



OUTFRONT/

The Power to *Move*

IRL Media Across South Florida

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 Coachella, the Super Bowl, 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

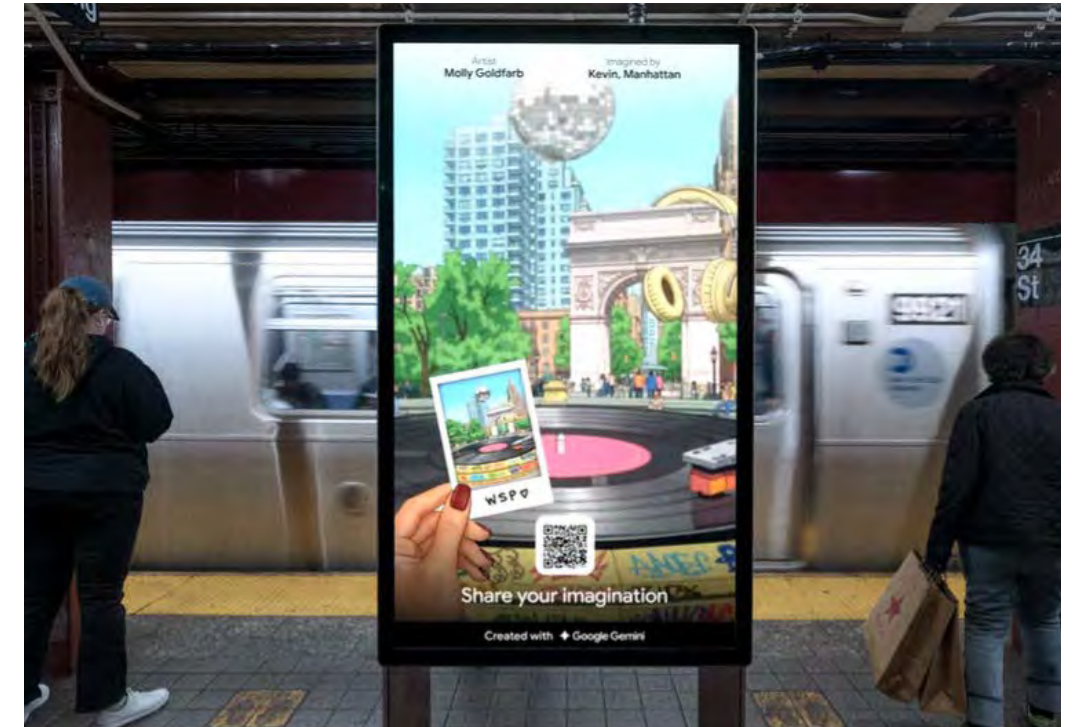
Advertising is no longer a one-way experience. Interactive IRL is a real-world portal to a brand's digital world. Through technology and real-time engagement, audiences can interact with, personalize, and influence what unfolds around them.

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*

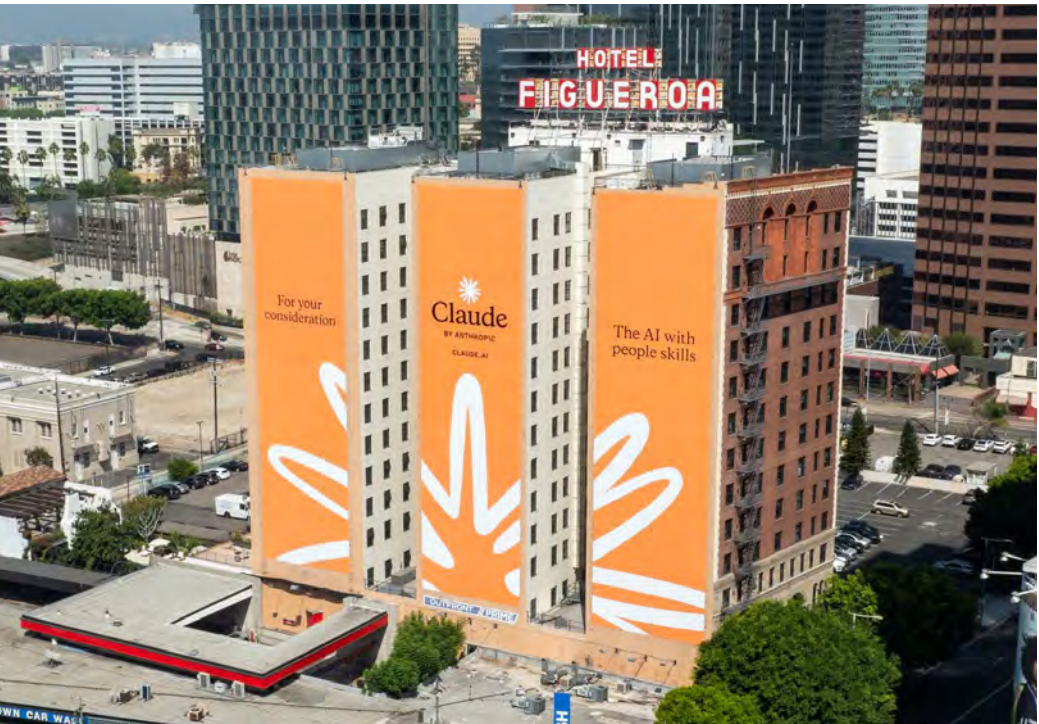
It's getting harder every day to trust what you see. In these artificial times, people hunger for the real, and IRL media delivers. Its physical presence communicates what pixels alone cannot: that you are for real, that you're serious about what you do and that you're committed to the communities you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

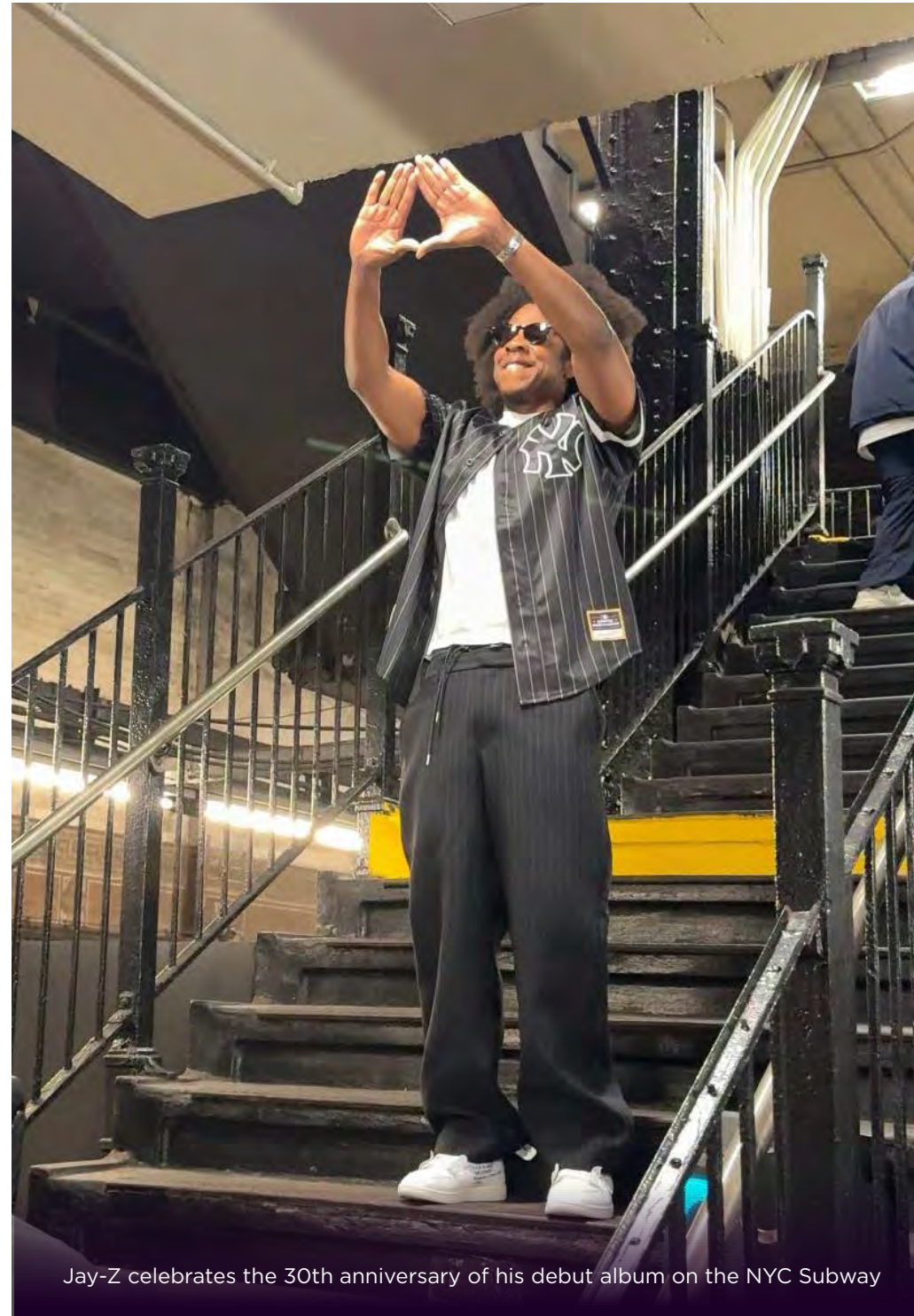
Source: Kantar/OUTFRONT, 2026



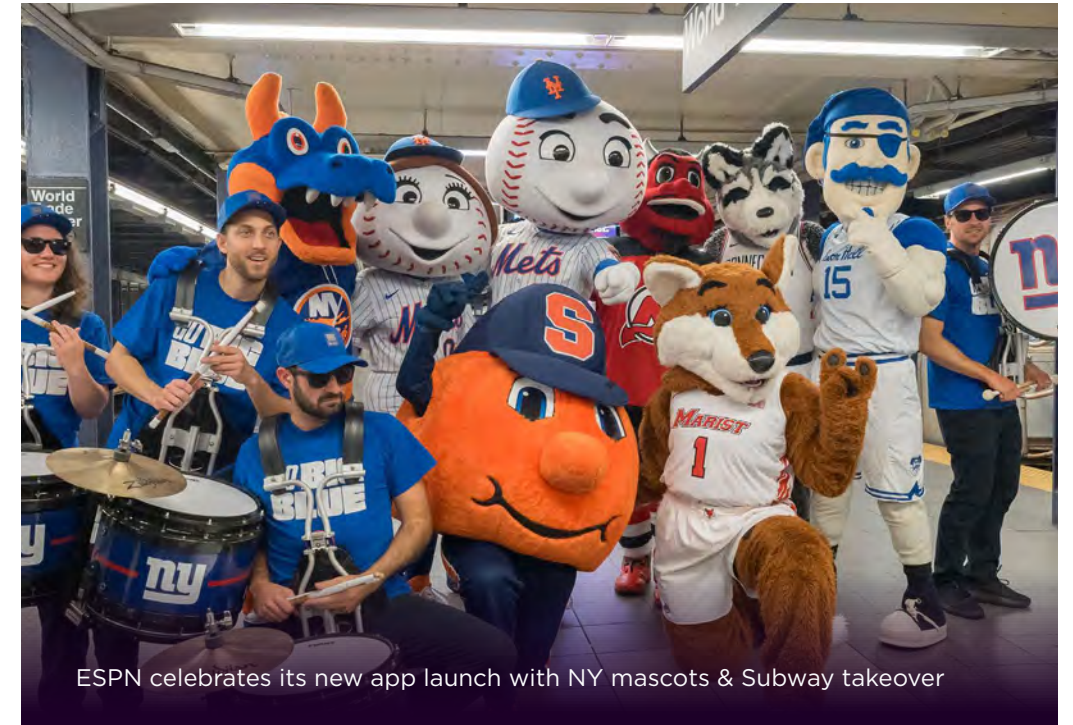
IRL Media *Shapes Culture*

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.

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.

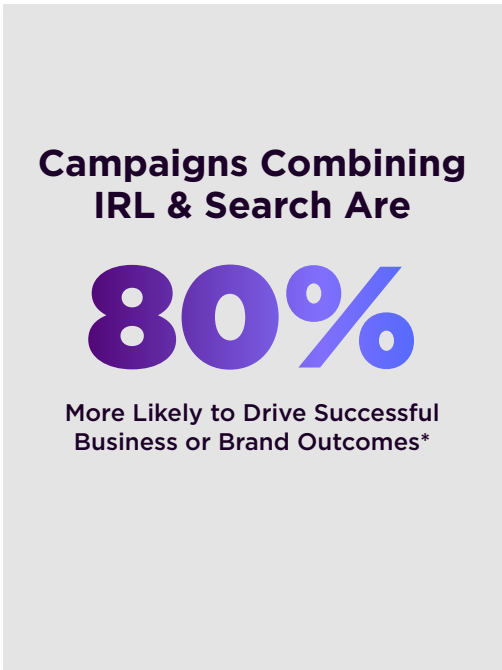
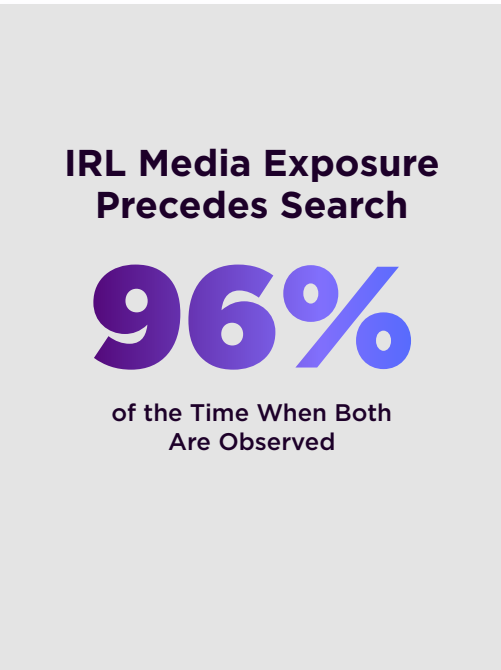
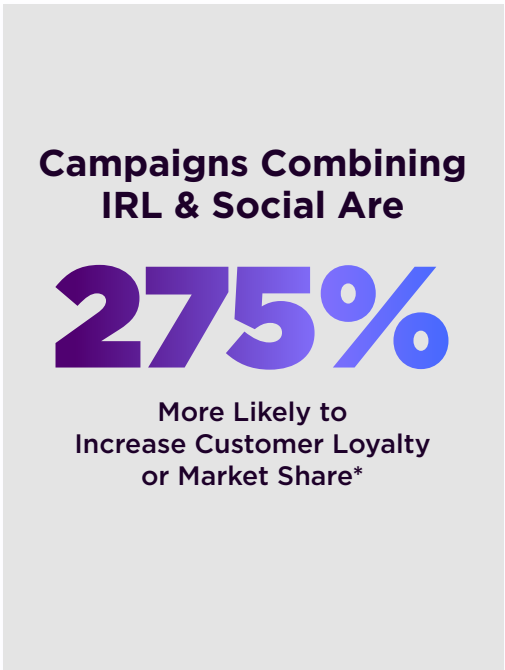
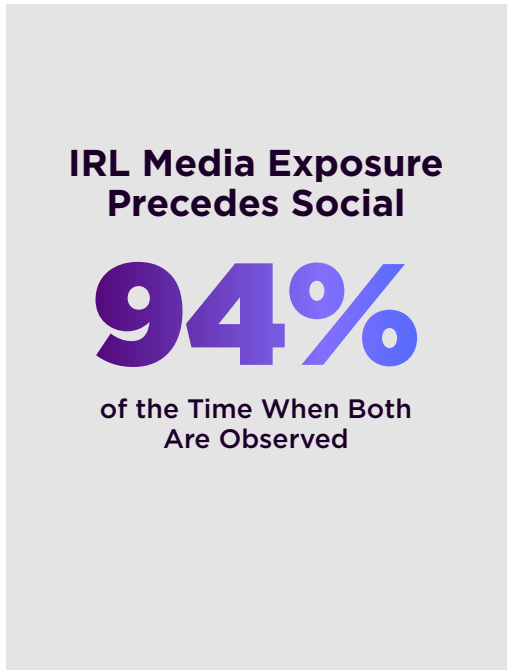
IRL Media Is First Impression, Then Force Multiplier

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	16,128,606	● ■	●	● ■	● ■ ▲	●	● ■	● ■	
2	Los Angeles-Long Beach et al, CA	10,360,462	● ■	● ■	●		● ▲	● ■ ▲	● ■	
3	Chicago-Naperville-Elgin, IL-IN	7,547,466	● ■	●	● ■	● ■ ▲			● ■	● ■
4	Dallas-Fort Worth-Arlington, TX	6,614,898	● ■	●				●	■	● ■
5	Houston et al, TX	6,101,614	● ■	●				● ■		● ■
6	Miami-Fort Lauderdale et al, FL	5,153,921	● ■	● ■		● ■ ▲	● ▲	● ■ ▲	● ■ ▲	
7	Atlanta-Sandy Springs et al, GA	5,113,044	● ■		● ■					
8	Washington et al, DC-VA-MD-WV	5,095,432	●	●		● ■ ▲	● ▲			
9	Philadelphia et al, PA-NJ-DE-MD	5,032,603	● ■	●						
10	Phoenix-Mesa-Chandler, AZ	4,180,765	● ■		● ■	● ▲		●	●	
11	Boston-Cambridge-Newton, MA-NH	4,103,467	● ■	●	●	● ■ ▲	● ▲	■	●	
12	San Francisco-Oakland et al, CA	3,794,034	● ■	●	●	● ■ ▲	● ▲	●		
13	Riverside et al, CA	3,684,440	● ■		●				■	
14	Detroit-Warren-Dearborn, MI	3,475,763	● ■	●	●					
15	Seattle-Tacoma-Bellevue, WA	3,367,666	● ■							
16	Minneapolis et al, MN-WI	2,976,856	● ■	●	●			●	● ■	
17	Tampa-St. Petersburg et al, FL	2,806,297	● ■		●				● ■	
18	San Diego et al, CA	2,639,755	● ■	●	●				● ■	
19	Denver-Aurora-Centennial, CO	2,490,262	● ■	●	●					

Massive Scale Across the Top 50 Markets

	Market	CBSA Population	Billboards	Wallscapes	Posters & Jr. Posters	Subway & Commuter Rail	Buses	Street Furniture	Specialty	Lifestyle Centers
20	Orlando-Kissimmee-Sanford, FL	2,403,860	● ■		■	■				
21	Baltimore-Columbia-Towson, MD	2,246,467	●							
22	St. Louis, MO-IL	2,229,494	● ■	●	● ■					
23	San Antonio-New Braunfels, TX	2,203,389	● ■							
24	Portland-Vancouver et al, OR-WA	2,064,259	● ■	●	● ■					
25	Sacramento-Roseville-Folsom, CA	1,972,293	● ■		● ■					
26	Pittsburgh, PA	1,968,108	● ■							
27	Las Vegas et al, NV	1,926,689	● ■				● ▲	● ■ ▲	● ■	
28	Cincinnati, OH-KY-IN	1,811,187	●							
29	Kansas City, MO-KS	1,774,249	● ■		●					
30	Columbus, OH	1,757,702	● ■	●	■			●		
31	Nashville-Davidson et al, TN	1,748,399	● ■							
32	Cleveland, OH	1,728,756	● ■	●						
33	Indianapolis et al, IN	1,713,127	● ■	●					● ■	● ■
34	San Jose-Sunnyvale et al, CA	1,615,950	● ■		● ■	● ■ ▲	● ▲	■		
35	Jacksonville, FL	1,440,073	● ■							
36	Virginia Beach et al, VA-NC	1,416,481	●							
37	Providence-Warwick, RI-MA	1,393,961	● ■							
38	Raleigh-Cary, NC	1,284,649	●							

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	Richmond, VA	1,120,169	●							
40	Louisville et al, KY-IN	1,105,253	● ■		●			● ■	● ■	● ■
41	Memphis, TN-MS-AR	1,014,919	● ■							
42	Hartford-West Hartford et al, CT	953,356	● ■		● ■	●				
43	Buffalo-Cheektowaga, NY	932,254	●							
44	Grand Rapids et al, MI	930,276	● ■		● ■					
45	Fresno, CA	896,846	● ■		● ■					
46	Rochester, NY	855,938	●							
47	Bridgeport-Stamford-Danbury, CT	776,895	● ■			●				
48	New Orleans-Metairie, LA	759,748	● ■	● ■	● ■					
49	Albany-Schenectady-Troy, NY	754,695	●							
50	Worcester, MA	717,301	●							

OUTFRONT/

YOUR BRAND, *Our Canvases.*

IRL Media Across South Florida



South Florida

In Real Life

Miami, Fort Lauderdale, and West Palm Beach sit at a unique intersection, connecting North America, South America, and the Caribbean. One of the most culturally diverse regions in the United States, South Florida hosts some of the country's most high-profile events year-round while building a legendary reputation for upscale dining, luxury retail, and glamorous nightlife. A substantial Hispanic population and constant influx of affluent residents and tourists, creates a culture that naturally attracts commerce, investment, and cultural exchange.

Why South Florida?

- **A Top 15 U.S. Metro Areas:** MIA ranks 12th amongst the U.S. metropolitan areas by GDP.
- **#1 in Private Sector Job Growth:** Miami is ranked 22nd on the Global Startup Ecosystem Index.
- **America's 2nd Most Congested City:** Traveling across I-95 to the Florida Turnpike, Miamians average 75 minutes for thier daily commute.
- **International Gateway:** South Florida has the largest cruise port in the world, Port Miami, plus Port Everglades, and three international airports.
- **A Sports City:** Greater Miami host the Marlins, the Heat, the Dolphins, Florida Panthers, and Inter Miami CF.



Explore South Florida media,
market coverage, and advertising

Miami | 350.477.2496

OUTFRONT

Source: Census Data (2026 Update), TomTom, GreaterMiami, Global Startup
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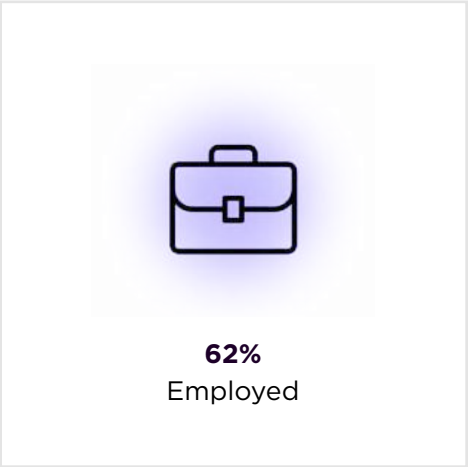
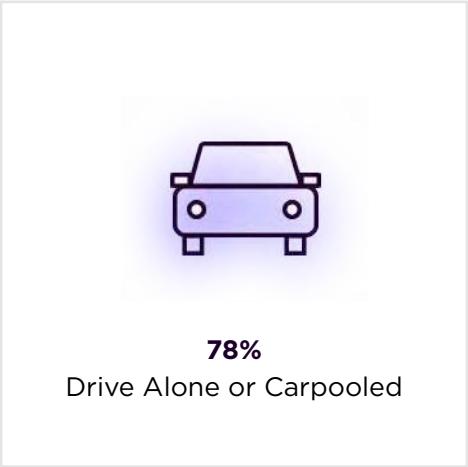
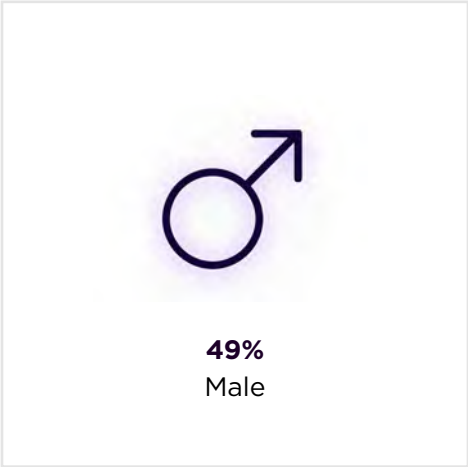
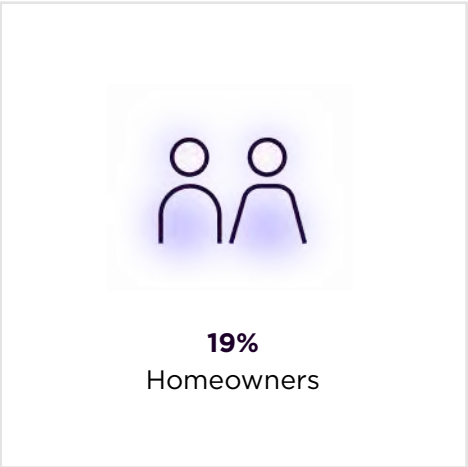
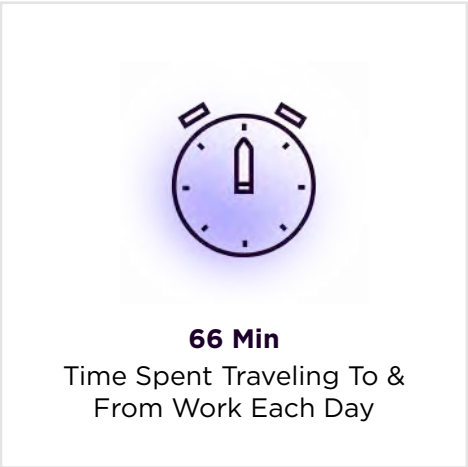
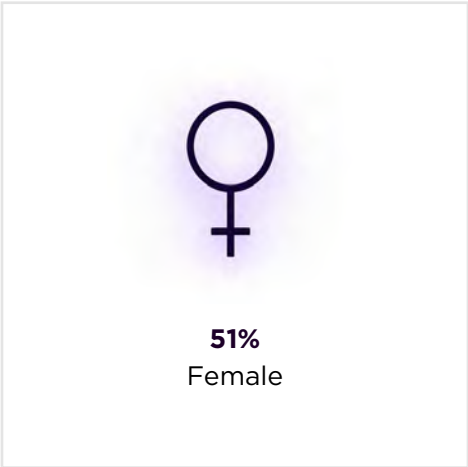
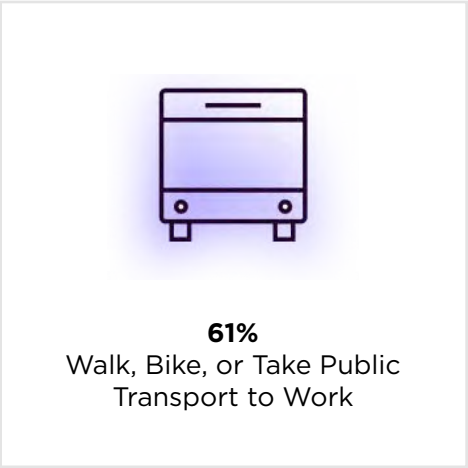
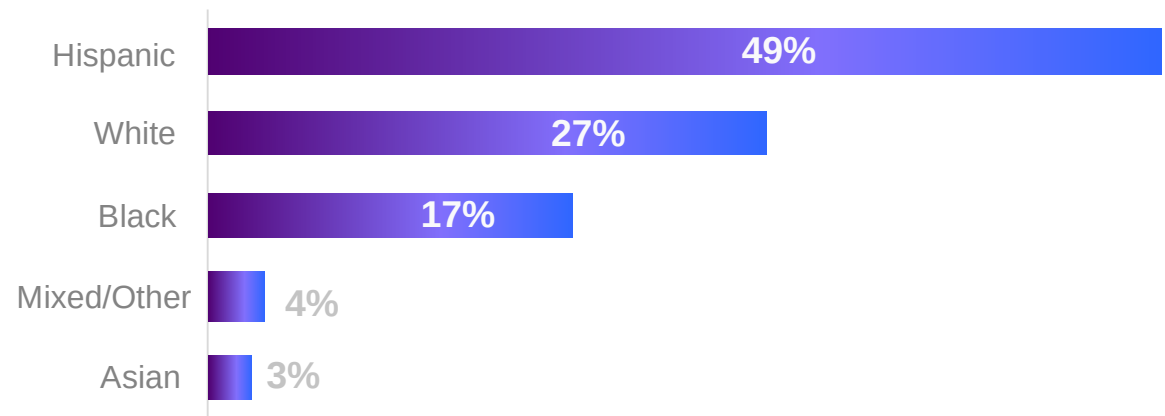


Miami - Fort Lauderdale

Profile



5.2 Million DMA



Media Formats

Billboards	18	Large Format Digital	45	City of Miami Trolley	65	Brightline Activations	82
Billboards	19	Digital Billboards	46	Miami Beach Trolley	66	The Underline	83
Wallscapes	21	Digital Wall MI-8002	47				
MI-7056	22			Street Furniture	68	Second-Screen Media	85
MI-7066	23			Shelters	69	Mobile Network	86
MI-7067	24	Transit	49	Glass Wrap Shelters	71	Social Integration	87
MI-7068	25	Brightline	50	Buildouts & Full Wraps	73		
MI-7070	26	Metro Mover	52	Digital Shelters	74		
MI-7071	27	Metro Rail	54				
MI-7075	28	Bus	57				
MI-7076	29	Kings	58	Specialty & Experiential	76		
MI-7080	30	Ultra Super Kings	59	Interactive Experiences	77		
MI-7101 & MI-7081	31	Tails	60	Stadium Surround	78		
MI-7135	32	Fullback	61	Drone Shows	79		
MI-7150	33	Full Wrap	62	Lifestyle Centers	80		
MI-7151	34	Interior Cards	63	CityPlace Doral	81		
MI-7182	35						
MI-7183	36						
MI-7187	37						
MI-7189	38						
MI-7192	39						
MI-7194	40						
MI-7195	41						
MI-7196	42						
Mobile Billboards	44						



OUTFRONT/

Billboards

Billboards

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

Product Information

- 14'H x 48'W
- Sizes may vary by location
- Extensions available

Coverage

- See map for complete coverage
- Targeted audience on request basis



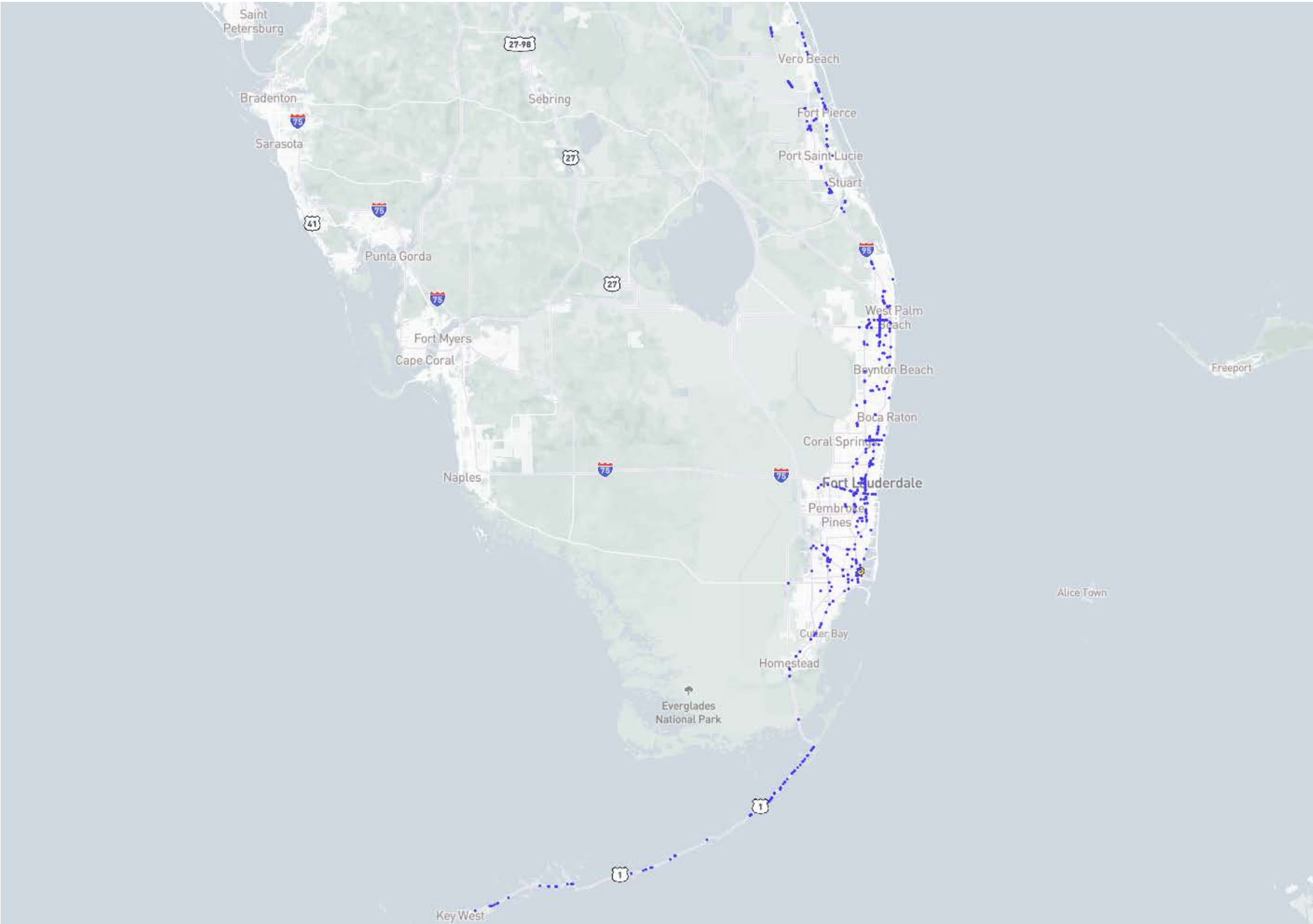
Discover the impact, scale, and capabilities of OUTFRONT billboards



Billboard Coverage

Across South Florida

Street level and freeway coverage spanning the Miami-FTL-West Palm DMA.



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
- Specialty locations available



Discover how wallscapes transform prominent buildings into high-impact brand landmarks.





Wallscape MI-7056

This spectacular wall in downtown Miami is highly visible to commuters heading North on I-95 expressway- the main interstate and busiest highway in South Florida. Motorists can't miss this unit as they travel northbound from affluent neighborhoods in Coral Gables, Coconut Grove, Brickell, Key Biscayne and the Financial District. Nearby hip & trendy areas such as Mary Brickell Village and the Art and Cultural District are popular spots for shopping, dining and night life.

Product Information

- Size: 40'H x 163'6"W

Coverage

- Brickell
- Downtown
- Financial District
- Key Biscayne
- Coral Gables



Wallscape MI-7066

This prime wall is adjacent to one of the highest traveled highways in South Florida, 836, and visible traveling westbound. Located west of 95, this wall is on a direct route to the Medical District, LoanDepot Park and Miami International Airport.

Product Information

- Size: 47'H x 27'W

Coverage

- Brickell
- Downtown
- Doral
- West/South Miami

Wallscape MI-7067

This spectacular display is visible to eastbound traffic on the heavily traveled 836-Dolphin Expressway. 836 intersects both I-95 & 395 which targets those traveling to the beaches, Downtown, and the Hospital District, the Miami International Airport, Loan Depot Park & those traveling northbound to Fort Lauderdale. The Dolphin is traveled by those heading to Downtown areas with attractions such as the Kayesa Center (home of the Miami Heat), Bayside Shops/Marina & the Adrienne Arsht Center for the Performing Arts.

Product Information

- Size: 37'2.5"H x 65'W

Coverage

- Brickell
- Downtown
- Doral
- Fort Lauderdale





Wallscape MI-7068

This spectacular display is visible to eastbound traffic on the heavily traveled SR-836 (Dolphin Expressway). This unit is perfect to target motorists traveling to Miami's beaches, Downtown, the healthcare district, Miami Int'l Airport, Loan Depot Park and many other attractions in Downtown Miami. Downtown attractions nearby include the Bayside Shops, Bayfront Park, Adrienne Arsht Center for the Performing Arts, the Perez Art Museum, the Frost Museum of Science and more.

Product Information

- Size: 70'6"H x 36'W

Coverage

- Brickell
- Downtown
- Doral
- Fort Lauderdale



Wallscape MI-7070

Located in the heart of Miami’s Entertainment District, this wall is an excellent read for west bound traffic along I-195 and directly before intersecting with I-95. This wall is perfect for targeting consumers leaving South Beach and heading towards Miami’s Design District or beyond to I-95 N/S and 112 to Miami International Airport. Miami’s Design District features the greatest concentration of luxury retailers in South Florida. Nearby Midtown is a hot hip & trendy region popular with millennials.

Product Information

- Size: 30’H x 51’W

Coverage

- Midtown
- Downtown
- Design District
- South Beach



Wallscape MI-7071

This wrap-around wall mural is the last large format media you see before entering the affluent shopping mecca that is the Miami Design District. The District is home to many of the finest luxury retailers in the world. Situated close by is Midtown Miami and Wynwood Art District, one of the prime real estate destinations and features trendy restaurants and art galleries. The District is popular with young and affluent individuals as they go about their day from spots where they live, work and play.

Product Information

- Size: 30'H x 50'W

Coverage

- Midtown
- Wynwood
- Design District



Wallscape MI-7075

This towering wallscape is ideally positioned in the heart of the Miami Design District adjacent to highway 195 traveling west towards South Beach. This high-end shopping district caters to the luxury consumer featuring Fendi, Cartier, Dior and more. Nearby Wynwood and Midtown are popular neighborhoods that feature excellent shopping, dining and night life.

Product Information

- Size: 44'2"H x 19'5"W

Coverage

- Midtown
- Wynwood
- Design District
- South Beach



Wallscape MI-7076

This beautiful location has a great right-hand read from highway I-95 and N. Miami Ave. Situated directly in between the Miami Design District and Midtown, with Wynwood just blocks away, this is an ideal spot to target luxury as well as fashion-forward audiences.

Product Information

- Size: 22'H x 67'W

Coverage

- Design District
- Midtown
- Wynwood
- Edgewater



Wallscape MI-7080

This spectacular display is visible to eastbound and westbound traffic on I-395. Gain attention from those visiting downtown Miami attractions including the Kaseya Center, the Port of Miami, and the Adrienne Arsht Center for the Performing Arts. Also, this is the ultimate sign location for those heading East to the club and nightlife scene in Miami Beach. This wall is unmissable to all traffic leaving Miami Beach.

Product Information

- Size: 61'6"H x 117'4"W

Coverage

- Miami Beach
- Downtown
- Design District
- Brickell
- West Miami



Wallscapes MI-7101 & MI-7081

These spectacular "Twin" walls located on Biscayne Boulevard is seen by motorists traveling east on I-395 heading to and from Miami Beach. It also commands attention from those heading south into Downtown Miami, where area attractions include the Bayside Marketplace, the Port of Miami, the Kaseya Center and the Adrienne Arsht Center for the Performing Arts Center.

Product Information

- Size: 40'1"H x 71'9"W

Coverage

- Miami Beach
- Downtown
- Midtown
- Edgewater

Wallscape MI-7135

This landmark wallscape is one of the highest profile opportunities in Miami. It is visible from both I-395 & I-95 dominating the downtown Miami Skyline. This iconic wallscape is located on the heavily trafficked Biscayne Boulevard (US 1) in the heart of the Miami Arts and Entertainment District and south of the Adrienne Arsht Performing Arts Center, Kaseya Center and the Port of Miami.

Product Information

- Size: 109'H x 59'W

Coverage

- Downtown
- Miami Beach





Wallscape MI-7150

This impressive display is visible to traffic heading north on Brickell Avenue from the Financial District to Downtown Miami. With its extremely long read it is impossible for motorists or pedestrians to ignore while crossing the Miami River in route to the Kaseya Center, Bayside Marketplace, the Performing Arts Center, the Port of Miami and the MacArthur Causeway into South Beach.

Product Information

- Size: 40'9"H x 40'W

Coverage

- Brickell
- Downtown
- Miami Beach



Wallscape MI-7151

Traveling from historic Calle Ocho you will pass this marquee wall as you enter the heart of the financial district, Brickell. Mary Brickell Village is right around the corner and home to the hottest dining and luxury shopping venues. Locals and tourists alike traverse this region as they head to Bayside Park, Kaseya Center or their favorite after hours spot. MI-7151 is the only wall permitted in Miami to be handpainted.

Product Information

- Size: 40'H x 80'W

Coverage

- Brickell
- Downtown
- Calle Ocho



Wallscape MI-7182

Directly off South Florida’s most traveled road, I-95, and located in the gateway to Downtown Miami, this north facing wall delivers high reach & frequency to coveted demographics in South Florida. Visible traveling south, this wall is in direct route to the Kaseya Center Heat games and concerts. The proximity to Bayfront Park, Brickell, and high-end shopping of Brickell City Centre makes this location an excellent opportunity to target millennials, luxury audience, sports fans, and financial decision makers.

Product Information

- Size: 114'H x 24'6"W

Coverage

- Brickell
- Downtown
- Coral Gables
- Coconut Grove
- South Miami

Wallscape MI-7183

Immediately adjacent to 95, the most traveled road in South Florida, this south facing wall is visible traveling north in a direct route to Wynwood, the cultural arts hub of Miami, and the Design District. Additionally, sports fans and concert goers traveling from the Kaseya Center combined with a luxury audience in Brickell and fashionistas shopping at the high-end Brickell City Centre delivers a prime approach to connect with this unique audience with a high reach and frequency.

Product Information

- Size: 84'6"H x 62'6"W

Coverage

- Brickell
- Downtown
- Wynwood
- Midtown
- Design District
- Miami Beach





Wallscape MI-7187

Prime Wall ideally located in Downtown Miami directly off of 95, the most traveled road in South Florida. Visible traveling South this wall is in a direct route to Downtown Miami, Brickell, high-end shopping of Brickell City Centre, Coral Gables, Coconut Grove and Key Biscayne.

Product Information

- Size: 30'H x 67'W

Coverage

- Brickell
- Downtown
- Coral Gables
- Coconut Grove
- Key Biscayne



Wallscape MI-7189

This magnificent wall is highly visible just as commuters enter Downtown Miami on the I-95 expressway. I-95 is the main interstate in the greater Metro Miami region that travels north and south through Miami/Ft. Lauderdale. It is the busiest highway in South Florida. This can be seen by motorists traveling northbound toward the Adrienne Arsht Center for the Performing Arts, Kaseya Center, & Bayside Marketplace.

Product Information

- Size: 30'H x 67'W

Coverage

- Brickell
- Downtown
- Midtown
- Fort Lauderdale



Wallscape MI-7192

One of the best walls to target Brickell, the most densely populated urban neighborhood of Miami. Long dwell times are common on this highly congested exit. Located next to 95 this wall is visible as locals take their exit into Brickell or continue on to other affluent neighborhoods of Coral Gables, Coconut Grove and Key Biscayne.

Product Information

- Size: 30'H x 67'W

Coverage

- Brickell
- Downtown
- Coral Gables
- Coconut Grove
- Key Biscayne



Wallscape MI-7194

Located off 95, this wall is visible traveling North and South. Nearby Brickell is the most densely populated and affluent neighborhood in Miami. This wrap-around wall is ideally positioned and highly visible to target affluent locals traveling this route daily to and from the wealthy neighborhoods of Coral Gables, Coconut Grove and Key Biscayne.

Product Information

- Size: 41'3"H x 195'W

Coverage

- Brickell
- Downtown
- Coral Gables
- Coconut Grove
- Key Biscayne



Wallscape MI-7195

MI-7195 is a prominently located left facing wall alongside I-95, a major route linking Downtown Miami and Brickell to Coconut Grove and beyond. Positioned near the Rickenbacker Causeway to Biscayne Bay, it reaches commuters and tourists alike, offering a massive canvas in a high-traffic, affluent area.

Product Information

- Size: 51'3"H x 110'3"W

Coverage

- Brickell
- Downtown
- Coral Gables
- Coconut Grove
- Key Biscayne



Wallscape MI-7196

This is a premium space along I-95 in the City of Miami. It offers immense coverage for heavy traffic heading North from Coconut Grove and Coral Gables into Brickell, Downtown, and further into Miami. Target high networth decision makers.

Product Information

- Size: 40'H x 80'W

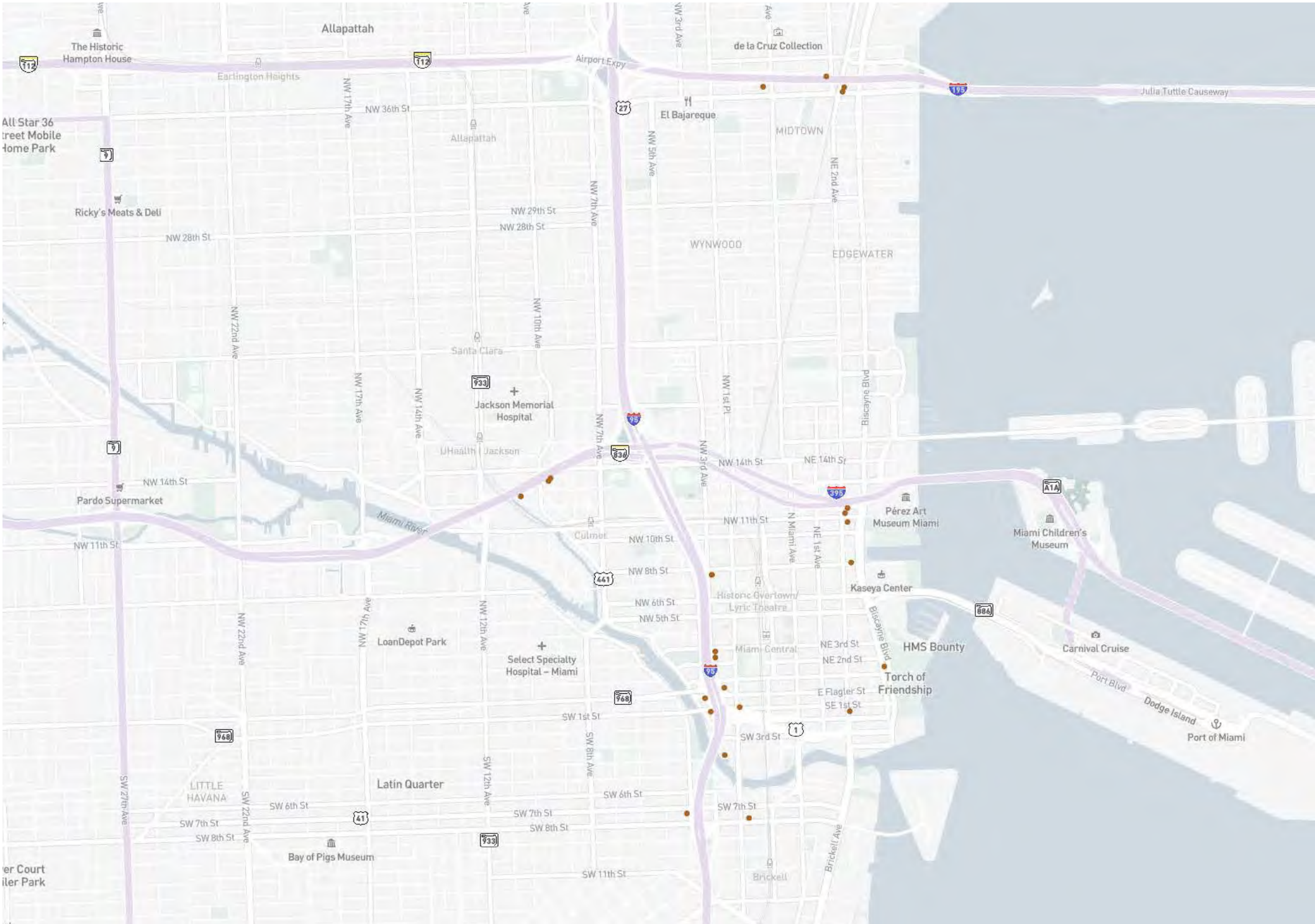
Coverage

- Brickell
- Downtown
- Miami Beach

Wall Coverage

Across Miami

Premium wallscapes cover the coveted Downtown, Design District, and Brickell areas.





Mobile Billboards

Reach consumers on the go with a mobile billboard. A mobile billboard offers dynamic visibility as it travels through different neighborhoods and busy streets, reaching diverse audiences and maximizing exposure. Our mobile billboards can park and drive adjacent to concerts, sporting games, and other highly trafficked events like such as Art Basel, SOBE Food & Wine Festival, or Ultra Music Festival.

Coverage

- Customizable routes: South Beach, Brickell, Coral Gables, Miami Design District, Fort Lauderdale Beach, etc.
- Demographic targeting
- Event Coverage
- Access to areas without stationary IRL media.

Product Information

- Three advertising panels
- Backlit



Pictured: MI-8002

OUTFRONT/

Large Format Digital

Digital Billboards

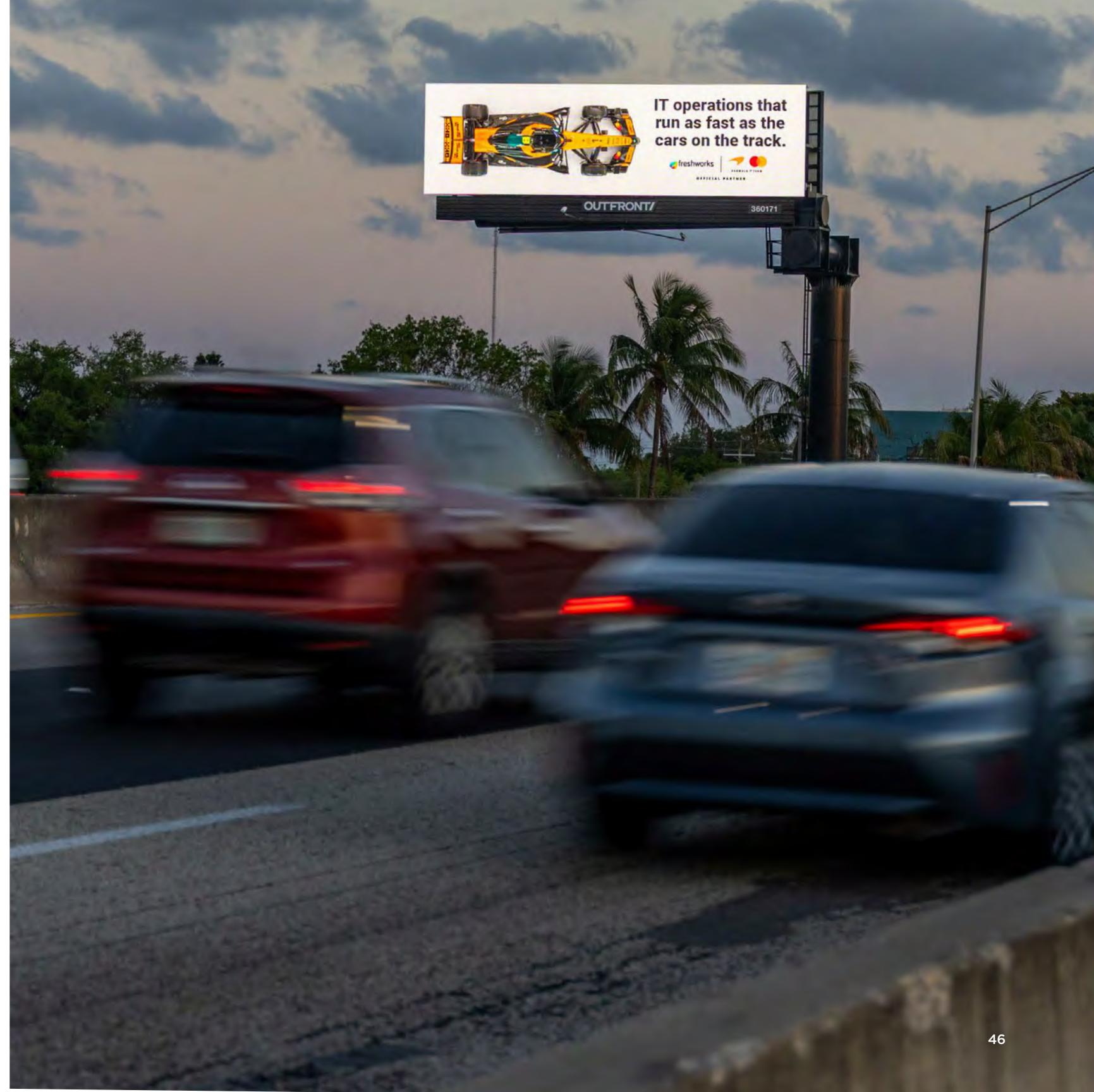
Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. Easily change creative messaging based on triggers such as time of day, weather, or sports scores. Digital provides the ultimate campaign messaging.

Product Information

- Size: 14'H x 48'W
- Spot Length: 8 Seconds
- # of Spots: 8
- Hours: 24
- Type: Digital

Coverage

- See map for complete coverage
- Targeted audience on request basis





Digtial Wallscape MI-8002

Exiting the most heavily traveled road in South Florida, 95, this Digital Wall is positioned to directly face traffic entering the City via the off ramp. Surrounding neighborhoods of Downtown, Brickell and the Financial District are the most densely populated urban areas in Florida as well as some of the most affluent. Brickell scores a 99 Walk Score and is one of Miami’s hottest areas for shopping, dining and night life.

Product Information

- Size: 14”H x 48”W
- Spot Length: 9 seconds
- # of Spots: 8
- Hours: 24 hours
- Type: Digital

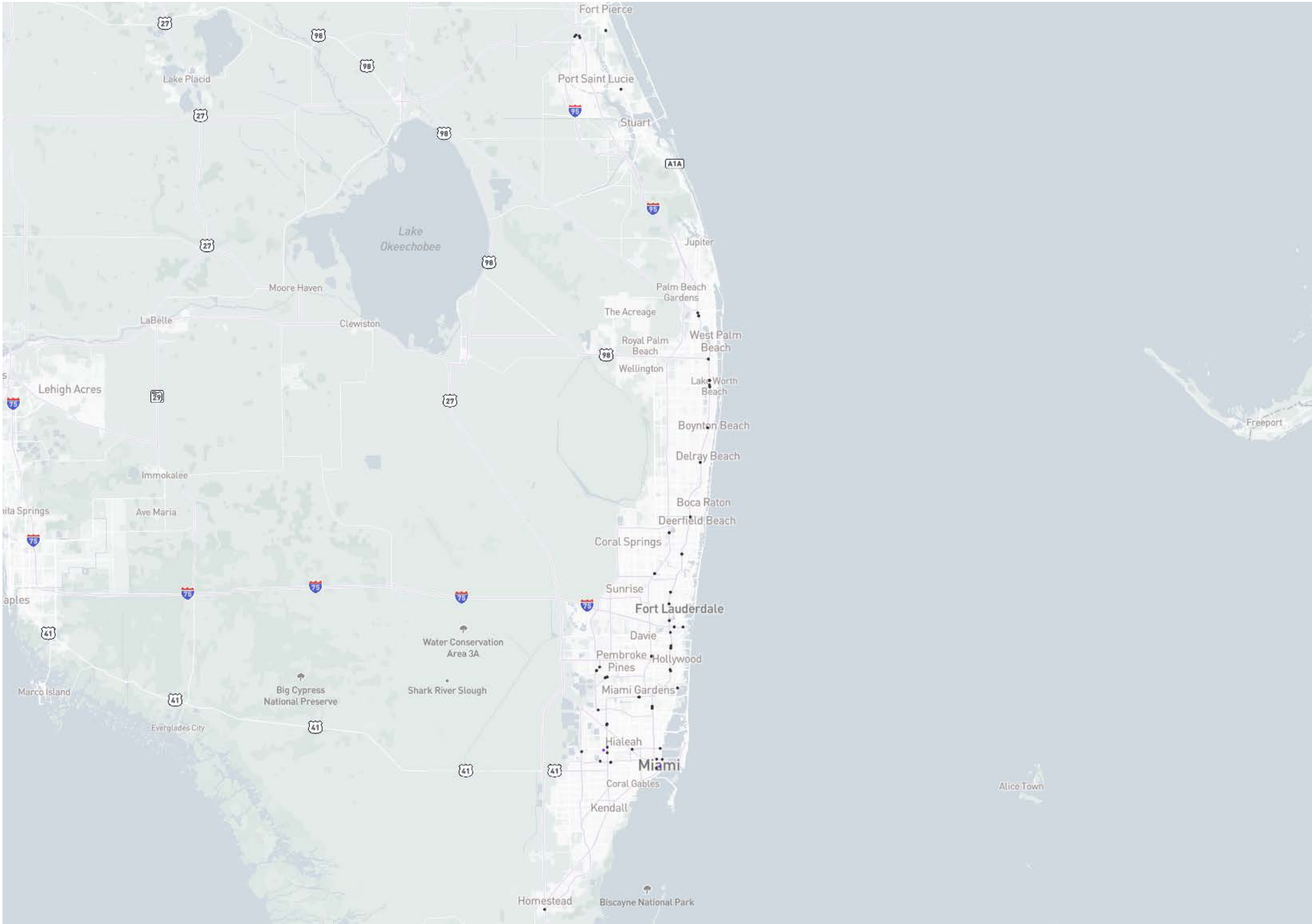
Coverage

- Brickell
- Downtown
- Financial District

Digital Coverage

Across South Florida

Premium street-level and major freeway coverage reaching consumers throughout their day.





OUTFRONT/

Transit

Brightline

Brightline is a premium high-speed rail experience popular with an affluent audience, business professionals, and tourists. Located inside Orlando International Airport, Brightline delivers cruisegoers to Port Everglades and Port Miami seamlessly. Brightline serves greater South Florida as a major connector across the state.

Stations

- Orlando (inside Orlando International Airport), West Palm Beach, Boca Raton, Fort Lauderdale, Aventura & Miami

Liveboards

- High traffic placements; entrance/exit, ticket kiosks, security checkpoint, lounge and rail platform.
- Option to display a static image, animation or video (no sound)
- Sold by networks
- :15 second flips, :150 second loop

In-Train Screens

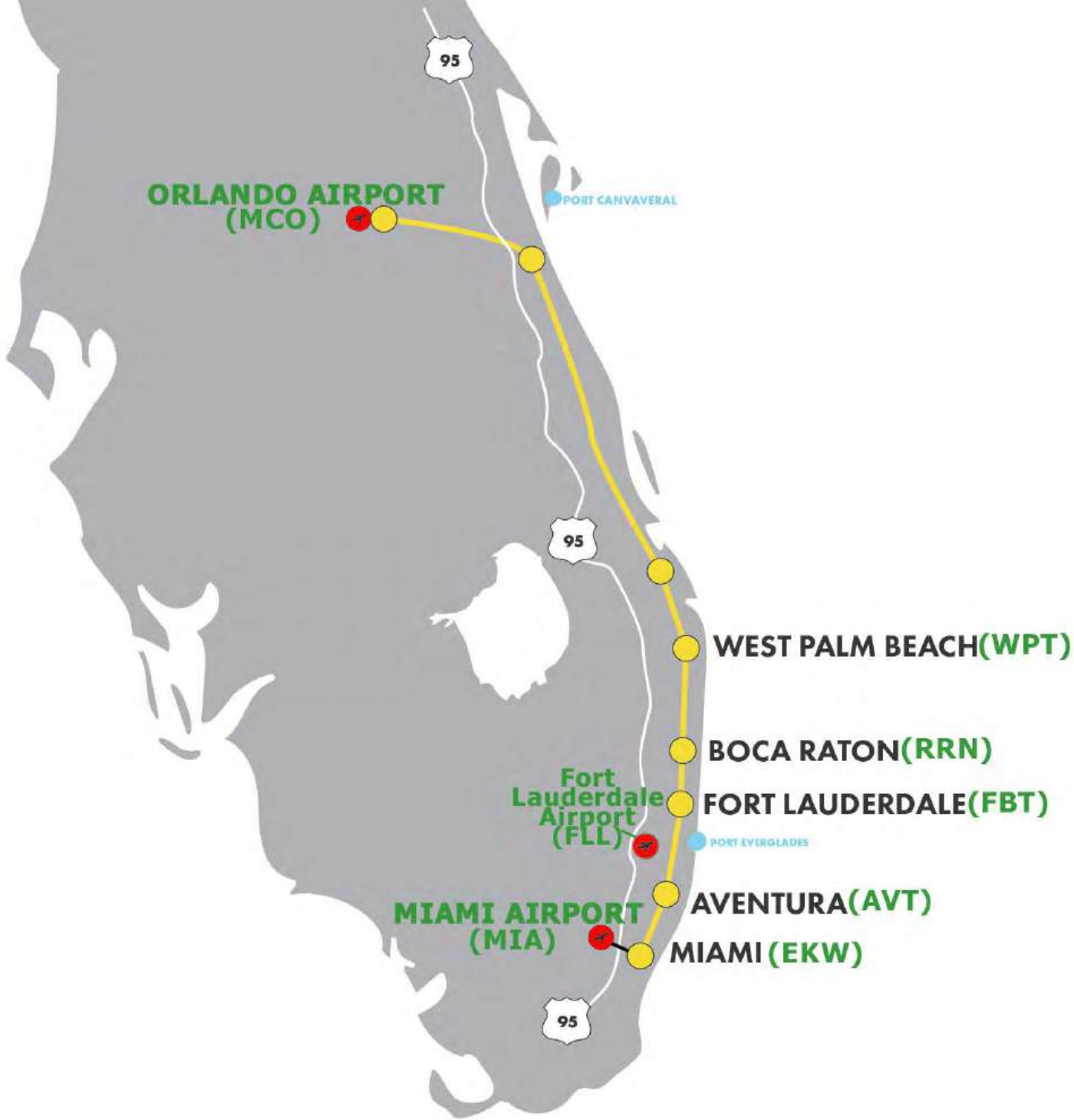
- 420 Toal Screens
- 15 second spot; full motion or static
- Specs: 1720px w x 300px h



Brightline Coverage

Orlando to Miami

Connecting Central to South Florida for tourists and locals.





Metro Mover

Metro Mover cars are one of Miami’s most unique media formats. These mover cars are huge traveling bulletins that are fully automated and highly visible as they travel throughout Miami’s most congested areas; Brickell and Downtown. With hundreds of thousands of riders monthly, this is a key transporation format for Brickell. The Metro Mover weaves between skyscrapers and round Bayfront park, making it viewable from homes, offices, vehicles, and sideways, and unmissable in Miami.

Product Information

- Exterior Full Wraps
- Station Domination (21)
 - Entrance Columns
 - Columns
 - Banners
 - Wall Graphics
 - Floor Graphics
 - Elevator Doors

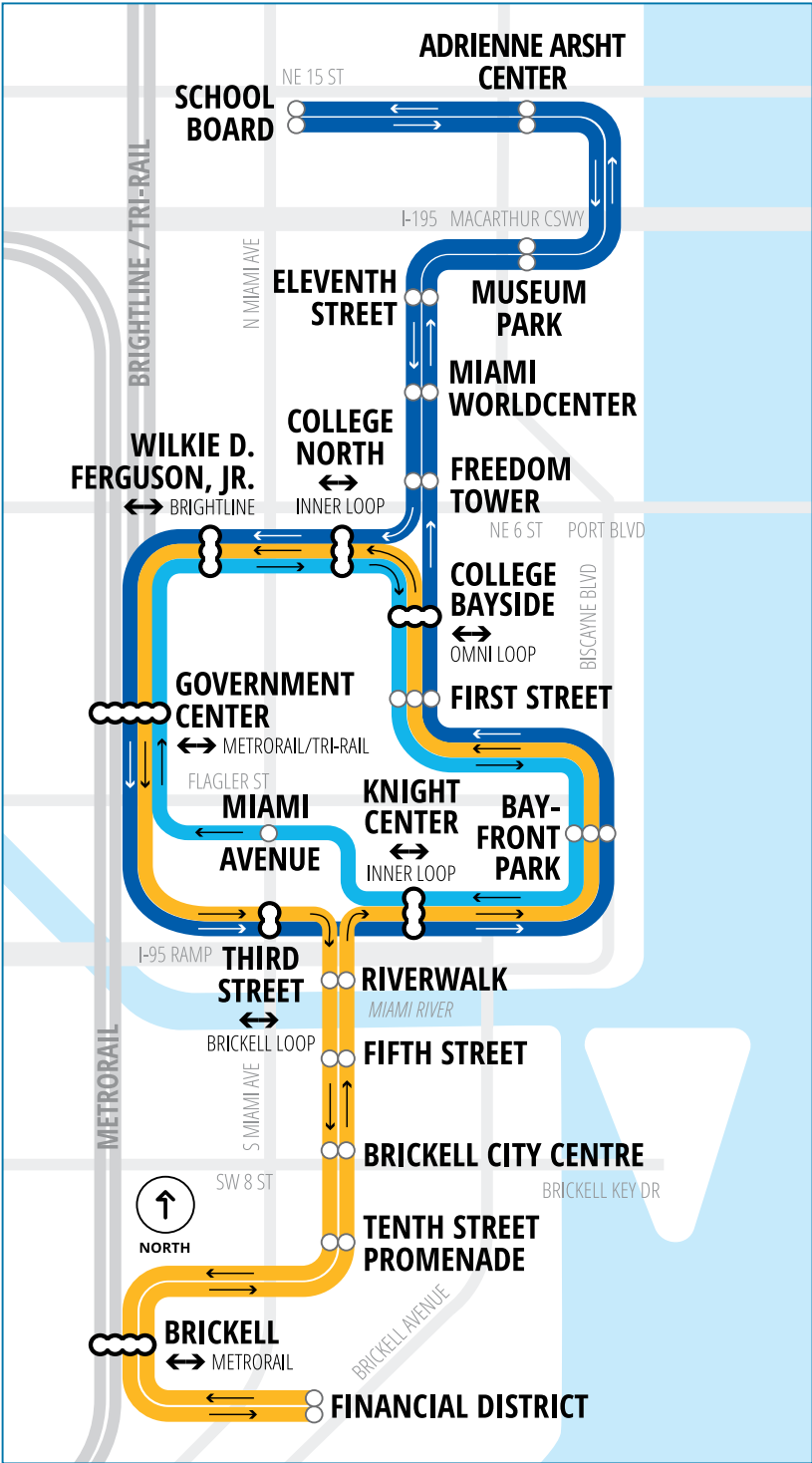
Coverage

- Brickell
 - Brickell City Center
 - Florida International University
- Downtown
 - Miami World Center
 - Miami-Dade College
 - Frost Science Museum
 - Kaseya Center
 - Perez Art Museum

Metro Mover Coverage

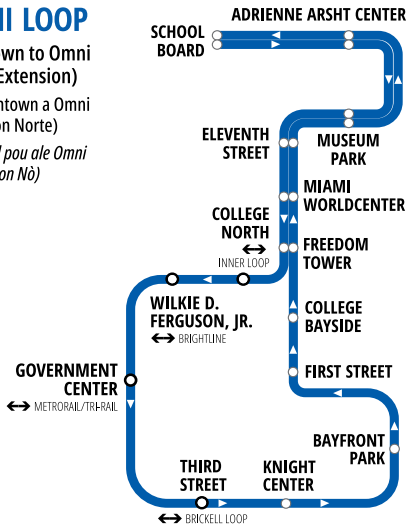
City of Miami

Moving people around Miami's most congested areas in Brickell and Downtown.



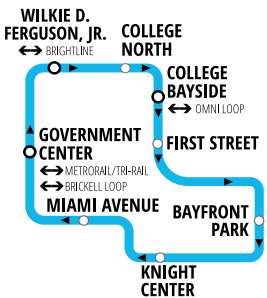
OMNI LOOP

Downtown to Omni (North Extension)
Del Downtown a Omni (Extensión Norte)
Anba lavil pou ale Omni (Ekstansyon Nò)



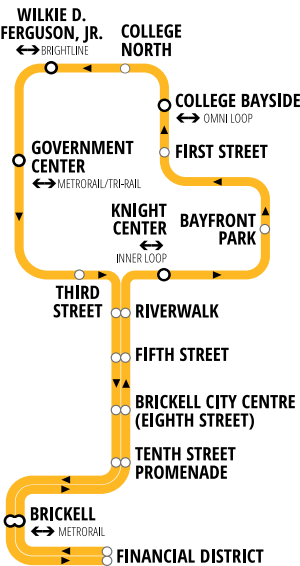
INNER LOOP

Serves Downtown (Central Business District)
Presta servicio al Downtown
Sèvi anba lavil (Distri Sant Dajé)



BRICKELL LOOP

Downtown to Brickell (South Extension)
Del downtown a Brickell (Extensión Sur)
Anba lavil pou ale Brickell (Ekstansyon Sid)



LEGEND

- OMNI LOOP
- INNER LOOP
- BRICKELL LOOP
- STATION SERVING SINGLE LOOP
ESTASYON KI SÈVI SINGLE LOOP
- STATION SERVING MULTIPLE LOOPS
ESTASYON KI SÈVI MULTIPLE LOOPS
- BEST TRANSFER STATION
MEJOR ESTASYON TRANSFÈ
- DIRECTION OF TRAVEL
DIRECCION DEL RECORRIDO
DIREKSYON VWAYAJ
- METRORAIL, BRIGHTLINE & TRI-RAIL



Metro Rail

The Miami Metro Rail connects communities across Miami Dade. With 25 miles of tracks the rail makes it possible to get all across Miami. From the Miami International Airport, to Dadeland, to Coconut Grove, millions of monthly riders use the Metro to commute, avoid event traffic, or explore Greater Miami. Placements inside the stations provide high-visibility, daily exposure for brands to connect with a primarily Hispanic, authentic Miami audience.

Station Dominations

- Targeting specific Metro locations allows for brands to connect with target audiences high frequency and total brand immersion.
- Mastercard dominated MLK station, one of the Hard Rock shuttle stations, for FIFA to connect with soccer fans.
- Cerveceria La Tropical dominated University station, across from University of Miami, to promote their new cocktail beverage to students.

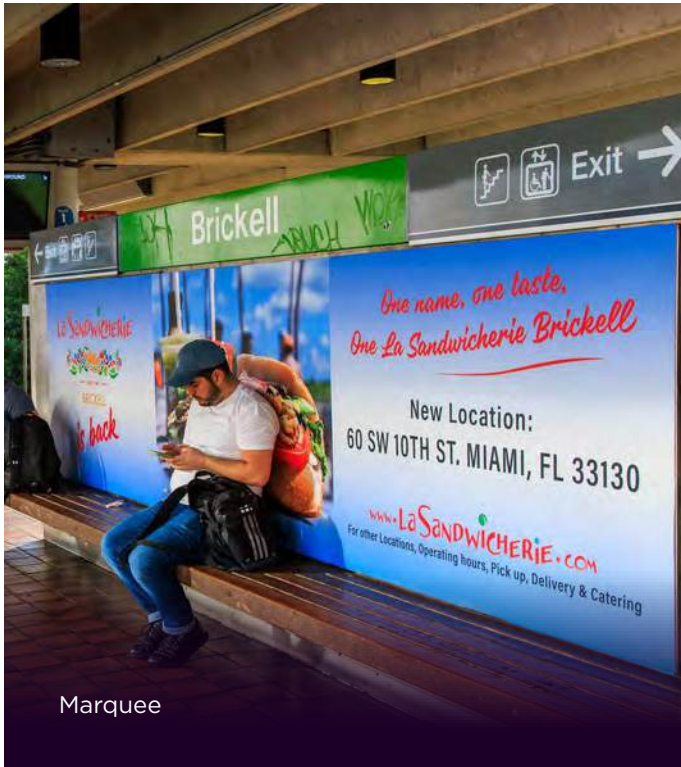
Coverage

- Miami International Airport
- Kendall
- Downtown
- Civic Center
- Miami-Dade College
- Kaseya Center
- Health District
- Broward & Palm Beach County Access

Metro Rail Media

Miami's Metro Rail combines static and digital placements that reach riders during natural dwell time. The static formats — Marquee, Rail Columns, Two Sheets, Entrance & Exit Paddles, Interior Rail Cards, and the backlit Diorama — deliver permanent, always-on presence with high frequency, covering riders from fare gate to platform to inside the train car.

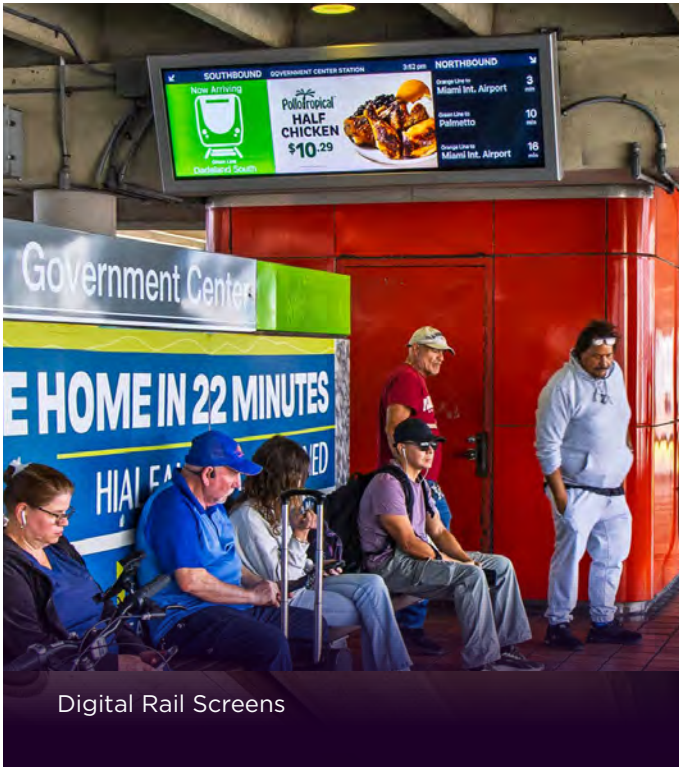
The Digital Rail Screens offer dayparted or dynamically updated creative, and motion to draw the eye alongside train arrival times.



Marquee



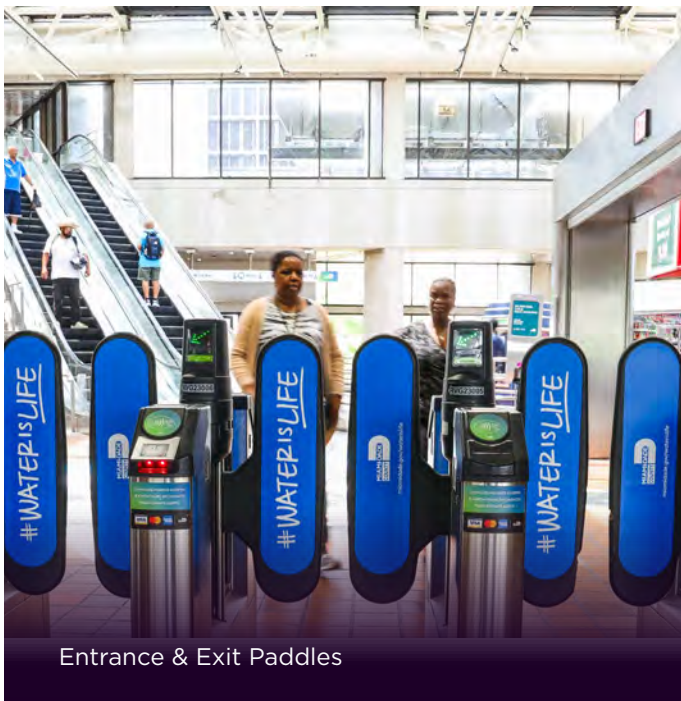
Rail Columns



Digital Rail Screens



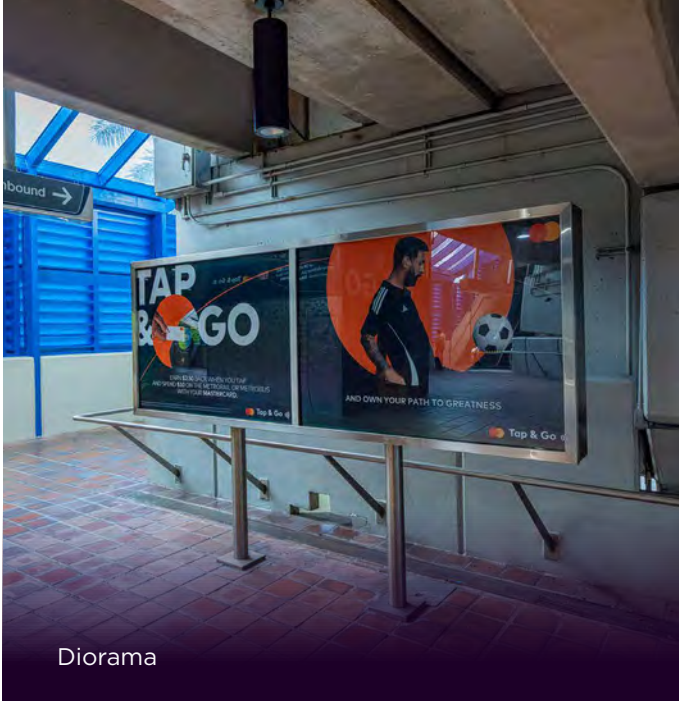
Interior Rail Cards



Entrance & Exit Paddles



Two Sheets



Diorama

Metro Rail Coverage

Across Miami-Dade

Connecting Downtown, Miami International Airport, and South Miami.





Bus Media

Reach a large audience with bus advertising, offering high visibility with consistent daily views. Big, bold, in your face every day, and yet it is not an obtrusive medium - it's part of our everyday outdoor life and offers information in a unique and powerful format. When it comes to visibility, reach and frequency, no other media type matches this Miami coverage.

Product Information

- Kings
- Ultra Super Kings
- Tails
- Full Backs
- Full Wraps
- Interior Cards

Coverage

- South Miami to Fort Lauderdale
- Garages
 - North
 - Central
 - Coral Way



Kings

Impact Miami's most densely populated and diverse areas with bus kings, **the ultimate mass reach media**. Bring your ad campaign to the masses with daily exposure in a stand-alone environment.

Product Information

- Size: 30"H x 144"W

Coverage

- Miami-Dade
- Miami Beach
- Dania Beach/Hollywood



Ultra Super Kings

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

Product Information

- 102”H x 222”W

Coverage

- Miami-Dade
- Miami Beach
- Dania Beach/Hollywood

Tails

Bus tails travel across sunny Miami-Dade County, reaching a wide range of neighborhoods and offering a unique, efficient way to connect with high-traffic areas and congested highways. They leave a lasting impression on both motorists and pedestrians.

Product Information

- Size: 41”H x 100”W

Coverage

- Miami-Dade
- Miami Beach
- Dania Beach/Hollywood



Fullbacks

A large creative format, seen by both pedestrians and motorists, Fullbacks offer unique ways to reach heavily trafficked areas and crowded highways that will make a lasting impression.

Product Information

- Sizes vary
- Consult your OUTFRONT representative for more details

Coverage

- Miami-Dade
- Miami Beach
- Dania Beach/Hollywood





Full Wraps

Bus Wraps give advertisers the opportunity to exhibit innovative, eye-catching creative that will grasp the attention of consumers and make it impossible to ignore.

Product Information

- Wrapped Metrobuses cover the windows between the wheel wells

Coverage

- Miami-Dade
- Miami Beach
- Dania Beach/Hollywood

Interior Cards

Maximize on **long dwell time and engage a captive audience** with bus interior cards. Interior Cards go where the competition isn't directly above the heads of passengers on crowded buses.

Product Information

- Bus Interior Cards - 11"H x 28"W
- Option to add a QR code for added impact

Coverage

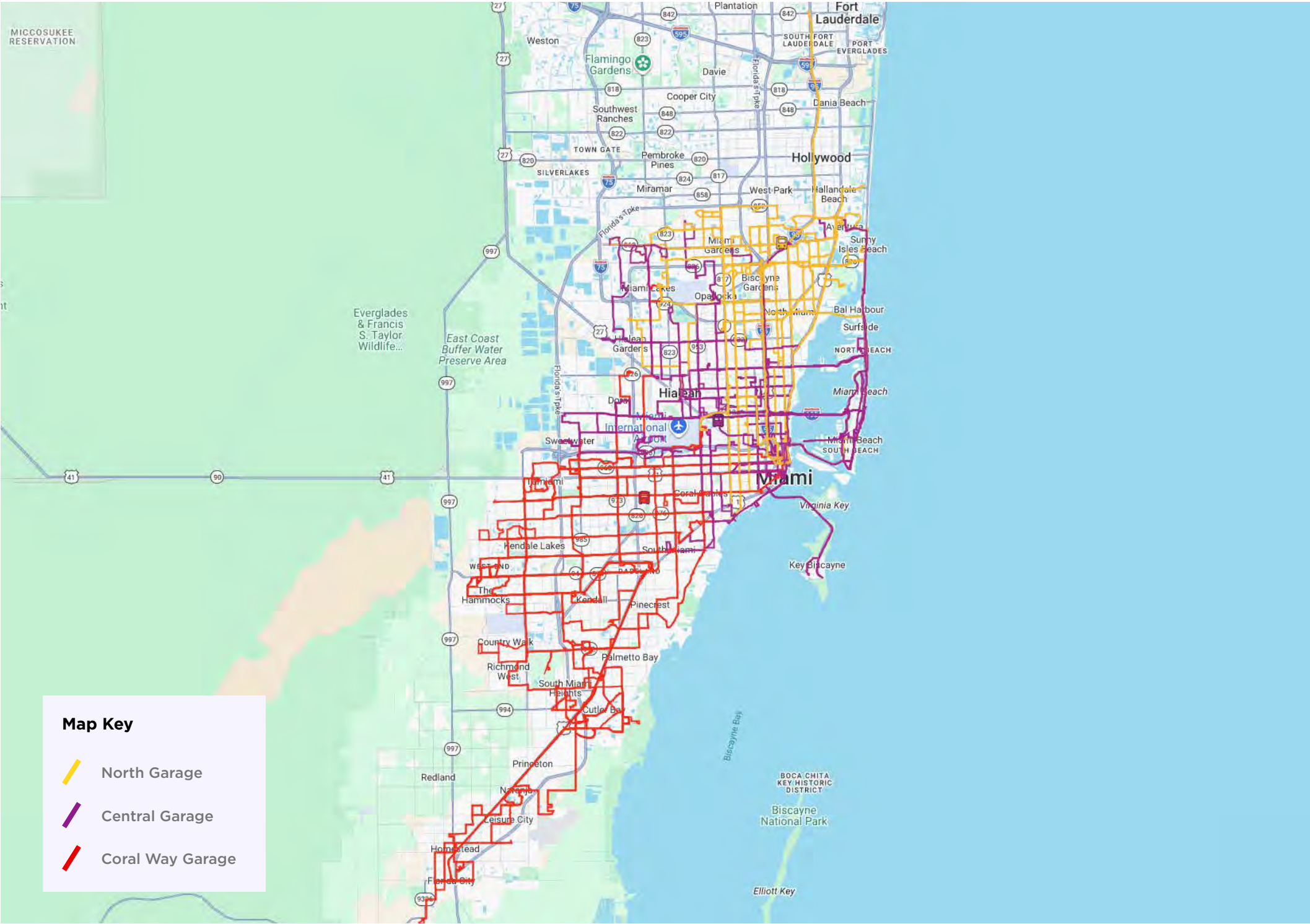
- Miami-Dade
- Miami Beach
- Dania Beach/Hollywood



Bus Coverage

Across Miami-Dade into Broward

Street level coverage spanning the entire Miami-Dade market area.





City of Miami Trolleys

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

Product Information

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

Coverage

- Brickell/Financial District
- Downtown Miami
- Miami Design District
- Wynwood
- Midtown
- Coral Gables
- Edgewater
- Health District
- Entertainment District



Miami Beach Trolleys

Miami Beach Trolleys give advertisers the opportunity to exhibit innovative, eye-catching creative that will grasp the attention of beachgoers and residents alike. Wrap the entire trolley for creative freedom with an upscale look; exclusive to Miami Beach.

Product Information

- Full wrap or three-sided trolleys available.

Coverage

- Miami Beach

Trolley Coverage

Across Miami-Dade and Miami Beach

Map Key

Allapathah

Biscayne

Brickell

Coconut Grove

Coral Way

Flagami

Health District

Liberty City

Little Hati

Little Havana

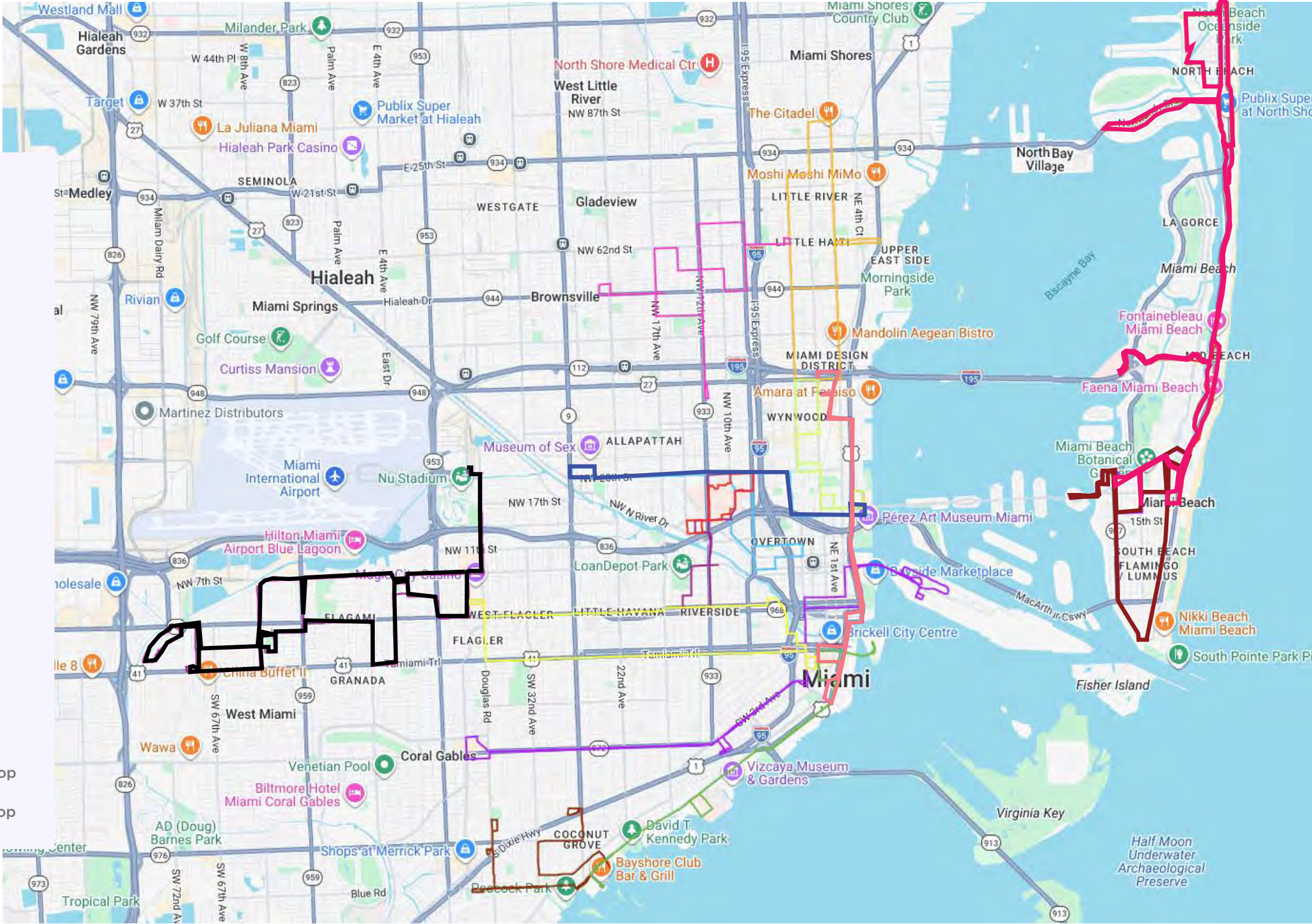
Overtown

Stadium Route

Wynwood

Miami Beach Loop

South Beach Loop





OUTFRONT/

Street Furniture

Transit Shelters

Bus shelters are **located at key consumer convergence points** throughout the market, following bus routes in urban areas, and all the way into residential neighborhoods. Illumination provides round-the-clock visibility to both pedestrian & vehicular traffic.

Product Information

- Size: 70”H x 48”W
- Illuminated

Coverage

- See map for complete coverage
- Targeted audience on request basis



Glass Wrap Shelters

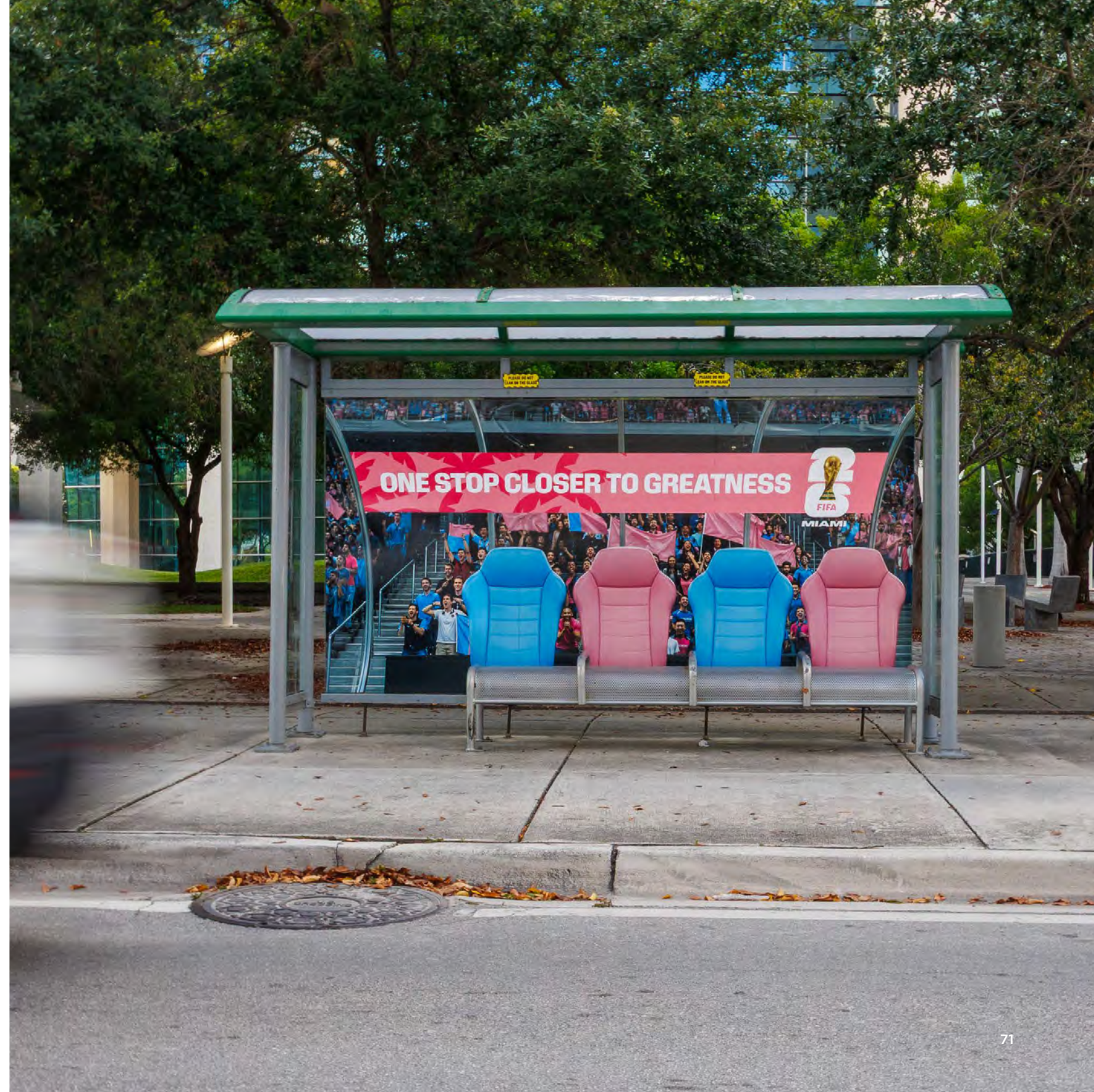
Bus shelters are **located at key consumer convergence points** throughout the market, following bus routes in urban areas, and all the way into residential neighborhoods. Illumination provides round-the-clock visibility to both pedestrian & vehicular traffic.

Product Information

- Size: 70”H x 48”W
- Illuminated

Coverage

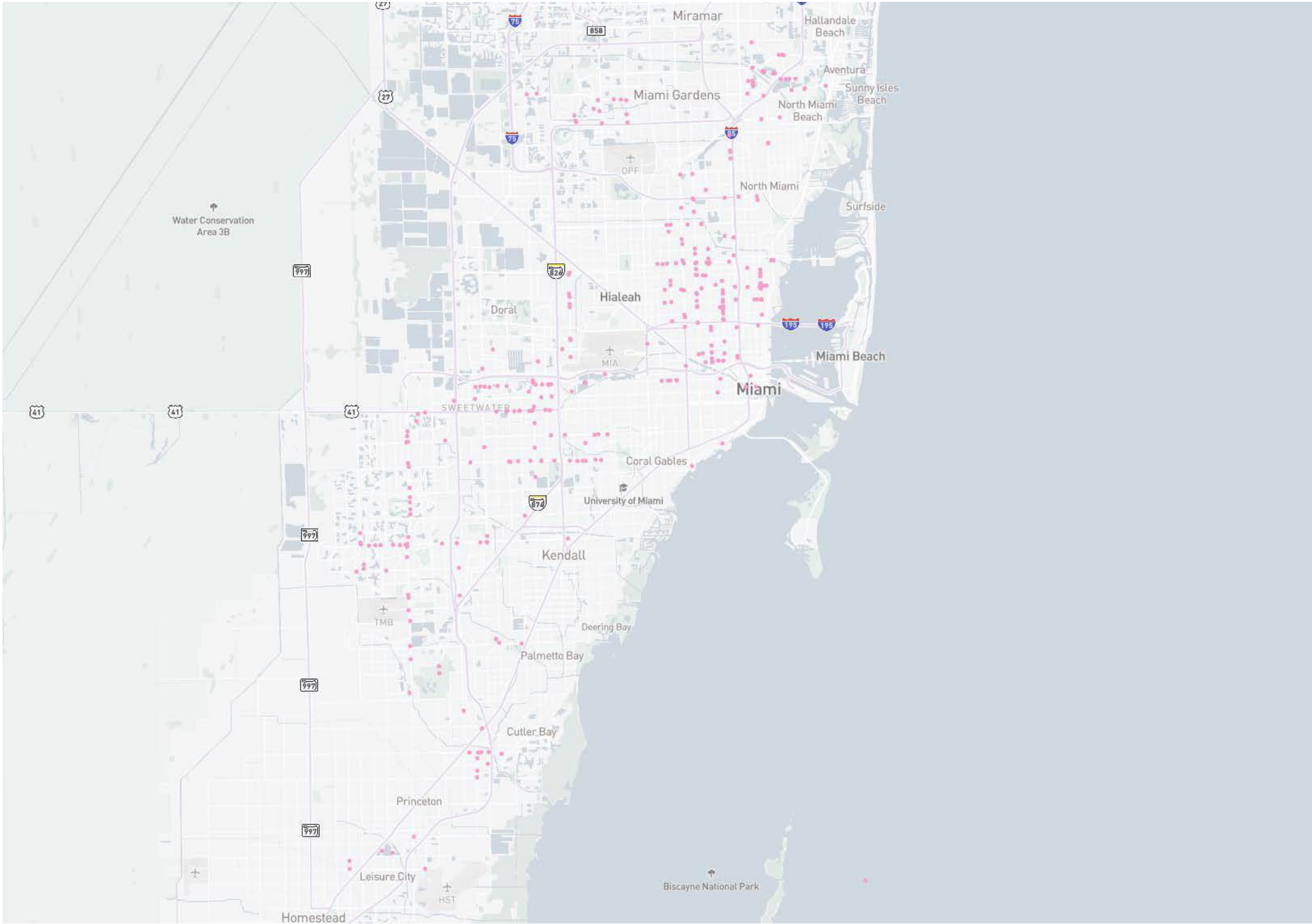
- See map for complete coverage
- Targeted audience on request basis



Glass Wrap Shelter Coverage

Across Miami-Dade

Reach key areas with mini roadside billboards.





See how a custom shelter buildout creates a high-impact, unforgettable brand experience.

Shelter Buildouts & Full Wraps

Custom build-out shelters are transit shelters that have been transformed in order to **create a powerful and memorable advertising message**. With targeted showings available, you can attract attention directly to your message when and where it's relevant — creating perfect point-of-purchase opportunities.

Product Information

- 48"W x 70"H
- Buildout Sizes Vary

Coverage

- Miami-Dade
- Brickell
- Downtown



Digital Shelters

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

Product Information

- Sold in networks
- Illuminated 24/7
- 8 Flips
- Spot Length: (0:08)
- Loop Length: (1:04)

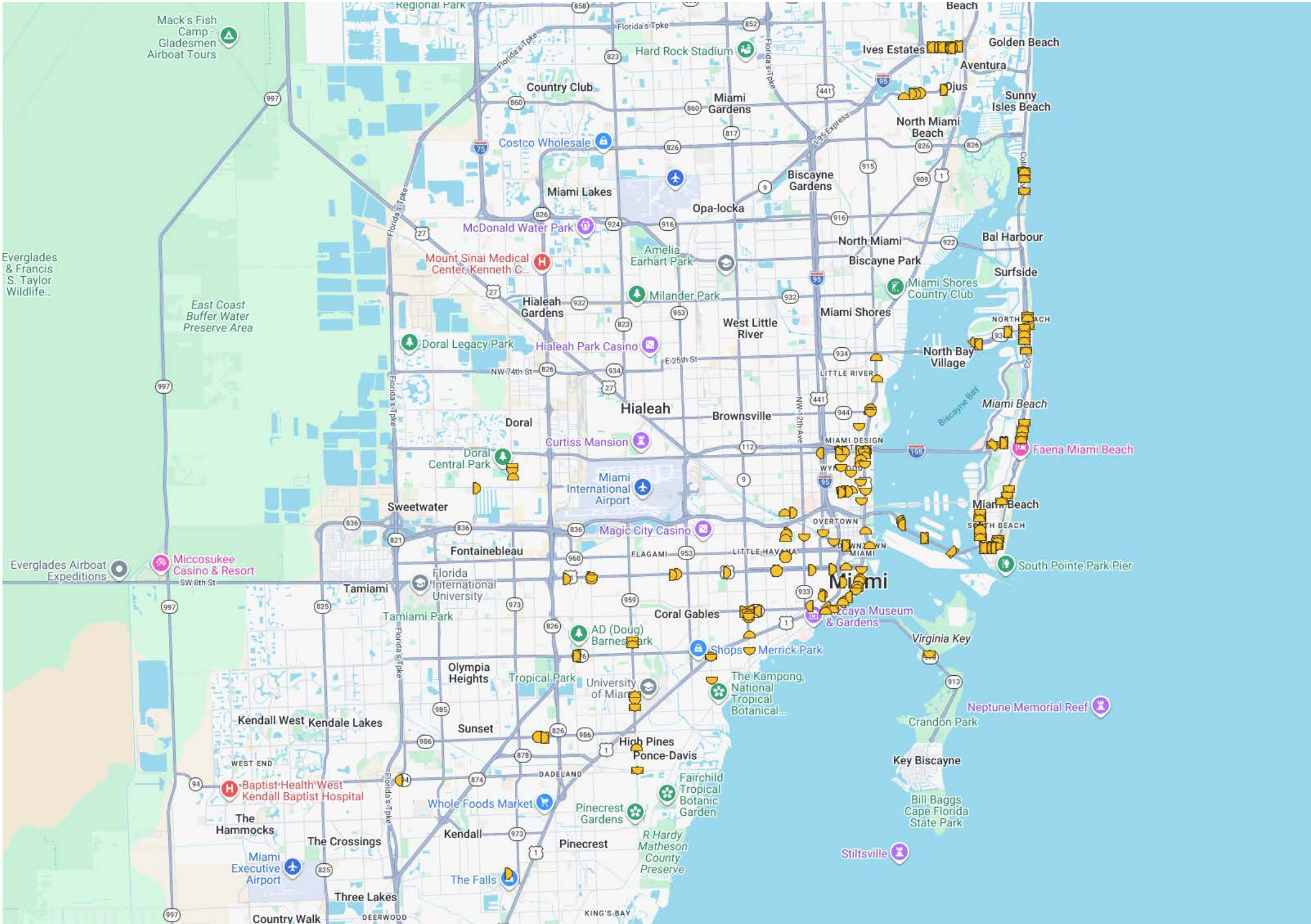
Coverage

- Downtown Miami
- Brickell/Financial District
- Wynwood
- Midtown
- Little Havana
- Coconut Grove
- Miami Design District
- MIMO
- Edgewater
- Coral Gables
- Miami Beach

Digital Shelter Coverage

Across Miami-Dade

Located in high traffic areas reaching both pedestrian and vehicular traffic; perfect for targeting neighborhoods.



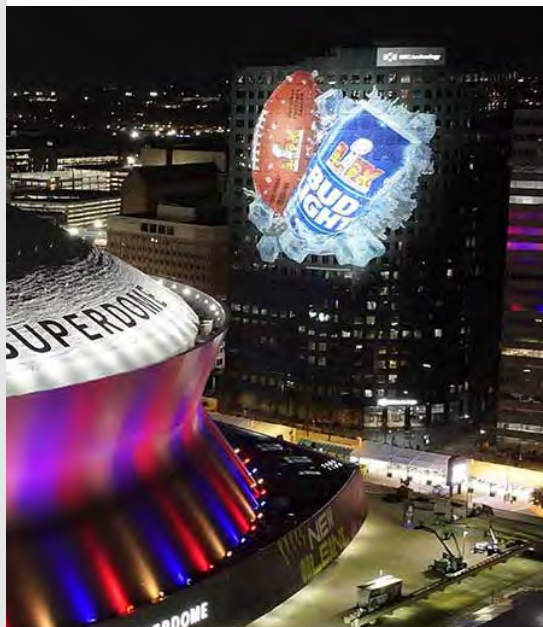


OUTFRONT/

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



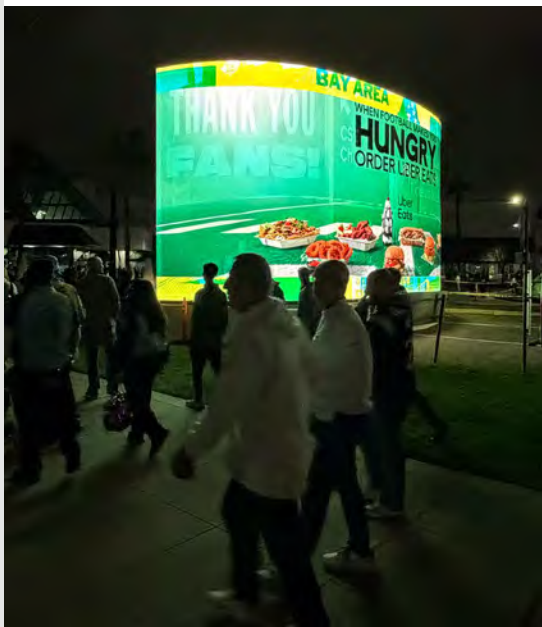
Drone shows combine precision choreography with jaw-dropping visuals to tell a brand's story in the night sky. These shows deliver stunning visuals, without the risks of traditional fireworks.

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.

Available in Top 50 Markets

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



Lifestyle Centers

A **physical presence at the most critical moment** of the buyer's journey: that's the promise of lifestyle center media. After all, advertising here reaches consumers when they're **actively in the process of shopping!** Digital and traditional static formats are available.

* Format availability varies by city.

Cities

- Miami, FL
- Chicago, IL
- Dallas, TX
- Houston, TX
- Indianapolis, IN
- Las Vegas, NV
- Los Angeles, CA
- New York, NY
- Orange County, CA
- San Diego, CA
- Tampa, FL

CityPlace Doral

Engage visitors in CityPlace Doral with the Cityplace Jumbotron & Digital Kiosk Network, a dynamic and eye-catching way to showcase your brand. These high-definition displays are strategically placed throughout Doral's shopping, dining, and entertainment district, ensuring maximum visibility to a largely Hispanic, family oriented audience of locals and tourists.

Cityplace Jumbotron

- Spot Length: 9 Seconds
- # of Spots: 8
- Loop Length: 72 Seconds
- 20'H x 36'W
- Type: Digital

Cityplace Digital Kiosks

- 0:08 Spot
- 1:04 Loop
- 8 Flips
- Sold as a Network



Brightline Activations

Experiential opportunities leverage real-world environments to create **immersive brand experiences that go beyond traditional advertising**. By transforming everyday spaces into one-of-a-kind moments, these activations invite audiences to engage, explore, and participate firsthand. Connect with Brightline's HHI tourist and local audience in IRL.

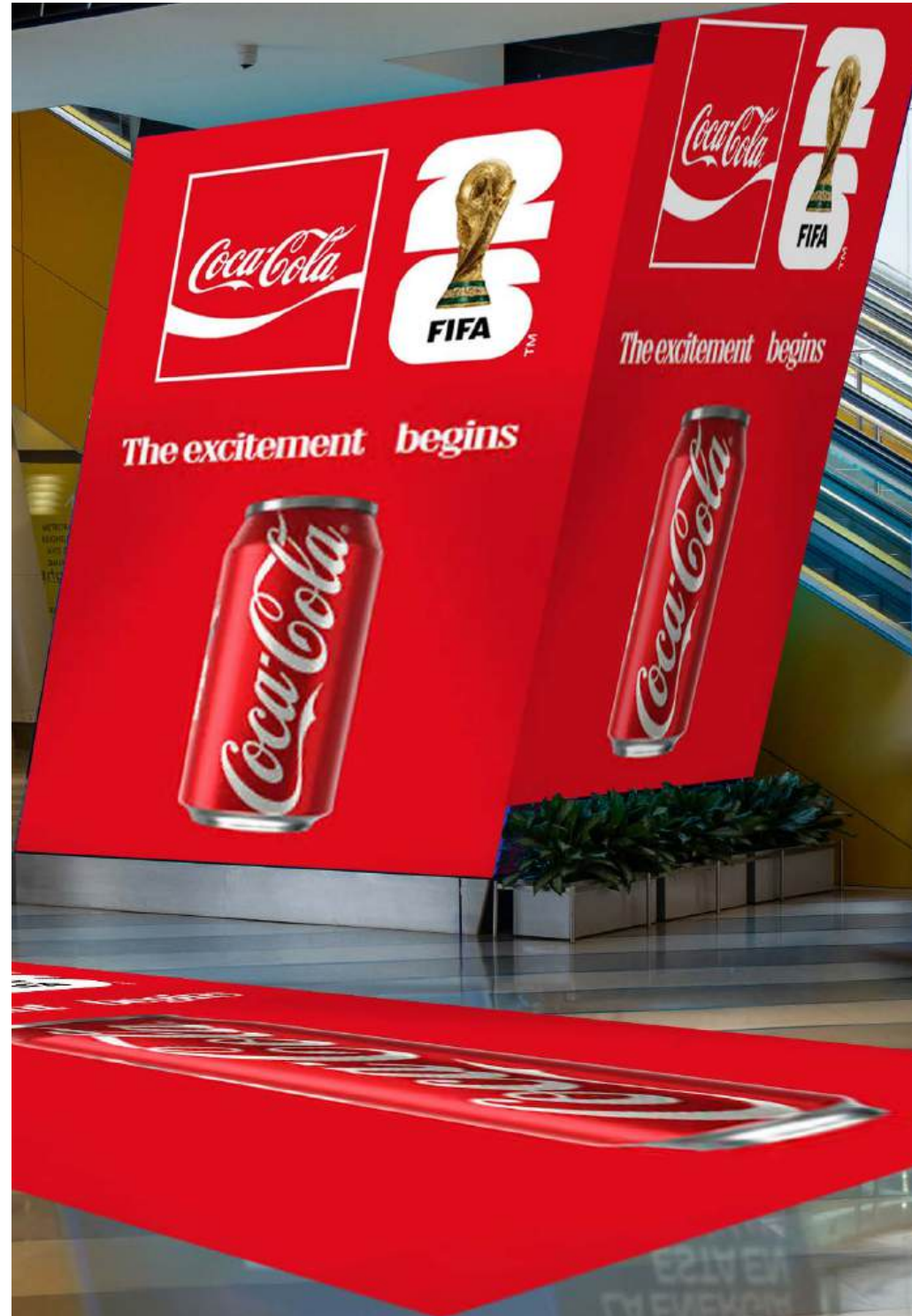
Media

- Floor Decals
- Exterior Window Wraps
- Interior Wall Wraps
- In-station Activation
- Prop Displays

Coverage

- Orlando
- West Palm Beach
- Boca Raton
- Aventura
- Fort Lauderdale
- Miami

*Orlando is restricted by regulation from the Orlando International Airport.





The Underline

Miami's 10-mile living corridor, The Underline, is where millions come to move, connect, and celebrate. Stretching from Brickell to Dadeland beneath the Metrorail, this vibrant 120-acre park offers infinite ways to connect your brand with the community. Whether it's open-air DJ sets, fitness takeovers, global food pop-ups, immersive art, or community events, plug into the pulse of the city and own a space where Miamians gather.

Product Information

- Stage
- Outdoor Digital Screen
- Activation Spaces (20)

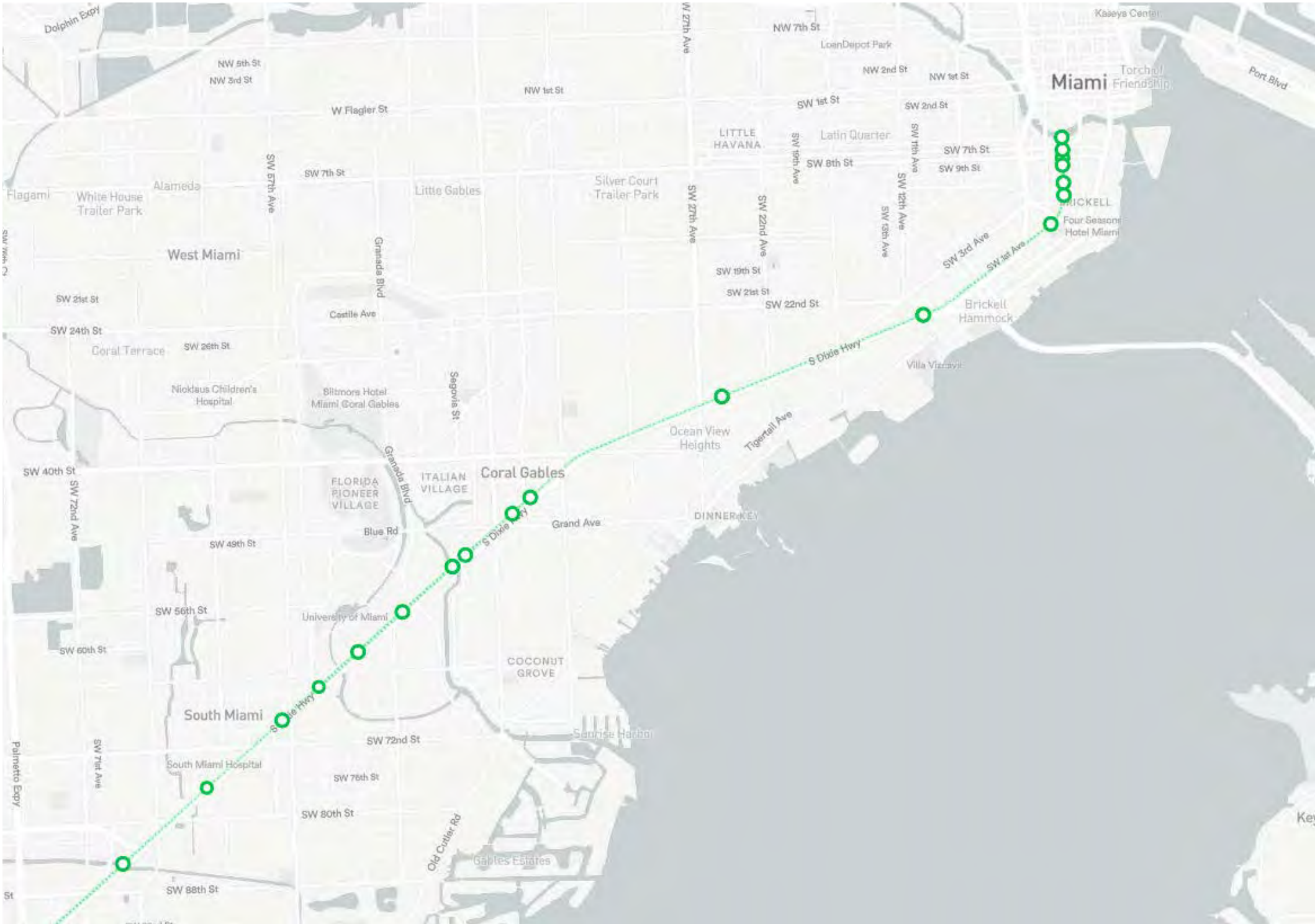
Coverage

- Brickell
- Coral Gables
- South Miami via S Dixie Hwy
- Kendall

The Underline

Destinations

- River Room
- Urban Gym
- The Promenade
- Inter Stage
- The 11th St Plaza
- The Oolite Room
- The Hammock Playground
- Vizcaya Station Plaza
- Rain Garden
- Inter Grove Gallery
- The Underline Plaza
- Chewy Bark Park
- The Fitness Room
- The Wilds
- Stormwater Ponds
- Pineland Courts
- Rock Ridge Plaza
- Nikki Spoelstra Play Forest
- Mariposa Gardens





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

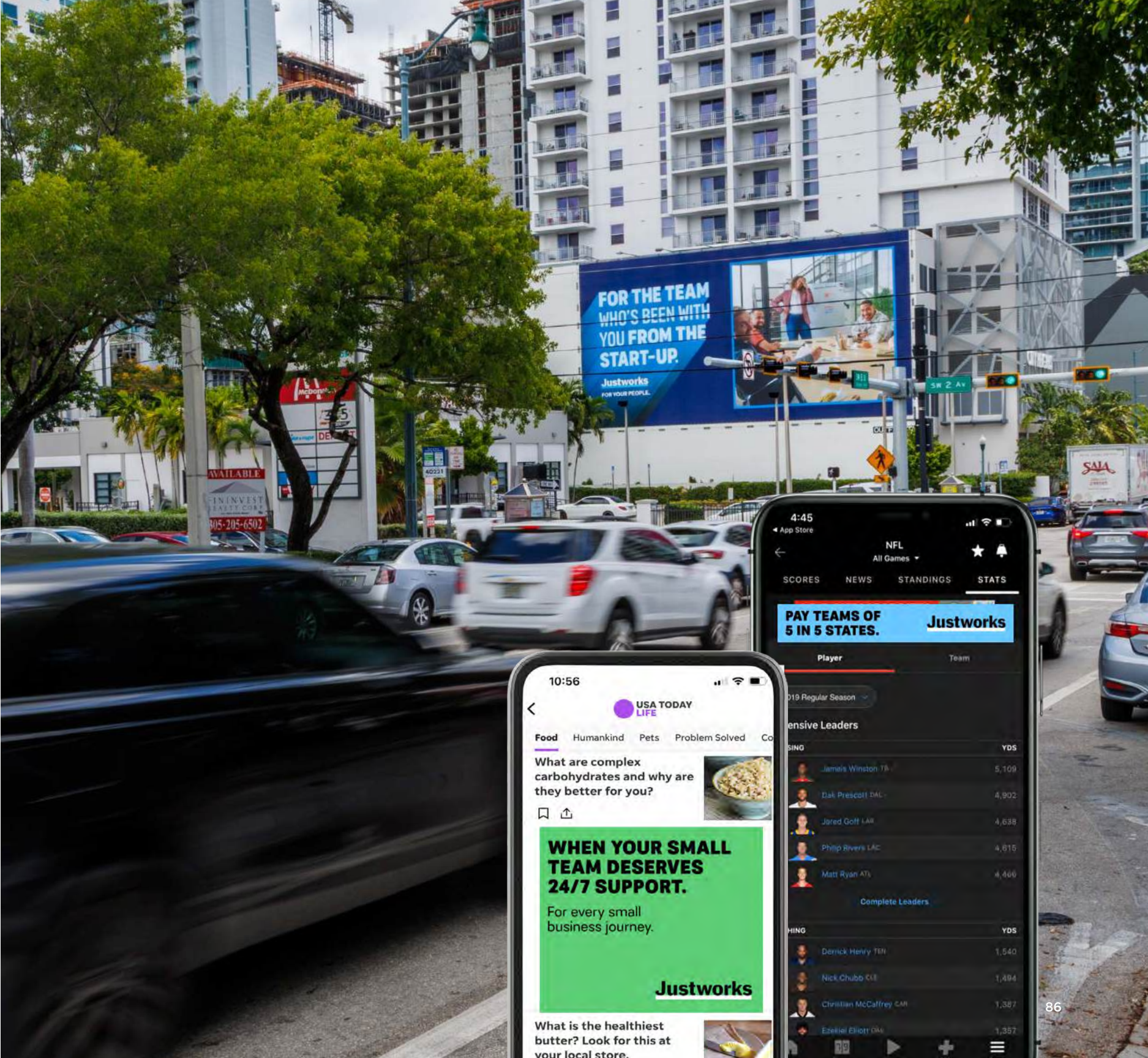
Source: Analytic Partners, 2024

Miami | 350.477.2496

Last Revised 09/16/2026

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OUTFRONT



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.

Source: Comscore, 2022

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