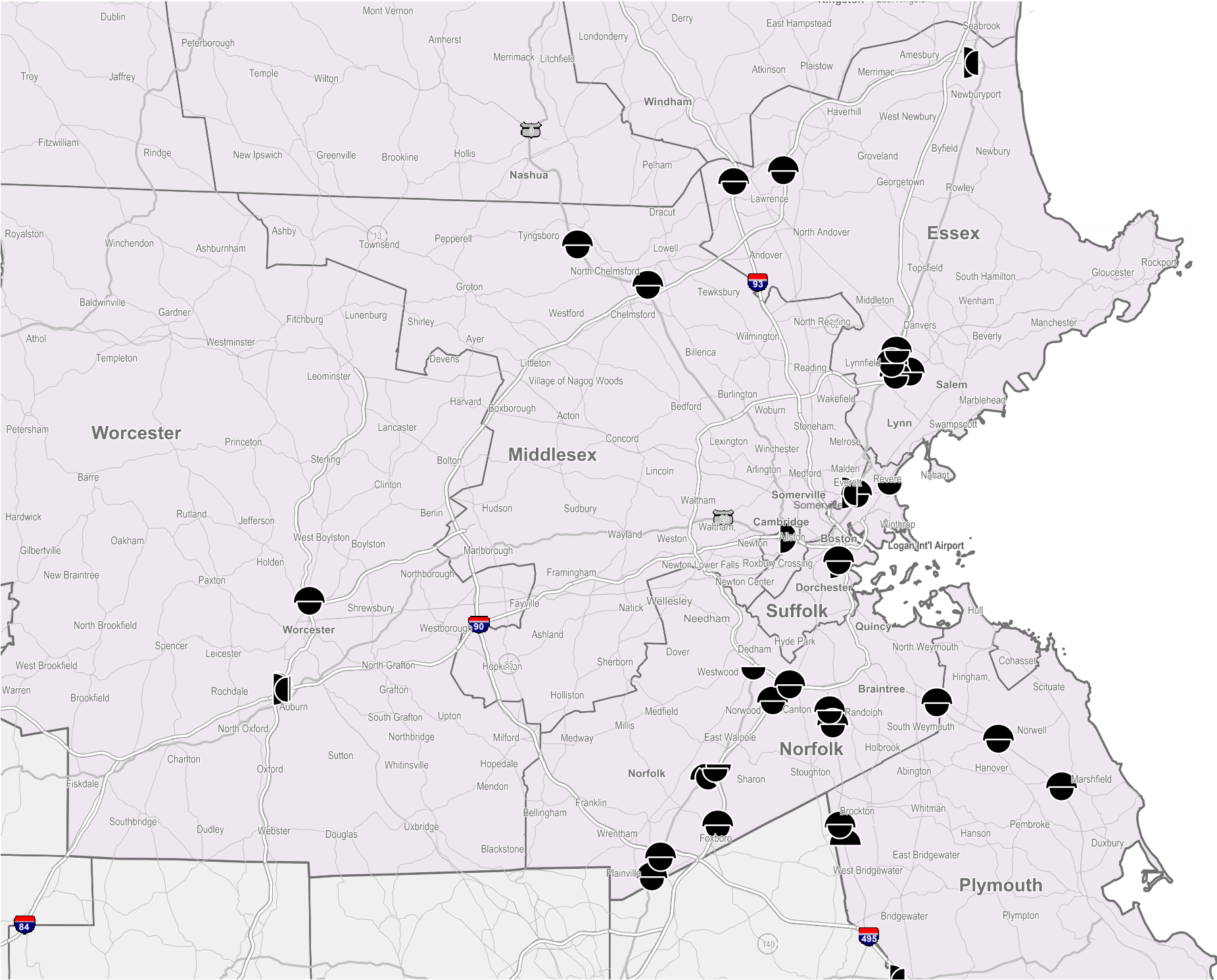
Digital Billboards **add an extra layer of timeliness and relevance** to a campaign allowing advertisers to easily change creative messaging based on triggers such as time of day, weather, or sports scores.

Product Information

- LED Display Sizes: 14'H x 48'W, 18'H x 48'W, or 10'H x 30'W
- Static Digital (No Motion or Sound)
- Spot Length: 10 Seconds

Digital Billboard Coverage

Market Wide Coverage



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Posters

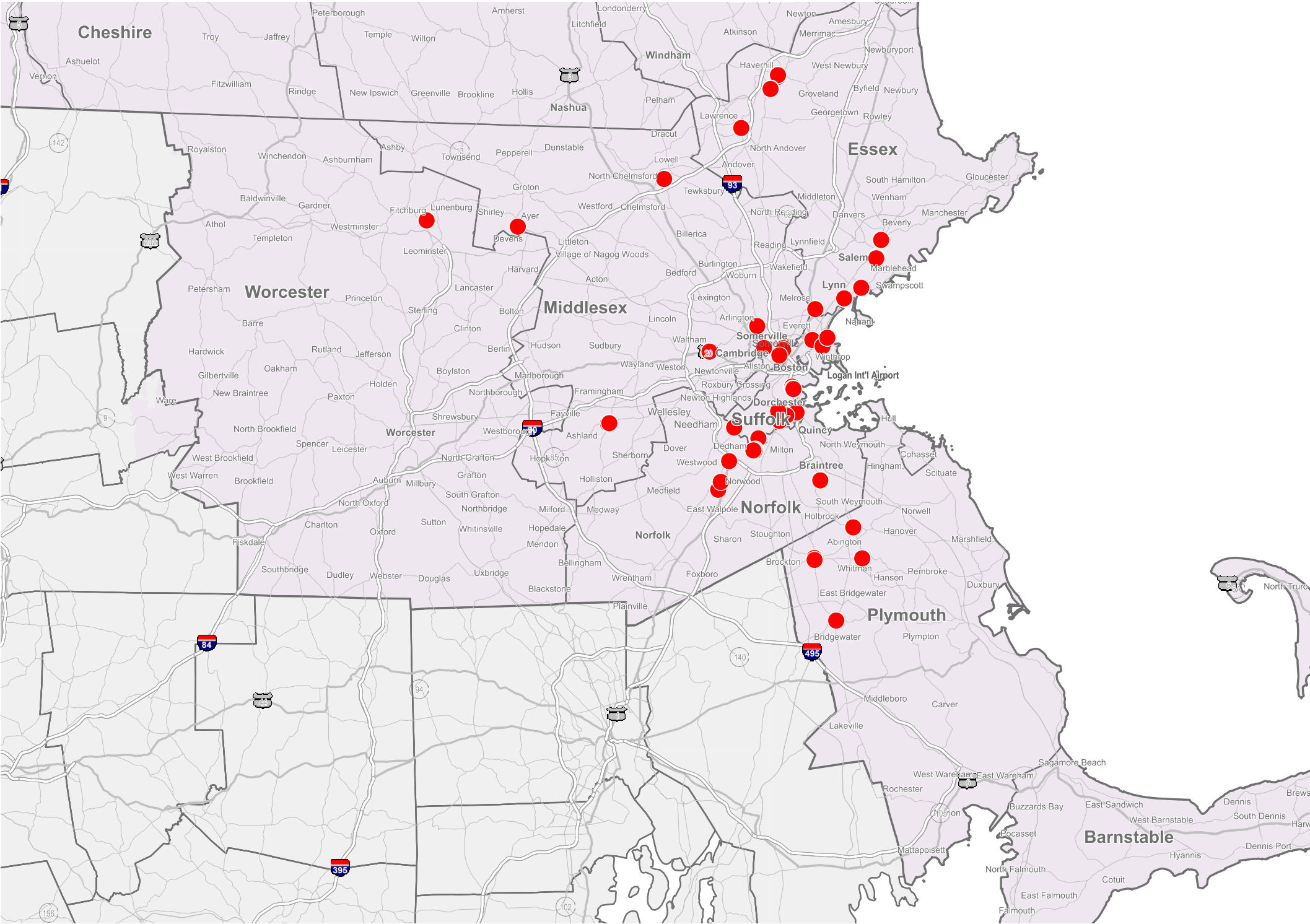
Posters are a **cost efficient way to connect with local consumers in city centers** across the Boston DMA. Located on major arteries and surface streets, Poster displays enable brands to **connect with local consumers and maintain top-of-mind awareness**. This format provides 100% share of voice, creating the perfect touchpoint for **high reach and frequency**.

Product Information

- 10'5"H x 22'8"W
- 12'H x 25'W

Poster Coverage

Market Wide Coverage



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Wallscapes

Wallscapes are unique, oversized displays in heavily trafficked areas of the greater Boston area. This format offers a **large, unavoidable canvas** in an urban environment that reaches and appeals to consumers using **high impact creative**.

Product Information

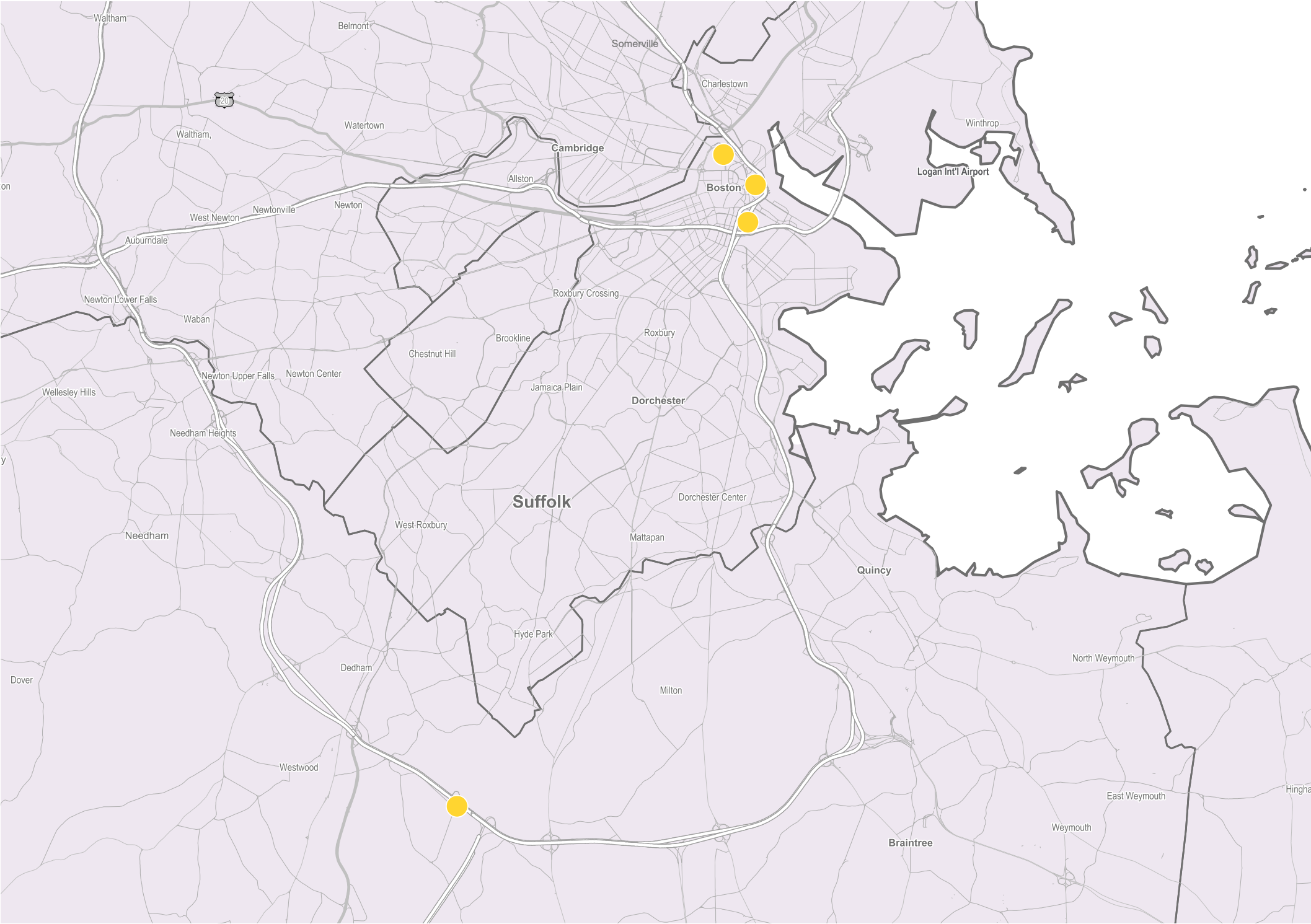
- Sizes vary by location

Coverage

- Financial District
- Downtown Boston
- I-95/Canton
- See map for complete coverage

Wallscape Coverage

Greater Boston Area



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Street Furniture



Video Urban Panels

Make a lasting impression with the Boston Video Urban Panel (VUP) Network! Our extensive network features over 50 street-level digital displays, strategically positioned in the city's most desirable neighborhoods outside the busiest MBTA Transit Stations. These prime locations **capture the attention of pedestrians, MBTA commuters, motorists, and cyclists**, maximizing impact and visibility.

VUPs are the **only street-level digital IRL network in Boston offering full-motion video capabilities**, creating more dynamic and captivating ad experiences. With cutting-edge digital technology, VUPs enable unlimited creative swaps and real-time updates, keeping your campaigns fresh, relevant, and engaging!

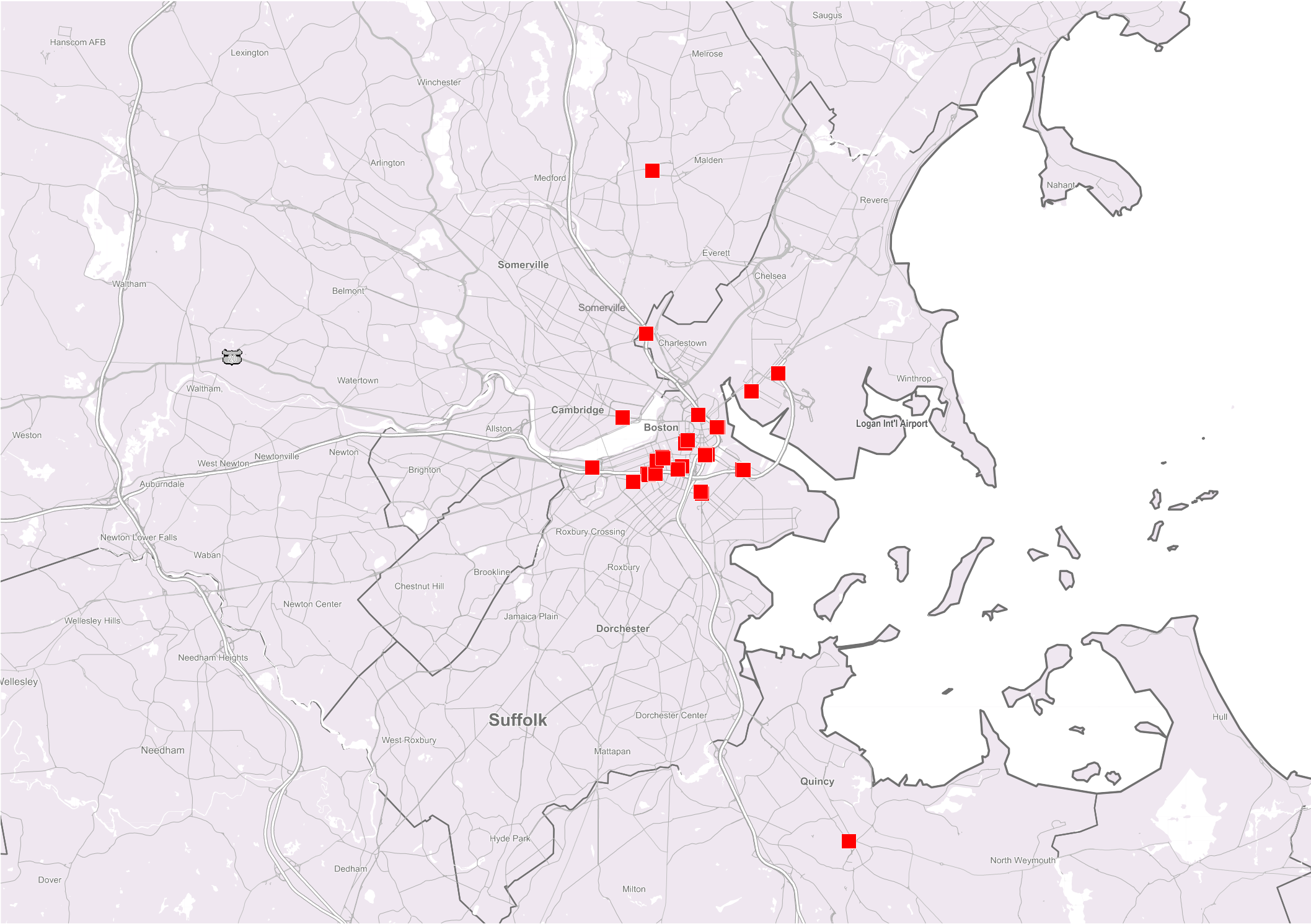
Product Information

- Screen Size 65” Horizontal
- Full Motion Video or Static Digital (No Audio)
- Loop Length :180 seconds (:135 seconds ad rotations)
- Spot Length :15, :10, or :05

**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.*

Video Urban Panel Coverage

Market Wide Coverage



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Speciality



Specialty Media

Specialty Media provides unique, **larger-than-life canvases** for your brand message. These placements deliver impact and frequency in high-profile locations in the cities of Boston and Cambridge.

Media Products

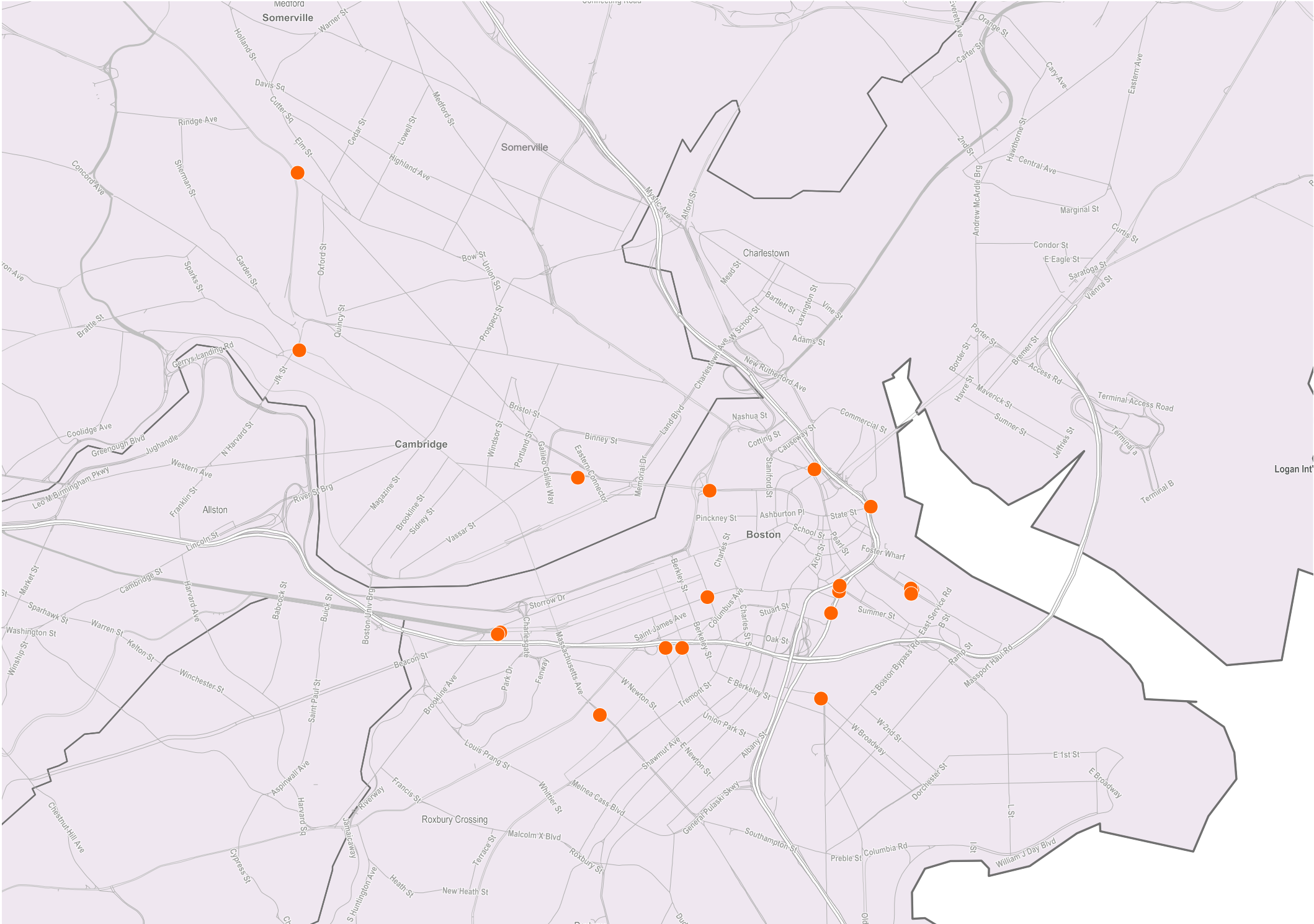
- Aquarium Windows
- Arlington Windows
- Back Bay Spectacular
- Back Bay Wallscapes
- Beacon Hill Windows
- Downtown Duo
- Harvard Square Windows
- Haymarket Windows
- Kendall Square Windows
- Kenmore Elevator
- Kenmore Elevator
- Kenmore Tower
- Porter Square Windows
- Seaport Spectacular

Ferry Products

- Exterior Wraps
- Interior Cards

Specialty Media Coverage

Boston Coverage





Aquarium Windows

The Aquarium Windows are found between Boston's Waterfront and the busy Financial District. This area is **swarming with tourists visiting nearby attractions** such as the New England Aquarium, Faneuil Hall, and the Historic North End or boarding the popular trolley tours. Also located nearby is Rows Wharf Complex which houses luxury shopping boutiques, multi-million dollar town homes, and office space.

These windows are located on two large street-level structures which serve as the entrances/exits to the Aquarium Station "T" stop. The ads are situated high above the busy streets and **cannot be missed by pedestrians and drivers.**

Product Information

- West Headhouse: 20.6'H x 8.16'W
- East Headhouse: 8.20'H x 13.9'W



Arlington Windows

The Arlington Windows are located in Boston's **upscale Back Bay neighborhood** at the corner of Arlington and Boylston Streets. This specialty unit includes window displays located on the street-level elevator and headhouse entrances at the Arlington "T" stop. The station is located in close proximity to the Boston Public Garden as well as many of Boston's best **shopping, dining, and nightlife destinations**.

It's also conveniently located near the **finish line for the Boston Marathon and along the parade route** for events such as PRIDE and championship celebrations.

Product Information

- 2 headhouse structures
- 3 ad faces per headhouse
- Various sizes



Back Bay Spectacular

Welcome to The Back Bay: The Destination for Culture, Cuisine, Couture, and Commerce. Boston's **Back Bay is the shopping, dining, cultural, and nightlife destination in the heart of Boston.**

This duo is located at the entrance of Back Bay Station - where **thousands of subway, bus, commuter rail, and Amtrak passengers embark daily.** Both the Back Bay Windows and Back Bay Banners creative will face outside the building to the throngs of pedestrians and motorists.

Product Information

- (6) Banners: 10'H x 8'W
- Windows: 8'H x 60'10.5"W

Back Bay Wallscape

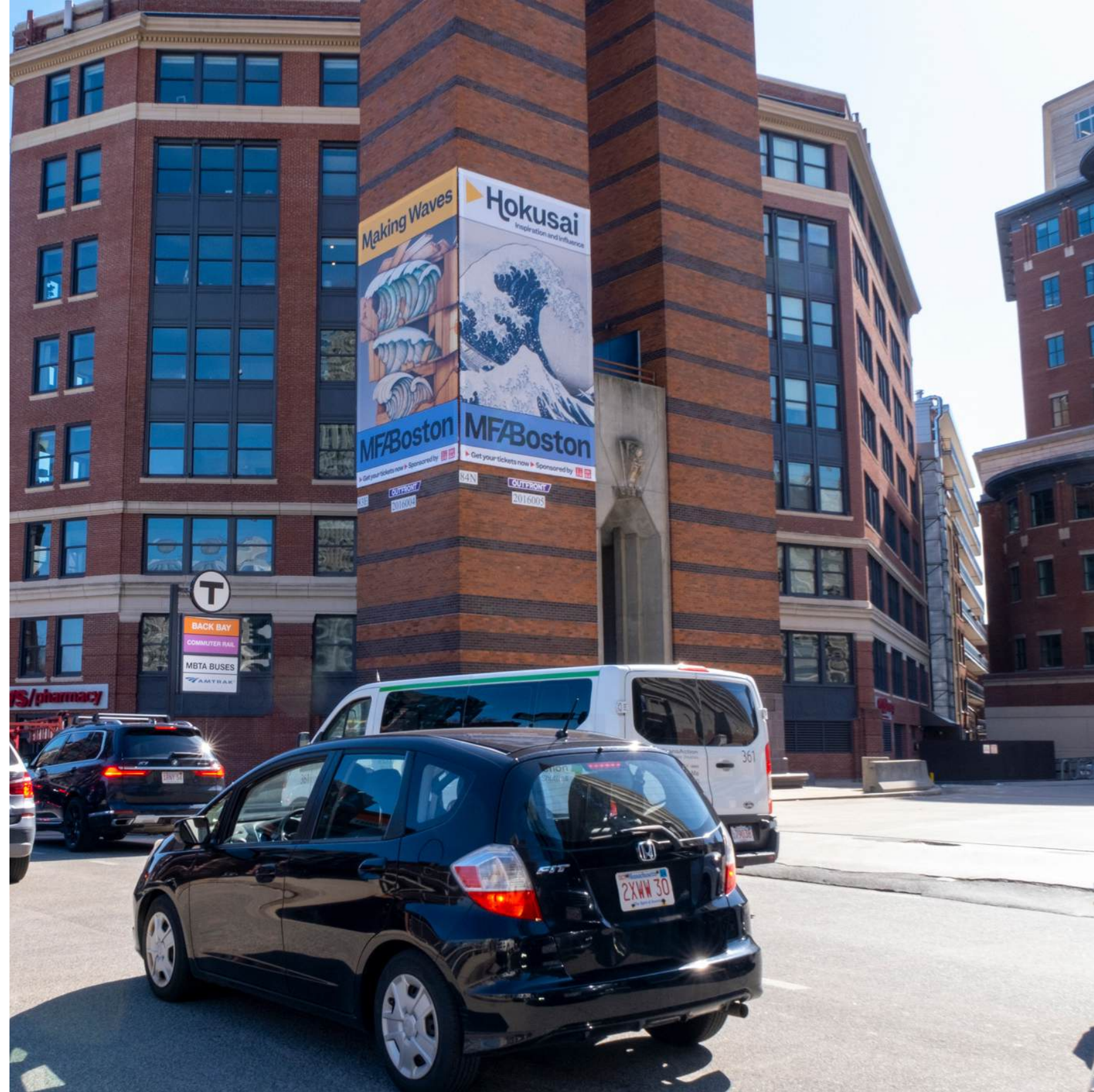
The Back Bay Wallscape is located in one of Boston's most expensive residential neighborhoods. Back Bay is famous for its luxury shopping, dining, and hotels. This unit is situated in one of Boston's high density commercial areas of the city, with commuters passing this unit daily. The wallscape is located just steps away from Back Bay's MBTA transportation center, a hub for subway, Commuter Rail, and Amtrak riders. The position of the wallscape offers opportunities to reach westbound traffic on I-90/Mass Pike as well as passersby headed into the historic South End neighborhood on Clarendon Street.

Product Information

- 83E: 25'H x 15'W
- 84N: 25'H x 14'10.5"W

Coverage

- Back Bay
- South End
- I-90/Mass Pike





Beacon Hill Windows

Located at the entrance to the Charles/ MGH Red Line station are the Beacon Hill Windows; a high-impact media placement that provides the advertiser with a direct read to a highly congested intersection.

Charles/MGH Station serves the renowned Massachusetts General Hospital and is located nearby two of Boston's most prominent, affluent neighborhoods, Beacon Hill and Back Bay. The area is also home to the Boston Esplanade, which attracts an estimated 3 million people annually, and Charles Street which is lined with pricey antique shops, trendy cafes, and upscale clothing boutiques.

Product Information

- 21'H x 26.7'W

Downtown Duo

The Downtown Duo offers **unparalleled brand visibility** in the heart of Downtown Boston. This pair of premium street-level ad displays sit at the intersection of Summer Street and Atlantic Avenue, the 4th most congested road in the city, and are positioned directly in front of the main entrance to South Station, the busiest transit hub in New England. The combination of the 4-sided structure and the 2-sided structure guarantees your brand message will be seen from all angles by **tens of thousands of daily commuters and visitors each day**.

Product Information

- Tower A: (4) Ad Faces
- Tower B: (2) Ad Faces
- Size Varies By Panel





Harvard Windows

The Harvard Windows sit atop the entry to **one of the busiest “T” stops in the system**, Harvard Station. This high-impact, standalone unit is one of the only IRL advertising opportunities available in Harvard Square and is perfectly positioned at eye-level, just steps away from Harvard University, to reach the thousands of **students, workers, and visitors who pass through this popular area each day.**

Product Information

- Top: 29.5”H x 58.5”W
- Bottom: 60.5”H x 58.5”W



Haymarket Windows

Located at the entrance to the Haymarket subway station and steps away from Faneuil Hall, these windows **light up the city streets with an advertiser's message.**

They are perfectly situated in Downtown Boston, the tourism and professional mecca of the city, and are **visible to both pedestrians and drivers.**

Product Information

- Window Panels A-C: 47.75"H x 88"W
- Window Panels D-E: 47.75.5"H x 70.75"

Coverage

- MBTA Haymarket Station



Kendall Square Windows

This high impact unit is located at the entrance to the MBTA Kendall/MIT Subway Station in the heart of Kendall Square; a popular neighborhood in Cambridge **where thousands of people come to live, work, learn, and dine each day**. Cambridge is home to two of the most prestigious schools in the nation, MIT and Harvard University, and is also a top U.S. city for young professionals earning the nickname the **“Millennial Mecca”**. Kendall Sq. is best known for its high concentration of tech startups and pharma. companies and has also emerged as one of the top culinary destinations in the area.

Product Information

- 108”H x 266”W

Coverage

- Kendall Square (Cambridge, MA)
- Kendall/MIT MBTA Subway Station



Kenmore Elevator

This standout, street-level unit is in the heart of Kenmore Square located outside the main entry to Kenmore Station; one of the busiest stations on the MBTA Green Line. This popular neighborhood is a hot spot for **young, upscale professionals, as well as college students, tourists, sports fans, and concert goers**. Nearby points of interest include Fenway Park, MGM Music Hall, House of Blues, Time Out Market, and many colleges & universities.

Product Information

- 6.25'H X 20.12'W



Kenmore Tower

The Kenmore Tower is located in the heart of the lively Kenmore Square where Commonwealth Ave. and Beacon Street converge. This larger than life media asset sits in **close proximity to the neighborhoods shops, restaurants, hotels, clubs, and many educational institutions.** This area is swarming with college students and millennials who either live or work in the neighborhood.

Another major attraction in Kenmore Square is Fenway Park. When the Red Sox are in town you can expect **droves of baseball fans** to pack the neighborhood's many restaurants and bars before and after the games.

Product Information

- West Side: 20'H x 6'8"W
- South Side: 20'H x 13'11"W
- East Side: 20'H x 6'8"W



Porter Square Windows

Porter Square is a neighborhood located in Cambridge along Massachusetts Avenue between Harvard and Davis Squares. The neighborhood is a **vibrant, up-and-coming community** where you will find a diverse audience of residents, college students, and working professionals along with a mix of national and local retailers.

Strategically positioned above the entrances to Porter Station, these exterior-facing window displays **reach thousands of pedestrians, motorists, and “T” passengers daily** and are one of the only street-level IRL formats available in the area.

Product Information

- Side A: See Specs
- Side B: 72.25”H x 72.25”W



Seaport Spectacular

Make a lasting impact in the heart of the Boston Seaport District. The Seaport Spectacular is a two-piece, street-level display located on Seaport Boulevard, above the Courthouse MBTA Station that includes a double-sided window ad display paired with a wrapped elevator.

Just steps from **trendy hotels, restaurants, shopping, and nightlife venues**, the Seaport Spectacular allows brands to reach a mixed audience of **affluent residents, tourists, business professionals, entertainment seekers, shoppers, diners, and convention attendees** as they travel up and down the popular boulevard.

Product Information

- South Side: 10'H x 40'W
- East Side: 10'H x 20'W
- Elevator: 187"H x 543"W



Seaport Windows

Located in the heart of the Seaport District, this larger-than-life display is **unavoidable to pedestrians and traffic in Boston's newest, vibrant neighborhood.** The two-sided unit is situated on the corner of Seaport Boulevard and Thompson Place, above Courthouse Station on the Silver Line, just steps from trendy hotels, restaurants, shopping, and nightlife venues. The Seaport Windows are **seen by tourists, affluent residents, local entertainment seekers, and motorists** traveling up and down the boulevard.

Product Information

- North Side: 10'H x 50'W
- East Side: 10'H x 8'W

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South End Spectacular

Located just minutes from Downtown and Back Bay is the South End, one of the most popular neighborhoods in Boston. Home to a **diverse blend of young professionals, families, and a vibrant LGBTQ community**, the area is beloved for its outstanding culinary scene, thriving arts community, and outdoor recreation space that consists of over 30 parks.

The South End Spectacular is one of our most impressive specialty ad displays consisting of two large, street-level canvases located on the exterior of the Massachusetts Avenue MBTA station. Together, these unavoidable ad displays captivate countless **pedestrians, MBTA commuters, and motorists**, delivering over two million adult 18+ impressions per month!

Product Information

- Side A: 7.9'H x 66.4'W
- Side B: 13.8'H x 67.1'W



South Station Showcase

The South Station Showcase is **located in the heart of Downtown Boston, affixed to the exterior of South Station; New England's busiest transit hub**. This pair of high-impact ad displays captivates the diverse commuter base that frequents South Station daily. Capture the attention of **commuters, professionals, students, and tourists** who pass through South Station or live/work in this bustling area of the city.

Sold together as a package, these side-by-side units are perfect for brands with creative messaging that complement or play off of one another.

Product Information

- Panels A & B: 15'H x 20'W
- Sold as a package
- Located on exterior of South Station Bus Terminal



Southie Tower

This eye-catching media placement is located at the entrance of the South Boston, or “Southie,” neighborhood, next to the busy MBTA “T” stop at Broadway Station. It’s **surrounded by many of the best shops, restaurants, and entertainment spots outside of the Boston Downtown area.**

Southie is just minutes from Logan Airport, the trendy Seaport Innovation District, and Downtown as well as home to many new condominiums and tech companies. The neighborhood has become a **highly desirable residential area, attracting a younger, affluent, millennial crowd.**

Product Information

- 2-Sided Wrapped Tower
- Sides A & B: 21'H x 15'W



Ferry Exterior Wraps

Make waves with a ferry wrap that transforms an entire vessel into a high-impact mobile billboard traveling along the MBTA Quincy/Winthrop and Hingham/Hull Ferry routes. With full exterior branding, advertisers receive unmatched visibility as the ferry travels across Boston Harbor, **reaching commuters, waterfront visitors, residents, and tourist** from multiple vantage points on land and water.

Sold as an exclusive opportunity, Ferry Wraps **deliver standout brand exposure** in a premium, highly photographed environment, creating memorable impressions throughout the day.

Product Information

- Size varies based on boat type

Coverage

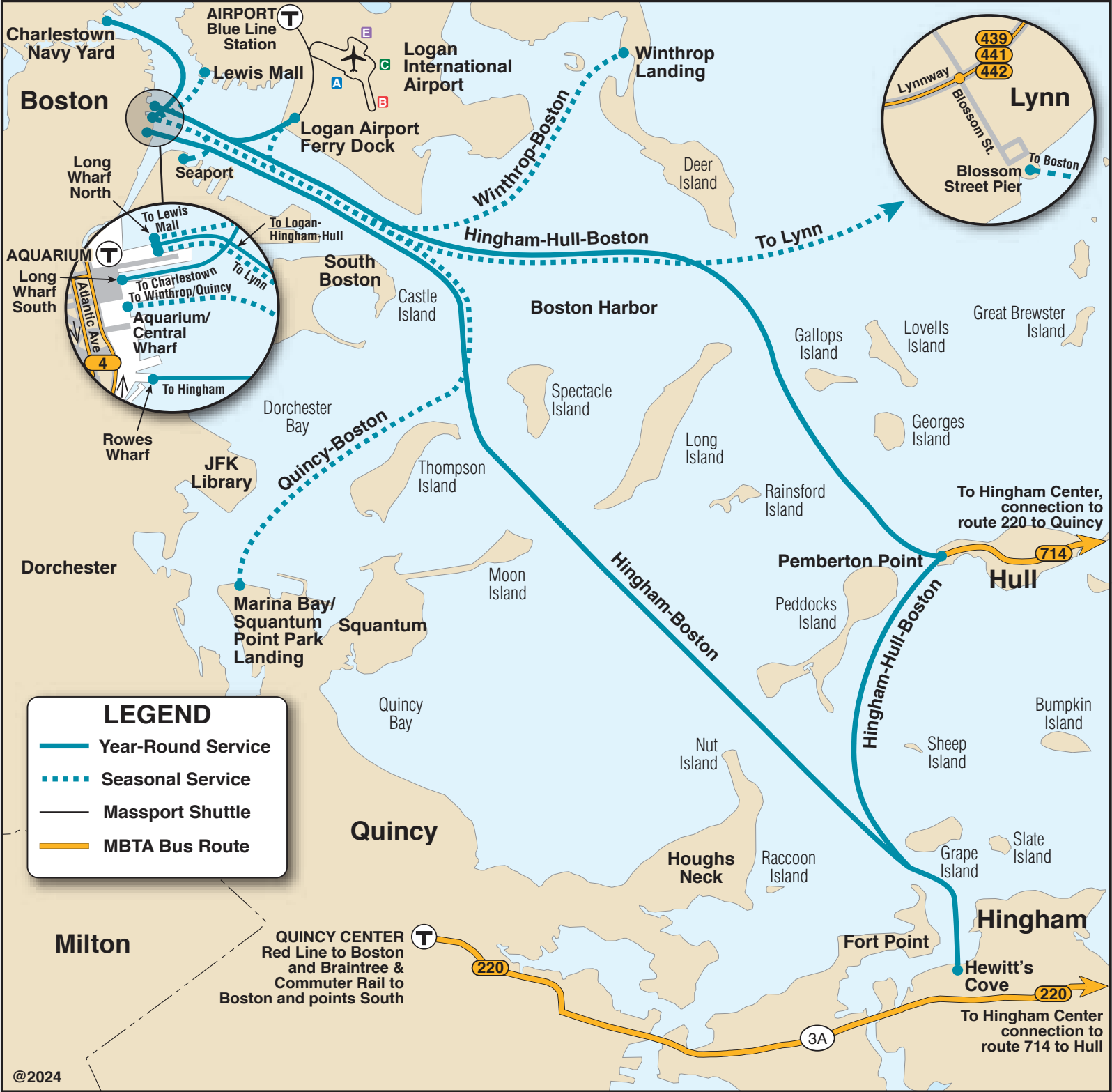
- MBTA Ferry Quincy/Winthrop Line and Hingham/Hull Line
- Provides seasonal service to:
 - Boston
 - Marina Bay/Squantum Point Park Landing
 - Winthrop Landing
 - Hull
 - Hingham

Ferry Exterior Wraps

Media Coverage

Boston Coverage

T FERRY ROUTE MAP





Ferry Interior Cards

Capture the attention of upscale commuters aboard the MBTA Ferry with high-impact interior advertising inside ferry boats that travel between Downtown Boston, Logan International Airport, Hingham, and Hull, MA. Advertisers receive 100% of the interior ad space in each boat, with 16 ad panels per vessel, ensuring total brand dominance.

Sold as a package, this exclusive placement delivers repeated exposure to a **captive audience of professionals, affluent South Shore residents, and tourists** in a relaxed, distraction-free environment.

Product Information

- Card A: 22"H x 21"W
- Card B: 11"H x 28"W
- (2) Boats / (16) Ads Per Boat
- Sold as a Package

Coverage

- MBTA Ferry Hull/Hingham Line
- Provides year-round service to:
 - o Boston
 - o Logan International Airport
 - o Hull, MA
 - o Hingham, MA



OUTFRONT/

Specialty & Experiential

Interactive Experiences

Super Graphics



Super Graphics turn buildings into brand statements, using advanced lighting technology and adhesives to create stunning visuals that command attention from miles away.

Projection Mapping



Projection mapping casts dynamic visuals and lighting effects onto buildings to create immersive performances that captivate audiences and elevate any brand event.

Drone/Light Shows



Drone shows combine precision choreography with jaw-dropping visuals to tell a brand's story in the night sky. These shows deliver stunning visuals without the risks of traditional fireworks.

Fan Activation



Create a one-of-a-kind immersive fan experience where guests are surrounded by 360-degree, 4K visuals that deliver an unforgettable moment from every angle.

Temporary Event Digital



Leverage large-scale digital screens placed at strategic locations, such as in a Host City for the World Cup. These massive screens support 4K video content.



Stadium Surround

Activate time-bound experiential moments tied to sporting milestones, designed to create spikes in attention, dominate cultural conversations, and generate real-world buzz.

Through timely, contextually relevant messages in close proximity to stadiums and everywhere else that fans can be found on game days, Stadium Surround creates a sense of rarity and urgency that fuels participation, exclusivity, and organic social amplification.

Available in Top 50 Markets



Drone Shows

A new way to own the moment, OUTFRONT’s Drone Shows are coordinated aerial performances that introduce a new dimension of IRL media, transforming the sky into a cinematic canvas where brands can create **unmissable, story-driven moments at city scale**.

It’s the culmination of a larger campaign: the live headline moment that earns media, drives social sharing, and stops crowds in their tracks.

**Not permitted in Washington DC. Permitted in select areas of Maryland and Virginia.*

Available in Top 50 Markets

- | | |
|-----------------------------|-------------------------------|
| • Brand Milestones | • Citywide Celebration |
| • Cultural Festivals | • Championship Events |
| • Concerts | • Product Launches |



OUTFRONT/

Second-Screen Media

Mobile Network & OTT/CTV

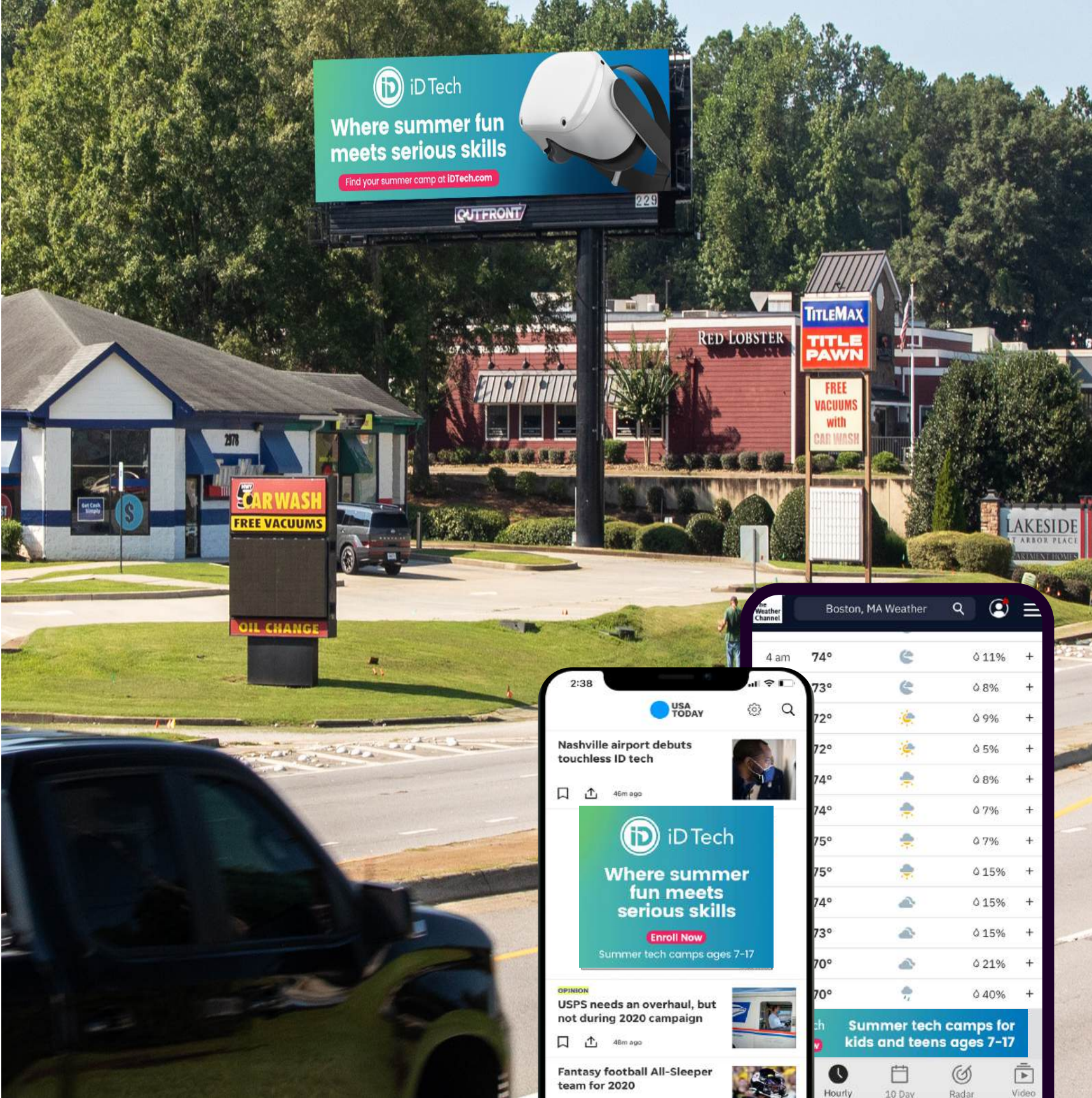
Amplify Your IRL Campaign Digitally

Seamlessly bridge the real world and the digital one with mobile retargeting that reinforces your campaign’s message by delivering the same message to their mobile devices and connected televisions.

IRL media exposure makes a brand’s audience **more likely to engage** with its ads elsewhere. That’s why combining IRL media, television, and digital lifts campaign ROI by 27%.

Products

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit system audience targeting



Social Amplification

From IRL to URL

IRL media is **timely, unmissable, and culturally relevant**. It reaches and resonates; the audience engages and amplifies. And then you see it scrolling down your social feed.

Maybe it's your favorite creator partnering with your favorite brand on a billboard. Sometimes it's a subway ad that deliberately provokes an emotional response. And once in a while, it's a cryptic inside joke that only makes sense to its intended audience.

IRL media does more than challenge advertisers to show up in the world differently. It rewards those that do. Compared to other ad mediums, it's proven to drive **7x more social posts, 6.5x more video posts, and 5.9x more social searches**, dollar for dollar.

Whatever the reason an IRL ad shows up on your timeline, it's a reminder that physical presence is more compelling than a screen, while still compelling on one.





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Thank You

Get weekly insights straight to your inbox.
Scan to subscribe to our newsletter.

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