



OUTFRONT/

The Power to *Move*

IRL Media Across San Diego

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

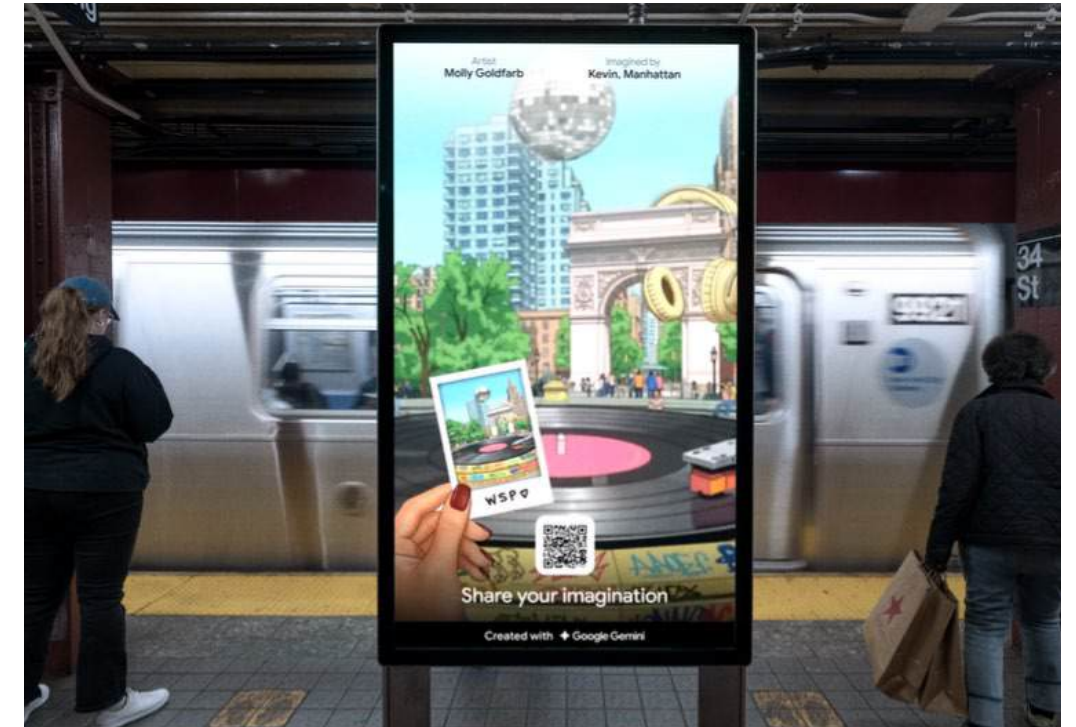
Advertising is no longer a one-way experience. Interactive IRL is a real-world portal to a brand's digital world. Through technology and real-time engagement, audiences can interact with, personalize, and influence what unfolds around them.

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%.**

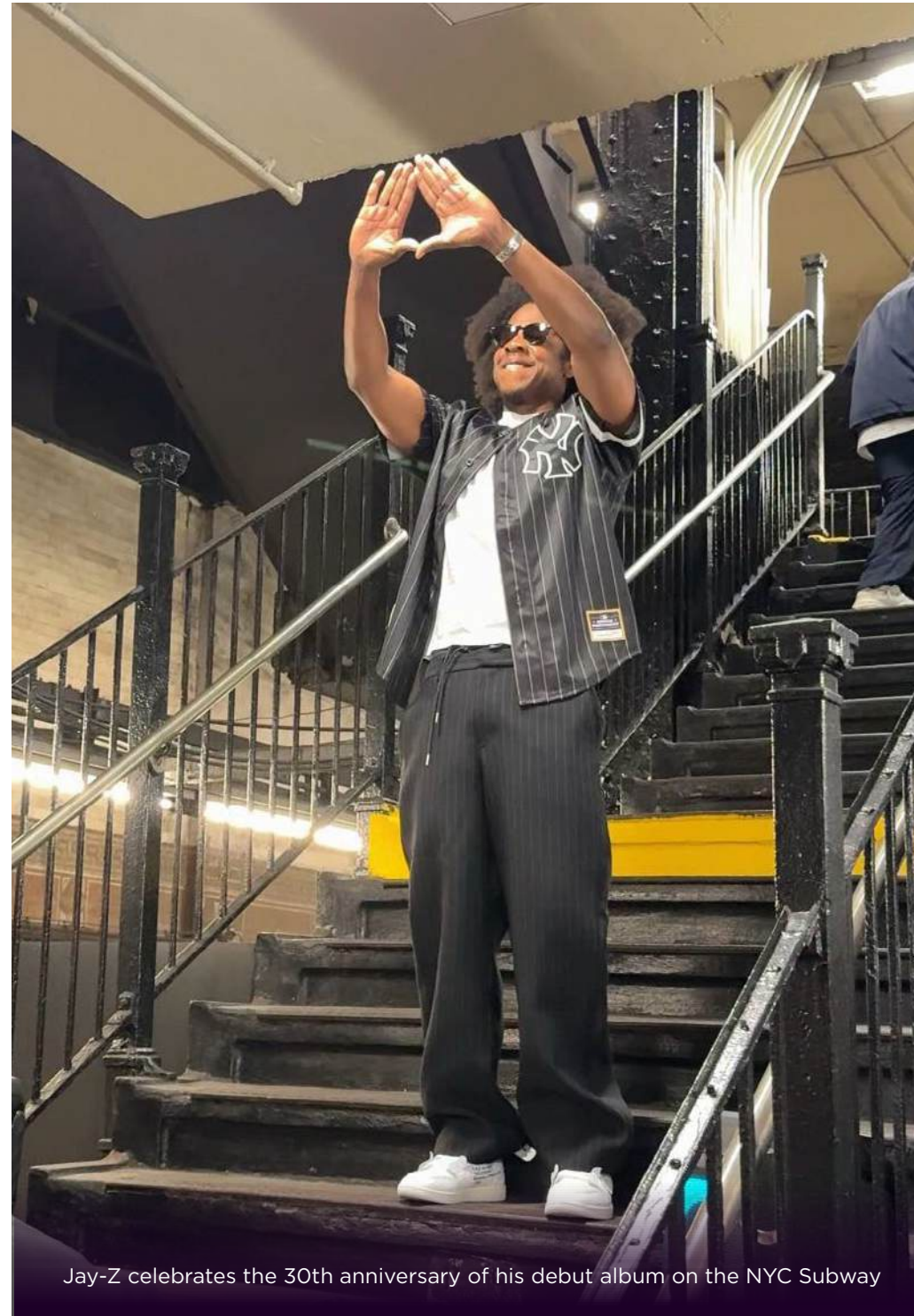
Source: Kantar/OUTFRONT, 2026



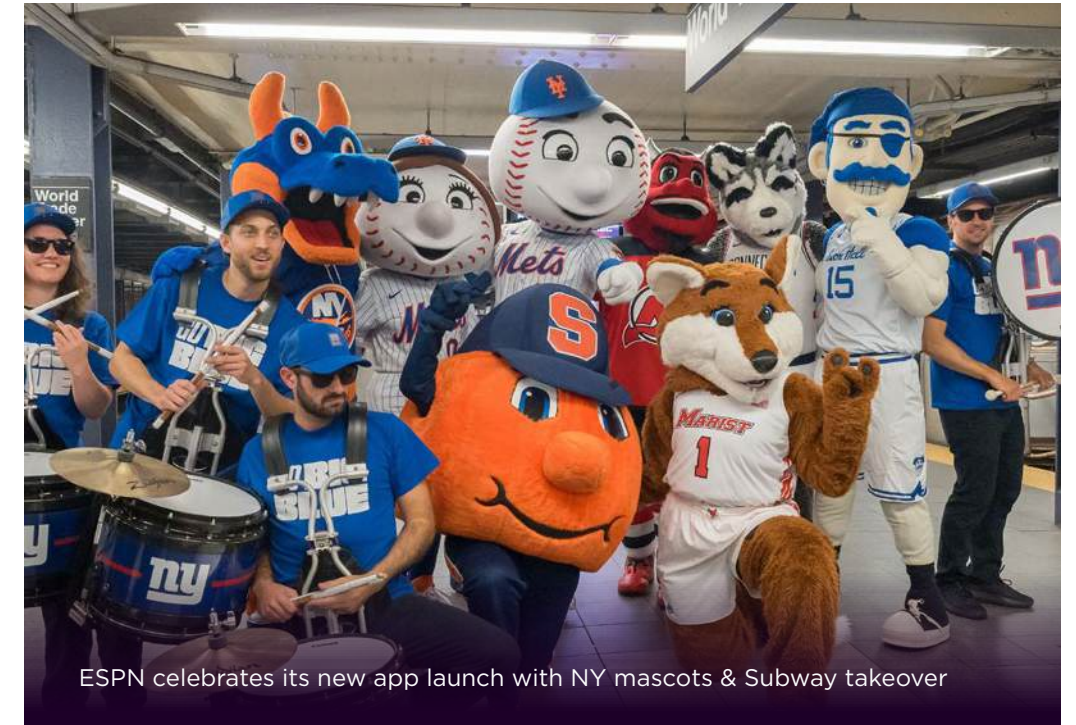
IRL Media *Shapes Culture*

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.

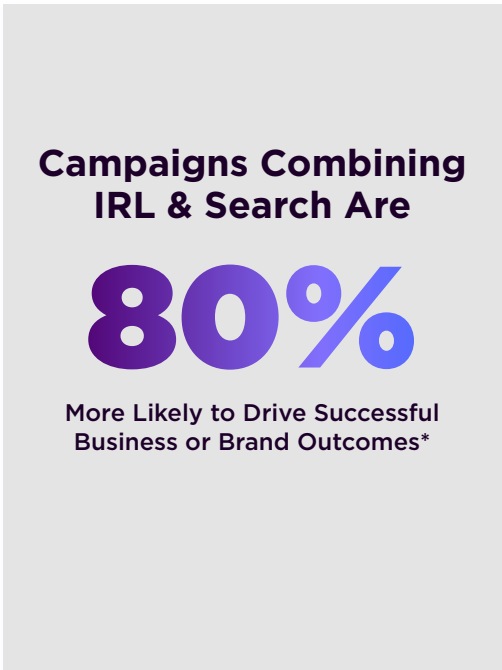
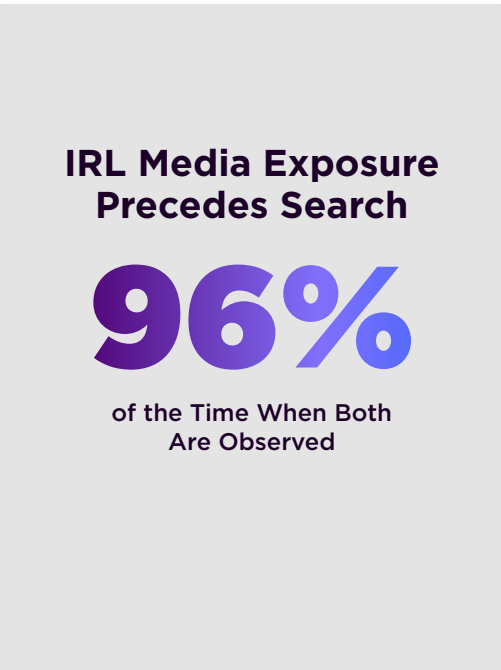
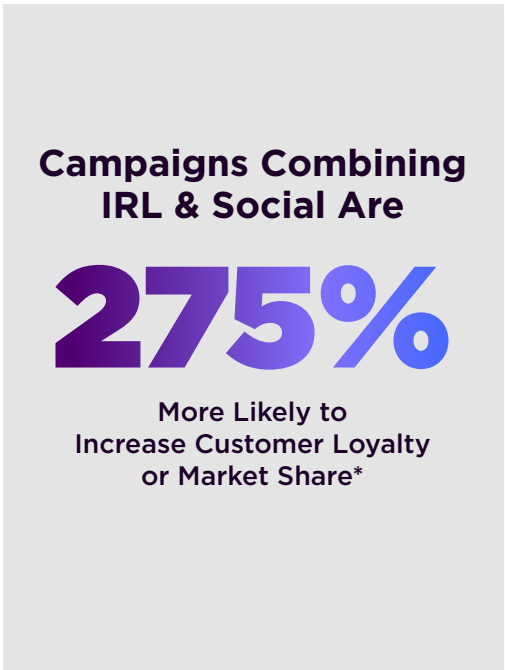
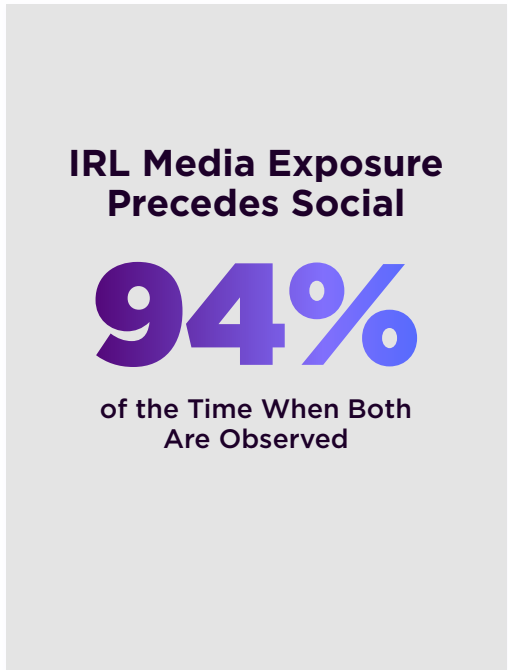
IRL Media Is First Impression, *Then Force Multiplier*

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	Wallsapes	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	● ■	●	●					

Source: Claritas LLC (2027 Update)



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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.
Source: Claritas LLC (2027 Update)

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	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	●							

Source: Claritas LLC (2027 Update)



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Source: Claritas LLC (2027 Update)

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	●							

Source: Claritas LLC (2027 Update)



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Mobile, social, CTT/OTV, drone shows, and experiential available nationwide. Top 50 markets based on OUTFRONT inventory and population count.
Source: Claritas LLC (2027 Update)

OUTFRONT/

YOUR BRAND, *Our Canvases.*

IRL Media Across San Diego



San Diego

In Real Life

This metropolitan area is the **8th largest in the United States by population and 2nd largest in California**. From the California/Mexico Border to Fallbrook, Pacific Beach to Alpine, we have you covered in this fast growing and diverse community with an abundance of sunshine. The city is home to the San Diego Padres and host of the massively popular “Comic Con” at the Downtown Convention Center. San Diego hosts over **32 million visitors per year generating \$22 Billion in economic impact**. Whether you are keen on hitting the beach, strolling through Balboa Park, or dining at a tasty local restaurant, San Diego has something for everyone.

Why San Diego?

- **America’s 9th Most Expensive City:** San Diego is ranked the 9th most expensive city to live in the U.S.
- **Highly Ranked GDP:** San Diego’s GDP is nearly \$262 Billion and ranked the 10th largest in the U.S.
- **World’s Top Travel Destination:** San Diego is ranked the world’s 6th travel destination generating \$1 Billion annually in state and local transient occupancy, sales, and property taxes.
- **Military Influence:** 19% of San Diegans are a part of a military household.
- **World’s Busiest Land Border Crossing:** The San Ysidro Border crossing lets in 15 million vehicles, 7 million people a year, and is considered the world’s busiest land border crossing.



Explore San Diego media,
market coverage, and
advertising opportunities.

San Diego | 619.283.7074

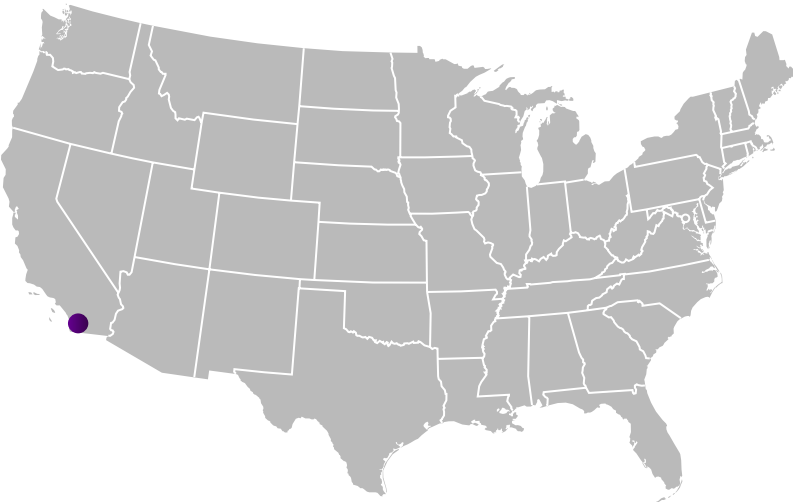
OUTFRONT

Sources: Sandiego.org, Timesofsandiego.com, Fox5sandiego.com, Sandiegouniontribune.com, Travelandleisure.com, Bts.gov, Gsa.gov, Geopath 2025, Scarborough Research 2025 Market/Release: San Diego, CA 2025 Release 2 Total (July 2024-Jan 2025/Jan-June 2025) Target Adults 18+ Last Revised 09/15/2026 Copyright © 2026 OUTFRONT Media Inc. All rights reserved

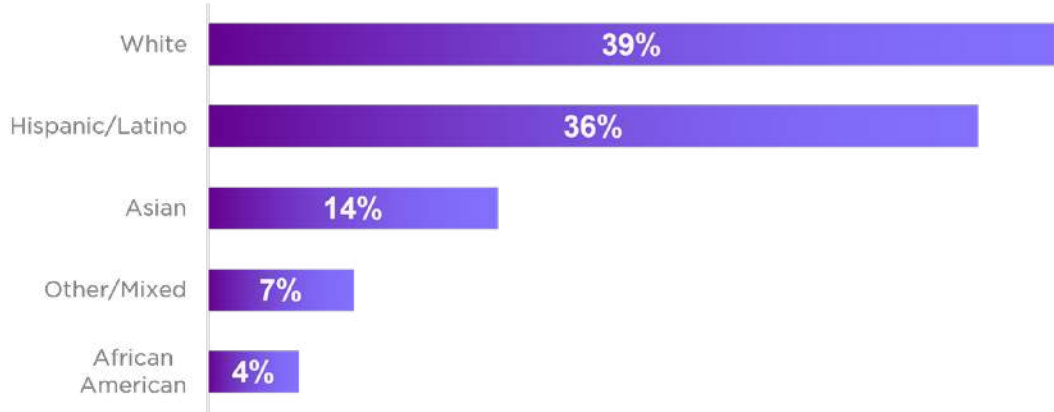


San Diego

Profile



 3.3M CBSA



45%
College Degree or
Higher



132 Miles
Total Miles Traveled
Past Week



67%
White-Collar Occupation



50%
Female



28 Minutes
Time Spent Traveling To &
From Work Each Day



15%
Blue-Collar Occupation



51%
Male



76%
Drive Alone or Carpooled



60%
Employed

Media Formats

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Spectaculars	21
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OUTFRONT/

Billboards

Billboards

One of our largest advertising formats, **billboards offer a powerful impact** on audiences across the market. Located on **key highways, intersections and integral choke points throughout the San Diego area**, billboards provide your message with **long-term presence and tremendous visibility** to vehicular traffic.

Product Information

- 14'H X 48'W
- Odd sizes
- Extensions available

Coverage

- See map for complete coverage



Discover the impact, scale, and capabilities of OUTFRONT billboards.



Impact Billboards

One of our largest advertising formats, billboards offer a **powerful impact** on audiences across the market. Located on **key highways, intersections and integral choke points** throughout the San Diego area, billboards provide your message with **long-term presence and tremendous visibility** to vehicular traffic.

Product Information

- 14'H X 24'W
- Odd sizes
- Extensions available

Coverage

- See map for complete coverage



Discover the impact, scale, and capabilities of OUTFRONT billboards.



Spectaculars

A rare format in San Diego, these Spectaculars provide an advertiser with that extra space to stand out and **amplify your brand message**. Located along San Diego's busiest freeways, these boards will **command your audience's attention**.

Product Information

- 20'H X 60'W
- 20'H X 64'W

Coverage

- I-5 Freeway
- I-805 Freeway

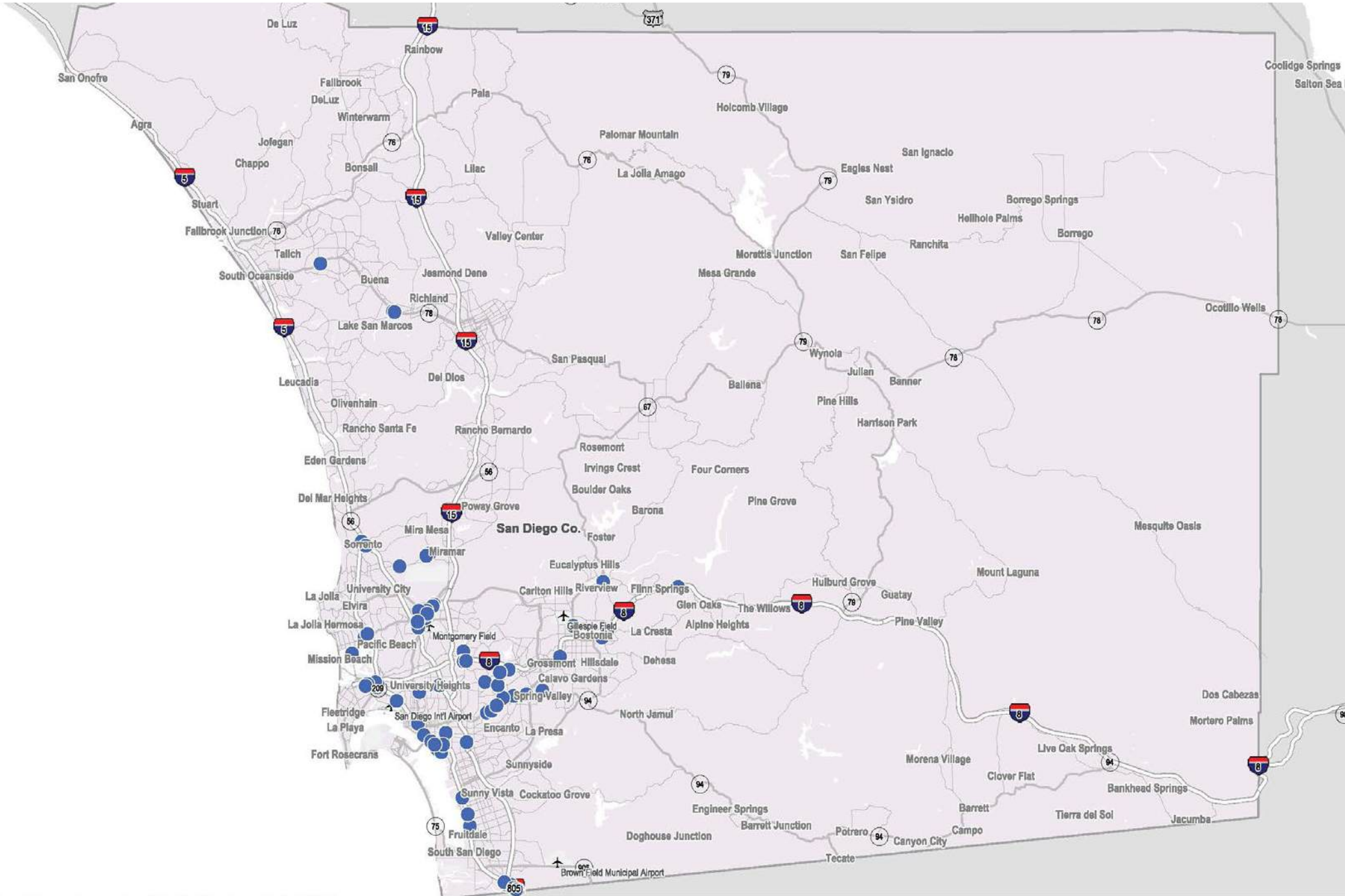


Discover the impact, scale, and capabilities of OUTFRONT billboards.



Billboard Coverage

Across San Diego



Posters

Located on both freeways and surface streets, Posters allow advertisers to **pinpoint a chosen audience** and saturate the market. Posters, positioned along roadways and in urban areas, **extend brand awareness on the local level**. These street visible canvases allow OOH to infiltrate in local neighborhoods.

Product Information

- 10'5"H X 22'8"W
- Odd sizes
- Extensions available

Coverage

- See map for complete coverage

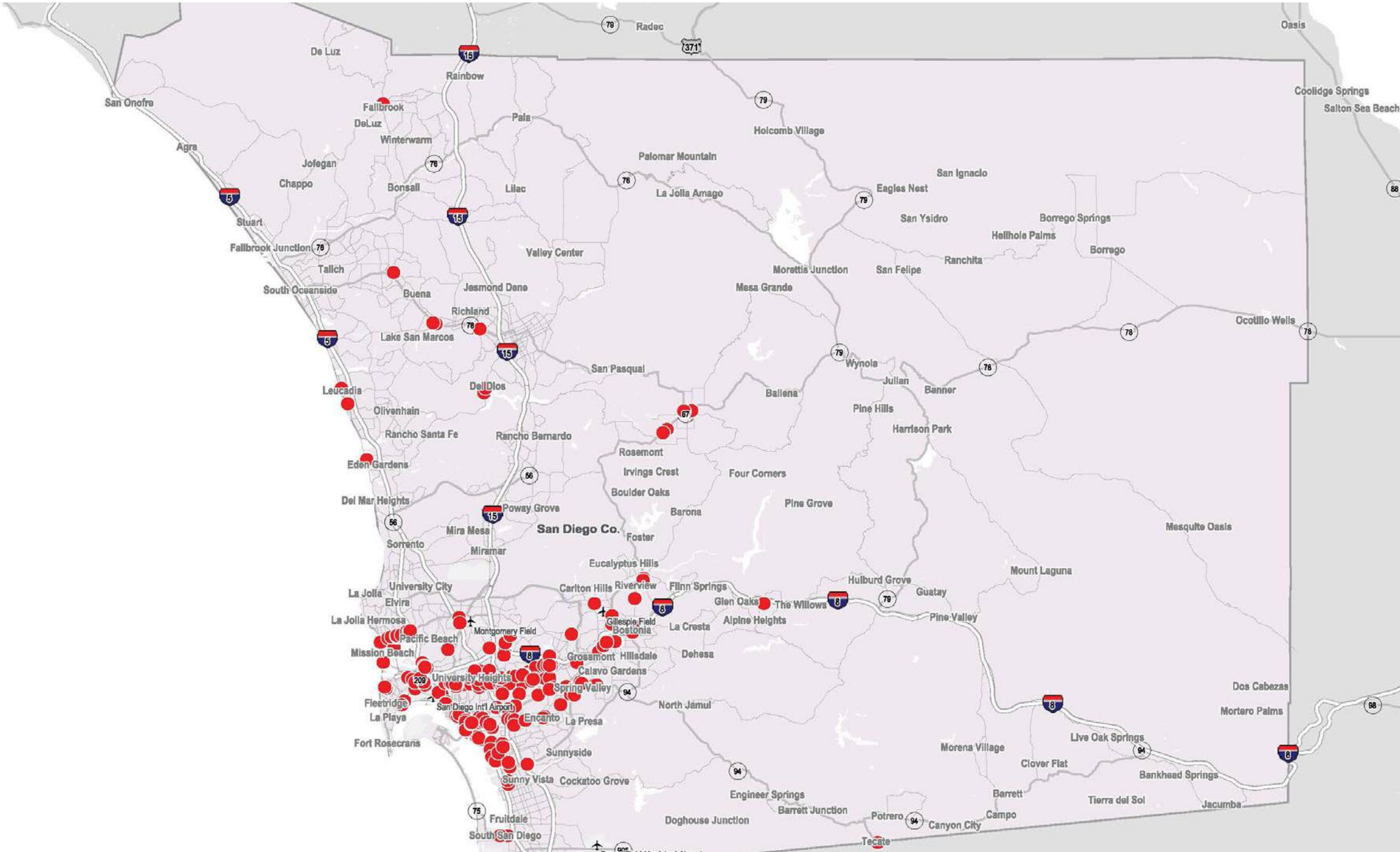


Discover the reach and scale of OUTFRONT posters.



Poster Coverage

Across San Diego





OUTFRONT/

Specialty

San Diego Convention Center

Comic Con Walls

Be the star of the show at Comic Con with one of the **biggest and best placed trio of walls** at the entire event! Centered between the main event at the Convention Center and the Interactive Zone at Petco Park, these Walls will undoubtedly **capture the attention of attendees and more** in a dominating, eye popping fashion!

Product Information

- Available during San Diego's Comic Con July 23 - July 26, 2026.
- Sold as a package
- Contact your sales representative for more information
- Sizes vary

Coverage

- San Diego Convention Center

Circulation

- 135K+ attendees in 2025



See 2025 Comic Con Video here!





OUTFRONT/

Specialty & Experiential

Fashion Valley Mall & Westfield UTC



See how lifestyle centers connect brands with consumers in dynamic environments where people shop, dine, and gather.

Lifestyle Centers

San Diego is home to two premier lifestyle destinations: Westfield UTC and Fashion Valley Mall. **Westfield UTC stands out as San Diego's premier open-air lifestyle destination**, known for its beautifully landscaped plazas, luxury boutiques, chef-driven dining, family-friendly amenities, and an elevated resort-style atmosphere that continues to grow through ongoing high-end expansions. Meanwhile, **Fashion Valley Mall serves as one of the region's leading upscale shopping hubs**, offering an extensive mix of stores, diverse dining options, entertainment venues, and an elegant openair setting that blends modern design with Southern California's signature breezy ambiance.

Coverage

- La Jolla
- Del Mar
- Mira Mesa
- Sorrento Valley
- Carmel Valley
- University City
- Clairemont
- San Diego
- Mission Valley
- Downtown
- Old Town
- Coronado
- Point Loma
- Santee
- La Mesa
- El Cajon
- Chula Vista
- National City
- San Ysidro

Lifestyle Centers

- Fashion Valley Mall
- Westfield UTC



See how impactful wallscapes transform Fashion Valley Mall into a destination for brands and shoppers alike.

Fashion Valley Mall Wallscapes

Captivate and command the attention of audiences at the **Fashion Valley Mall, considered one of the largest malls in California** with 1.7M of retail space. **Did you know that 42% of San Diego residents have visited Fashion Valley Mall in the past 3 months?** Target luxury shoppers at one of San Diego's most exclusive lifestyle centers with over 192 high end stores.

Product Information

- 10 Wallscapes
- Sizes vary
- Illuminated

Luxury Stores On Site

- | | | | |
|------------------|-----------------------|-----------------|-----------------|
| • Amiri | • Carolina Herrera | • Gucci | • Saint Laurent |
| • BOSS | • Christian Louboutin | • John Varvatos | • Tiffany & Co. |
| • Bottega Veneta | • David Yurman | • Louis Vuitton | • Tudor |
| • Breitling | • DIOR | • Montblanc | • Versace |
| • Burberry | • Dolce & Gabbana | • Omega | • Zimmerman |
| • Cartier | • Ferragamo | • Prada | |
| • Celine | • Golden Goose | • Rolex | |

Circulation

- 18M Annual Visitors

Sources: Simon.com,
Sunsetpm.com

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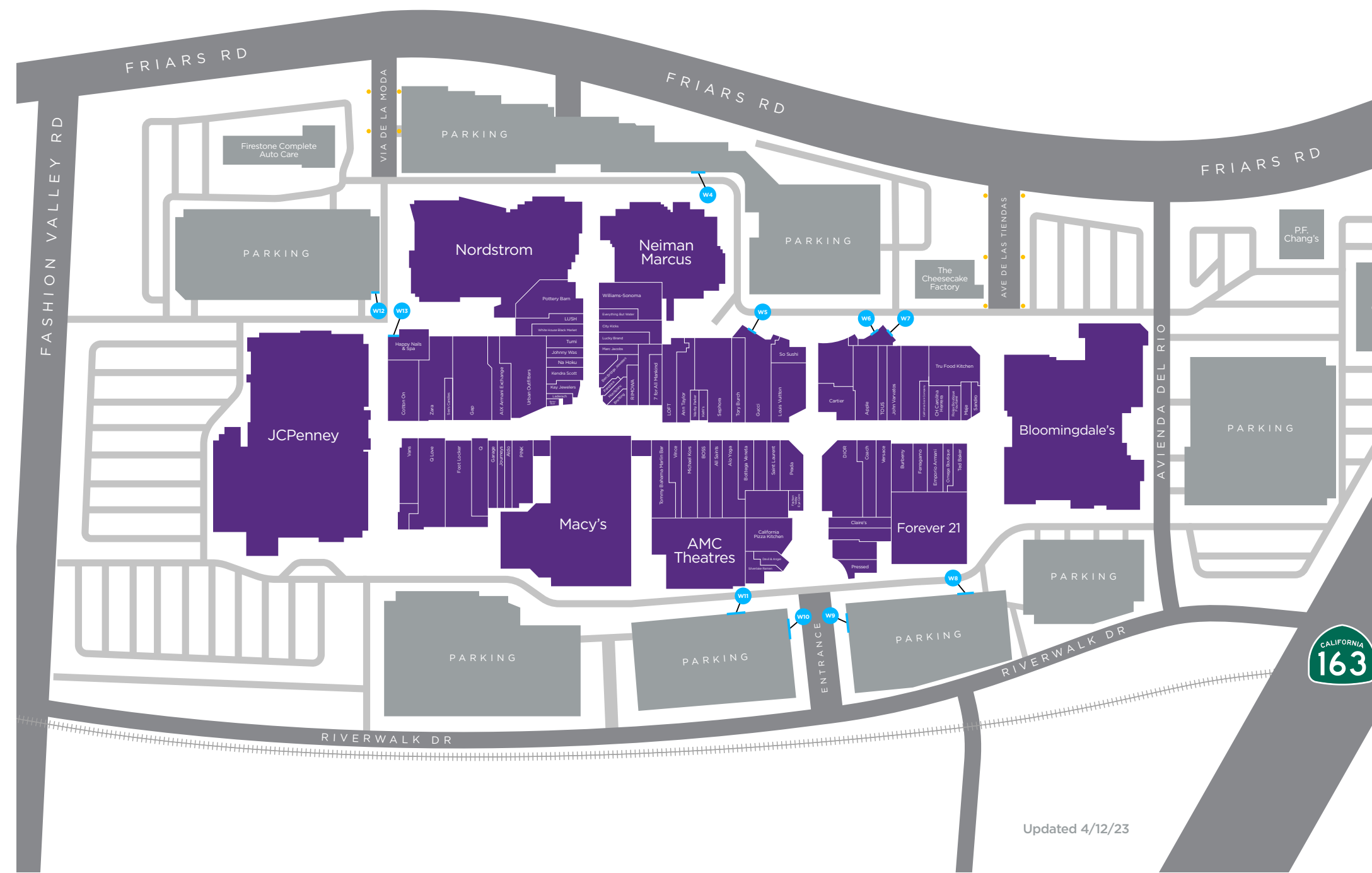
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Last Revised 09/15/2026

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Fashion Valley Mall

Wallscape Coverage





Westfield UTC

Westfield UTC is a premier shopping destination tucked between Genesee Avenue, La Jolla Village Drive, Towne Center Drive, and Nobel drive, serving as a key retail hub for La Jolla and North County. Located minutes from La Jolla, Del Mar, and Mira Mesa, the center attracts affluent residents, commuters, and nearby office workers. With 13.6 million visits annually, **the property delivers consistent, high-intent foot traffic** anchored by national retail, dining, and entertainment. Our interior signage offers **high-impact visibility** for in-mall experience.

Product Information

- Interior Static Bulletin: 1 Bulletin
- Immersive Experiential Displays (IXD): 13 Structures (26 Screens)
- Experiential: 5 Experiential Venues

Coverage

- La Jolla
- Del Mar
- Mira Mesa
- Sorrento Valley
- Carmel Valley
- University City
- Clairemont
- San Diego

Circulation

- 13.6M+ Annual Visitors

Sources: Simon.com,
Sunsetpm.com

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Last Revised 09/15/2026

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Discover how Westfield UTC's premium media network connects brands with shoppers at every step of the journey.

Westfield UTC

Coverage





OUTFRONT/

Digitals

North County Mall & Lemon Grove



Discover how digital billboards amplify brand presence with unmatched visibility and reach.

Digital Billboards

Add an extra layer to your campaign through a digital execution in San Diego. With **strategic digital coverage on key roadways and intersections**, target audiences across the market and easily change creative to **trigger audiences based on time of day**. Copy is subject to approval by local ordinance.

Product Information

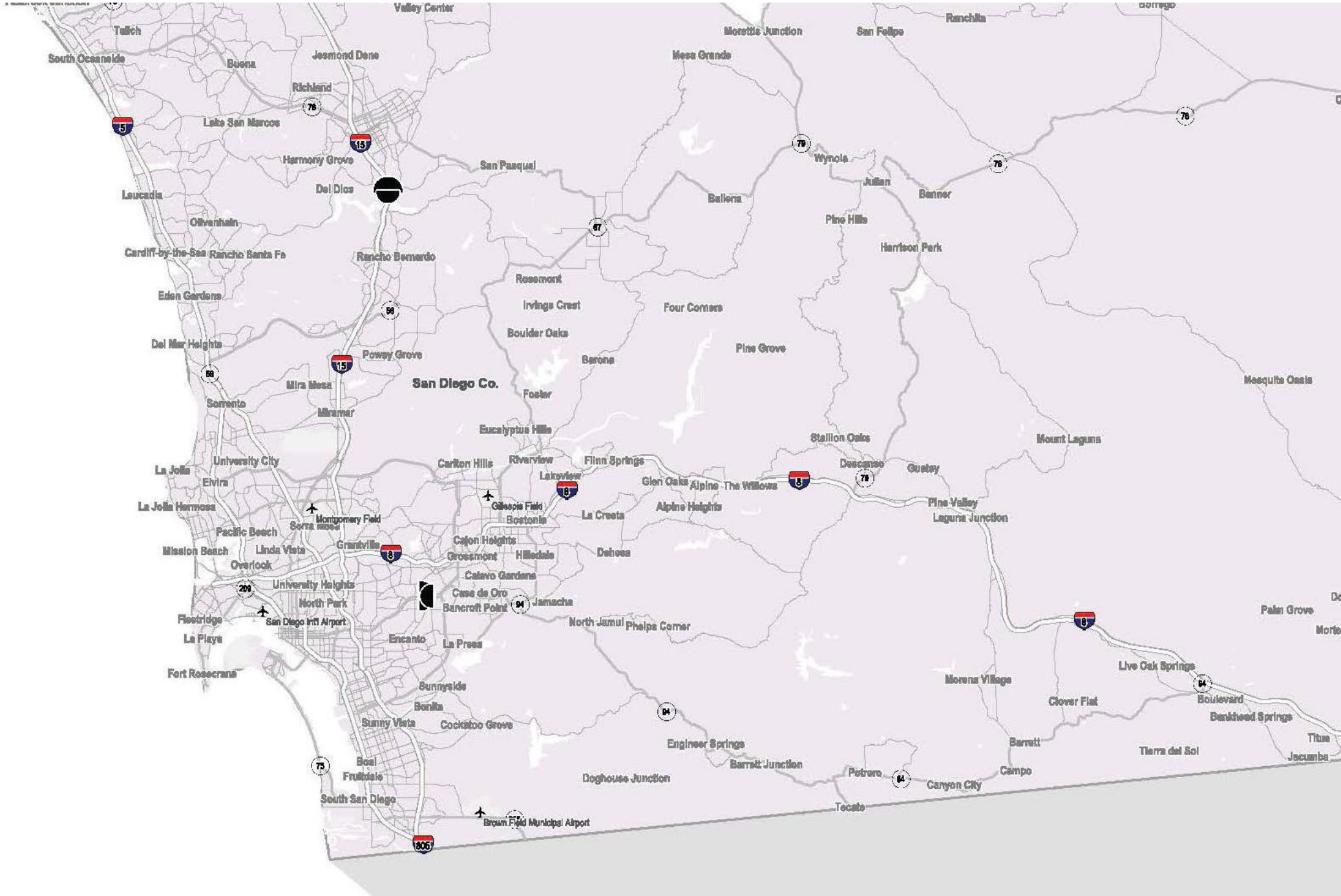
- Size: 14'H x 48'W
- Spot Length: 8 Seconds
- # of Spots: 8
- Hours: 24
- Type: Digital

Coverage

- See map for complete Coverage

Digital Billboards

Coverage





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Specialty Digitals

**Las Americas Premium Outlets &
North County Mall**



Discover how digital billboards amplify brand presence with unmatched visibility and reach.

Las Americas Premium Outlets Digital Billboards

Captivate and demand the attention of audiences at Las Americas Premium Outlets, a shopping center near the San Ysidro Border. **Did you know that the San Ysidro Border is the world's busiest border land crossing?** In fact, 15 million vehicles and nearly 7 million pedestrians cross the border each year! **Shoppers from California and Mexico can enjoy shopping at 160 stores at the area's largest outlet center.** Target multi-cultural shoppers near the San Ysidro Border at this open-air property.

Source: Business.simon.com,
PremiumOutlets.com, Bts.gov,
Gsa.gov

Product Information

- 5 Digital Billboards
- Sizes vary
- 24 Hour Illumination
- Sold as a package

Coverage

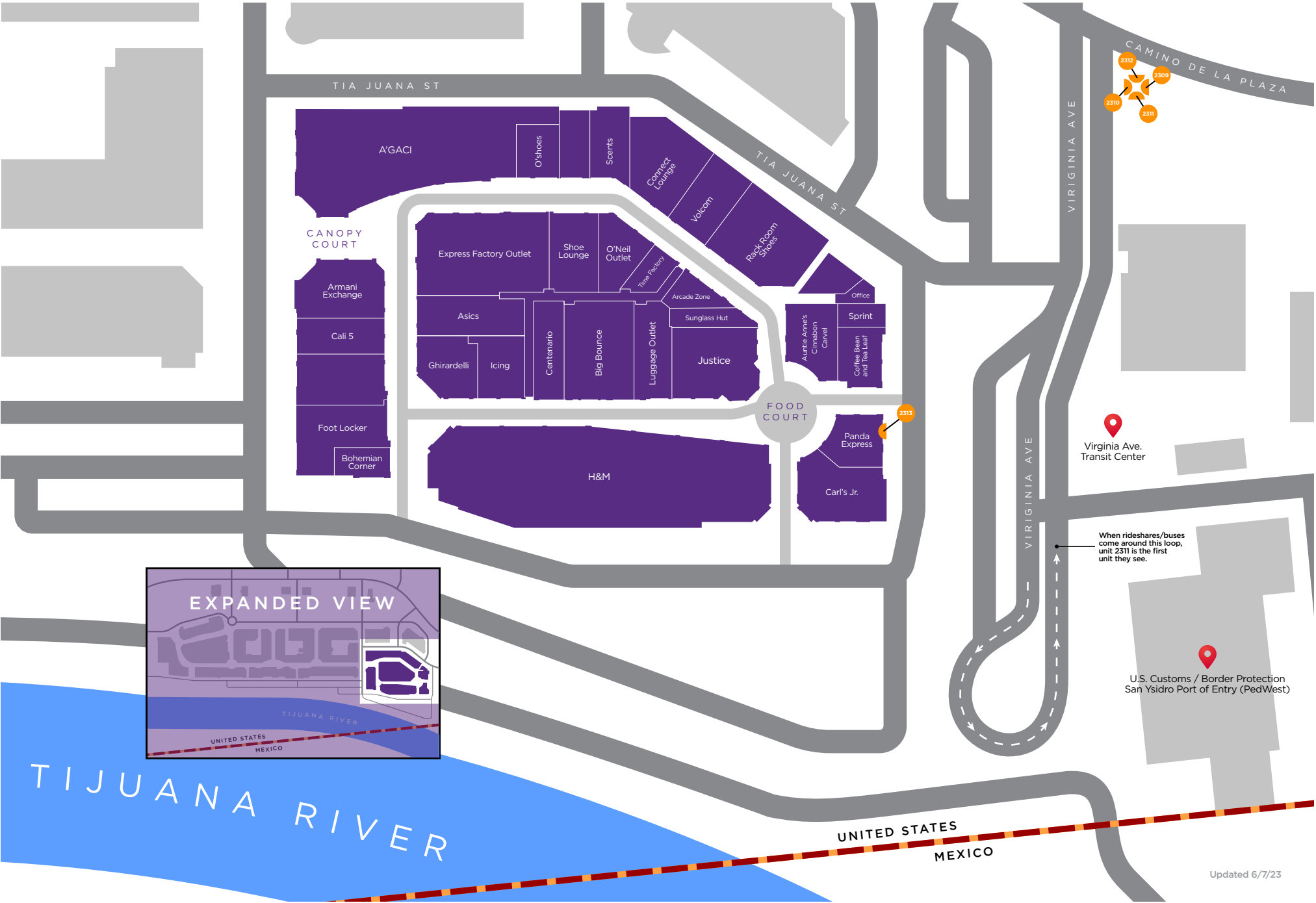
- South San Diego
- San Ysidro Border

Luxury Stores On Site

- | | | |
|-----------------------|----------------|------------------|
| • Abercrombie & Fitch | • Express | • Sunglass Hut |
| • Adidas | • Guess | • Swarovski |
| • Aldo | • HUGO | • The North Face |
| • Ann Taylor | • Kay Jewelers | • Tommy Hilfiger |
| • Boss | • Michael Kors | • Polo |
| • Calvin Klein | • Nike | |
| • Colombia | • Pandora | |

Las Americas Premium Outlets

Digital Billboard Coverage



North County Mall Digital Billboards & Backlit Display

Captivate shoppers in North County Mall with our eye-catching Backlit Displays! North County Mall is located off the Via Rancho Parkway Exit in Escondido, CA and is considered the only mall within a 20-mile radius of the I-15 Freeway. This retail destination is home to over 90 upscale stores such as Apple, Kay Jewelers, Sunglass Hut, and more! Research shows that the mall welcomes over 5 million visitors annually to shop, dine, and participate in events. Pique customers' interests with this added value customized Backlit Display package and drive in-store purchases! Did you know that 37% of passersby would visit a store after seeing a digital billboard ad? What better way to reach your audience than to get their attention on the street and as they walk throughout the mall!

Backlit Display Specs

- Size: Finished 47" x 69", Viewable 45" x 67"
- Material: Backlit Film



Discover the impact, scale, and capabilities of digital billboards.

Source: Spinosoreg.com,
Northcountymall.com, Talon
Outdoor May 2024

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North County Mall Retail Merchandising Unit

Showcase your brand in a creative way with our Retail Merchandising Units (RMU's) sprinkled throughout North County Mall! Did you know that 37% of consumers would visit a store as a result of seeing its digital ad? What better way to capture the attention of shoppers as they walk through the mall!

RMU Specs

- 94” across
- 54” width
- 3’ height from floor to counter
- 90” height from floor to top

Coverage

- See map for complete coverage

Source: Talon Outdoor
May 2024

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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

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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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