OUTFRONT

The Power to *Move*

IRL Media Across the U.S.A.

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.

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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.

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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**

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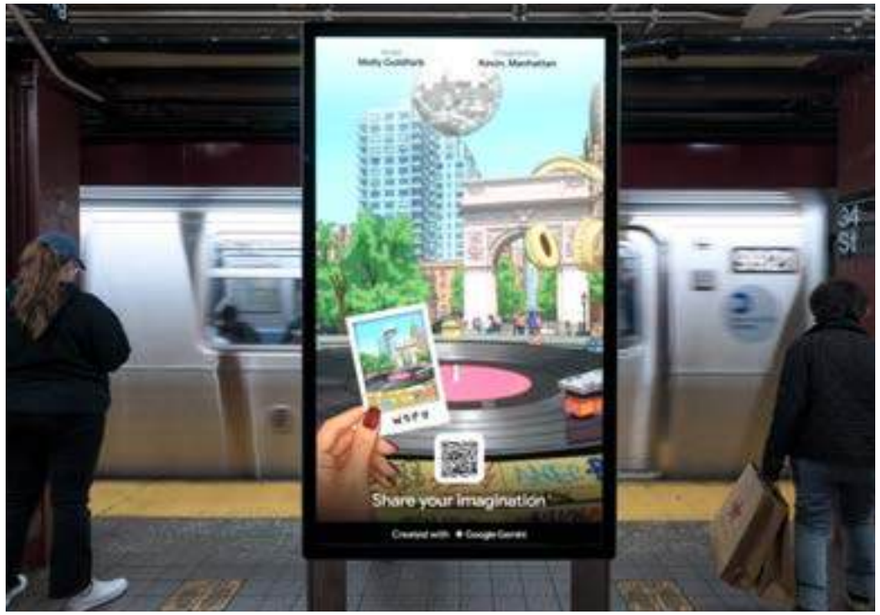
Interactive IRL **Experiences**

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.



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IRL Media
Builds Trust

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

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

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

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

Source: Kantar/OUTFRONT, 2026

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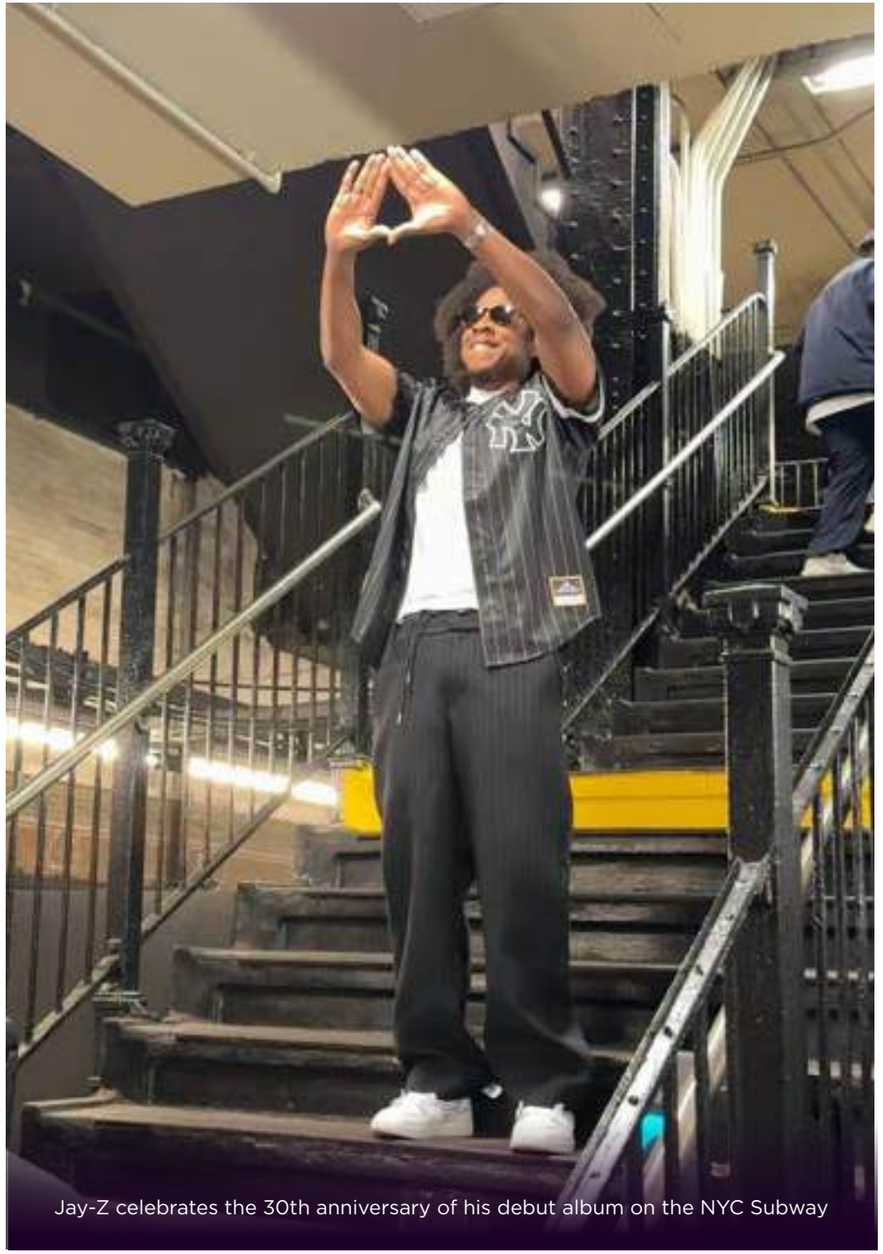
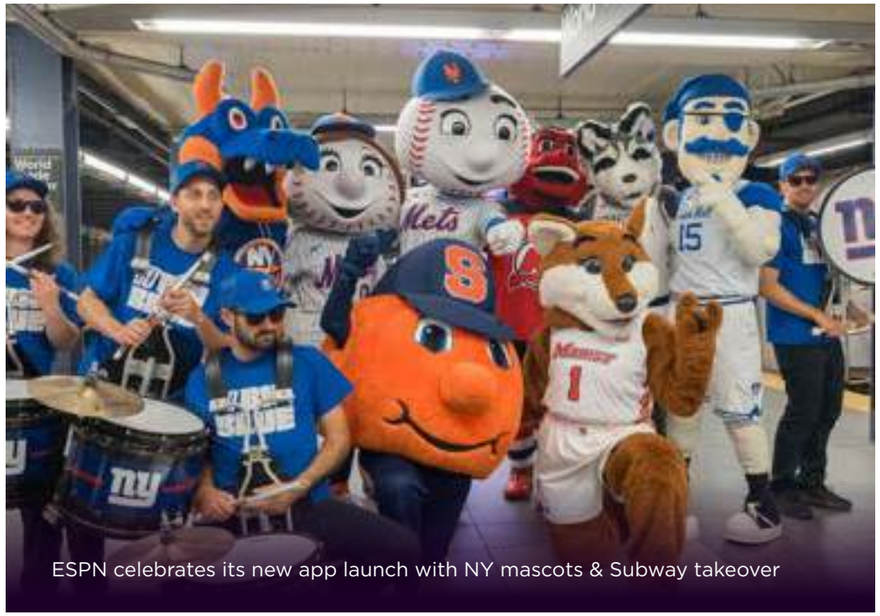
IRL Media
Shapes Culture

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

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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.

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

Measurement Solutions

Footfall

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

Average measured lift: +216%

Sales Lift

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

Brand Lift

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

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

Tune-In

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

Website Visitation

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

Average measured lift: +176%

App Download

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

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

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IRL Media Is First Impression, *Then Force Multiplier*

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

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

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

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

IRL Media Exposure Precedes Social

94%

of the Time When Both Are Observed

Campaigns Combining IRL & Social Are

275%

More Likely to Increase Customer Loyalty or Market Share*

IRL Media Exposure Precedes Search

96%

of the Time When Both Are Observed

Campaigns Combining IRL & Search Are

80%

More Likely to Drive Successful Business or Brand Outcomes*

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* Compared to campaigns with no IRL media component
Sources: Kochava, 2026, Rapport/IPA Databank/Peter Field, 2025

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	● ■	●	●					

● 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)

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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	●							

● 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)

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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	●							

● 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)

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OUTFRONT/

YOUR BRAND, *Our Canvases.*

IRL Media Across Lansing

Lansing

In Real Life

Lansing is a key center for government, education, and advanced manufacturing, serving as Michigan's capital city and a hub for public policy. With a population of over 480,000, it plays a vital role in the state's economy. This market is strong in automotive supply, insurance, healthcare, and education, driving growth and fostering innovation across multiple sectors.

Why Lansing?

Home to the state government and legislative center, Lansing is a hub for public policy and administration.

Lansing hosts major automotive assembly plants and suppliers, fueling Michigan's mobility leadership.

Situated along I-96 and I-69, Lansing offers excellent connectivity to Detroit, Grand Rapids, and the Midwest.

Anchored by Michigan State University, Lansing provides a highly skilled workforce and world-class research capabilities.

Lansing boasts strong college athletics led by the MSU Spartans and a vibrant local sports culture.

Explore Lansing media, market coverage, and advertising

Lansing 517.201.9088

OUTFRONT

Source: Census Data (2026 Update), Lansing
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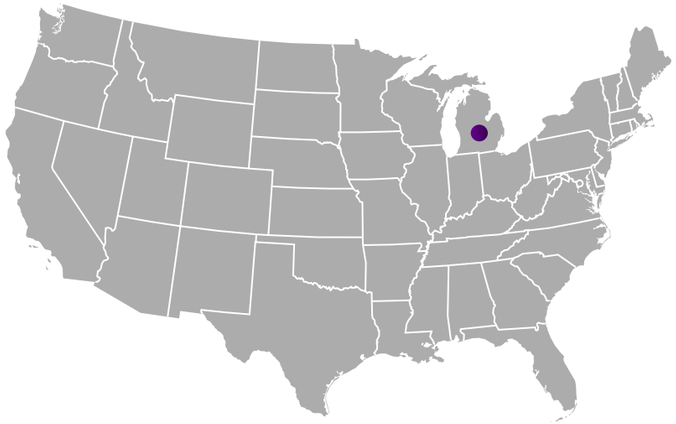
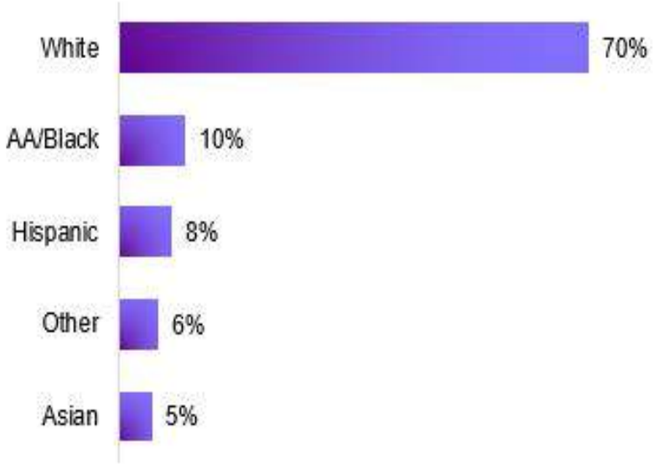
Lansing Profile



388K A18+ CBSA



48%
College Degree or Higher

62%
Employed

62%
White-Collar Occupation

51%
Female

48 Min
Time Spent Traveling To & From Work Each Day

21%
Blue-Collar Occupation

49%
Male

78%
Drive Alone or Carpooled

$75K
Median HHI

Source: Claritas LLC (2027 Update)
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OUTFRONT

Media Formats

Billboards

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

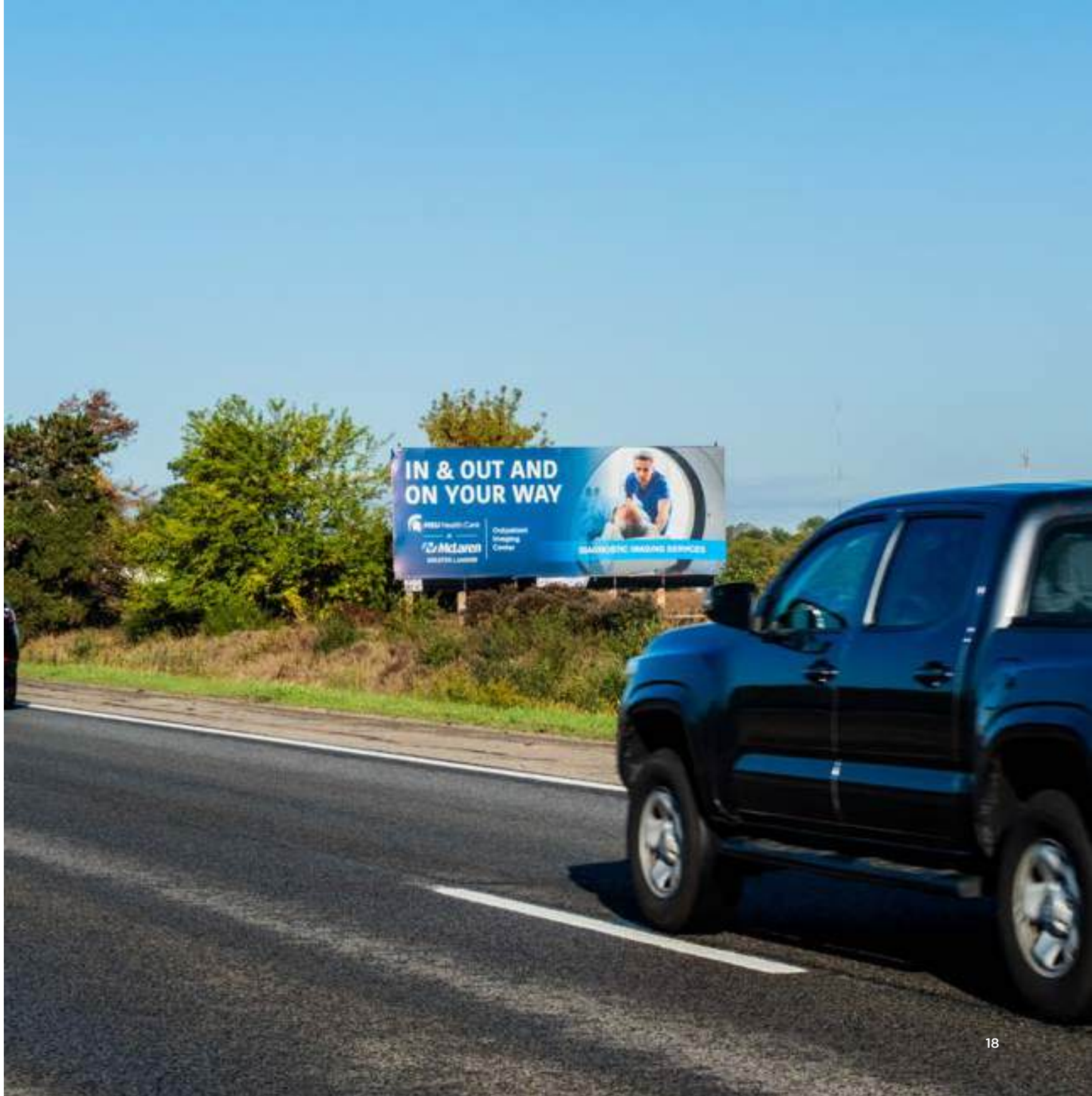
Product Information

- 14’H x 48’W
- Odd Sizes
- Sizes 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



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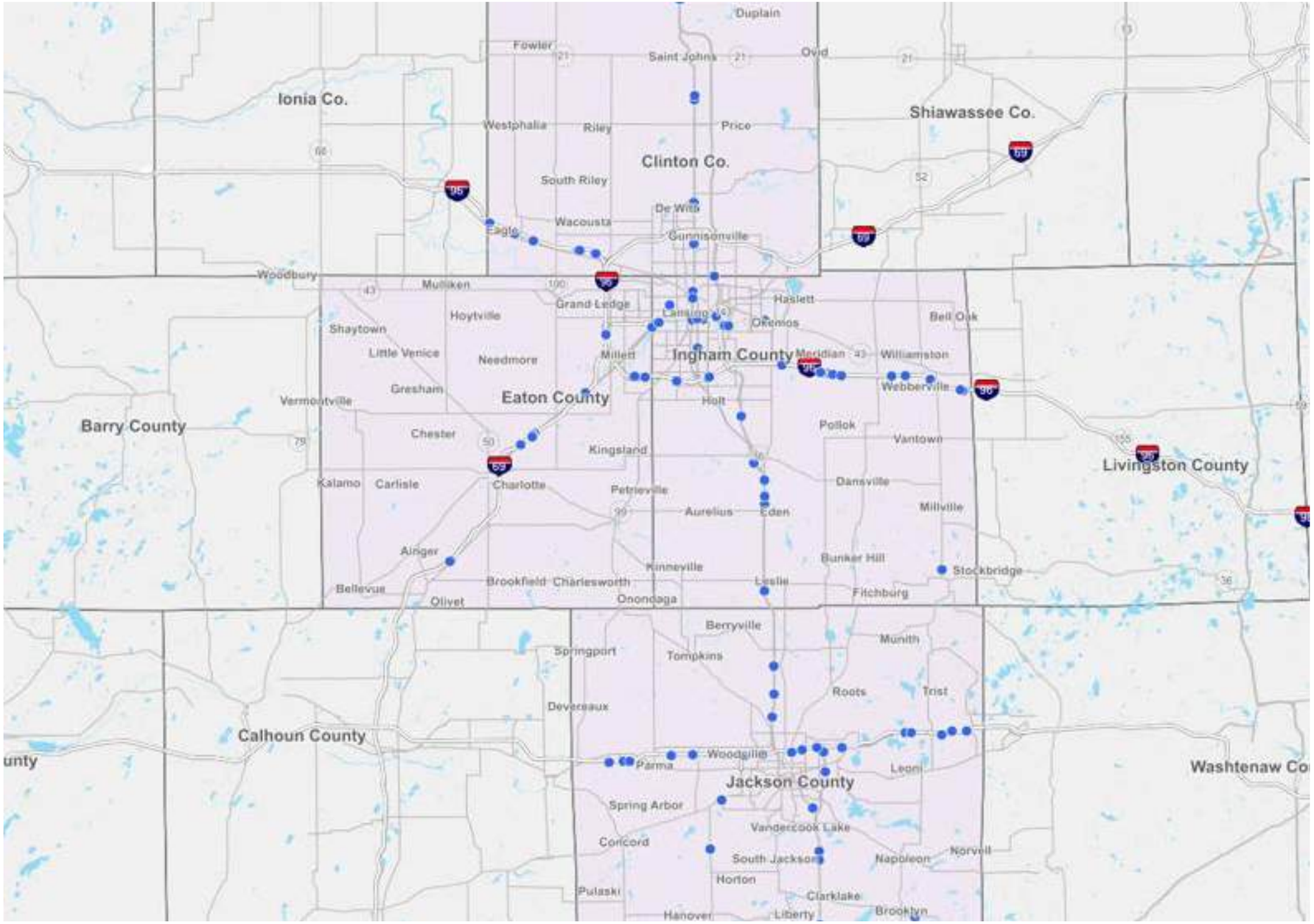
Billboard Coverage

Street level and freeway coverage spanning the entire Lansing DMA.



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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

Coverage

- See map for complete coverage

Discover how digital billboards deliver timely, flexible, and high-impact messaging.

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Digital Coverage

Lansing

Premium street-level, landmark property, and freeway coverage reaching consumers throughout their day.

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Transit Media

Reach a large audience with **CATA Bus Advertising**, delivering high visibility and consistent daily impressions. Your ad travels where the people are, seen by pedestrians and motorists every day. Big, bold, and in your face—yet never intrusive. It's part of everyday outdoor life, presenting information in a unique and powerful format.

Product Information

- **Kings**
- **Kongs**
- **Full Wraps**
- **Ultra Super Kings**
- **Tail**

Discover how bus advertising delivers timely, flexible, and high-impact messaging.

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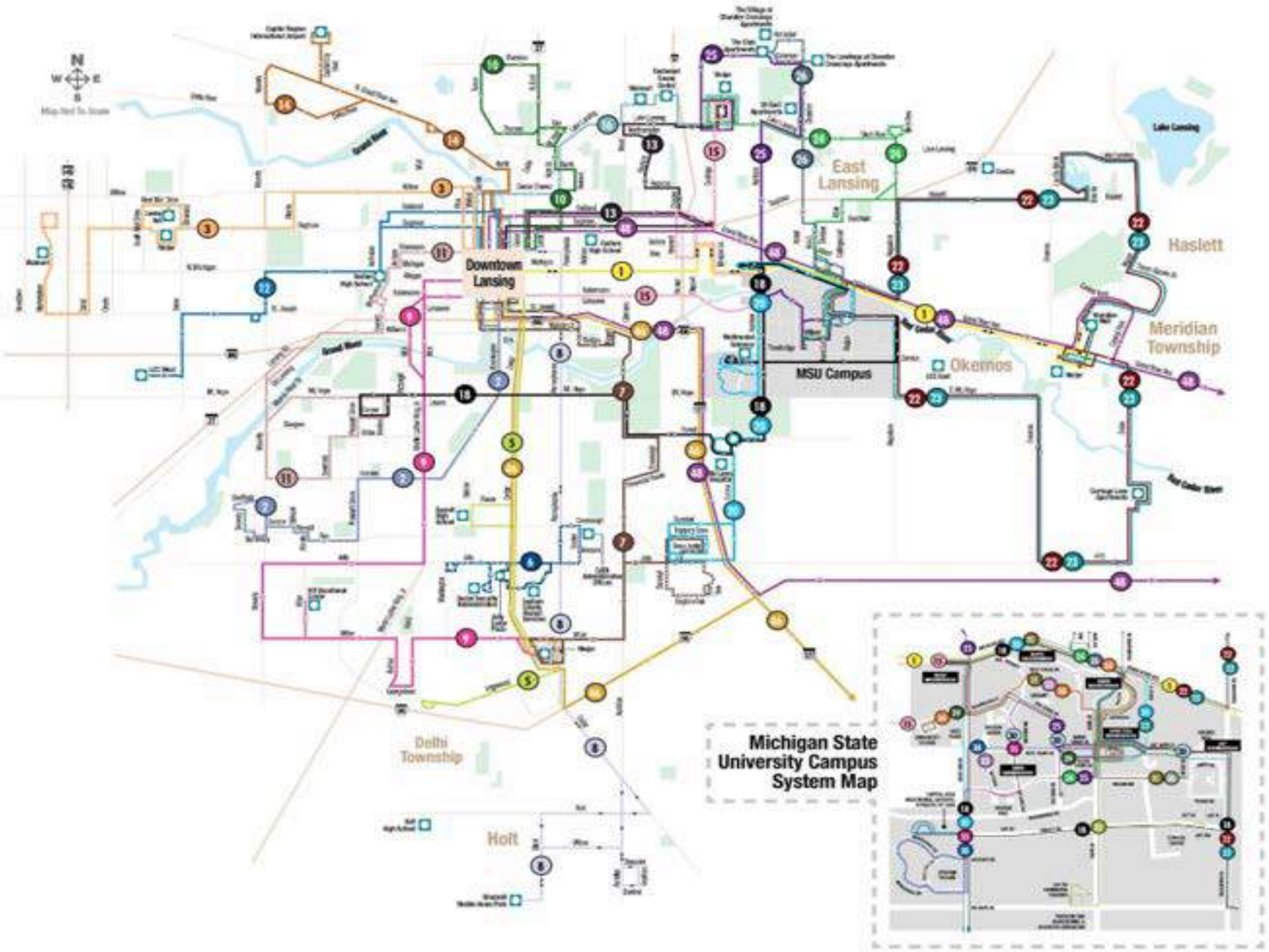
CATA MAP

Lansing



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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.

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Stadium Surround

Available in Top 50 Markets

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.

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Top 50 markets based on OUTFRONT inventory and population count.

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**

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Top 50 markets based on OUTFRONT inventory and population count.

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

- 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

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OUTFRONT

Second Screen Media

Mobile Network & OTT/CTV

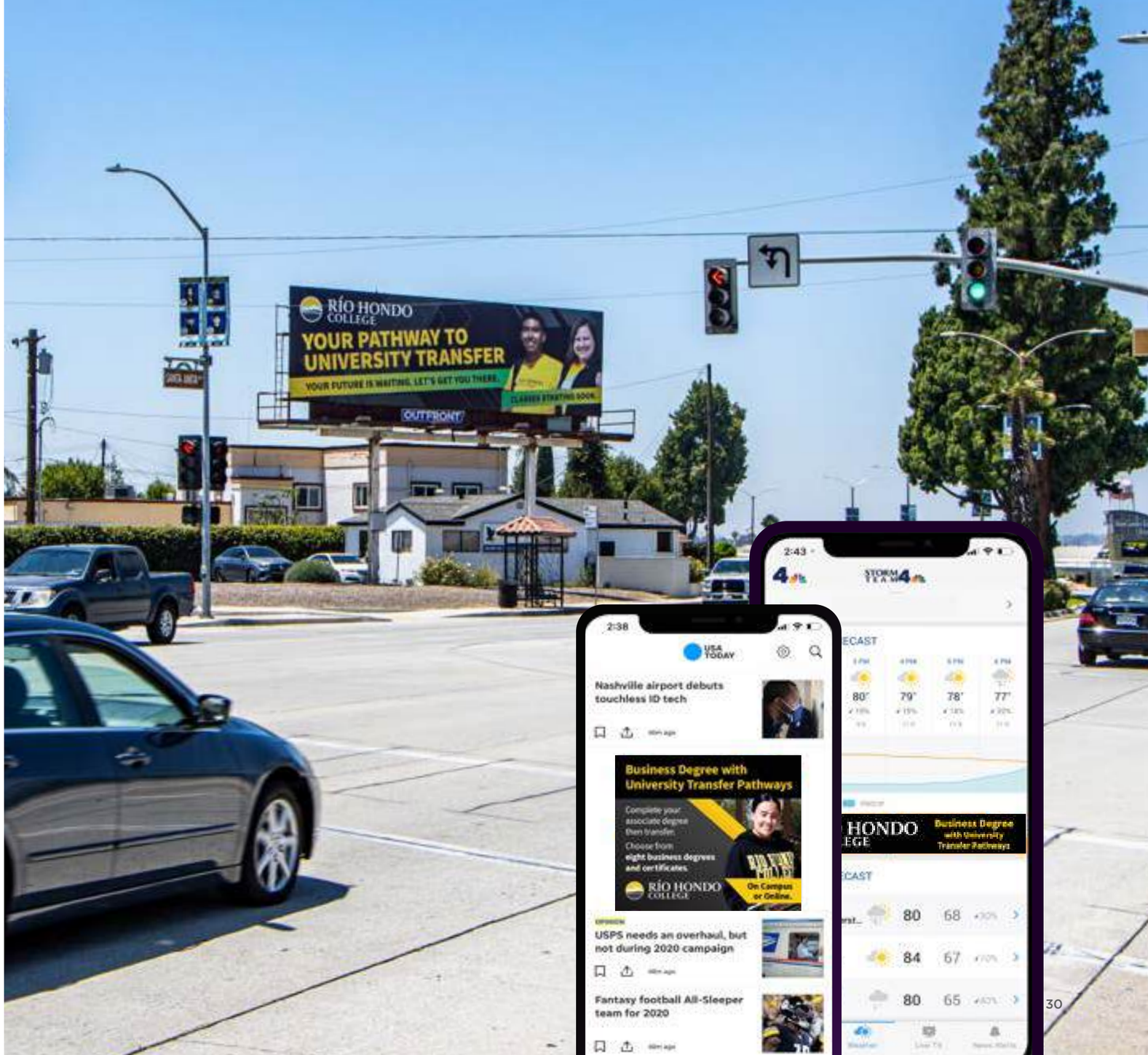
Amplify Your IRL Campaign Digitally

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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