

OUTFRONT/

WE GET YOU DETROIT

Media Across The Market



WE ARE OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impact people where and when it matters most: in the real world. Smart brands leverage out of home's power of TLC by combining technology, location, and creativity to drive meaningful connections with their target audiences.

We continue to add intelligence to OOH, making our media more accurate, agile, and accountable. Our insights suite and attribution solutions were designed to reach your desired audience and measure your campaign's impact on them.

We are OUTFRONT by name and nature. We are everywhere, empowering businesses to leverage our ubiquity (500K canvases and 14.1B weekly impressions), our national footprint (top 25 markets), and our local relevance and community connections. We are front and center in the places your consumers live, work, and play, from neighborhoods to urban centers, from transit hubs to busier-than-ever highways and roads.

OOH is today's most creative medium. All OUTFRONT clients have access to our Cannes Lions award-winning in-house creative agencies to develop the right messaging and campaigns to drive positive outcomes. Champion the power of America's biggest canvases to drive engagement, fame, and trust.

As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to helping people, places, and businesses grow stronger.

**Welcome to America's most visible
and versatile media network.**

**Welcome to OUTFRONT.
We get you America.**

OUTFRONT/



WE LEAD IN THE ART, SCIENCE, & AUTOMATION OF OOH/



OUTFRONT/

ART

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Tap into our award-winning creative agencies for best-in-class creative services, campaign development, and dynamic digital additions.

SCIENCE

Tech advancements are a priority for OUTFRONT. We have the right hardware, software, and data to ensure your campaign is targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research, proprietary geospatial data, and real-time mobile data to find audience segments IRL. We also know that measurement matters. So, we have an attribution model that is scalable to different business needs.

AUTOMATION

Automation is transforming digital out of home buying. Access OUTFRONT's digital inventory and automate the DOOH buying process programmatically or via the OUTFRONT Ad Server, for a managed service experience. Both approaches include the ability to easily activate complex digital campaigns at scale, which may include data conditions, impression or audience targeting, and dayparting.

OOH DRIVES SUCCESS /

OUTFRONT/

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

OOH performs best for awareness across all demographics, while also ranking as the **#1 preferred media format for Millennials and GenZ**. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, **OOH drives 5.3X more search queries and 5X more website visits** than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations and the checkout line.

CONVERSION

OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.

AWARENESS¹

43% OOH
33% TV
32% Social Media
26% Online Video

CONSIDERATION¹

23% OOH
24% TV
24% Social Media
21% Online Video

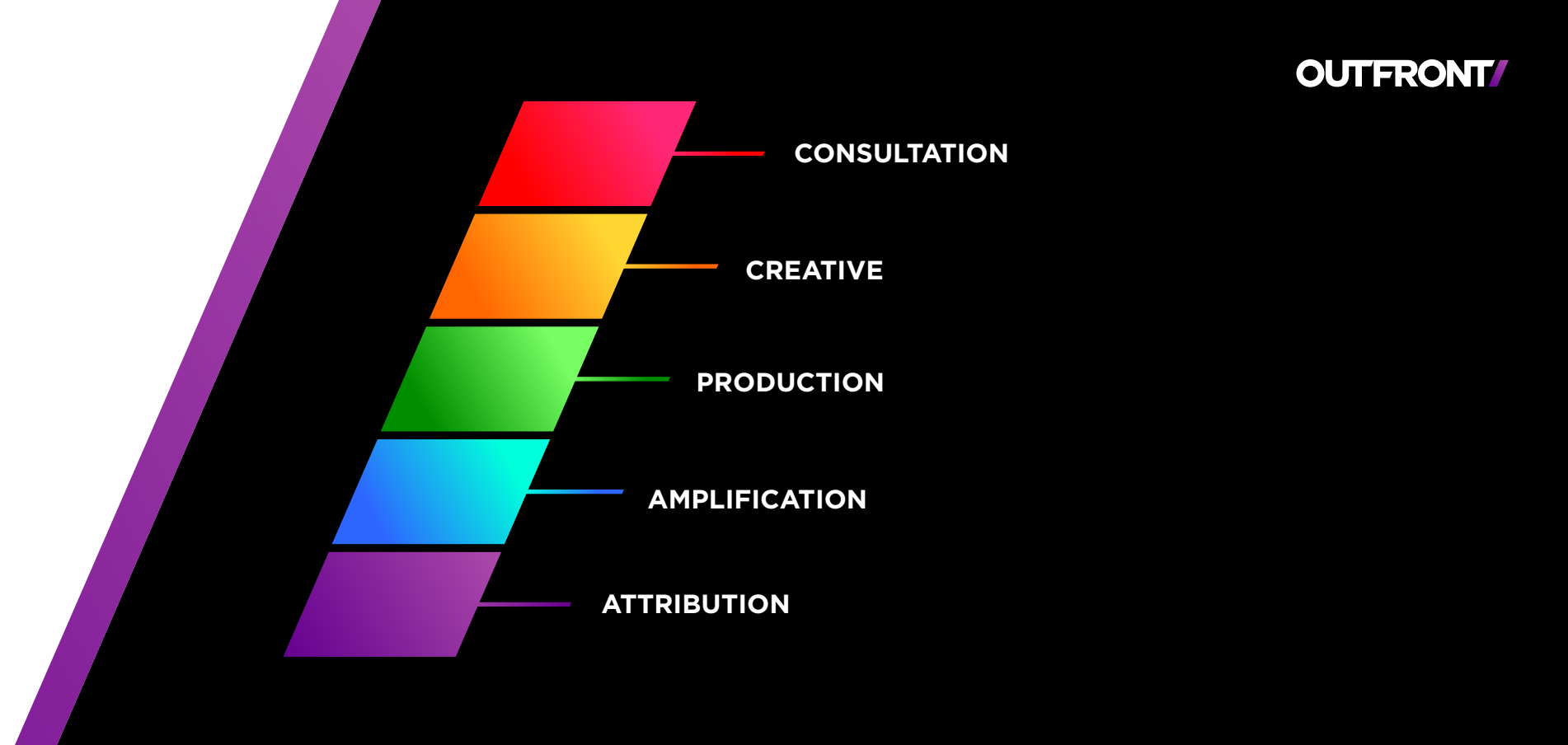
CONVERSION¹

18% OOH
18% TV
20% Social Media
13% Online Video

LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP
APPROACH ENSURES YOU GET
THE EDGE ON YOUR COMPETITION.

OUTFRONT/



CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to automate the buying process? 7,000+ digital billboard and transit canvases available on top SSP and DSP platforms, plus OUTFRONT's Ad Server.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

XLabs and OUTFRONT STUDIOS design Cannes Lions and industry award-winning campaigns. Together, we can aid in anything from best practices to full campaign development, or integrate the latest dynamic digital elements.

PRODUCTION

LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION

TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can amplify your real world campaign through press, social OOH, and mobile reach.

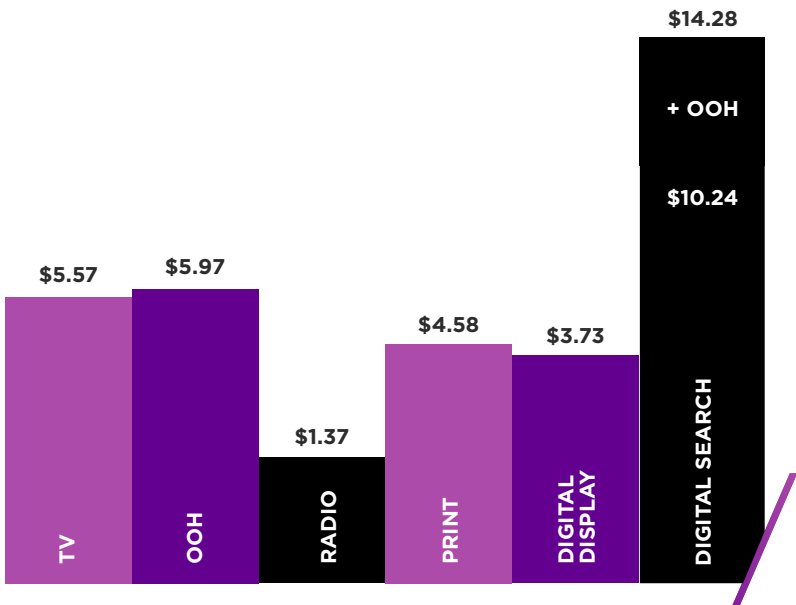
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track your campaign's success based on KPIs like footfall, website visitation, app downloads, tune-in, and brand affinity.

AMPLIFICATION MATTERS/

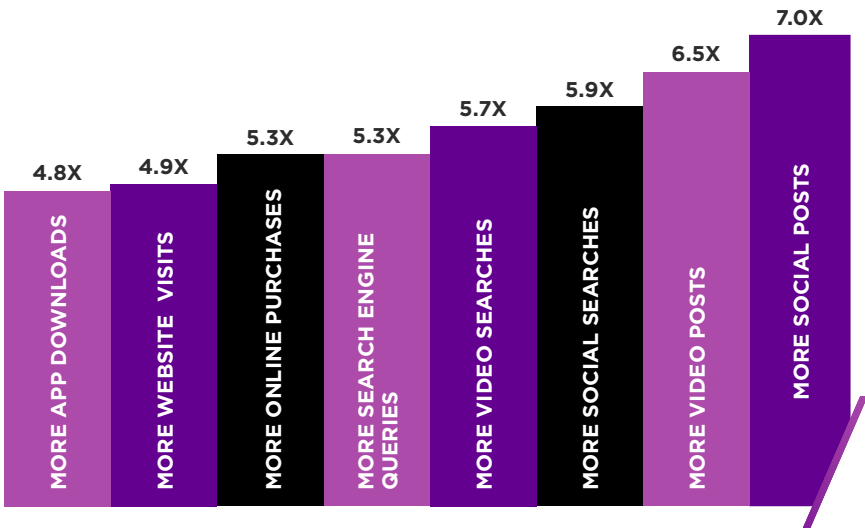
OUTFRONT is the best primer for digital engagement.



SEARCH

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

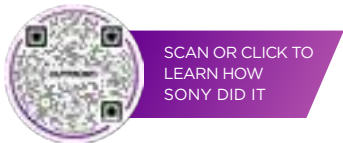
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



SOCIAL

Out of home drives 7X more social posts than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

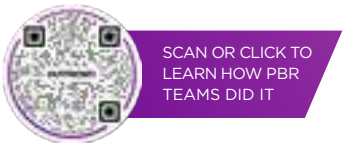
Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

PBR Teams expanded to eight markets after its first OOH campaign captivated Kansas City, **boosting ticket sales**.



ATTRIBUTION MATTERS/

OUTFRONT/

OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES FLEXIBILITY TO CHOOSE THE **ATTRIBUTION PRODUCTS THAT BEST ALIGN WITH YOUR KPIs.**



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits and link them to out of home campaigns they have viewed. OUTFRONT has seen an average lift of 131% for those exposed to OOH.

[Learn how we drove a 164% lift in store traffic to 200 Burger King locations.](#)



WEBSITE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to drive the strongest digital conversion, with an average lift of 345% in website traffic for those exposed to the OOH.

[Read how we drove website traffic for Celebrity Cruises.](#)



APP DOWNLOAD

We leverage a post-back to observe which mobile devices have downloaded and used the app after exposure to the OOH campaign.

[See how we increased likelihood to download the Tinder app.](#)



TUNE-IN

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

[See how we drove tune-in for a major sports league.](#)



BRAND LIFT

On-site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media.

[Learn how we increased unaided brand awareness for Fresh Direct.](#)



READ THE
BURGER KING
CASE STUDY



READ THE
CELEBRITY CRUISES
CASE STUDY



READ THE
TINDER
CASE STUDY



READ THE
SPORTS LEAGUE
CASE STUDY



READ THE
FRESH DIRECT
CASE STUDY

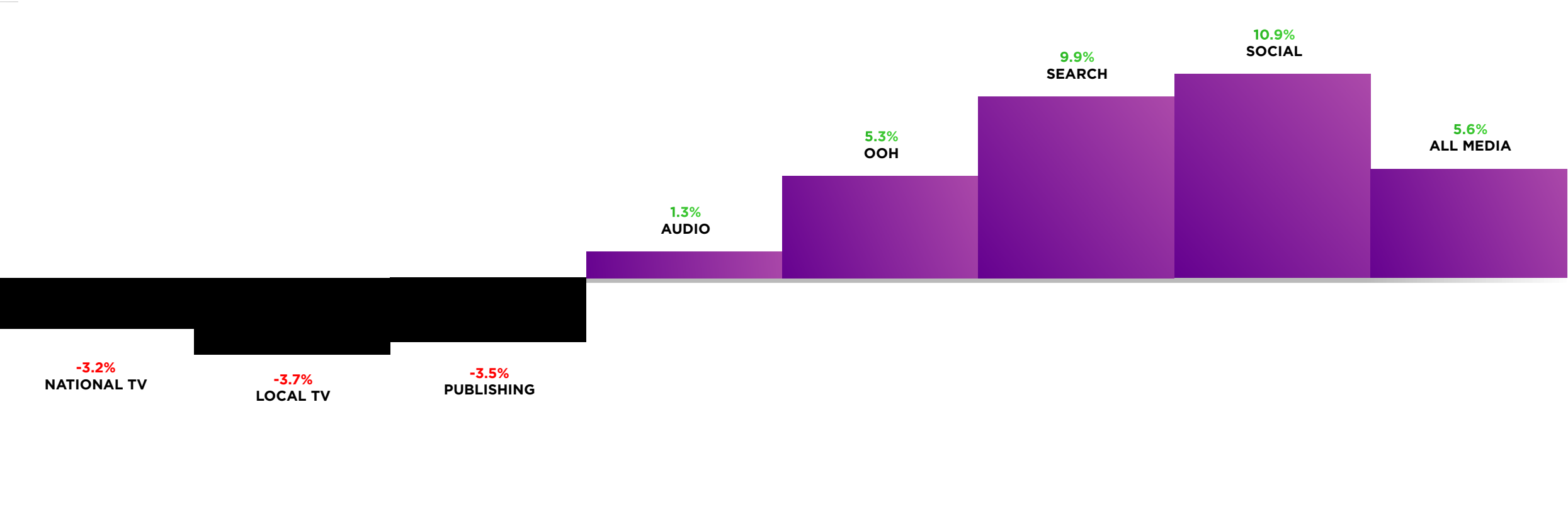
SOURCE: OUTFRONT ATTRIBUTION STUDIES

DISCLAIMER: OF COURSE, THE RESULT 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 (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2024. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

2024 U.S. MEDIA FORECAST



SOURCE: MEDIAPOST (MAGNA GLOBAL) 2023.
CHART EXCLUDES CYCLICAL EVENTS. AUDIO REFERS TO RADIO + PODCASTS

TOP 50 MARKETS /

OUTFRONT

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,357,766	● ●	●	● ●	● ● ●	●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,773,059	● ●	●	● ●		● ●	● ● ●	● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,220,195	● ●	●	● ●	● ● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,365,633	● ●	●				●	●	● ●	●
5	Houston-The Woodlands et al, TX	7,699,970	● ●	●				● ●		● ●	●
6	Atlanta-Sandy Springs et al, GA	6,421,346	● ●		● ●			● ●		● ●	●
7	Washington et al, DC-VA-MD-WV	6,353,913	●	●		● ● ●	● ●	●		●	●
8	Miami-Fort Lauderdale et al, FL	6,299,604	● ●	● ●		● ● ●	● ●	● ● ●		● ●	●
9	Philadelphia et al, PA-NJ-DE-MD	6,258,409	● ●	●	●					● ●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,168,926	● ●		● ●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,936,229	● ●	●	●	● ● ●	● ●	● ●	●	● ●	●
12	Riverside et al, CA	4,659,582	● ●		●				●		●
13	San Francisco-Oakland et al, CA	4,572,708	● ●	●	●	● ● ●	● ●	● ●		● ●	●
14	Detroit-Warren-Dearborn, MI	4,333,171	● ●	●	●		● ●				●
15	Seattle-Tacoma-Bellevue, WA	4,098,018	●		●						●
16	Minneapolis et al, MN-WI	3,730,656	● ●	●	●				● ●		●
17	Tampa-St. Petersburg et al, FL	3,419,498	● ●	●	●			●	● ●		●
18	San Diego-Carlsbad, CA	3,279,593	● ●	●	●				● ●		●
19	Denver-Aurora-Lakewood, CO	3,033,651	● ●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2,909,696	● ●		●	●					●
21	Baltimore-Columbia-Towson, MD	2,835,809	●								●
22	St. Louis, MO-IL	2,793,090	● ●	●	● ●						●
23	San Antonio-New Braunfels, TX	2,761,788	● ●								●
24	Portland-Vancouver et al, OR-WA	2,504,222	● ●	●	● ●						●
25	Sacramento-Roseville et al, CA	2,413,840	● ●		● ●						●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Pittsburgh, PA	2,410,277	● ●								●
27	Las Vegas-Henderson-Paradise, NV	2,369,486	● ●				● ●	● ● ●	● ●		●
28	Cincinnati, OH-KY-IN	2,290,416	●								●
29	Kansas City, MO-KS	2,240,831	● ●	●	●						●
30	Columbus, OH	2,208,373	● ●	●	●			●			●
31	Indianapolis-Carmel-Anderson, IN	2,166,851	● ●	●	●				● ●		●
32	Cleveland-Elyria, OH	2,155,276	● ●	●							●
33	Nashville-Davidson et al, TN	2,153,421	● ●								●
34	San Jose-Sunnyvale et al, CA	1,952,656	● ●		●	● ● ●	● ●	● ●			●
35	Virginia Beach et al, VA-NC	1,795,437	●					● ●			●
36	Jacksonville, FL	1,779,779	● ●								●
37	Providence-Warwick, RI-MA	1,683,645	● ●								●
38	Raleigh, NC	1,555,961	●								●
39	Richmond, VA	1,372,170	●								●
40	Louisville et al, KY-IN	1,371,917	● ●		●			● ●	● ●		●
41	Memphis, TN-MS-AR	1,333,544	● ●								●
42	Fresno, CA	1,179,207	● ●		● ●						●
43	Grand Rapids-Wyoming, MI	1,172,184	● ●		● ●						●
44	Hartford-West Hartford et al, CT	1,157,215	● ●		● ●	●					●
45	Buffalo-Cheektowaga et al, NY	1,152,213	●								●
46	Rochester, NY	1,048,543	●								●
47	Bridgeport-Stamford-Norwalk, CT	955,414	●			●					●
48	New Orleans-Metairie, LA	943,633	● ●	● ●	● ●						●
49	Albany-Schenectady-Troy, NY	907,810	●								●
50	Worcester, MA-CT	872,485	●								●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

MEDIA ACROSS DETROIT.

YOUR STORY & AUDIENCE. OUR CANVAS.

WE GET YOU DETROIT

OUTFRONT

Detroit is home to almost **4.5 million people** (adults and children) and is ranked the 14th largest DMA. Motown is the **largest city in Michigan** and is known as the world's automotive capital. It serves as headquarters to General Motors, Ford, Chrysler, Compuware, Little Caesars, Quicken Loans, and more. **OUTFRONT dominates** this market, offering advertisers the ability to reach their audience with a multitude of **intelligent OOH solutions**.

OUTFRONT has the **largest Digital OOH Network** available in Detroit.

WHY DETROIT?

- Millennials and Gen Z make up 38% of the population in Detroit.
- Detroit is an international city bordering Canada.
- Forbes ranked Detroit 3rd on their list of the Top 15 Cities Where Your Salary Stretches the Furthest.
- The 11-county Detroit region is home to more than 300 municipalities and 300,000 businesses, including 11 Fortune 500 companies and numerous education institutions.
- Key industry clusters in Detroit include automotive and mobility, defense, health care, information technology, transportation, distribution, and logistics.

In Detroit, OUTFRONT reaches 76% of the CBSA consumers weekly.

DETROIT
313.872.6030

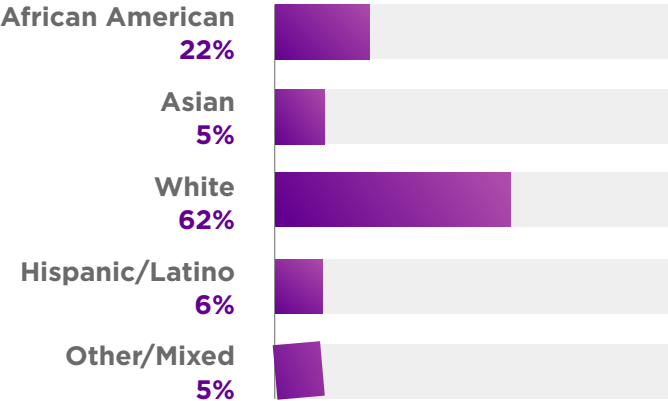
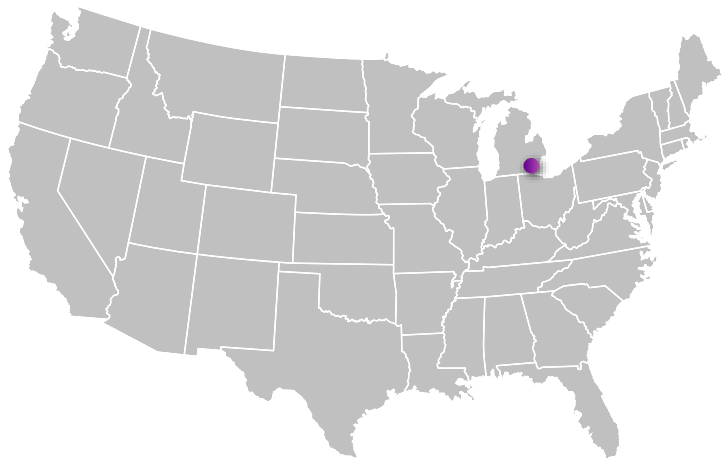
SOURCE: CENSUS DATA (2024 UPDATE), DISCOVER LOS ANGELES, WORLD ATLAS, GEOPATH 2023



SCAN OR CLICK TO
LEARN MORE

DETROIT

Profile



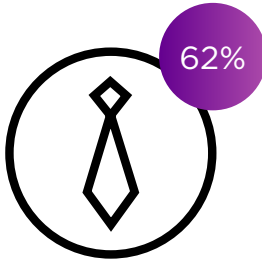
DETROIT 4.3M A18+ CBSA



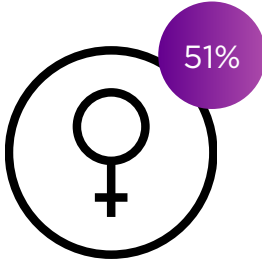
College Degree
or higher



Total miles traveled
past week



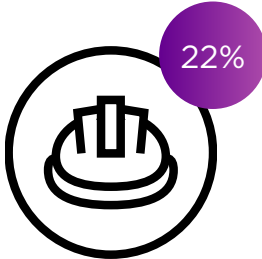
White-collar
occupation



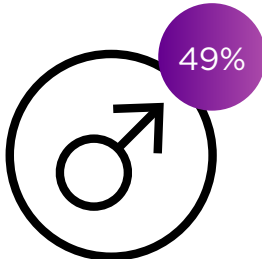
Female



Time spent traveling to
and from work each day



Blue-collar
occupation



Male



Drive alone or
carpooled



Ave. HHI



BILLBOARDS

I-94 9
Port Huron 56





BULLETINS

Bulletins offer one of the most powerful impacts of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the Detroit area, bulletins provide advertisers with long-term presence and tremendous visibility to all traffic.

PRODUCT INFORMATION

- 20'H x 60'W
- 14'H x 48'W
- Unique Sizes
- Extensions available on some locations

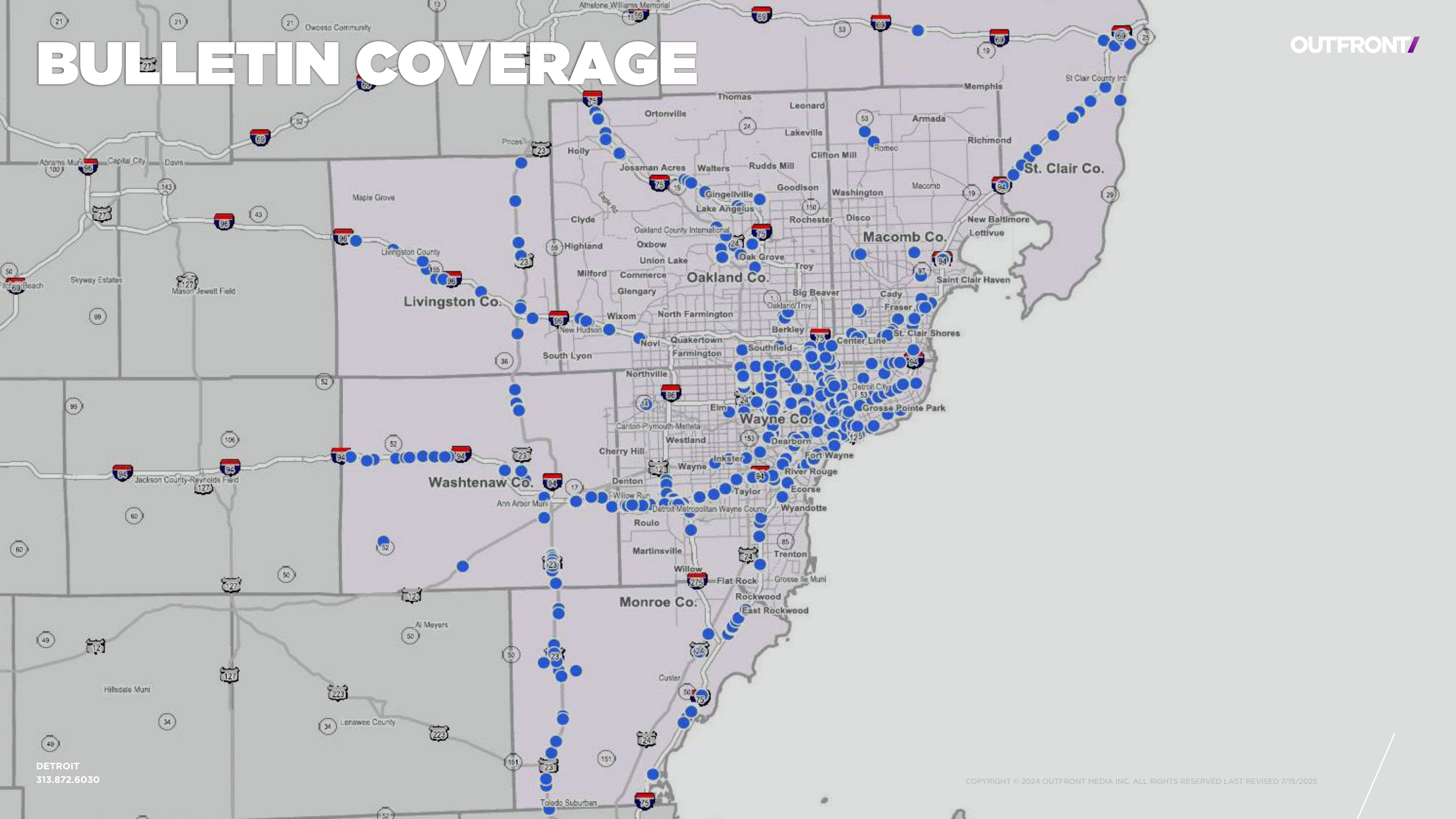
COVERAGE

- See map for complete coverage



SCAN QR CODE TO
LEARN MORE

BULLETIN COVERAGE





POSTERS

Large impact and neighborhood penetration make Posters an ideal point-of-purchase media. Demographic specific locations can bring your ad message to your **ideal audiences**. Targeted programs include Upscale Showings, Ethnic, Behavioral and many more.

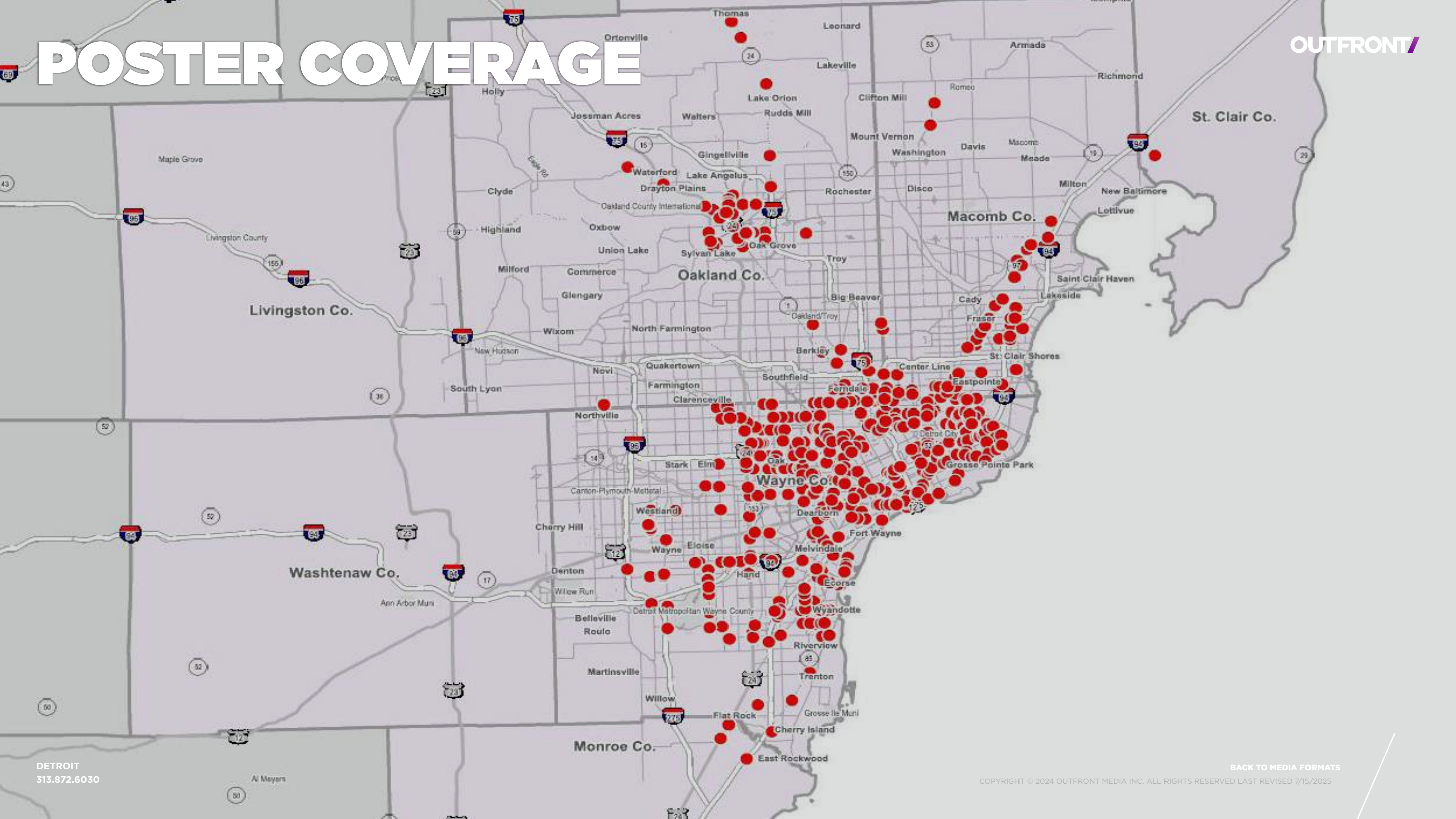
PRODUCT INFORMATION

— 10'5"H x 22'8"W

COVERAGE

— See map for complete coverage





POSTER COVERAGE



WALLS

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

PRODUCT INFORMATION

- 50'H X 40'W
- 48'H X 14'W
- 14'H X 48'W
- 20'H X 60'W
- 30'H X 23'W
- 18'H X 78'W
- 12'H X 36'W
- 60'H X 35'W
- 38'H X 30'W
- 55'H X 35'W
- 99'83" H X 50'W
- 90'H X 40'W
- 70'5" H X 70'5" W

COVERAGE

- See map for complete coverage



[illegible]

DIGITAL BULLETINS

OUTFRONT/

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

PRODUCT INFORMATION

- 14'H x 48'W
- 9'6"H x 30'6"W
- 10'6"H x 36'W
- 10'H x 30'W
- 10'H x 36'W
- 20'H x 60'W
- Spot Length: 8, 15, or 30 seconds

COVERAGE

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

DETROIT
313.872.6030



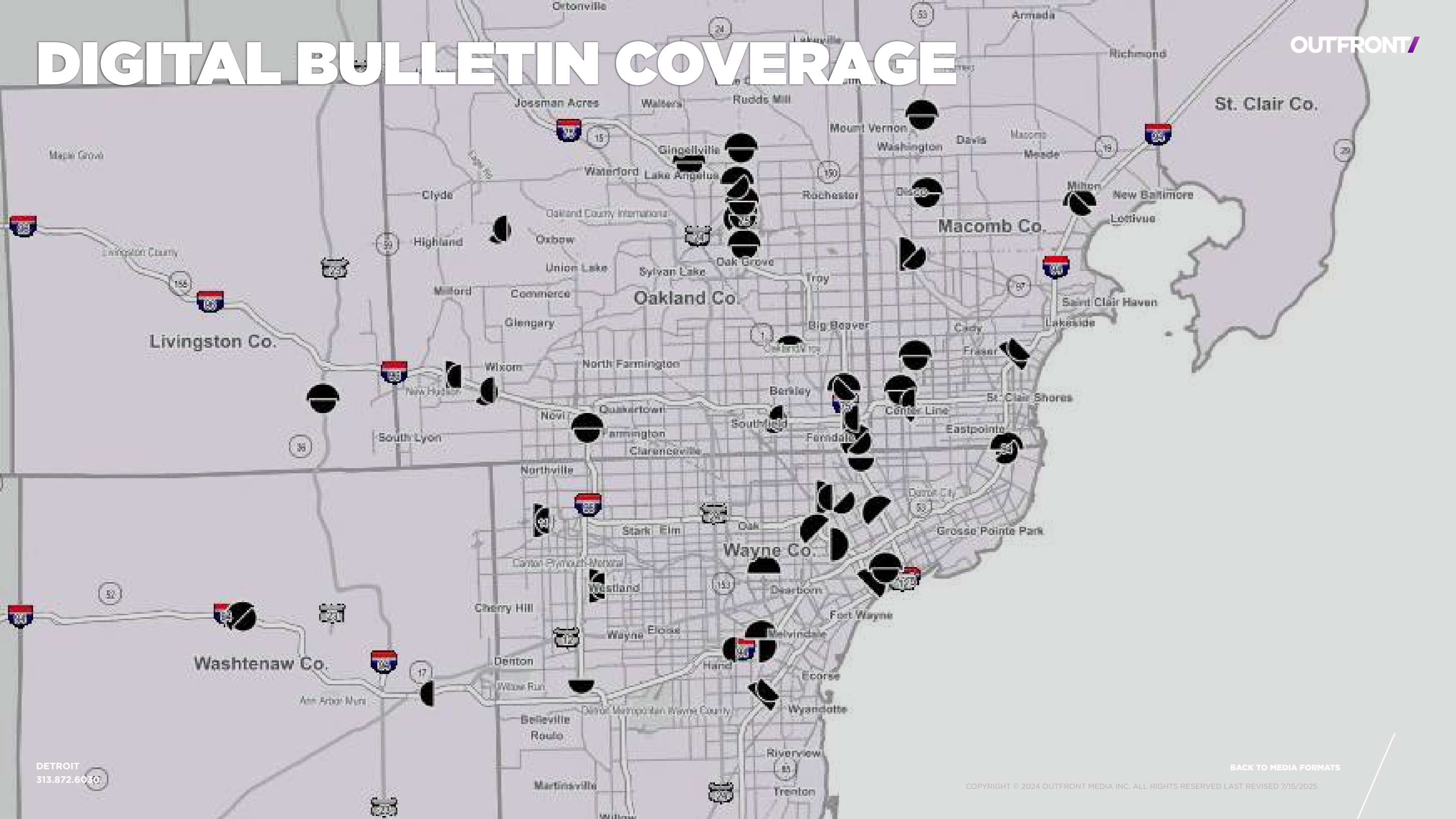
SCAN OR CLICK TO
LEARN MORE



BACK TO MEDIA FORMATS

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DIGITAL BULLETIN COVERAGE



SECOND SCREEN MEDIA





MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Target the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

PRODUCTS

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

LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK TO LEARN MORE



LEVERAGING #sOOH FOR YOUR BRAND

There's a phenomenon of digital amplification and engagement that occurs when the right creative is placed in the right location. We call it social out of home (#sOOH).

At OUTFRONT, we're experts in setting brands and local businesses up for social success. Here's how we can help.

PRIME FOR A TIME

Throughout the year, a handful of iconic events achieve a level of cultural clout so powerful that they magnify the prestige of the area they are located and any brand advertising in that locale. **Prime for a Time** is a strategy to access OOH media to amplify awareness and elevate brand image during these cultural moments.

STUDIOS & XLABS

The right creative is the second piece of the #sOOH puzzle. STUDIOS, our award-winning in-house design agency, can help. And for brands looking to really get people talking, our XLabs team offers technologies like three-dimensional XScape spatial creative and interactive QRad responsive content control.

INFLUENCERS

Three in ten are more likely to purchase something with a familiar influencer in an out of home ad, while four in ten would repost the ad. We can help find the right

influencers to reach the audience who matters most to you.

Out of home drives 7x more social posts, 5.9x more social searches, 6.5x more video posts, and 5.7x more video searches than other mediums, dollar for dollar.



OUTFRONT

SCAN OR CLICK TO READ ABOUT HOW AMIKA PERKED UP SALES AND BRAND AWARENESS





OUTFRONT

WE GET YOU AMERICA