



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.

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

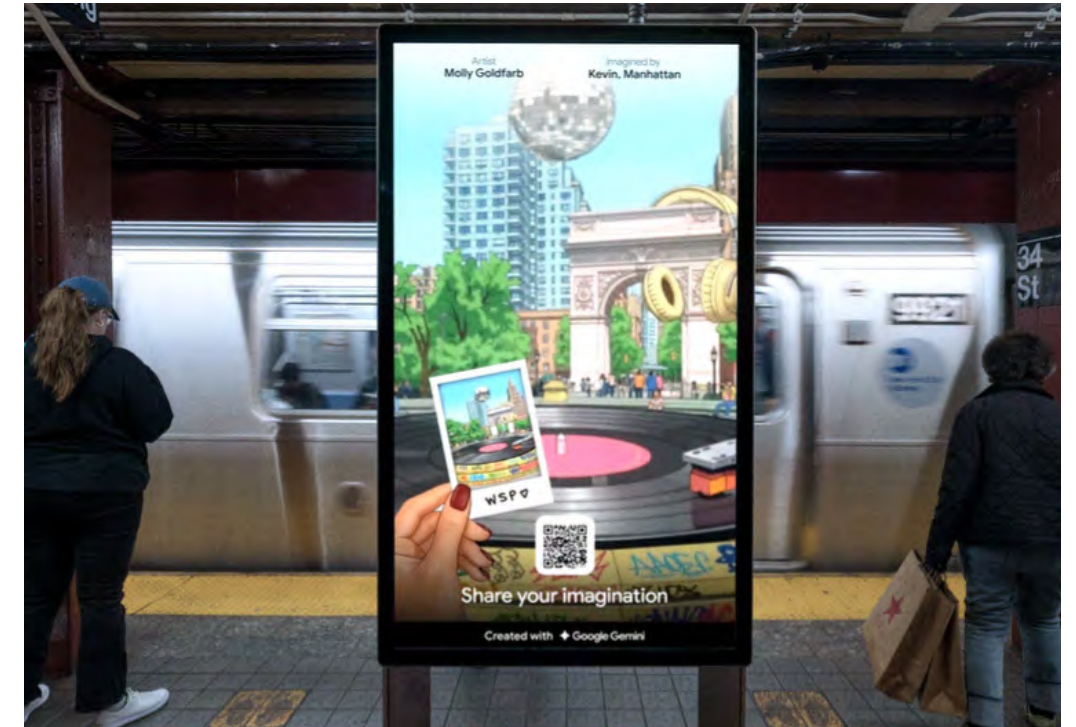
Advertising is no longer a one-way experience. Interactive IRL is a real-world portal to a brand's digital world. Through technology and real-time engagement, audiences can interact with, personalize, and influence what unfolds around them.

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
- **OUTFTONT 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

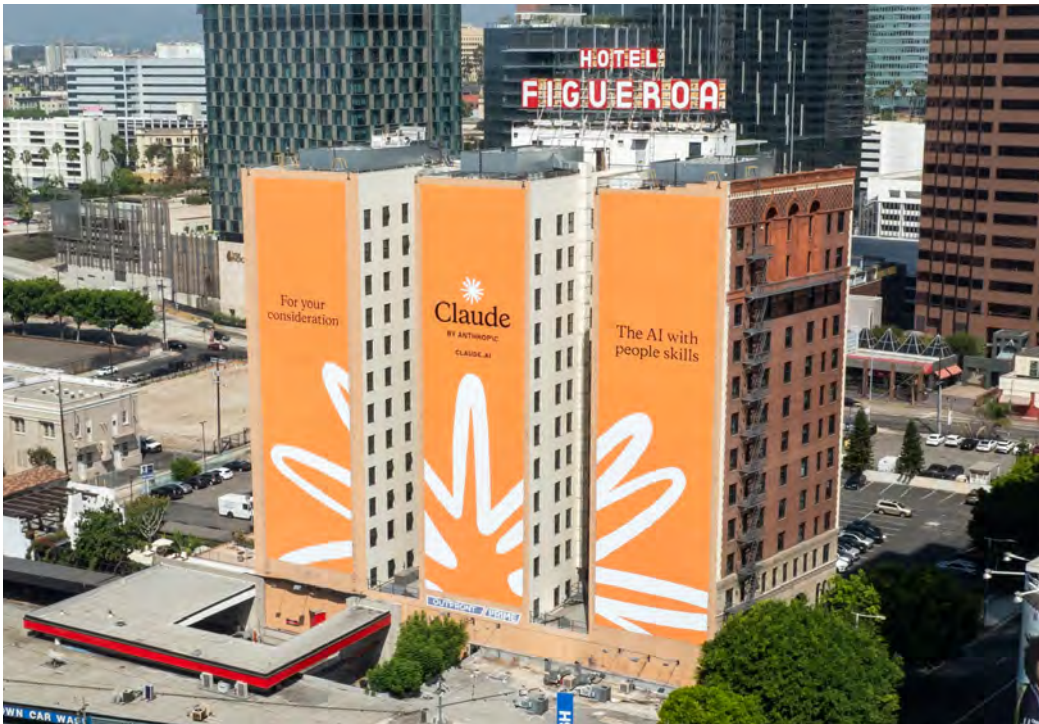
Builds Trust

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%**.

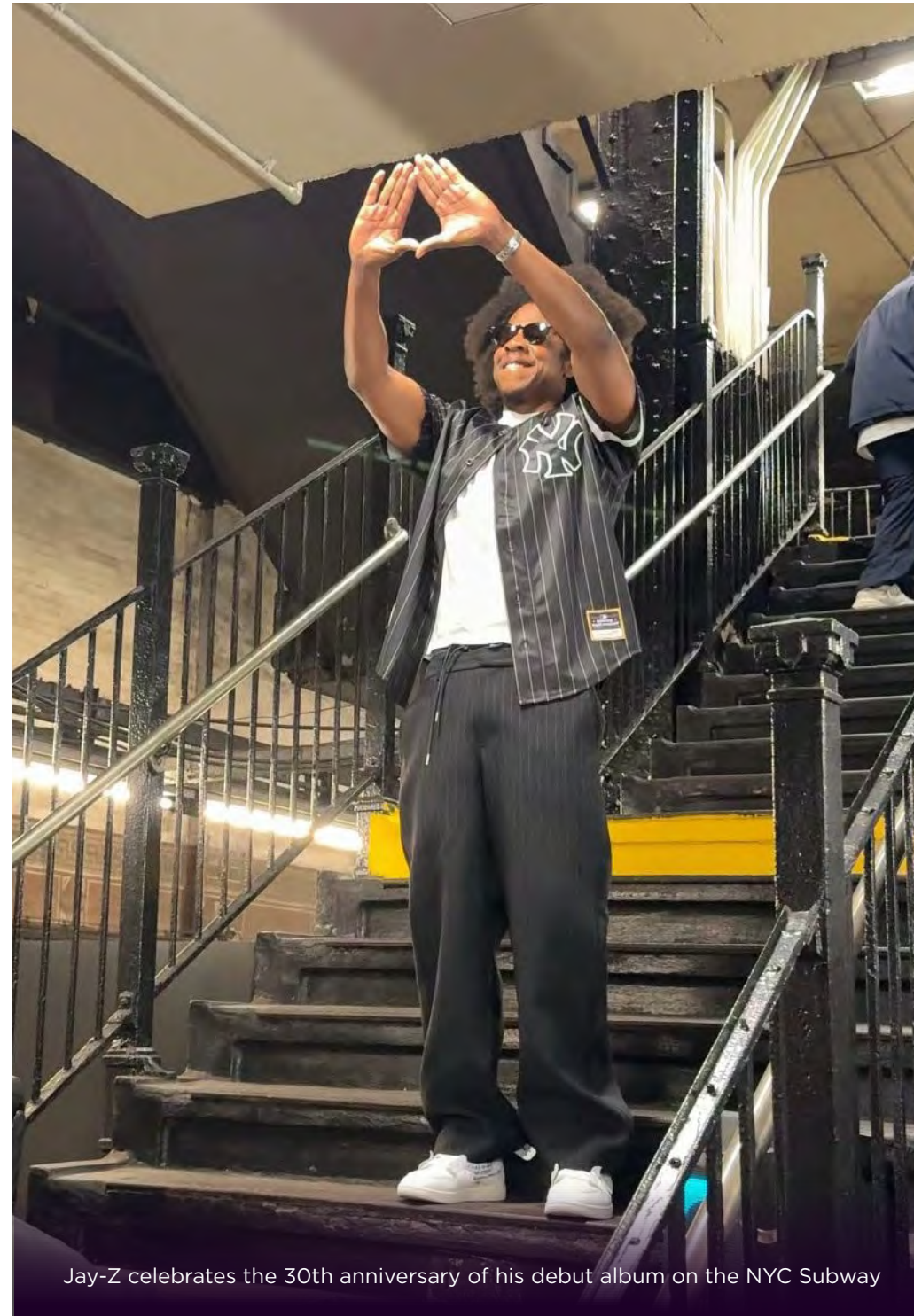


Source: Kantar/OUTFRONT, 2026

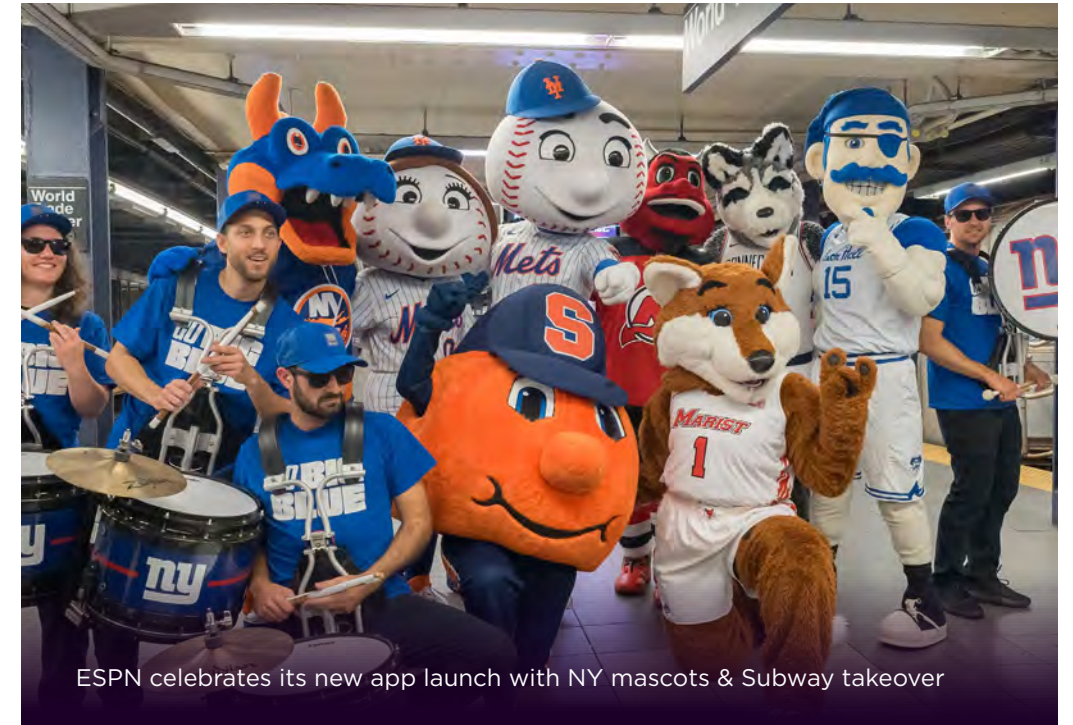
IRL Media *Shapes Culture*

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.

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.

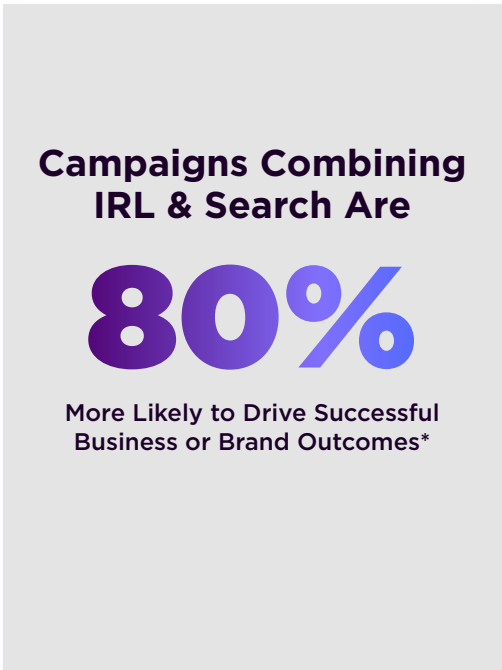
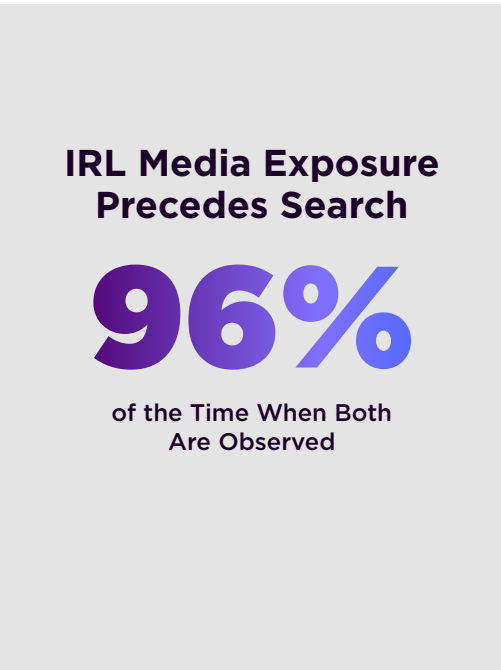
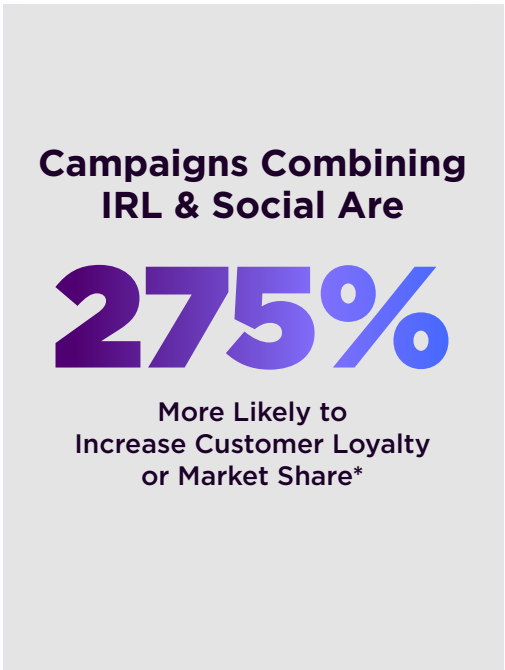
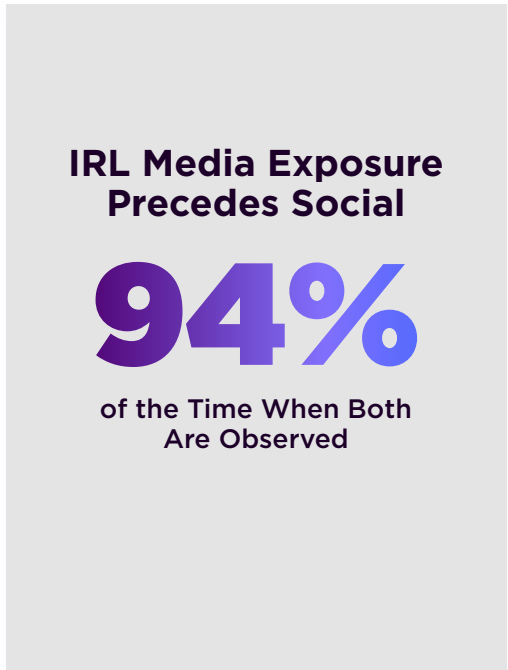
IRL Media Is First Impression, Then Force Multiplier

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

Massive Scale Across the Top 50 Markets

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

Massive Scale Across the Top 50 Markets

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

OUTFRONT/

YOUR BRAND, *Our Canvases.*

IRL Media Across Los Angeles



Los Angeles

In Real Life

The Los Angeles DMA is a global hub of culture and commerce, widely regarded as a leading center for entertainment, media, and the creative industries. With a population of nearly 13 million, it ranks among the largest urban regions in the U.S. The region is also a powerhouse in growth sectors, from entertainment and digital media to technology, fashion, aerospace, clean energy, and logistics, all driving innovation and investment.

Why Los Angeles?

- **America's 2nd Largest City:** L.A. is ranked the 2nd most populated city in the U.S.
- **A Top 20 Global Economy:** LA ranks among the the top 20 economies worldwide.
- **Nation's Most Traveled Road:** The 405, which is the main north/south freeway for the Westside of LA, is the busiest freeway in the U.S.
- **140 Countries. 180 Languages:** LA is extremely diverse with people from more than 140 countries, speaking 180 different languages, calling it home.
- **A Champion Sports City:** 11 major league sports franchises call LA home, making it the 2nd largest pro sports market in the nation.

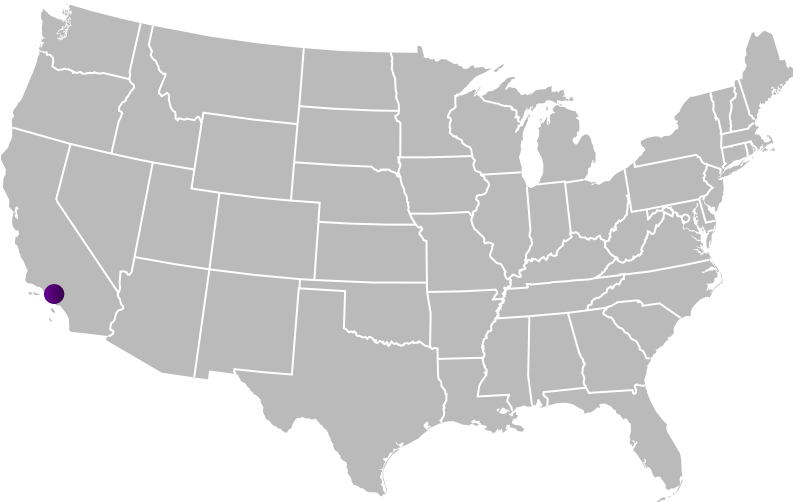


Explore LA media, market coverage, and advertising opportunities.

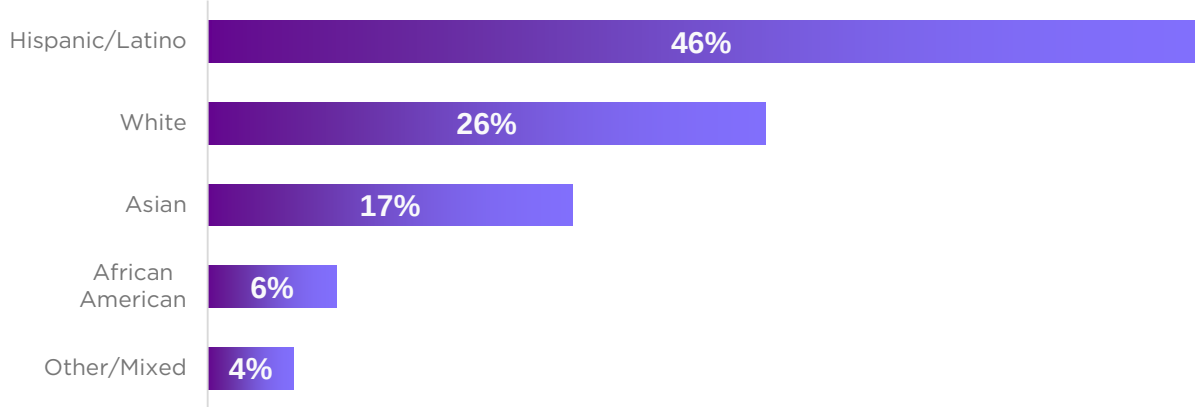


Los Angeles

Profile



 12.8 Million CBSA



32%
College Degree or
Higher



122 Mi
Total Miles Traveled
Past Week



42%
White-Collar Occupation



49%
Female



29 Min
Time Spent Traveling To &
From Work Each Day



18%
Blue-Collar Occupation



51%
Male



89%
Drive Alone or Carpooled



61%
Employed

Media Formats

Billboards	18	Specialty & Experiential	34	Headliners	53	Shelter Buildouts	66
Billboards	19	Pacific Park	35	Ultra Super Kings	54	Digital Shelters	67
Posters	21	Lifestyle Centers	36	Tails	55	Digital Kiosks	69
Wallscapes	23	Parking Garages	42	L Sides	56		
		Experiential & Activations	44	Window Extensions	57	Second-Screen Media	71
Digital	25			Window Clings	58	Mobile Network	72
Digital Billboards	26	Transit	45	Wraps	59	Social Integration	73
The Beverly Center	27	LAX Metro Transit Center	46	Articulated	60		
Citadel Outlets	28	Union Station	47	Fullbacks	61		
La Brea Videotron	29	Bus	48	Interior Cards	62		
1401 Ocean Ave	30	Kings	50				
Soho House	31	Queens	51	Street Furniture	63		
Wilshire Grand	32	Kongs	52	Shelters	64		



OUTFRONT/

Billboards

Billboards

Billboards offer the most powerful impact of all outdoor advertising formats. Located on key highways, intersections and integral choke points throughout the LA area, 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



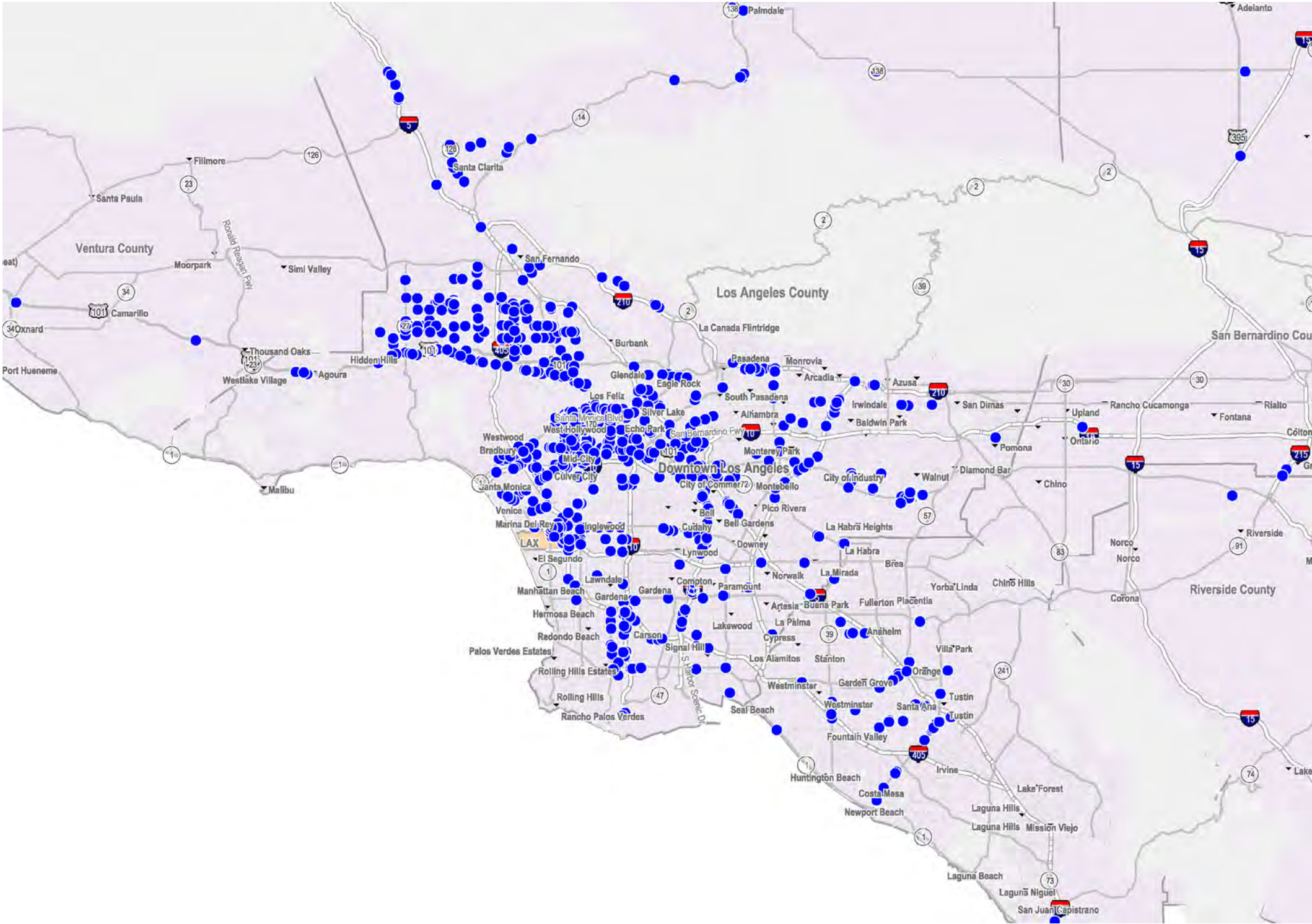
Discover the impact, scale, and capabilities of OUTFRONT billboards



Billboard Coverage

Across Los Angeles

Street level and freeway coverage spanning the entire Los Angeles DMA.





Discover the reach and scale of
OUTFRONT posters

Posters

Located on major arterials and surface streets, Posters allow advertisers to completely saturate their chosen markets in a cost efficient way. Positioned along secondary roadways in urban areas, Posters help to **extend brand awareness on the local level**. Their smaller canvas allows these signs to infiltrate in local neighborhoods.

Product Information

- Standard Size: 10'5" H x 22'8" W
- Premier Panel: 12'3" H x 24'6" W

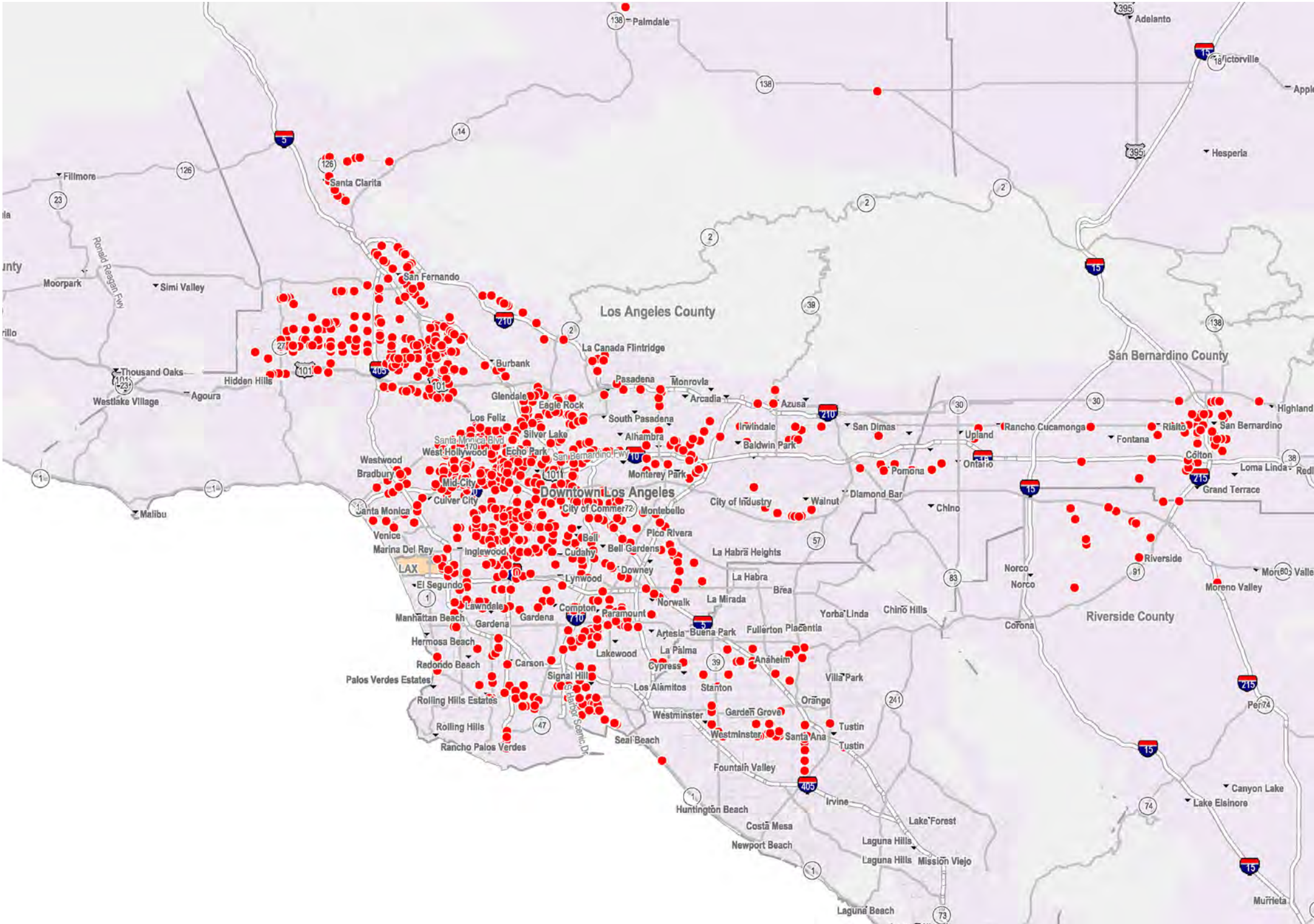
Coverage

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

Poster Coverage

Across Los Angeles

Total market saturation with coverage on highly trafficked roads or local surface streets.



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.





OUTFRONT/

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: Static

Coverage

- See map for complete coverage
- Specialty locations available



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



The Beverly Center

These digital displays read to Third Street and La Cienega, Beverly and San Vicente Boulevards. Located in Beverly Grove, at the convergence of Beverly Hills, West Hollywood and the Fairfax district, The Beverly Center is a unique shopping destination with premier retailers such as Burberry, Fendi, Louis Vuitton and Prada. Reach more than 1,000,000 passersby weekly with these digital displays.

Product Information

- Screens: 3
- Size: 26’4.8” x 46’10”
- Spot Length: 8 Seconds
- # of Spots: 12
- Hours: 24
- Type: Static

Coverage

- Beverly Grove



Explore this premium location and its impact among luxury-minded audiences.





Watch this premier I-5 network reach commuters, travelers, and Citadel shoppers at scale.

Citadel I-5 Digital Networks

Located along the I-5 freeway, Citadel's digital walls deliver high-impact visibility to commuters traveling between Downtown LA and Orange County. Positioned at Citadel Outlets, **LA's premier outlet destination with 130+ stores and 7.7M+ annual visitors**, these north and south facing displays reach thousands of vehicles daily, capturing peak weekday and weekend traffic for bold, real-life brand storytelling.

Product Information

- Networks: 2
- Screens: 4 Per Network
- Size: 30'7"x23'3"
- Spot Length: 2 Minutes
- # of Spots: 10
- Hours: 24
- Type: Static

Coverage

- City of Commerce
- I-5 Freeway Travelers



La Brea Videotron

Located on the highly trafficked corner of Santa Monica Boulevard and La Brea at the West Hollywood Gateway Center, this unit shows to westbound traffic headed into West Hollywood and towards Beverly Hills and Century City. The display is **prominent and clear** enough to be seen from both La Brea Avenue & Santa Monica Avenue. This popular center is a one stop destination for many in the surrounding areas.

Product Information

- Size: 14'6"H x 19'1"W
- Spot Length: 30 seconds
- # of Spots: 12
- Hours: 6am-12am
- Type: Full Motion

Coverage

- West Hollywood



1401 Ocean Avenue

Located in the heart of Santa Monica, this premium digital wall offers **unmatched visibility to a cosmopolitan, high-profile audience**. Situated within Portofino Plaza's busy parking garage near iconic destinations like Water Grill, Sushi Roku, and the ultra-exclusive San Vicente Santa Monica, it sits at the center of the city's dining and nightlife scene, giving brands a rare opportunity to dominate one of Santa Monica's most prestigious enclaves.

Product Information

- Size: 176' W x 75' H
- Type: Full Motion
- Spots: Domination (100% Share of Voice)

Coverage

- City of Santa Monica
- Portofino Plaza
- San Vicente Santa Monica



Soho House Digitals

These digital units are **located in one of the top entertainment office properties in Los Angeles**. The upscale, 14-story high-rise tower is home to Soho House (a private members' club for those in film, media, and creative industries), Boa Steakhouse and Ford Model Agency, as well as many lifestyle and entertainment companies. Located on the border of West Hollywood and Beverly Hills, 9200 Sunset caters to an affluent mix of professionals, taste-makers, and celebrities.

Product Information

- 3 Screens
- Valet Lounge & Pick-up: 57.5”H x 148.5”W
- Valet Drop-off: 60”H x 212”W
- Soho Digital #3: 57.5”H x 148.5”W
- Type: Full Motion
- Hours: 7am - 3am
- Each unit is sold separately

Coverage

- Soho House
- Sunset Boulevard



Wilshire Grand

Located on the tallest building in California, this digital display makes a statement in Downtown Los Angeles. Situated in the financial district, this unit targets both professionals as well as passersby's heading towards popular tourist destinations such as Grand Central Market, The Broad, & Walt Disney Concert Hall.

Product Information

- Size: Odd
- Spot Length: 8 Seconds
- # of Spots: 10
- # of Advertisers: 10
- Hours: 6am - 2am
- Type: Static

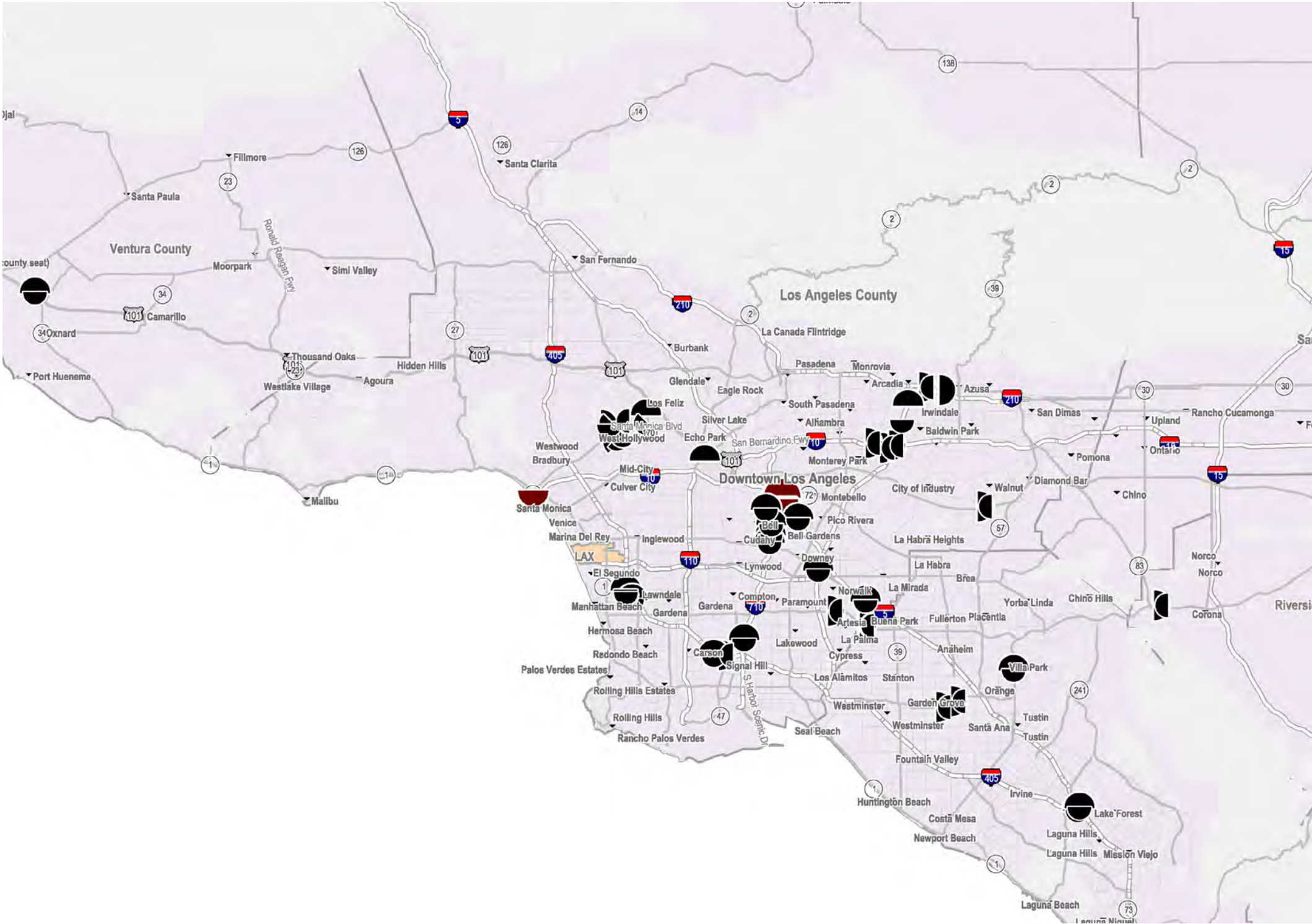
Coverage

- Downtown Los Angeles
- Financial District

Digital Coverage

Across Los Angeles

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





OUTFRONT/

Specialty & Experiential



Pacific Park

Pacific Park at the Santa Monica Pier is one of Los Angeles’ most iconic IRL destinations, where beach culture, tourism, and everyday life converge above the Pacific Ocean. This first-to-market brand playground gives advertisers the opportunity to **move beyond traditional signage and integrate directly into the park experience** through ride takeovers, concession and retail activations, park-wide signage, and branded walls, creating immersive touchpoints that turn visits from locals and tourists into memorable brand interactions.



Los Angeles | 323.222.7171
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Product Information

- Full Park Domination
 - Complete Pacific Park takeover including the ferris wheel
- The Signage Package
 - Includes exterior walls facing pier, interior walls, wrapped support poles
- Coaster Wall
 - Only large format signage on the beach in SoCal
- Ferris Wheel Digital Display
 - The Pacific Wheel programmable full motion LED display
- Ride Takeovers
 - Includes coaster cars, ferris wheel gondolas, Sea Dragon, and more
- Games Zone Activation
 - Full game takeovers with plush prizes

Coverage

- Santa Monica

- Event and Activation Spaces
 - Three activations for physical IRL brand presence from full restaurant to high traffic park center, to pier facing pop-up corridor



Lifestyle Centers

Lifestyle centers are **premium retail, restaurant and entertainment destinations** that provide a dynamic all-in-one environment captivating an affluent audience. With lifestyle centers it's all about location as they are positioned in LA's most vibrant and affluent communities.

Coverage

- Beverly Center
- Citadel Outlets
- Outlets at Orange
- Westfield Culver City



Beverly Center

Located in the heart of Beverly Grove at the crossroads of Third Street, La Cienega, Beverly, and San Vicente Boulevards, the Beverly Center is **one of Los Angeles’ most iconic shopping destinations**. Known for its bold architecture and elevated retail mix, the center brings together luxury fashion, contemporary brands, and world-class dining in a highly trafficked setting, drawing locals and visitors alike.

Product Information

- Exterior Digitals (3)

Coverage

- Beverly Grove



Citadel Outlets

Just off the I-5 freeway in Commerce, Citadel Outlets is LA’s **premier shopping destination**, defined by its striking Assyrian-palace architecture and more than 130 top-tier outlets across a 431,000-square-foot open-air center. Positioned at the crossroads of major freeways and commuter corridors, the center draws millions of visitors each year, creating a dynamic environment where brands live, move, and connect in real life.

Product Information

- Exterior Digital Walls (4)
 - Digital Screens (8)
- Interior Digital Wall (1)
- Activation Space (1)

Coverage

- City Commerce
- I-5 Freeway Travelers



Outlets At Orange

The Outlets at Orange is an outdoor lifestyle center in the heart of Orange County, just a few miles southeast of Disneyland and north of downtown Santa Ana. This **highly visited venue draws** people of all ages from the nearby affluent communities. Anchored by AMC Theaters, Dave & Buster’s, Neiman Marcus Last Call, and Nordstrom Rack, The Outlets at Orange attracts millions of guests annually.

Product Information

- Billboards (23)

Coverage

- Orange County



Westfield Culver City

Westfield Culver City is a premier shopping destination at the intersection of the 405 and 90 freeways, serving as a **key retail hub for the Westside and South Bay**. Located minutes from Playa Vista, Marina del Rey, Silicon Beach, and downtown Culver City, the center attracts affluent residents, commuters, and nearby office workers. With 11.8 million visits annually, the property delivers consistent, high-intent foot traffic anchored by national retail, dining, and entertainment. Our interior and exterior signage offers high-impact visibility along major commuter corridors and the in-mall experience.

Product Information

- Exterior Static Walls (8)
- Immersive Experiential Displays (IXD)
 - (8) Structures (16 Screens)
- Experiential Venues (3)

Coverage

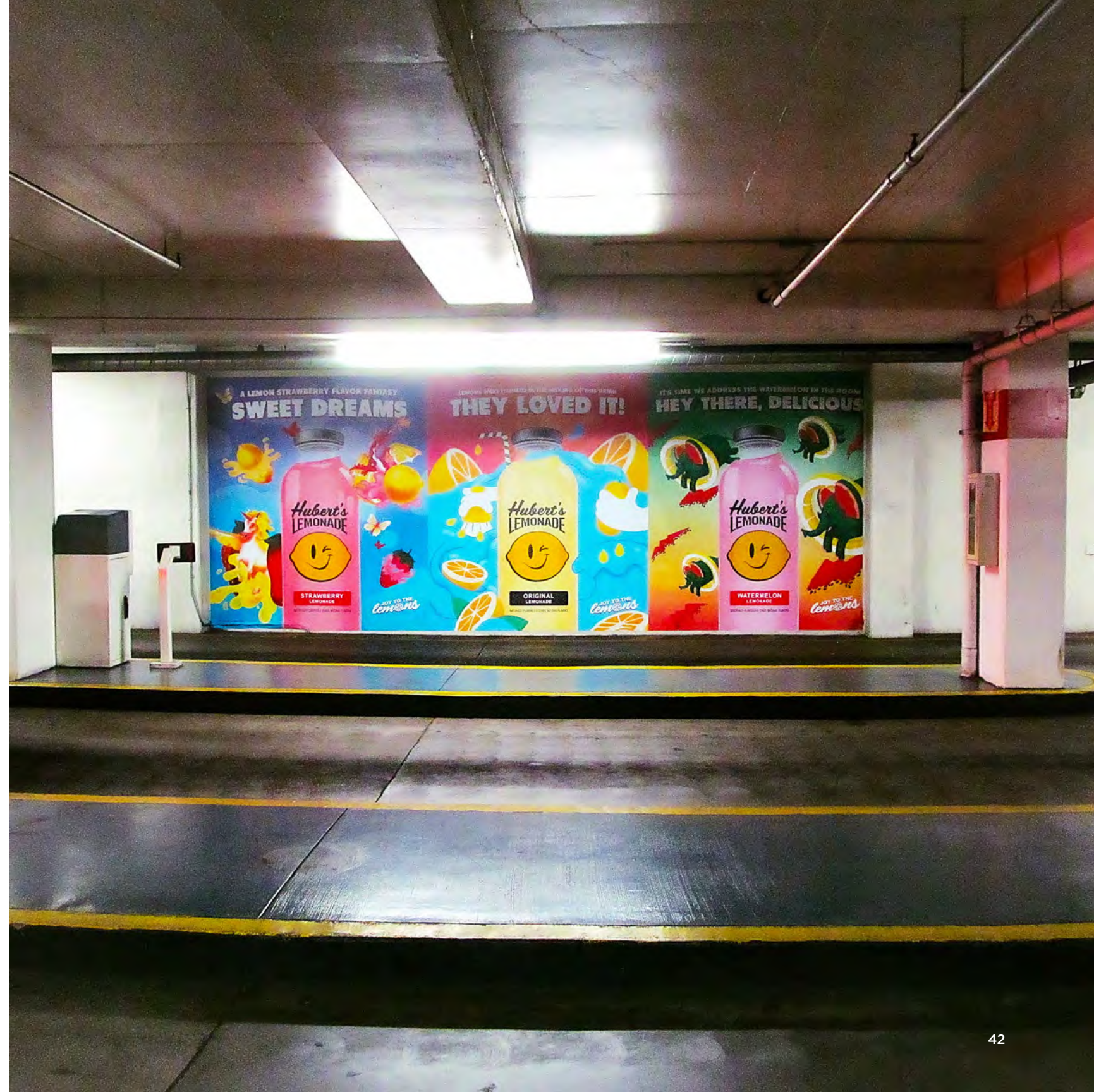
- Culver City

Parking Garage Media

Parking Garages include wallscape and backlit displays reaching the Los Angeles community as they commute, dine and play. Parking garage signage is available in some of LA's most **popular retail and dining destinations**.

Coverage

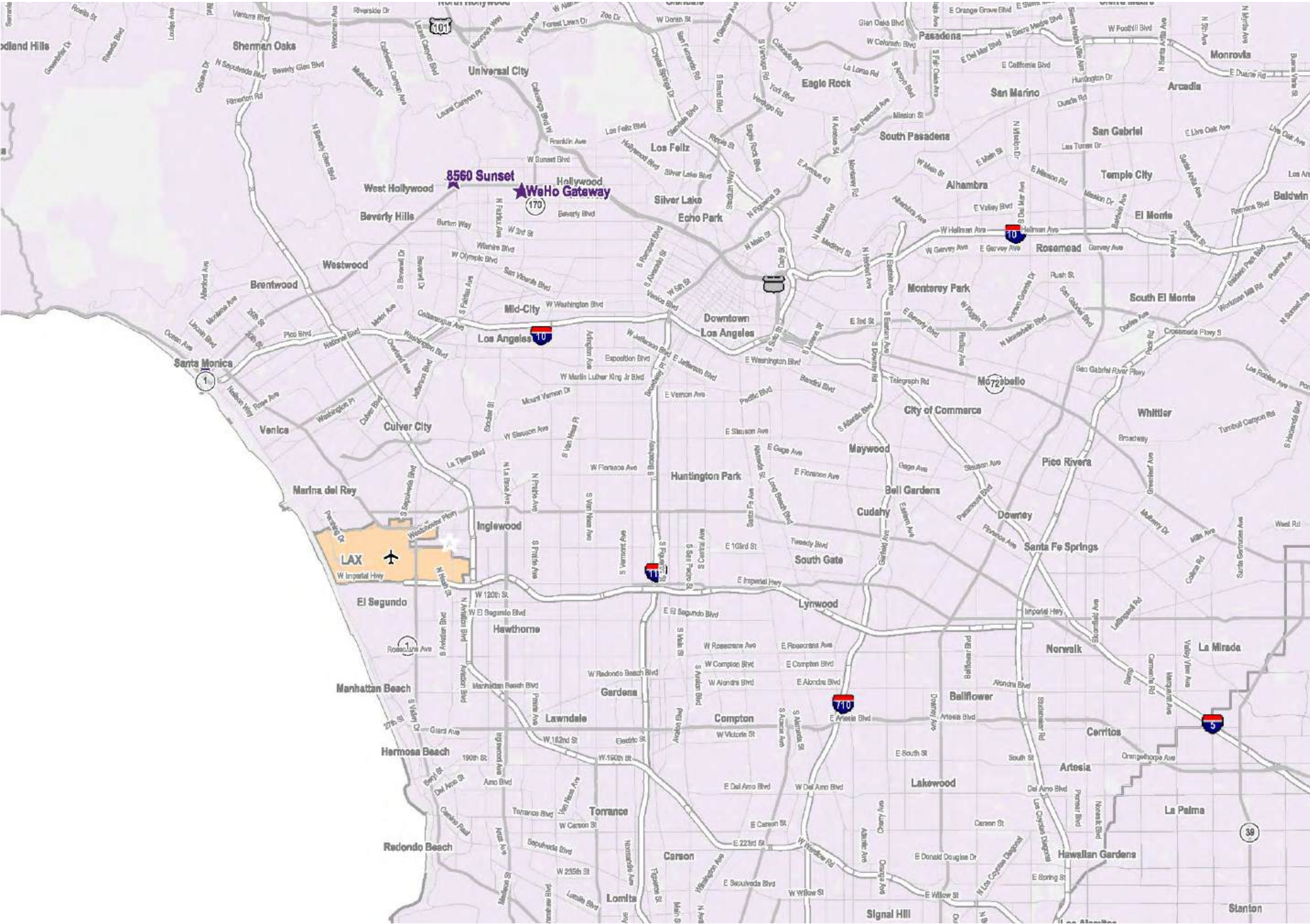
- West Hollywood Gateway
- 8560 Sunset



Parking Garage Coverage

Across Los Angeles

Premium coverage on the Westside with exposure to upscale consumers, industry executives, and key decision makers.





Experiential & 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. From lifestyle and retail destinations like Westfield Culver City and Citadel Outlets to major transportation hubs such as Union Station, our experiential coverage spans a diverse mix of high-impact environments.

Coverage

- Union Station
- Pacific Park
- BeachLife Festival
- Sunset Streetscape - 8240 Sunset
- Citadel Outlets
- Westfield Culver City
- West Hollywood Gateway



OUTFRONT/

Transit



LAX Metro Transit Center

More than a transit hub, the LAX Metro Transit Center is a **gateway to Los Angeles for millions of global travelers**. Connecting airport passengers, commuters, and event-driven audiences across Metro Rail, major bus routes, airport shuttles, and the future Automated People Mover, this landmark destination offers extended dwell time and high-impact visibility as people arrive, depart, and move through the city.

Product Information

- Operations building exterior wraps (8)
- Ground level retail kiosk exterior wrap
- Mezzanine level retail kiosk exterior wrap
- (2) Escalator bank wraps (4 panels)

Coverage

- Global reach through connection to national and international travelers arriving to and from LAX Airport
- Serves greater Los Angeles area through regional rail and municipal bus connections



Watch how Union Station delivers high-impact visibility across one of LA's busiest transit hubs.

Union Station

Union Station Los Angeles is **Southern California's primary transportation hub**, centrally located in Downtown LA and connecting Metro Rail, Metrolink, Amtrak, and regional bus lines. The station brings together commuters, intercity travelers, workers, and visitors **in a true IRL environment where people are moving, waiting, and spending meaningful time throughout the day**. With consistent, high-intent foot traffic and extended dwell moments, Union Station offers brands the opportunity to show up at scale in the real world, delivering high-impact visibility across one of Los Angeles' most iconic and culturally relevant destinations.

Product Information

- Union Station supports a mix of interior and exterior media opportunities across the property, including entrances, passenger areas, and main circulation paths

Coverage

- Culver City
- Downtown LA and the greater Southern California region through a centralized transit hub



Discover flexible bus advertising formats designed to reach audiences throughout the city.

Bus Media

Reach a large audience with bus advertising, **offering high visibility with consistent daily views**. Your ad will go where the people are and will be seen by pedestrians as well as motorists every day. 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 Los Angeles coverage.

Product Information

- Kings
- Queens
- Kongs
- L-Sides
- Headliners
- Extensions
- Tails
- Ultra Super Kings
- Half Wraps
- Full Wraps
- Window Clings
- Interior cards

Coverage

- LA Metro
- LADOT
- Glendale Beeline
- Norwalk Transit



Kings

Impact LA'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
- Add a headliner for impact!

Coverage

- LA Metro
- LADOT
- Targeted audience on request basis



Queens

Strategic placement of your ad on buses gives your message unique mobility. Queens let your message resonate as they **reach diverse demographic clusters** all over the city.

Product Information

- Size: 30”H x 88”W
- Add a headliner for impact!

Coverage

- LADOT
- Targeted audience on request basis

Kongs

These “rolling billboards” are an extension of the traditional bus kings, offering tremendous visibility on the street. Kongs establish a **major impact on vehicular and pedestrian traffic** throughout “The City of Angels”!

Product Information

- Size: 36”H x 215”W

Coverage

- LA Metro
- Targeted audience on request basis





Headliners

Extending across the top of the entire bus, headliners impact your audience and reach them no matter which direction they are going. **Be on the streets and make multiple impressions** directly in the heart of Los Angeles.

Product Information

- Available to add onto kings, kongs or 30x215s
- Sizes vary based on coverage and availability
- Consult your OUTFRONT representative for more details

Coverage

- LA Metro
- Targeted audience on request basis



Ultra Super Kings

These vibrant and colorful ads **extend your message beyond the borders of traditional media**. Enhance your imagery and recognition on the bustling streets of Los Angeles.

Product Information

- Sizes vary based on coverage and availability

Coverage

- LA Metro
- LADOT
- Targeted audience on request basis

Tails

Continuous visibility to drivers and passengers behind buses generates lasting impressions! Dominate the city with frequent exposure and high reach and frequency. As they're in their cars or crossing the street, consumers cannot escape this ubiquitous media form.

Product Information

- Size: 21"H x 72"W

Coverage

- LA Metro
- LADOT DASH
- Targeted audience on request basis



L-Sides

L-Sides have **standout visibility that demand attention** throughout the streets of Los Angeles. Ensuring maximum exposure at a low CPM, giving you the best bang for your buck.

Product Information

- Available to add onto kings, kongs or 30x215s.
- Sizes vary
- Consult your OUTFRONT representative for more details

Coverage

- LA Metro
- Targeted audience on request basis





Window Extensions

Differentiate your message from other various bus formats. Window extensions **make a major impact** on your audience regardless of which direction consumers are traveling. Be on the streets and make multiple impressions directly in the heart of LA!

Product Information

- Sizes vary
- Available to add onto kings, kongs or 30x215s

Coverage

- LA Metro
- Targeted audience on request basis



Window Clings

Bus window clings offer the opportunity to **leave a lasting impression** with Angelenos. Catch the attention of pedestrians and motorists alike with memorable creative.

Product Information

- Sizes vary
- Available to add onto kings, kongs or 30x215s

Coverage

- LA Metro
- Targeted audience on request basis



Wraps

Bus wraps transform buses into **large-scale moving canvases**, delivering bold, high-impact visibility throughout the market.

Product Information

- Half or Full wraps available
- Sizes vary
- Consult your OUTFRONT representative for more details

Coverage

- LA Metro
- LADOT
- Targeted audience on request basis



Articulated

Articulated buses give brands the opportunity to **exhibit innovative, eye-catching creative** that will grasp the attention of consumers! Target your audience with demographicspecific impressions, reach, and frequency measures.

Product Information

- Available as half wraps, full wraps, kings, and more
- Sizes vary

Coverage

- LA Metro
- Targeted audience on request basis

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 based on coverage and availability
- Consult your OUTFRONT representative for more details

Coverage

- LA Metro
- Targeted audience on request basis



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. Want more presence? A branded bus offers advertisers the unique opportunity to completely own the inside of the bus.

Product Information

- Bus Interior Cards - 11"H x 28"W
- Option to add a QR code for added impact
- Michelangelos - 48"H x 24"W
- Brand Buses Available

Coverage

- LA Metro
- LADOT
- Targeted audience on request basis





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



See how transit shelters capture attention at eye level across Los Angeles neighborhoods.





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

Shelter Buildouts

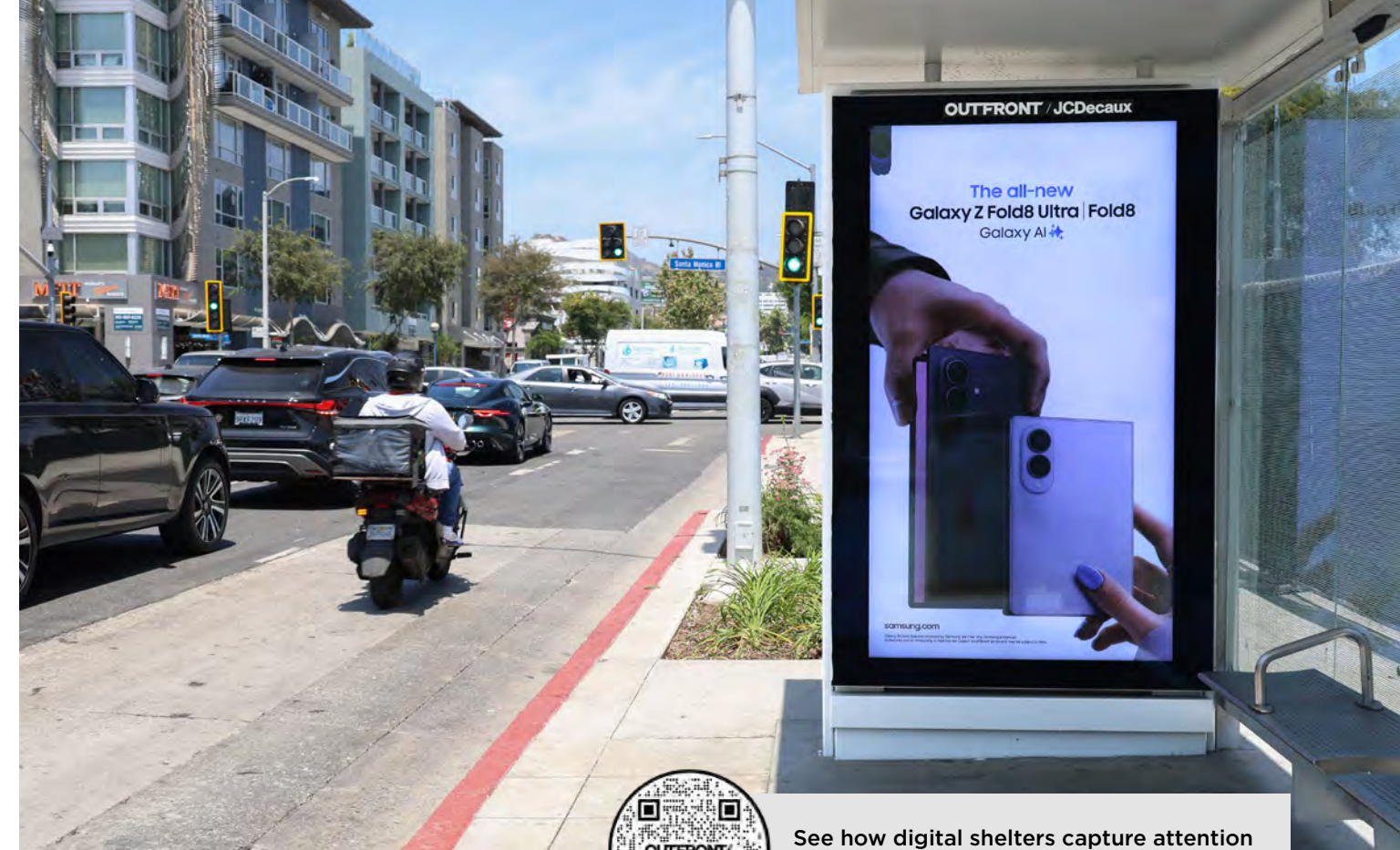
Custom build-out shelters are transit shelters that have been transformed in order to **create a powerful and memorable advertising message**. With targeted showings available, you can attract attention directly to your message when and where it's relevant — creating perfect point-of-purchase opportunities.

Product Information

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

Coverage

- West Hollywood
- Long Beach



See how digital shelters capture attention through motion and eye-level impact.

Digital Shelters

Digital shelter structures are situated among key intersections and iconic streets such as Sunset and Santa Monica Boulevard in West Hollywood, and on Colorado Boulevard, just outside of The Paseo shopping center in Pasadena, providing the perfect medium to connect with affluent residents, shoppers, entertainment trend setters, and tourists. Digital advertising provides **the ultimate campaign messaging with easily changeable and customizable creative messaging.**

Product Information

- Size: 74.6”H X 41.9”W
- Full Motion and Static Displays
- Available In Full Motion and Static Networks

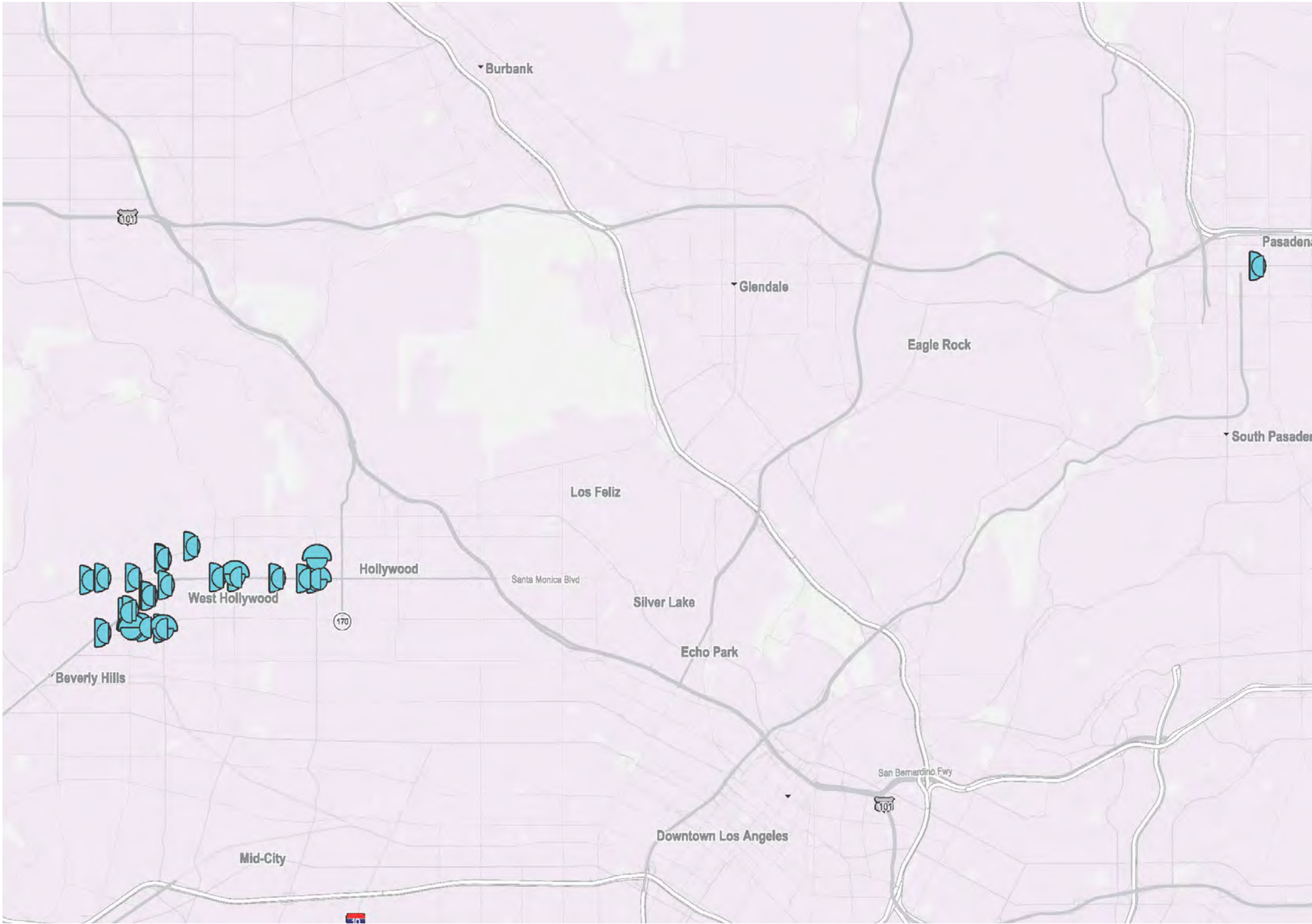
Coverage

- West Hollywood
- Pasadena

Digital Shelter Coverage

Across Los Angeles

Exclusive coverage in West Hollywood and Pasadena, located in high traffic areas reaching both pedestrian and vehicular traffic.





Digital Kiosks

Leave a lasting impression in West Hollywood with our cutting edge digital kiosk network! Strategically positioned at prime intersections and iconic streets such as Sunset and Santa Monica Boulevard, these structures offer **unparalleled visibility**. Engage a diverse audience of upscale residents, entertainment trend setters, and excited tourists. Expand your digital footprint and amplify your brand message in this coveted area!

Product Information

- Size: 74.6”H X 41.9”W
- Static Displays
- Available In Networks

Coverage

- West Hollywood

Digital Kiosk Coverage

Across Los Angeles

Exclusive West Hollywood coverage located in high traffic areas reaching both pedestrian and vehicular traffic.





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

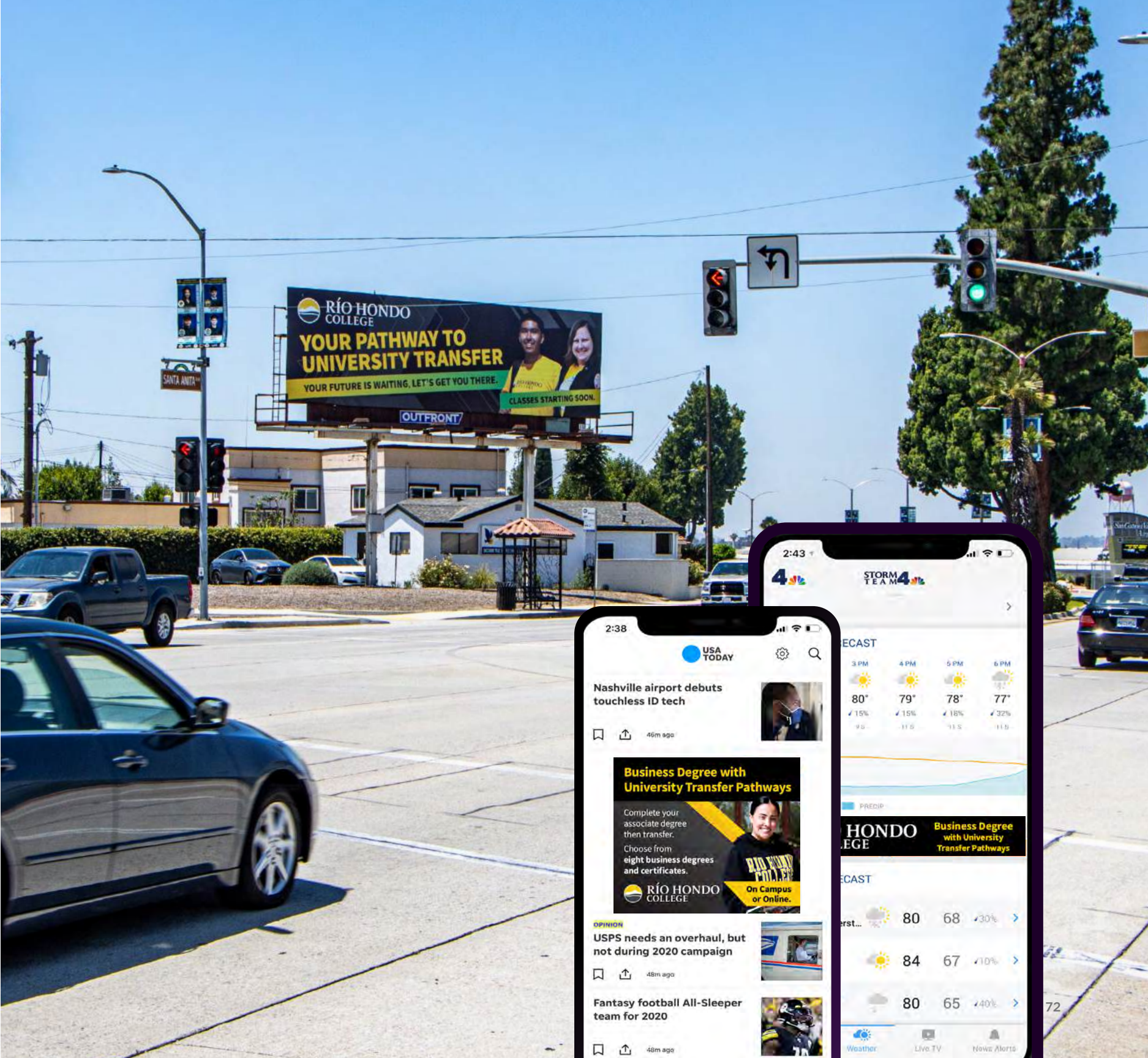
Transit system audience targeting

Source: Analytic Partners, 2024

Los Angeles | 323.222.7171
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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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